Right tool at the right time

Stepping in and stepping up

with social media and the web

NextInNonprofits.com/onestop

651-356-8896

Steve@NextInNonprofits.com

next in
nonprofits

Next In Nonprofits

Social fundraising and communications for nonprofit growth.

A little – or a lot

Agenda

- Some basic outreach tools

- Picking tools based on audience

- More effort (and teamwork!) for more results

- Stepping up for more impact

Email first – then other channels

If you can get an email address, it is your best option for communication.

Our love for the inbox remains, but our preference for engagement on other channels has increased. That's one of the findings in our fourth annual consumer email survey of over 1,000 white-collar workers in the U.S. According to the survey, which looked at how consumers are communicating across email and other channels, time spent checking personal email is up an impressive 17 percent year-over-year (YoY). Consumers are checking personal email an average of 2.5 hours on a typical weekday. On top of that, they're spending an average of 3.1 hours checking work email.

17%
YoY

AVERAGE NUMBER OF HOURS
SPENT CHECKING PERSONAL
EMAIL EACH WEEKDAY: **2.5 HOURS**

Email marketing services

Why Mailchimp?   What You Can Do ⌄   Pricing   Resources ⌄

PLANS		Pro	Grow	Free
		Add more power to your marketing with advanced tools that enterprise businesses use.	Level up with features that grow with you.	Get your business up and running.

PRICING	Pro	Grow	Free
	START FOR	START FOR	START FOR
	$199	**$10**	**$0**
	/MONTH AND UP	/MONTH AND UP	
	Sign Up Now	**Sign Up Now**	**Start Now Free**
	▦ Calculate your price now	▦ Calculate your price now	

THE BASICS	Pro	Grow	Free
Subscribers	Unlimited**	Unlimited**	2,000
Emails per Month	Unlimited**	Unlimited**	12,000
Multi-User Accounts	✔	✔	✔
Guides and Tutorials	✔	✔	✔

Meet people where they are

After email – it may be Facebook – but depends on who you are trying to reach.

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...

	Several times a day	About once a day	Less often	NET Daily
Facebook	51%	23%	26%	74%
Snapchat	49	14	36	63
Instagram	38	22	39	60
Twitter	26	20	53	46
YouTube	29	17	55	45
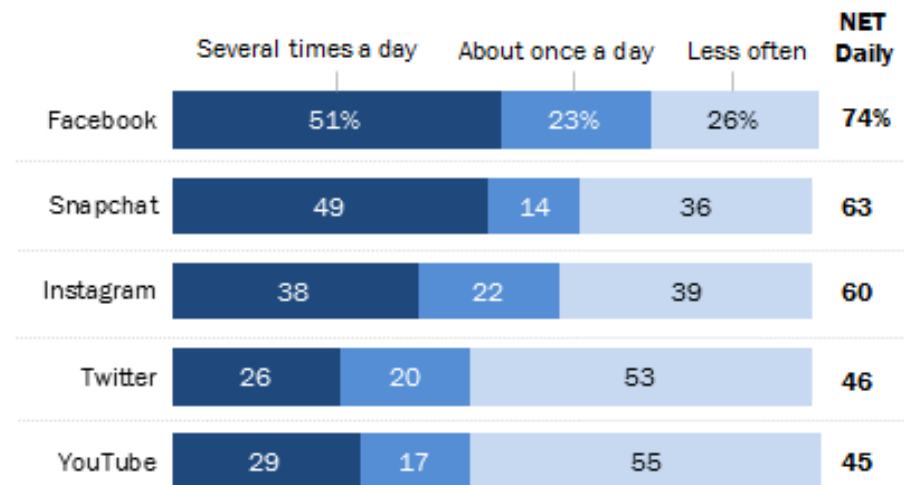
Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Facebook Groups v. Facebook Pages

