

# Right tool at the right time

**Stepping in and stepping up  
with social media and the web**

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# 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.



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

Add more power to your marketing with advanced tools that enterprise businesses use.

### Grow

Level up with features that grow with you.

### Free

Get your business up and running.

## PRICING

START FOR

**\$199**

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

START FOR

**\$10**

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

START FOR

**\$0**

[Start Now Free](#)

## THE BASICS

### Pro

### Grow

### Free

#### Subscribers

Unlimited\*\*

Unlimited\*\*

2,000

#### Emails per Month

Unlimited\*\*

Unlimited\*\*

12,000

#### Multi-User Accounts



#### Guides and Tutorials

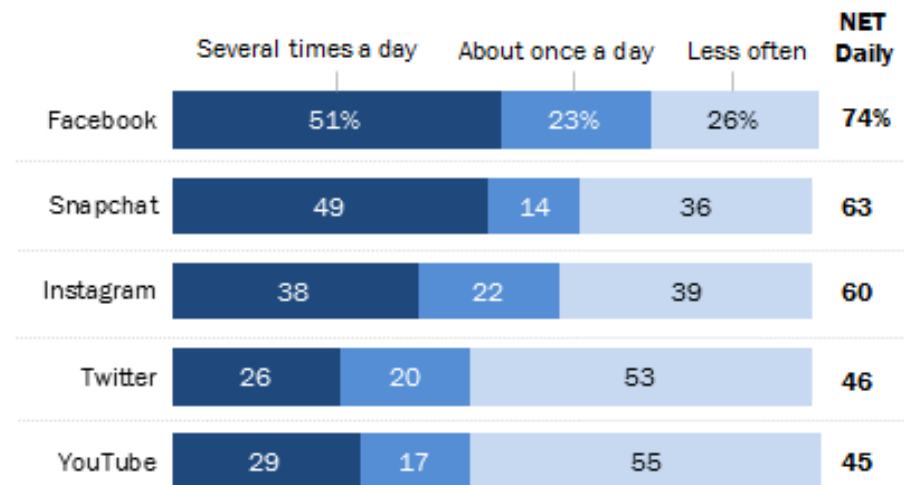


# Meet people where they are

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 ...



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.

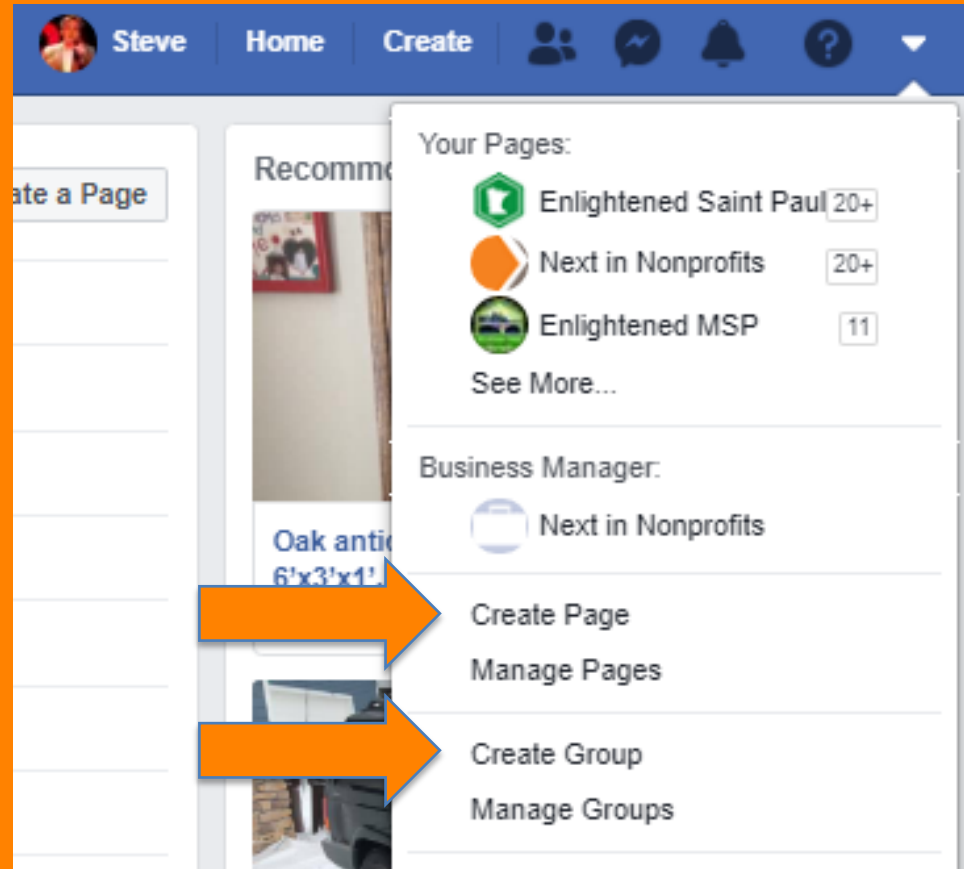
Source: Survey conducted Jan. 3-10, 2018.

