

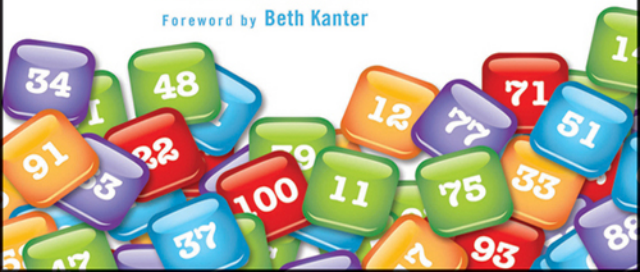
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# SOCIAL MEDIA TACTICS FOR NONPROFITS

A FIELD GUIDE

MELANIE MATHOS AND  
CHAD NORMAN

Foreword by Beth Kanter





# **101 Social Media Tactics for Nonprofits**



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**A FIELD GUIDE**

**Melanie Mathos  
Chad Norman**



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*We dedicate this book to all the do-gooders out there—the nonprofit professionals who are taking risks, following their hearts, and coming up with some of the most unique, inspiring, and authentic social media communications anywhere.*





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# Foreword

I have spent the last 32 years working in, for, and with nonprofit organizations. Most of that time has been spent helping nonprofits think about strategy as well as the mindset changes and skills required to embrace new online technologies to support their mission-driven work. As I witnessed the birth of the World Wide Web in 1992 and later Web 2.0, nonprofits often face challenges adopting new tools because it requires taking the time to acquire and internalize new skills.

When I started blogging in 2003, blogs and nonprofit social media use were only in their infancy and nonprofit leaders typically viewed them with a high degree of skepticism about their value. This was one of the main reasons I wrote the book *The Networked Nonprofit* with Alison Fine because I wanted to help the millions of staff people and board members of nonprofit organizations, get over the fear of change and make their way into this new, social world.

*The Networked Nonprofit* was aimed at helping nonprofit leaders take those first steps to be successful managing social change today in an age of connectedness and to pave the way for organizational adoption. It walked nonprofit leaders through the process of transitioning their thinking and orientation from managing organizations to participating in and managing social networks. But that is only halfway down the path to successful outcomes.

In my role as Visiting Scholar at the David and Lucile Packard Foundation where I am studying the interaction of social media, networks, and nonprofits, I have the honor of working with scores of nonprofits who no longer question whether or not to embrace social media and online networks, but how to do it effectively.

My capacity building, coaching, and training work with nonprofits uses a “Ready, Set, Go” framework. The “Ready and Set” involves identifying who they want to reach, articulating clear and measurable results, and an integrated communications strategy. The “Go” is the

implementation where I provide coaching and time-saving tips—much like the nuggets provided in this book. Putting a new way of working into practice can be difficult, but having practical, time-saving tips can make all the difference in the world.

I know how difficult it is to make the leap into effective practice with a new technology tool. In 1992, the New York Foundation for the Arts hired me to serve as the network weaver for ArtsWire, an online network of arts organizations and artists. ArtsWire was an online community that allowed both artists and arts administrators to use the Internet to connect with one another, but also learn how to use online communications technology to support their missions.

As the Internet became more mainstreamed, my job changed dramatically—from providing ongoing technical support in using the online community platform to providing training in strategic online technology plans. As the World Wide Web opened up the possibility for any nonprofit to have a web presence and use e-mail instead of fax machines, I was also responsible for designing and delivering trainings to nonprofits on these topics. I taught hundreds of workshops to thousands of arts organizations to help them establish their very first web site, use e-mail to connect with supporters, take the first foray into online fundraising, or how to use search to find information online.

When I started the work, I didn't know a modem from a microwave. While I was lucky enough to be given a front row seat in the creation of a new field for nonprofits—using the Internet to increase the impact of their work, I was not a natural-born techie. I had the passion to learn, but when I taught myself I would often fail and it would result in hours of wasted time. What helped me was working side by side with a small group of Internet geeks who generously and patiently showed me all the shortcuts and shared tips that helped me be more effective helping nonprofits to embrace the Internet.