What do you need Facebook to do for you?
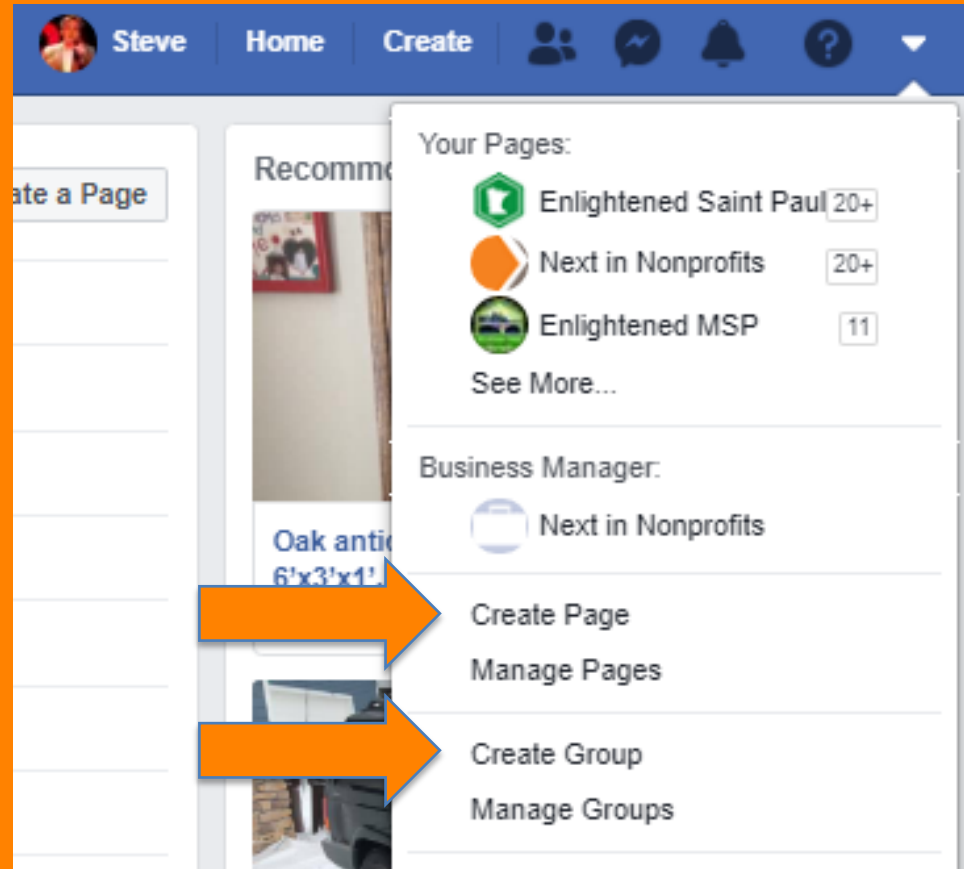
Hold that thought

Your own website can do much more than Facebook. But it isn't the right call for every small volunteer effort.

We'll come back to this!

Engage in what they want *first*

@NextNonprofits #OneStopAHS

Engage in what they want *first*

Organic posts: 1 to 80 characters

In 2016, BuzzSumo analyzed more than 800 million Facebook posts. Based on their findings, posts with less than 50 characters "were more engaging than long posts." According to another, more precise study by Jeff Bullas, posts with 80 characters or less receive 66 percent higher engagement:

Posts with 80 characters or less receive 66% higher engagement.

'Like' Rate   Comment Rate

81+ Characters   1-80 Characters
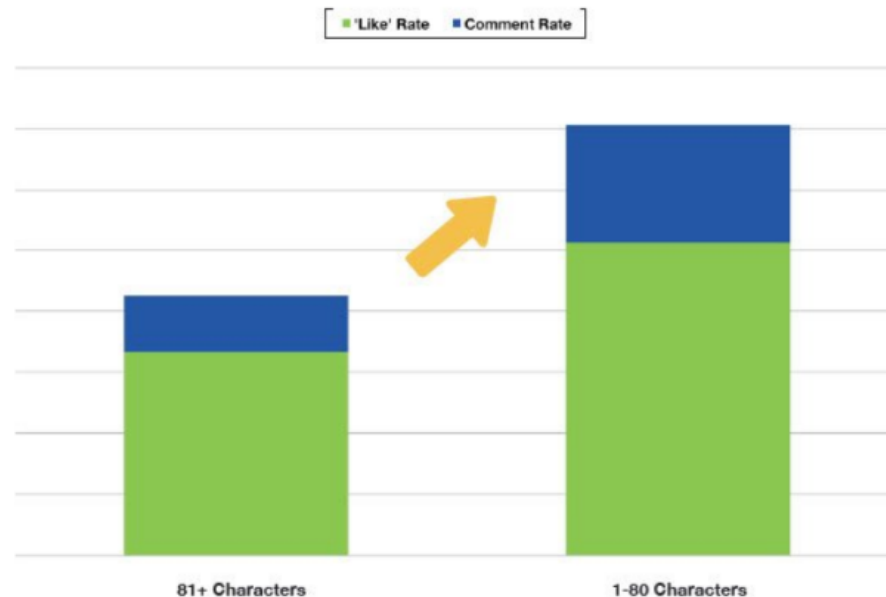
Engage people they know

Use names and pictures to build a person-to-person relationship.