"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*

JUL  
2018

## AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



3.91%

Q-O-Q CHANGE:  
-4% (-17 BPS)

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



6.01%

Q-O-Q CHANGE:  
+2% (+14 BPS)

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



4.81%

Q-O-Q CHANGE:  
-3% (-14 BPS)

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



3.36%

Q-O-Q CHANGE:  
-7% (-25 BPS)

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS





2.21%

Q-O-Q CHANGE:  
-10% (-25 BPS)

27

**SOURCE:** LOCOWISE, JULY 2018. DATA REPRESENTS AVERAGE FIGURES FOR Q2 2018. **NOTES:** "ENGAGEMENT" REFERS TO CLICKS, LIKES, SHARES, AND COMMENTS ON CONTENT. FIGURES REPRESENT AVERAGES ACROSS A WIDE RANGE OF DIFFERENT PAGE TYPES AND SIZES FROM ALL OVER THE WORLD. Q-O-Q (QUARTER-ON-QUARTER) CHANGES ARE VERSUS Q1 2018. Q-O-Q PERCENTAGE FIGURES REFLECT RELATIVE CHANGE; 'BPS' (BASIS POINTS) FIGURES REFLECT ABSOLUTE CHANGE.

 **Hootsuite™** 

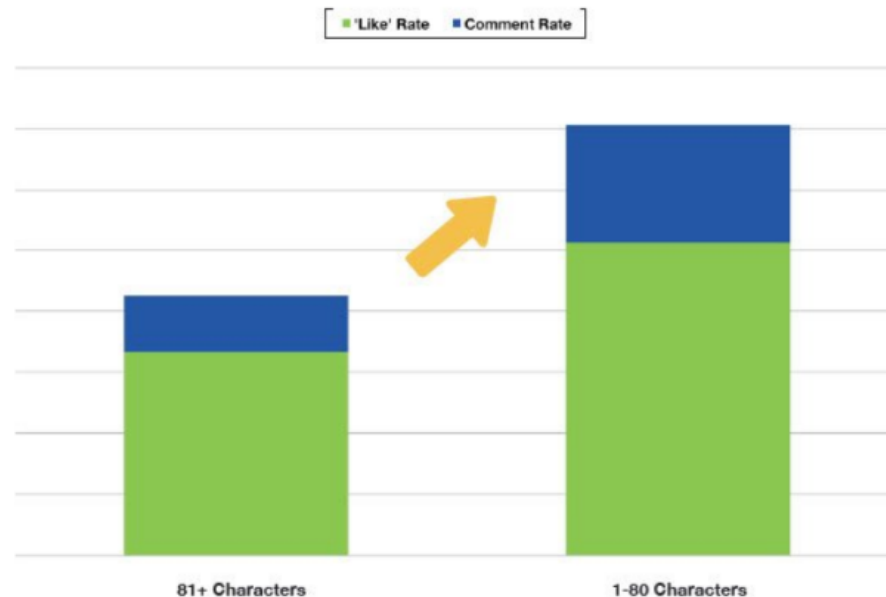
# Engage in what they want *first*



## 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.



# Engage people they know

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

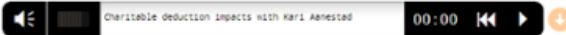
**Next in Nonprofits**  
Published by Steve Boland [?] · February 5 at 9:38 AM · 🌐

New podcast with Kari Aanestad of [Minnesota Council of Nonprofits](#) talking about changes in charitable giving after the 2018 tax law changes. Listen, and subscribe! <https://www.nextinnonprofits.com/.../charitable-deduction-20.../>


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### Next in Nonprofits 118 – Charitable deduction impacts in 2019 with Kari Aanestad

Posted on February 5, 2019



Kari Aanestad is the Director of Advancement at the [Minnesota Council of Nonprofits](#), whose mission is to "inform, promote, connect and strengthen individual nonprofits and the nonprofit sector." Part of Kari's work is to understand trends in giving and how organizations communicate to supporters of their work.