This book, *101 Social Media Tactics for Nonprofits*, is like having two very tolerant and technologically savvy friends sit down with you and share their wisdom and experience about social media tactics. Melanie Mathos and Chad Norman have patiently and generously shared their best time-saving tips to help your nonprofit get to the “go” of using social media channels quickly and successfully.

BETH KANTER

Author, Beth's Blog ([www.bethkanter.org](http://www.bethkanter.org))

Co-Author, *The Networked Nonprofit*

# Acknowledgments

I want to thank my husband, parents, sister, and all of my family for their unwavering support of all that I do. Dating all the way back to third grade when my parents let me take computer programming classes for fun, to my sophomore year in college when my mom subtly suggested that I may want to declare a major at some point (which turned out to be journalism), they helped me become me.

I also want send a special thanks out to my writing/geek muses: my Aunt Janice J. Apostolou, a poet and shining light; my husband, Gary Mathos, who makes sure I hear about the latest tech news and am in on the beta; my friend and the co-author of this book, Chad Norman, who conquers fun projects like this with me and helps me explore my inner geek; and all of the many people with whom I've had the pleasure of volunteering. Most of all, I am eternally grateful to my sweet daughter Elyse, who was such a good baby during many, many phone interviews.

MELANIE MATHOS

They say the nerd doesn't fall far from the tree, so I first want to thank my parents for teaching me to love tech. They encouraged me to creatively explore technology through programming, photography, and publishing—they loved it when I made stuff. Then there's my best friend and wife Jennifer, who has always led me out into the waves. I couldn't have finished this project without her daily support, encouragement, and inspiration. But I'm most thankful for my greatest creations of all time, Cooper, Graham, and Zoe, who keep me motivated to not only do good, but to do it all.

I also ned to give a shout out to Mary Colson, George Huffman, Kevin Swan, Raymond Minnis, and Steve MacLaughlin for putting me on the right path at the right time. And a million thanks to my friend and co-author Melanie Mathos. I'm glad our lives will forever be linked by our nptech geekery and willingness to take on insane challenges like writing this book.

CHAD NORMAN





# Introduction

**T**here are a lot of books about social media strategy—this isn't one of them! *101 Social Media Tactics for Nonprofits* features 101 actionable tactics that anyone managing or supporting a social media program for nonprofits can start using today—and most of the featured resources are free.

First, before you go any further, we're assuming you have a social media strategy in place . . . right? Experimenting with social media is fun and exciting (and can be a great way to kill some time), but it's key to start with a well thought-out plan that supports your organization's overall marketing, communications—and yes—even your fundraising strategy. (We know, we know, it's hard to imagine a day when development and marketing actually work together, but it is happening right now as we speak at some of the nation's most successful nonprofits!)

So where do the tactics fit in? Borrowing from the POST method (a systematic approach to social strategy from *Groundswell* authors Charlene Li and Josh Bernoff),<sup>1</sup> in its most simple form, a social strategy should consist of a four-step approach:

1. **People**—Where are your constituents engaging and how can you best reach them?
2. **Objectives**—What do you want to accomplish?
3. **Strategy**—What do you want things to look like when you're done?
4. **Technology**—How are you going to get there?

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<sup>1</sup>Josh Bernoff, "The POST Method: A Systematic approach to social strategy," December 11, 2007, <http://forrester.typepad.com/groundswell/2007/12/the-post-method.html>.

Tactics fit in nicely with technology—and that’s where we are fast-forwarding to with *101 Social Media Tactics for Nonprofits*. If you haven’t conquered the first three steps, don’t cheat! Find your people, determine your objectives, and create your strategy, and then when you are ready to dive in, pick up your trusty field guide, and get to work.

## Using This Book

Each of the 101 tactics are numbered and broken down into five key areas: Setup, Communicate, Engage, Fundraise, and Measure. Each tactic will explain the steps and tools needed to implement it, and many are accompanied by a real-life example of a nonprofit using the tactic. You’ll read how leading nonprofit professionals around the world are leveraging social media to engage constituents, communicate their causes, and deliver on their missions.