Now start thinking about your needs

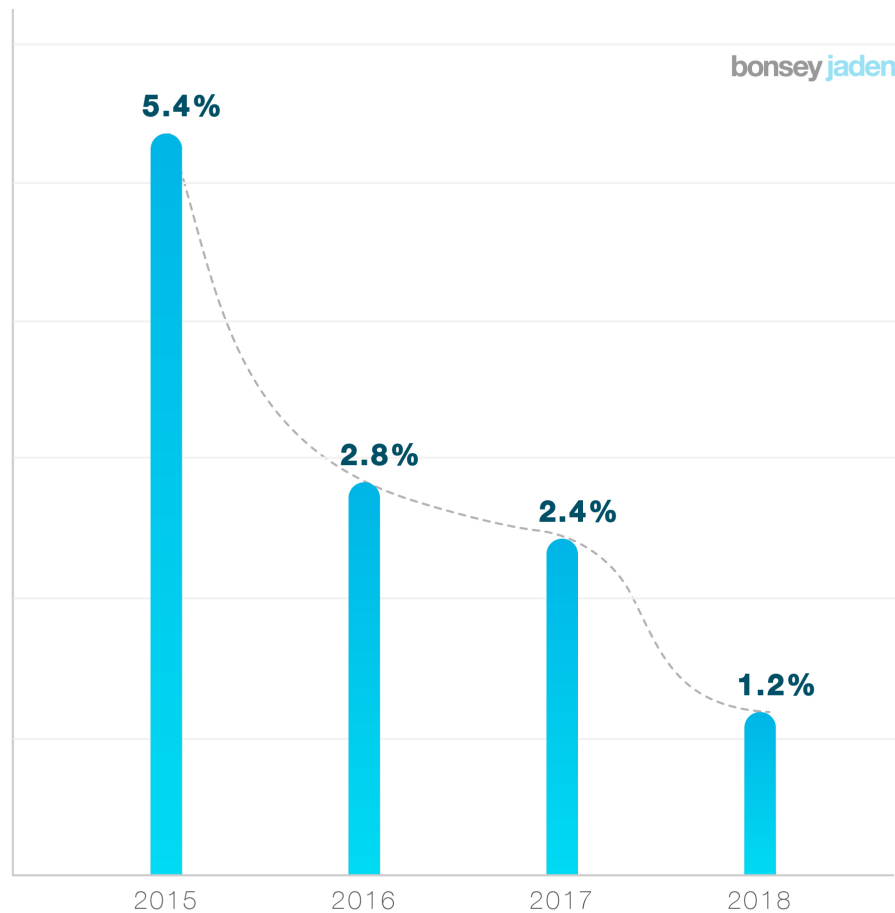**Mission posts are important, but you need an audience to get them read.**