Changes in tax law last year means fewer people will itemize deductions, so while gifts to charities are still deductible, more people will not see a financial benefit from giving. Learn more about those changes and tactics for nonprofits in our [episode with Russell James](#). Kari joins host Steve Boland to discuss a recent

#### Performance for Your Post

1,436 People Reached		
24 Reactions, Comments & Shares ⓘ		
19 Like	4 On Post	15 On Shares
3 Love	0 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
44 Post Clicks		
5 Photo Views	9 Link Clicks ⓘ	30 Other Clicks ⓘ
<b>NEGATIVE FEEDBACK</b>		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

# *Now* start thinking about your needs

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

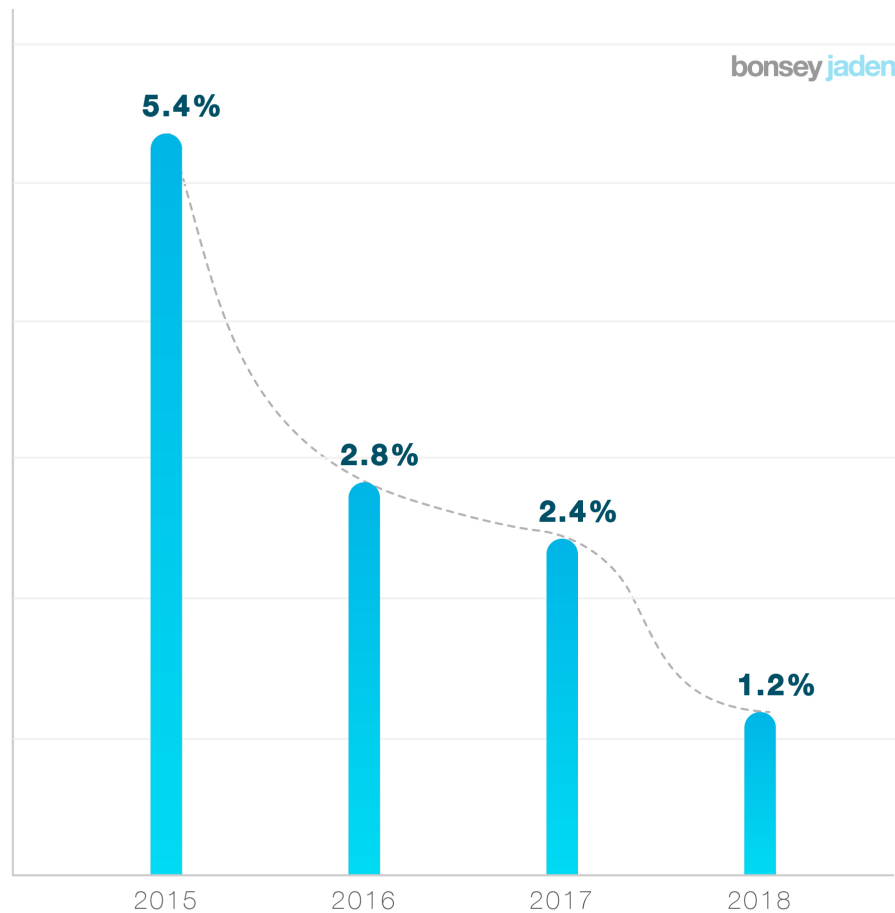


# *And* measuring who sees them



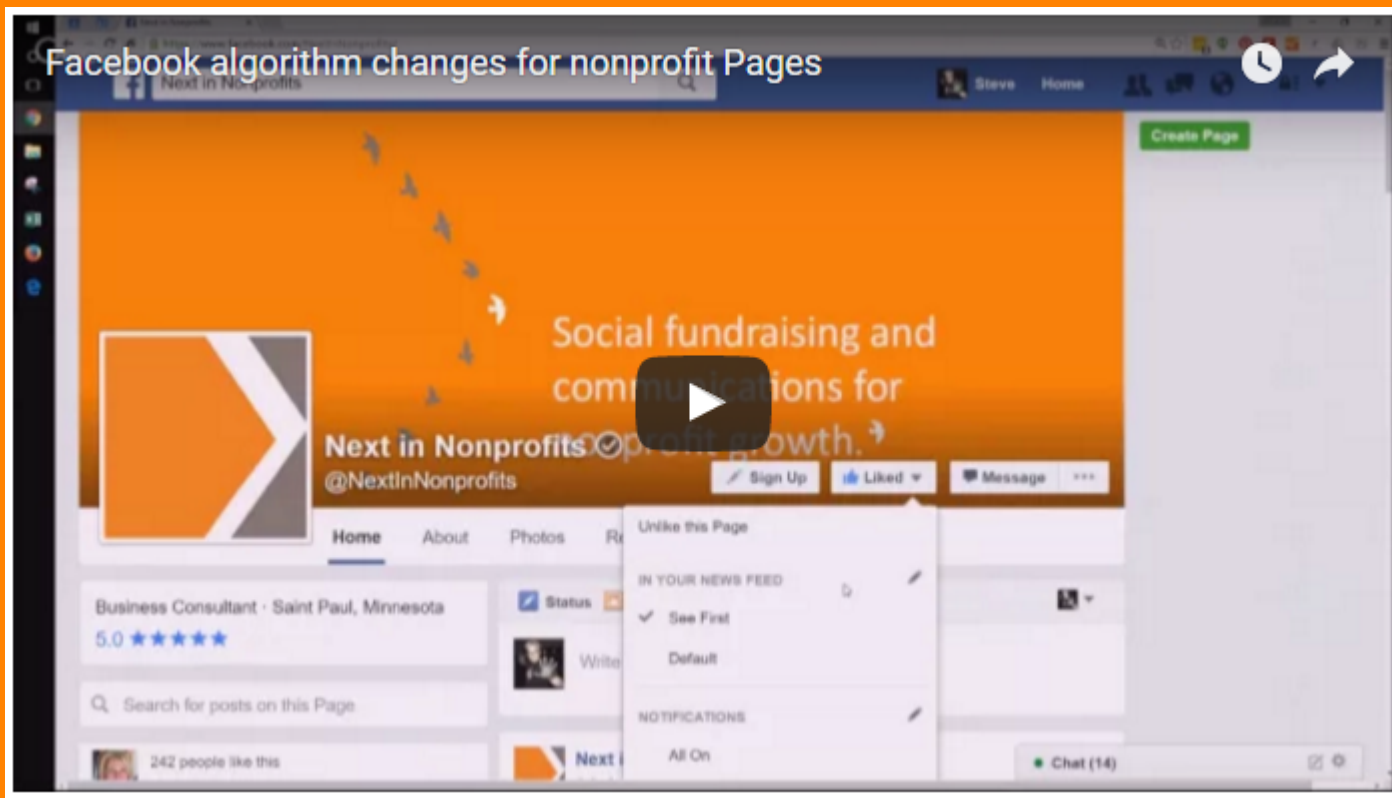
## ORGANIC FACEBOOK REACH IN APAC

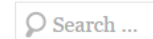
2015-2018



# Board members, other superfans...

## Superfans can boost Facebook performance





## Categories

## Paid posts are the new postage

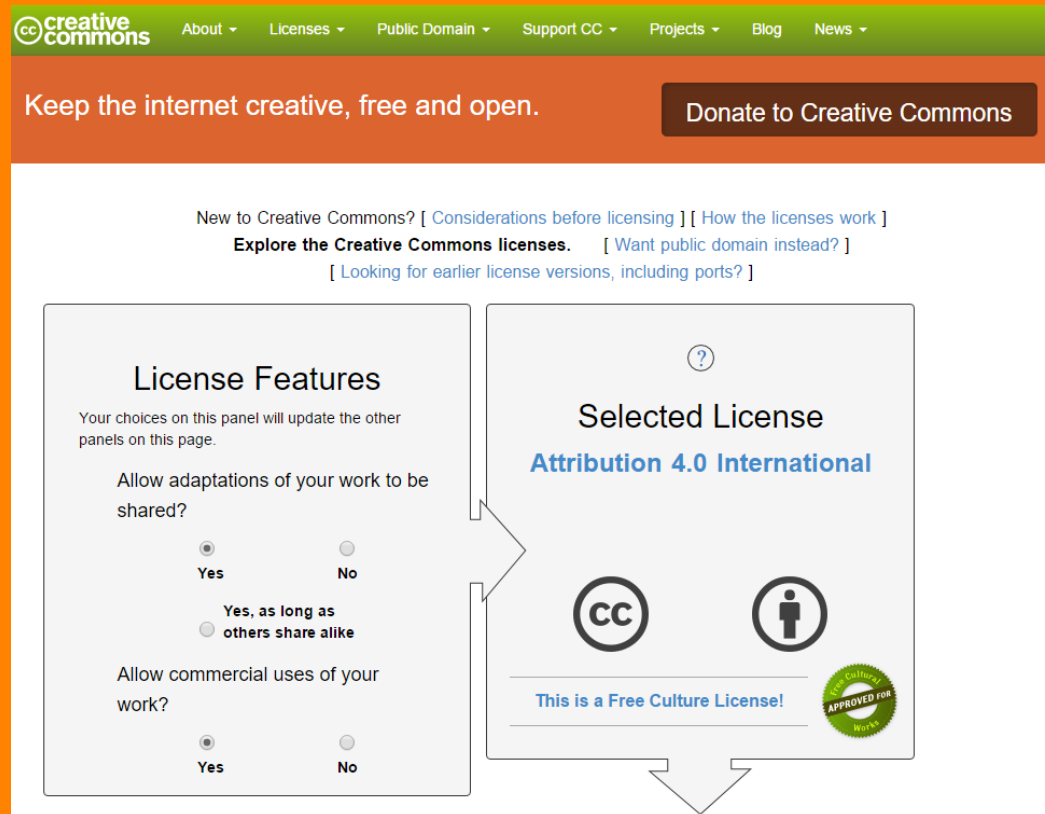
## More About Communications

Lessons from eBenchmarks 2012

# Shareable

“Great artists steal.”

– Stravinsky.  
And Picasso.  
And Jobs.