If you have a strategy in place, you can use the Tactic Checklist to find social media ideas that meet your goals. It’s like a formula—pick a desired outcome then choose the tactics needed to make it happen. The numbers make it easy to flip through this field guide and find the tactics you need. Here are three examples of strategic outcomes and the tactics that can help make them a reality:

- Connect with your local community: 3, 4, 21, 22, 25, 60, 61, and 86
- Raise more money for your organization: 77 through 90
- Increase traffic to your organization’s web site: 11, 14, 23, 26, 28, 32, 38, 44, 48, 93, and 94

These groups of tactics will form the framework of your plan, giving you a method to your social media madness. Read about each tactic you have identified, decide if it will help you meet your goals, and get started.

As you work your way through the field guide, you too will be able to make an immediate impact on your organization’s social presence and engage with supporters in new and inventive ways. Pretty soon, you’ll be a social media guide, serving as a mentor to up-and-coming social-medialites!

The learning never stops. Visit our web site, [101socialmediatactics.com](http://101socialmediatactics.com) for online resources and additional tactics.

**Tactic Checklist****Setup**

- 1. Claim Your User Name on Facebook
- 2. Brand Your YouTube Channel
- 3. Claim Your Venue on foursquare
- 4. Create a Branded foursquare Page
- 5. Create a Custom Twitter Background
- 6. Brand Your Facebook Page
- 7. Add Multiple Administrators to Your Facebook Page
- 8. Set and Display Rules for Your Facebook Community
- 9. Allow Supporters to Post Content on Your Facebook Page
- 10. Monitor Facebook Page Activity with Alerts
- 11. Use Commenting Tools that Authenticate with Social Accounts
- 12. Add a Facebook Like Button to Your Web Site or Blog
- 13. Add a Twitter Follow Button to Your Site
- 14. Include the ShareThis Sharing Button
- 15. Create a Flickr Pro Account
- 16. Publish Photos Under a Creative Commons License
- 17. Submit Your Photos to Flickr Groups

**Communicate**

- 18. Use Collaboration Tools to Manage Twitter Accounts
- 19. Create Twitter Lists
- 20. Display Names of Staff Contributing to Twitter and Facebook
- 21. Connect with the Top Tweeters in Your Area
- 22. Monitor Local Twitter Activity Using Hashtags
- 23. Make Your Tweets Retweetable
- 24. Sign up for Tweets for Good
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- 27. Promote an Event or Campaign with a Hashtag
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- 30. Display RSS Feeds on Your Web Site
- 31. Display Live Twitter Content on Your Web Site and Blog
- 32. Feed Your Blog to Twitter and Facebook
- 33. Use Facebook Social Plugins on Your Site

- 34. Add Events to Your Facebook Page
- 35. Integrate Other Social Channels with Facebook
- 36. Include Social Channels in Contact Information
- 37. Integrate Supporter Photos with Other Channels
- 38. Submit Content to Social News and Bookmarking Sites
- 39. Create a Wikipedia Entry
- 40. Create a Social Media Newspaper
- 41. Make a Buzzworthy Video
- 42. Participate in a Video Contest
- 43. Livestream Your Events
- 44. Provide Instant Access to Content with QR Codes
- 45. Share Presentations and Documents Online

### Engage

- 46. Create a Facebook Welcome Tab
- 47. Encourage Action with Facebook Custom Tab
- 48. Encourage Supporters to Share Facebook Content
- 49. Launch a Like Campaign
- 50. Use Facebook as Your Organization's Page
- 51. Ask Your Facebook Fans a Question
- 52. Get Creative with Avatars
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- 60. Organize a Tweetup
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- 68. Hold a Video Response Contest
- 69. Create a Flickr Group to Support Your Mission
- 70. Hold a Photo Contest
- 71. Create a Photo Petition

- 72. Organize a Petition on Twitter
- 73. Socialize Your Internal Communications
- 74. Treat Your Social Networks Like V.I.P.s
- 75. Create Your Own Online Community

### **Fundraise**

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### **Measure**

- 91. Analyze Facebook Activity with Insights
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- 93. Track Referrals from Social Sites
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