And measuring who sees them
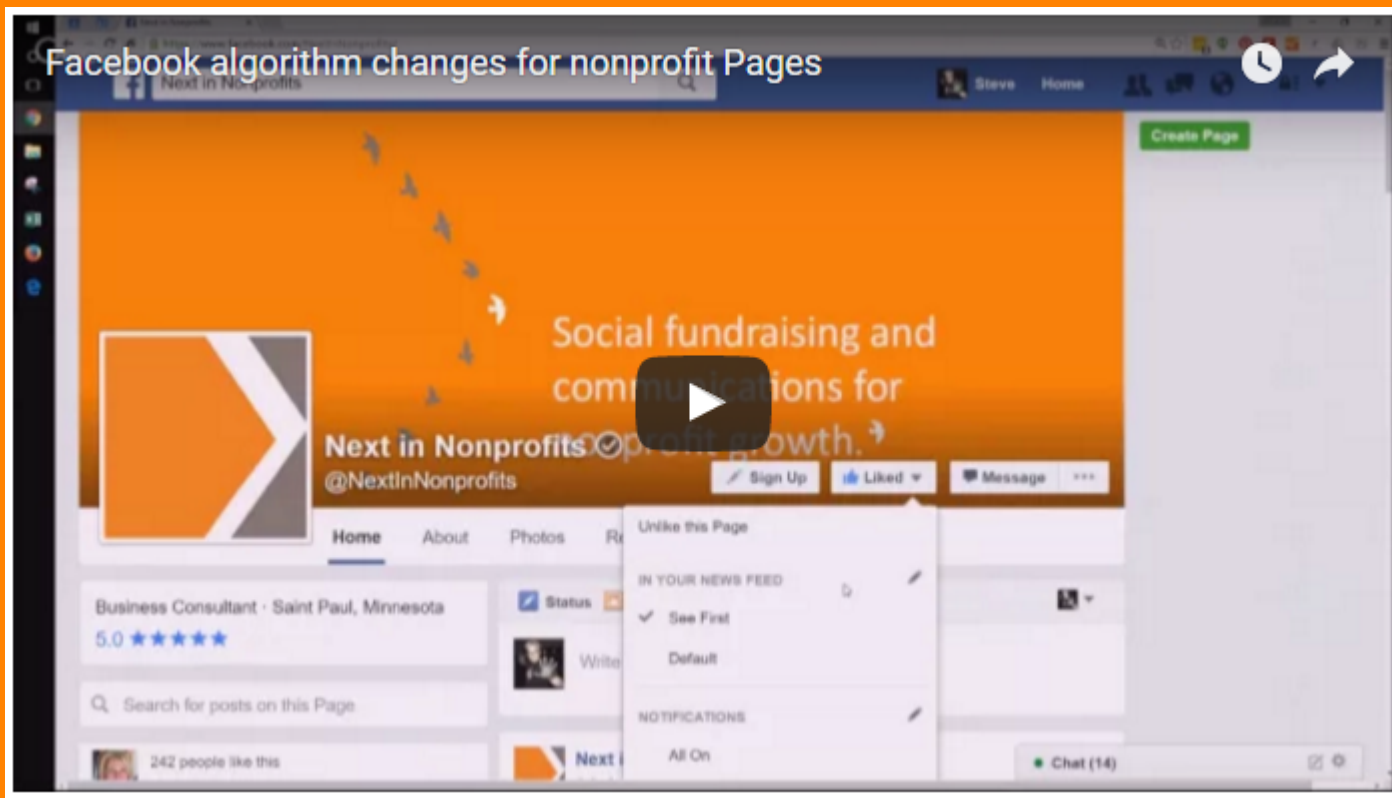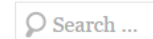

ORGANIC FACEBOOK REACH IN APAC

2015-2018

bonsey jaden

5.4%

2.8%

2.4%

1.2%

2015   2016   2017   2018

Board members, other superfans...