The screenshot shows the Creative Commons website's license selection process. At the top is a green navigation bar with the Creative Commons logo and links for About, Licenses, Public Domain, Support CC, Projects, Blog, and News. Below this is an orange banner with the text "Keep the internet creative, free and open." and a "Donate to Creative Commons" button. The main content area is white and contains links for new users: "New to Creative Commons?", "Considerations before licensing", "How the licenses work", "Explore the Creative Commons licenses.", "Want public domain instead?", and "Looking for earlier license versions, including ports?". The interface is divided into two panels. The left panel, titled "License Features", contains two questions: "Allow adaptations of your work to be shared?" and "Allow commercial uses of your work?". Each question has three radio button options: "Yes", "No", and "Yes, as long as others share alike". The right panel, titled "Selected License", shows the chosen license: "Attribution 4.0 International". It features the Creative Commons logo (CC) and the person icon (BY). Below the icons, it states "This is a Free Culture License!" and includes a green circular seal that says "Approved for reuse".







# 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

100% \$ % .0 .00 123 Open Sans 10 B I S A

	A	B	C	D	E	F	G	H
1	Week	Network	Time	Content Type	Topic	Copy	Link	Notes
2	WEEK 1					WEEK 1: MONDAY, DATE		
3		FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	<a href="http://ow.ly/NuSC30c577V">http://ow.ly/NuSC30c577V</a>	
4			10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	<a href="http://ow.ly/DHev30c5d9R">http://ow.ly/DHev30c5d9R</a>	
5			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: <a href="http://ow.ly/zjkS30bHujZ">http://ow.ly/zjkS30bHujZ</a>	(insert video file link)	
6			3:00 PM	Promotion	Product Launch	Liftmetrix  Hootsuite Impact  New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly/tNx530bKlqN">http://ow.ly/tNx530bKlqN</a>	<a href="http://ow.ly/tNx530bKlqN">http://ow.ly/tNx530bKlqN</a>	
7			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)	
8								
9		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.	<a href="http://ow.ly/G5K30c5dLF">http://ow.ly/G5K30c5dLF</a>	
10			9:30 AM	Curated Content				
11			11:45 AM	Video				
12			1:30 PM	Promotion				
13			4:15 PM	Education				
14								
15		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: <a href="http://ow.ly/aktF30c5d0O">http://ow.ly/aktF30c5d0O</a>	<a href="http://ow.ly/aktF30c5d0O">http://ow.ly/aktF30c5d0O</a>	
16			7:15 AM	Curated Content				
17			10:30 AM	Video				
18			1:00 PM	Promotion				
19			3:45 PM	Evergreen Blog Post				
20								
21		INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? 	(insert image file link)	
22			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)	
23			12:30 PM	Video				

