Leveraging social media

SLIDE 1 – TITLE SLIDE

Introduce yourself!

SLIDE 2

We all know that social media has changed the world. In fact, it has taken over the world! I assume that most, if not all, of you are on social media. So to attract social media users, you need to know what type are out there.

SLIDE 3

* The Ultras: Check feeds dozens of times a day and happily admit they have an obsession. You could spend as much as two hours a day on Facebook!
* The Dippers: These are the opposites of the ultras. They may go days without getting online at all.
* The Deniers: are like the Ultras, but try to act like they are not.
* The Informers: seek kudos by being the first to share the latest info with audience.
* The Lurkers: just watch what’s going on.
* The approval seekers: constantly check feeds and timelines after posting to see if people respond or like their posts.

If you are a social media user, I’m sure you see yourself in one of these categories! I'm not going to ask you to confess who you are but I do want to provide some ideas on how we can reach all of them.

SLIDE 4

There are many benefits to having a social media page. On a personal level, you can reconnect with old friends and people you grew up with. Keep in touch with people you’re close to. Keep tabs on everyone’s lives. Use it as your own personal photo album. It's the same for an organization.

SLIDE 5

* Well, you can learn what your supporters are saying about your organization.
* Drive traffic to your website or events pages.
* Drive visitors to online donation pages.
* Enable supporters to share messages about your organization through their social media presence.
* Empower your most passionate and influential supporters to promote your organization.
* Humanize your organization by not limiting communications to traditional methods or messages.
* Acquire new contacts.
* Increase trust and loyalty from your supporters by allowing them to share their voice

SLIDE 6

**Which social media sites are best for nonprofits?**

To reach most users, Facebook and Twitter are the most common. If you’re just starting out, I would start with one of these two.

**SLIDE 7**

**How many social media sites should we use?**

You can use as many social sites as you’d like, but don’t over commit. Time is always a factor for nonprofits, so keep that in mind as you sign up for various social sites. If I had to give you a number, I’d say two social media sites is perfect - Facebook and Twitter.

**SLIDE 8**

**How often should we post?**

You should post at least once a day to every site that you run. The key to social media engagement is consistency, so set a frequency schedule that you can stick to.

SLIDE 9

What to post?

I want to break this up into four specific areas, which pertain to Soroptimist and your club. These are four areas you all know and love: public awareness, membership, program and fundraising.

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Public Awareness

Social media is all about creating awareness and engaging with your audience.

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If you have a club FB page, make sure you have a “page” for an organization or business and not a personal profile. The big difference between the two is that Facebook pages allow organizations to build a following without any limitations, while profiles force you to send “friend requests” before you can make a connection. Also, Facebook pages allow you to track the impact of your posts.

Next, it is important that the Soroptimist brand shine through in your online presence. Every single piece of content you share should support the Soroptimist brand and our mission. Post all your club projects but also post stories about our organization to keep people interested!

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A study conducted by psychologist Albert Mehrabian showed that 93% of communication is nonverbal, since visuals can be processed by the mind 60,000 times faster than text. With this in mind, it’s crucial to tell the story of your mission using appealing visual elements across all of your social platforms.

SLIDE 13 - Topic Pg

Membership

Facebook and Twitter alone reportedly serve 1.5 billion users globally. By engaging with these users and sharing relevant content, fun photos, and events, you can reach a greater number of prospective members, and improve the connection with your existing members. SIA has 11,389 Facebook followers & GWR has 477.

I encourage you to play on the internet and look at the Facebook accounts that other Soroptimist clubs are using. As I said, you will be inspired 60K times more by seeing what they are doing.

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There are a lot of prospective member resources in the “All Aboard the MemberSHIP” recruitment campaign section of the website.

An active and exciting social media presence inspires people to take action and get involved – whether it’s through a donation or a membership. This allows your organization to more efficiently raise support and elicit new member applications.

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Program

Help your audience make a connection with your nonprofit by sharing a story about the woman and girls you help. You can share information about all Soroptimist Programs. You can put the Live Your Dream Awards application on your personal page, or you can let your friends know when and where you are holding your club’s Dream It, Be It project.

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Video is another great way to increase impact. Consider recording video with an iPhone and uploading it to YouTube. Ask your club’s Live Your Dream Award recipient to very briefly share how the award impacted her life, or ask a few Dream It, Be It participants to describe what they learned from the program. Then share it with the world!

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Finally, Instagram is another way to use technology to increase our collective impact. Instagram is a platform for only sharing photos, but many young adults use this technology instead of Facebook. Your club could use Instagram to post photos of your Live Your Dream Awards ceremony or of your Dream It, Be It project to gain publicity for your club. You may also want to consider using a hashtag for your event. If everyone at your awards ceremony or everyone who is part of your Dream It, Be It project uses the same hashtag when sharing photos on Instagram, you’ll have a ready-made photo album of your event!

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Fundraising

Social media is a fantastic tool to raise money for an event or cause and build a base of online donations.

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In addition, social media gives your nonprofit the chance to publicly thank or acknowledge supporters. People love to be recognized!

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Questions

If you need assistance with creating a Facebook page or instagram page, please contact me. We have members who are very interested in helping you in any way. And, we are planning a hands-on workshop at the Spring Conference to help you with all your social media needs.

Any questions?

This is where you can reach me if you ever need to get in touch!