Superfans can boost Facebook performance

Facebook algorithm changes for nonprofit Pages

Paying to play
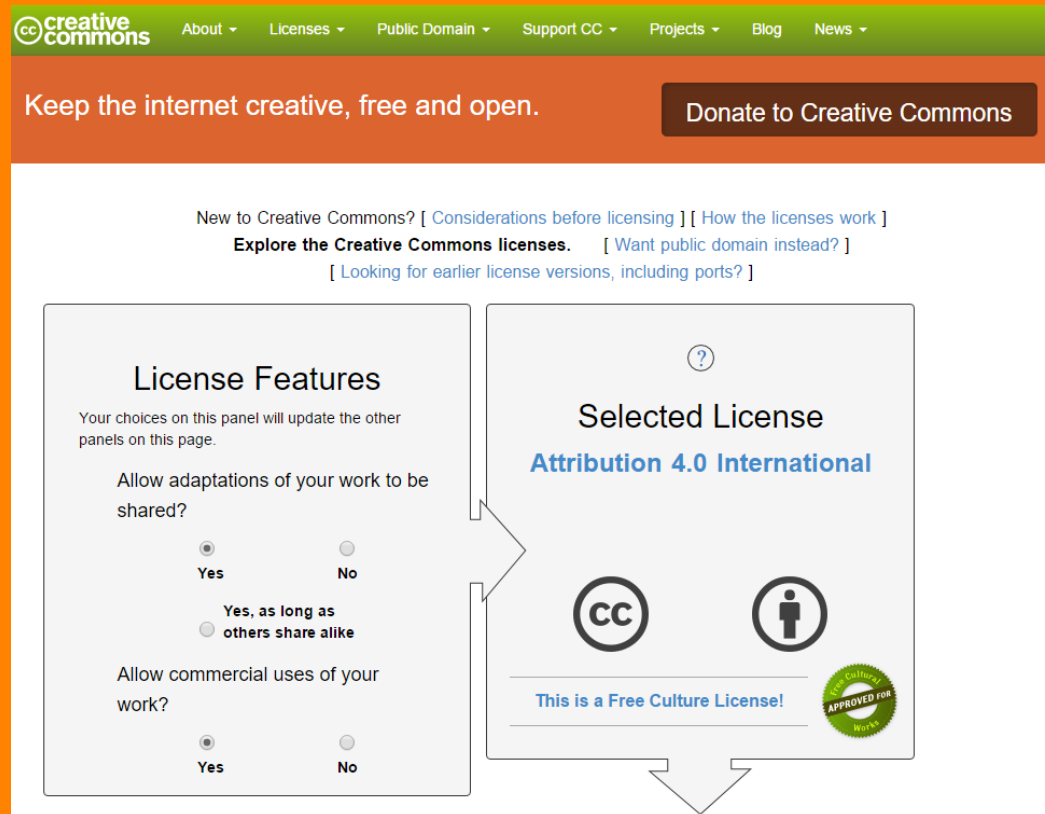
Shareable

"Great artists steal."

– Stravinsky.

And Picasso.

And Jobs.

Use a calendar

Plan drafts, approval and publication for newsletters, blog posts, and events.

Social Media Content Calendar Template [To use the template, click the "File" tab and select "Make a copy" from the drop-down menu] (Recovered)

File Edit View Insert Format Data Tools Add-ons Help   Last edit was seconds ago

Week	Network	Time	Content Type	Topic	Copy	Link	Notes
WEEK 1					WEEK 1: MONDAY, DATE		
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you opitimizing your video for viewing without sound? You should be.	http://ow.ly/NuSC30c577V	
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHev30c5d9R	
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjkS30bHujZ	(insert video file link)	
		3:00 PM	Promotion	Product Launch	Liftmetrix Hootsuite Impact New name and offerings to help you measure and maximize ROI: http://ow.ly/tNx530bKIqN	http://ow.ly/tNx530bKIqN	
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)	
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to trak key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G5Ki30c5dLF	
		9:30 AM	Curated Content				
		11:45 AM	Video				
		1:30 PM	Promotion				
		4:15 PM	Education				
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d0O	http://ow.ly/aktF30c5d0O	
		7:15 AM	Curated Content				
		10:30 AM	Video				
		1:00 PM	Promotion				
		3:45 PM	Evergreen Blog Post				
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owlys do you see?	(insert image file link)	
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! : @taggio	(insert link to original image)	
		12:30 PM	Video				

Which channels? How often?

Yes, Twitter.

At a minimum, read other people's tweets.

Retweet (RT) to build relationships. Or favorite.

Household income categories

	Your followers	All Twitter Users	
Income category	**Comparison**		**Difference**
$100,000 - $124,999	15%	13%	2% more
$75,000 - $99,999	13%	16%	3% less
$125,000 - $149,999	11%	9%	2% more
$60,000 - $74,999	10%	11%	1% less
$150,000 - $199,999	10%	9%	1% more

Values based on 54.3% match rate from Twitter partners

Education news and general info	91% / 25%	66% more
Tech news	86% / 45%	41% more
Technology	85% / 25%	60% more
Politics	84% / 29%	55% more
Leadership	84% / 20%	64% more

Relationships imply value

What is wrong with this Twitter picture?

Relationships imply value

Choosing Platforms

You don't need to be on every social media platform, but you can check more than one…

OK, now, about that website...

DreamHost

DreamHost.com | Contact Support

Change language
English (US) ⌄

Search our articles 🔍

DreamHost > Shared Hosting > General

Non-profit discount

DreamHost offers a FREE shared hosting plan (including email hosting) to non-profit, charitable organizations registered in the United States. This discount applies to a *single* **shared** hosting plan per non-profit, hosted within only one account, for US-based 501(c)(3) organizations. This discount remains active for the lifetime of the DreamHost account.