# Which channels? How often?



*how often to post*  
on social media

\*per day unless noted




Twitter

3	15	30
low	suggested	high




LinkedIn

2/wk	1	1
low	suggested	high




Facebook

3/wk	1	2
low	suggested	high



Instagram

1	1-2	3
low	suggested	high



Pinterest

3	11	30
low	suggested	high

# 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?



@NextNonprofits #OneStopAHS

# Choosing Platforms

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

The image displays four social media feeds, each with a dark header and a light background. The feeds are arranged in a 2x2 grid. The top-left feed is titled 'Home Feed (NextNonprofits)' and shows a list of tweets from users like theImproveGroup, cwalski, Deborah909, and PerformingArtsW. The top-right feed is titled 'Wall Posts (Next in Nonprofits)' and shows a post from Next in Nonprofits about a content marketing conference. The bottom-left feed is titled 'Home Stream (Next in Nonprofits)' and shows a post from GuideStar about a nonprofit job and a post from The Nonprofit Quarterly about engagement. The bottom-right feed is titled 'in Company Updates (Next in Nonprofits)' and shows a post from Next in Nonprofits about a content marketing conference.

**Home Feed (NextNonprofits)**

- theImproveGroup** 4:39pm via Flipboard  
Use tableau for #dataviz? Tableau Preps \$345M Offering, Less Than A Year After Its Gangbusters IPO [flp.it/oMUkq](http://flp.it/oMUkq)
- cwalski** 4:38pm via TweetDeck  
@Deborah909 @karentgraham @cindy\_leonard @robert\_weiner Seriously! That was amazing sushi, too! Despite the order confusion.  
Show Conversation
- Deborah909** 4:37pm via Web  
@cwalski What could be better than dinner with you, @karentgraham, and @cindy\_leonard? Well, ok, we could have had @robert\_weiner too. :-)  
Show Conversation
- PerformingArtsW** 4:02pm via HootSuite  
4 days until Beats of the Bayview! #BVBeats [ow.ly/i/4SrKL](http://ow.ly/i/4SrKL)  
Retweeted by theImproveGroup
- cwalski** 4:36pm via TweetDeck  
@Deborah909 Thanks for the follow, Deb! It was great having sushi and getting to know you better. : )
- fabriider** Mar 13, 8:29am via TweetDeck  
My life for the last 3 weeks w @allengunn & @aspirationtech. Lots of #gunner #sharplies #postits #participants #plaid pic.twitter.com/iWwdH7BKjX  
Retweeted by Deborah909
- NetSquared** 4:15pm via HootSuite  
#Net2 Ambassador @commonknow\_nz reflects on climate change and travel to #14ntc plus the impact of "cloud" [ow.ly/uCJsT](http://ow.ly/uCJsT)  
Retweeted by Deborah909

**Wall Posts (Next in Nonprofits)**

- Next in Nonprofits** Mar 14, 3:50pm  
Big #content marketing for little nonprofits: Come join me at Nonprofit Tech and Communications Conference on Apr 10. <http://www.nextinnonprofits.com/calendar>
- Next in Nonprofits Calendar, conference presentations, workshops | Next...** [www.nextinnonprofits.com](http://www.nextinnonprofits.com)  
Next in Nonprofits presents sessions at conferences, workshops for organizations and associations, and trainings on social fundraising and social...
- Next in Nonprofits** Mar 13, 1:15pm  
Judging a donor's motives "good" or "bad" won't really change donations. @NextNonprofits comments below article. <http://101fundraising.org/2014/03/good-donors-bad-donors/>
- Good donors, bad donors** 101fundraising.org  
In a series of though provoking articles, the New York Times asked prominent philanthropists and scholars to discuss the status of contemporary...
- Next in Nonprofits** Mar 13, 10:15am  
Fun #crowdfunding discussion highlight: Practically no accountability from sponsors for results, but the money flows anyway. #socialmatters
- Next in Nonprofits** Mar 13, 8:32am  
"The Lake is the Boss!" Yes. Yes. it is