ⓘ The Remixer All Access plan is also covered since it includes Shared hosting.

DreamHost also offers US-based 501(c)(3) organizations a discount on DreamPress, managed WordPress hosting. The discount offers up to 35% off on DreamPress plans and is good for the life of the plan. You can find more details about the DreamPress non-profit discount here.

Other types of hosting plans such as VPS and Dedicated are not covered under this non-profit offer.

Keyword planning for content

See how people are searching, and provide responsive content.

Measuring goals

Measuring goals

Where is traffic coming from?
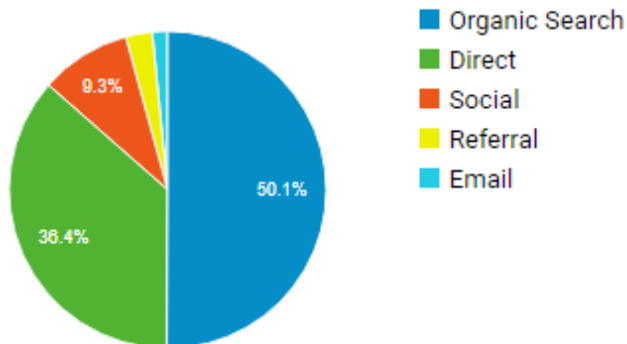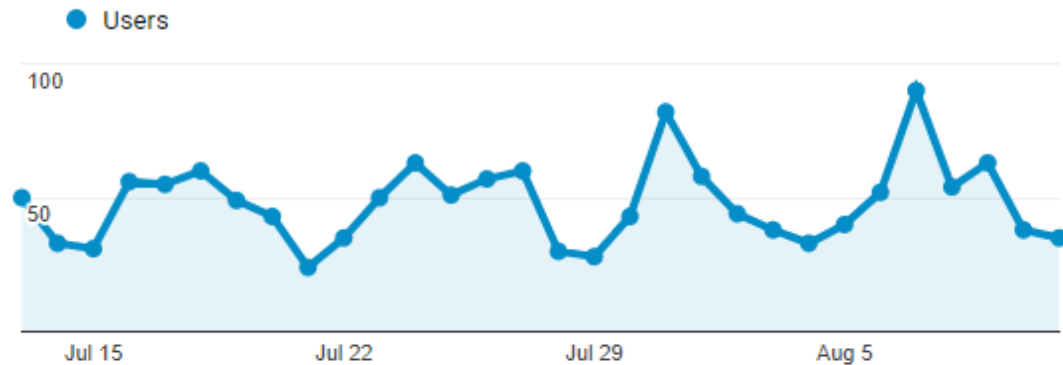
Social engagement measures