**Home Stream (Next in Nonprofits)**


- GuideStar** 4:30pm - Public  
Defend your #nonprofit job! #Embrace your coworkers. You'll likely never meet people so nice again. <http://owl.li/uDSSV> via +joannefritz
- Trashing Nonprofit Jobs Is So Yesterday!**  
Trashing nonprofit work is popular and fun to do, but the reality is that a nonprofit job may be the best thing you've ever done.
- GuideStar** 3:31pm - Public  
#Nonprofits get visual and make #socialmedia a conversation: <http://owl.li/uDR1f> via +NonprofitQuarterly
- How Nonprofits Use Social Media to Engage with their Communities**
- The Nonprofit Quarterly** 3:20pm - Public  
So what's all the hype about measuring engagement? <http://ow.ly/uyWUE>
- Ending with a Question Mark: Reflections on Engagement at the Case Foundation**
- The Nonprofit Quarterly** 2:01pm - Public

**in Company Updates (Next in Nonprofits)**


- Next in Nonprofits** Mar 14, 1:40pm via HootSuite  
Big #content marketing for little nonprofits: Come join me at Nonprofit Tech and Communications Conference on Apr 10. <http://lnkd.in/b2X5NKZ>
- Next in Nonprofits Calendar, conference presentations, workshops | Next in Nonprofits**  
Next in Nonprofits presents sessions at conferences, workshops for organizations and associations, and trainings on social fundraising and social content development
- Next in Nonprofits** Mar 13, 11:25am via HootSuite  
Judging a donor's motives "good" or "bad" won't really change donations. @NextNonprofits comments below article. [http://lnkd.in/bCK\\_vKG](http://lnkd.in/bCK_vKG)
- Good donors, bad donors**  
In a series of though provoking articles, the New York Times asked prominent philanthropists and scholars to discuss the status of contemporary giving and charities. Peter Buffet (son of Warren Buffet and Chairman of NoVo foundation) argued against the "conscience laundering" (in his own words "...")
- Next in Nonprofits** Mar 13, 9:50am via HootSuite  
Fun #crowdfunding discussion highlight: Practically no accountability from sponsors for results, but the money flows anyway. #socialmatters
- Next in Nonprofits** Mar 12, 10:15am via HootSuite  
Excited to be talking #Crowdfunding at today's Lunch'n'Learn in Saint Cloud. Bonus: Get to stop by Central Minnesota Community Foundation.

# OK, now, about that website...








 [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](#).

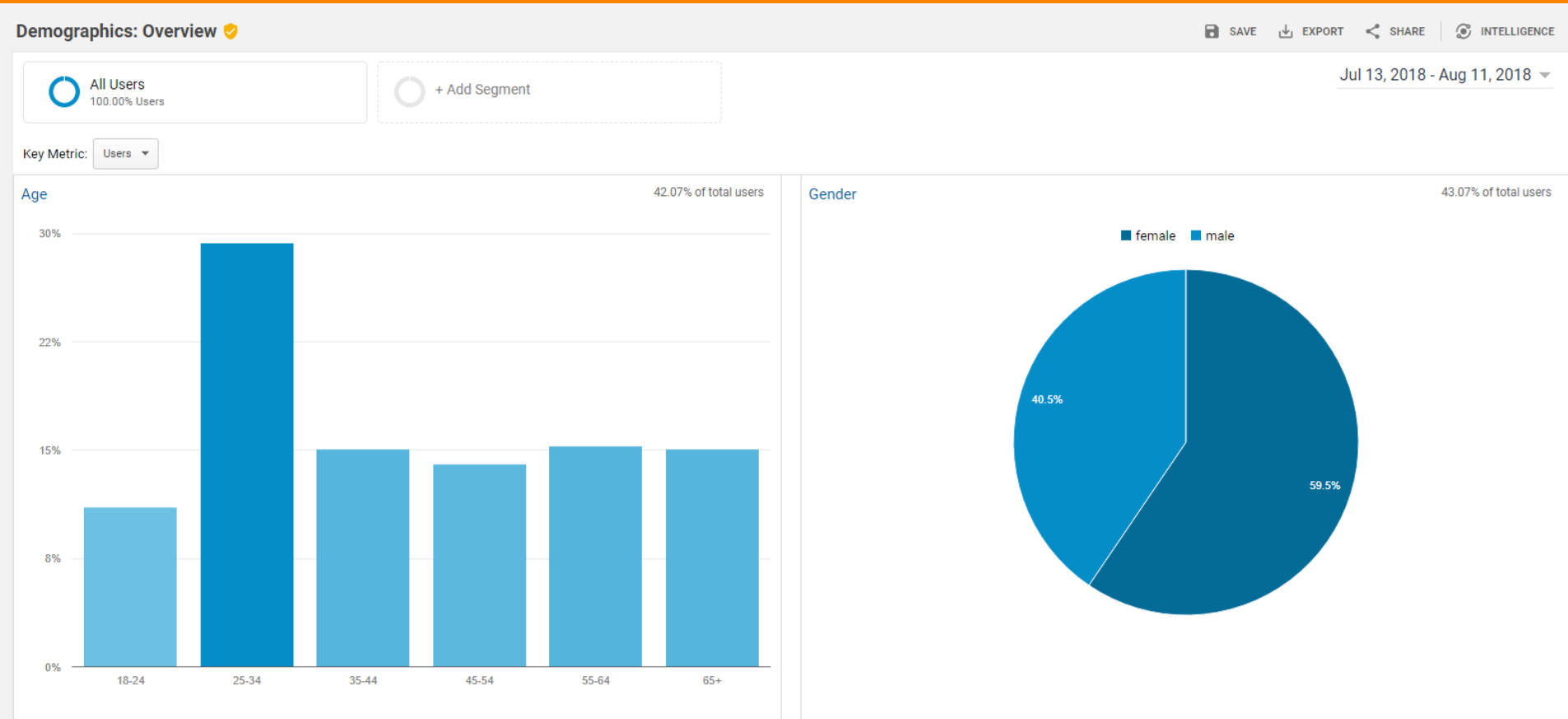
Other types of hosting plans such as [VPS](#) and [Dedicated](#) are not covered under this non-profit offer.