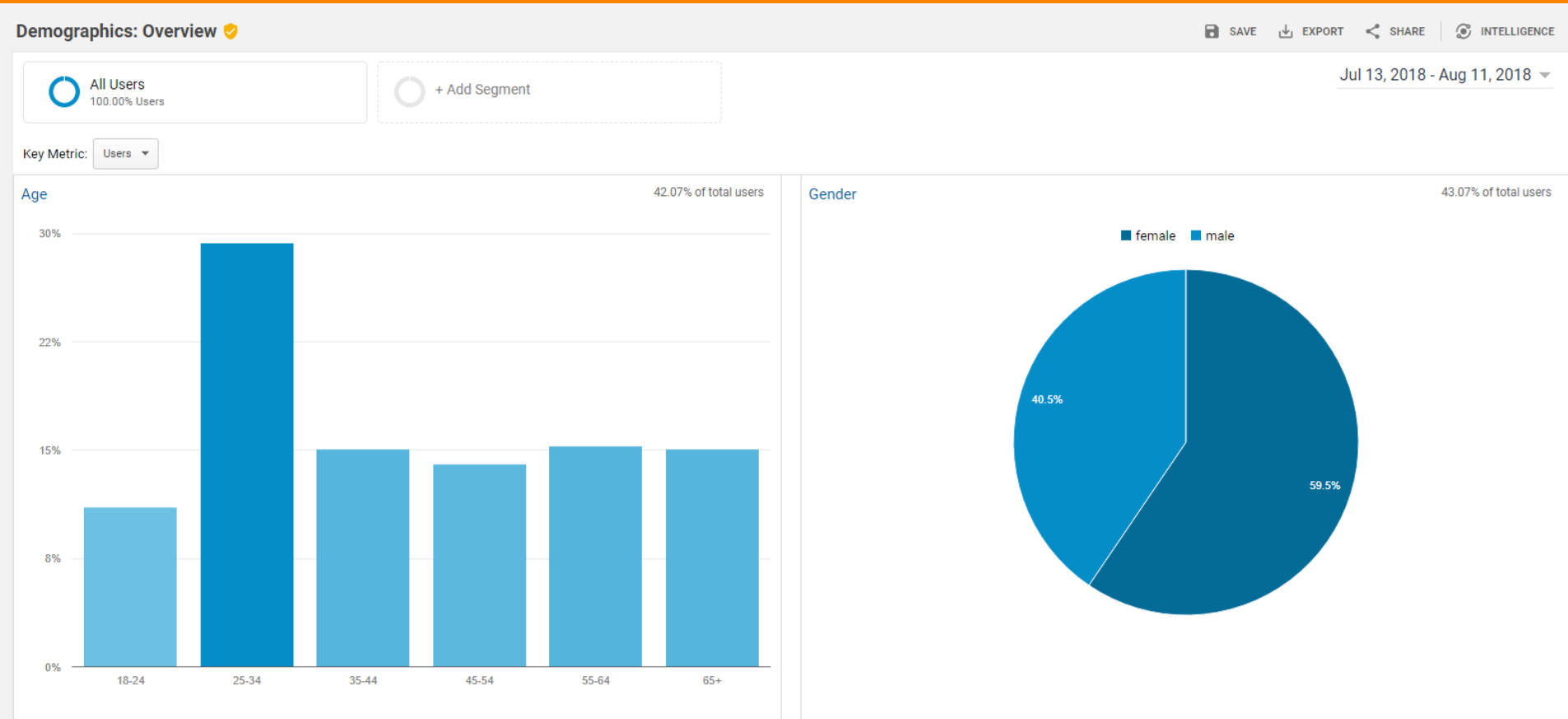| Date	Article			Shares		Comments	
08/12/2018 7:07 am	Community Museum Showcases Washington, DC's	🔗	🌐	230	▮	2 0	| |
08/12/2018 6:46 am	Racism and Erasure in Fred Wilson's Unearthed Histories	🔗	🌐	395	▮	2 0	| |
08/12/2018 6:36 am	'Lies My Teacher Told Me,' And How American History Can Be	🔗	🌐	1.7K	▬	77 44	▬▬▬ ▬
08/11/2018 6:02 pm	Minnesota artists will fight silence on sexual violence with	💬	🌐	270	▮	10 5	▪ ▪
08/11/2018 4:14 pm	Opinion | To Be Black And #Woke Is To Be In A Rage All	🔗	🌐	1.4K	▬	17 3	▪ |
08/11/2018 4:10 pm	Ngũgĩ wa Thiong'o and the Tyranny of Language	🔗	🌐	1.6K	▬	18 6	▪ ▪
08/11/2018 4:07 pm	Being a Victorian Librarian Was Oh-So-Dangerous | JSTOR	🔗	🌐	2.6K	▬▬	55 18	▬▬ ▬
08/11/2018 4:06 pm	Many of the books on our shelves at ESFL include	🔗	🌐	731	▮	18 7	▪ ▪

Next steps

Create a calendar

Create goals

Recruit your team (or team of one)

Set up measurements

Revise

References

- **https://www.idealware.org/reports/digital-marketing-tools/ - Review tools**
- **https://docs.google.com/spreadsheets/d/1zKS2d5UhoEAYyfYpMm9FrrvekGygl5OLMa2Lc2w9T6k/edit?usp=sharing – Social media calendar template**
- **https://robertkatai.com/facebook-groups-vs-facebook-pages/**

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- http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/
- https://bonseyjaden.com/truth-facebook-organic-reach-2018/
- https://louisem.com/144557/often-post-social-media
- https://adwords.google.com/aw/keywordplanner
- https://app.statusbrew.com

Keep in touch

NextInNonprofits.com

Steve Boland
steve@nextinnonprofits.com
651-356-8896