# Measuring goals


## Web page analytics/measuring traffic



# Measuring goals

## Where is traffic coming from?

### Acquisition Overview

 All Users  
100.00% Users

 + Add Segment

Primary Dimension:

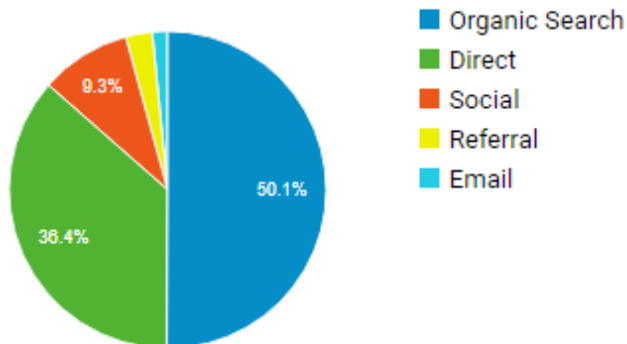
Top Channels ▾

Conversion:

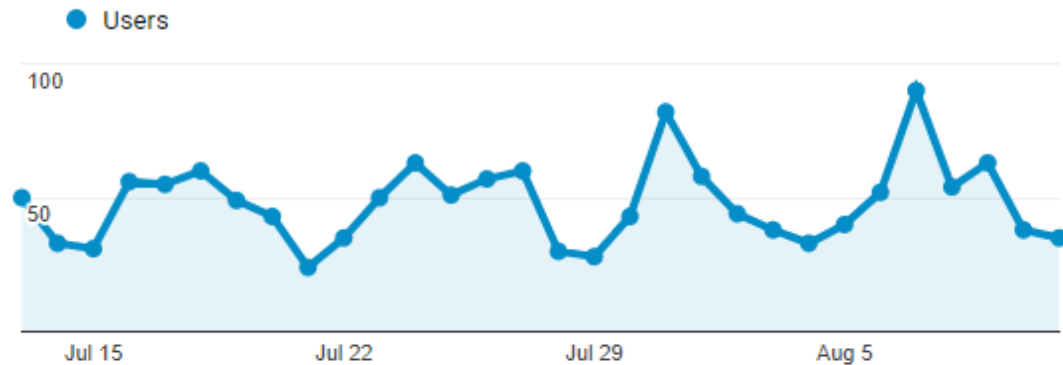
All Goals ▾

[Edit Channel Grouping](#)

#### Top Channels



#### Users



# Social engagement measures



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/>

# References

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- <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



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