NGCP Social Media Starter Kit
Social media is a medium, not a message.

Twitter, Facebook, LinkedIn, HootSuite, Flickr, Blogging

I.   Introduction: Why is social media important as a nonprofit?

- **89% of charitable organizations** are using some form of social media in their marketing.
- Social mediums enable nonprofit organizations to create relationships and engage with their constituents.
    - It's a research, publishing and analysis tool
    - Connects individuals who share a common interest
    - Lets organizations listen to the conversations of their target audience
    - Serves as a multi-format, interactive publishing channel
- This allows them to nurture their online communities which, in fact creates, a viral marketing affect with little effort. The costs associated with this marketing effort are often less expensive with better ROI than traditional marketing efforts.
- It is an active, 24/7 community builder
    - 57% of people talk to more people online than in real life
    - Average social media network user (SNS) has 636 social ties
    - 26.7% of social networking users belong to a local community group, vs. 22.3% of non-internet users
    - 52% of girls have gotten involved in causes they care about through a social network
    - 41% of girls will "friend", "like" or "follow" charities and causes

Users
- 71% of all internet users are on a social networking site
- 56% of social networking site (SNS) users are women
- 92% of SNS users are on Facebook, 18% use LinkedIn and 13% use Twitter.
- Core age groups:
    - 12-17: 73%
    - 18-29: 82%
    - 30-49: 64%
    - 50-64: 47%
    - 65+: 28%
    - Average age of SNS participant: 38

II.   **Twitter**

Overview

Why Twitter?
- Build a dynamic community grouped around a common ideal/industry (Solidifying a position as a STEM education thought leader)
    - o Establish your org/individuals within your org as thought leaders
    - o Drive conversations
    - o Reach out to and build relationships with key influencers
    - o Provide community and potential community with easy way to get to know and communicate with your organization
- Conversation, Concise (140 characters), Connect Interests, Give/Receive, Announce/Follow Events

Twitter: The Users
- Twitter users are the most racially diverse of mainstream social networking sites.
    - o 9% of white, 25% black and 19% Hispanic internet users are on Twitter
- 15% of urbanites, 14% of suburbanites and 7% of rural Americans use Twitter
- 18% of 18-29 year-olds, 14% 30-49 yo, 8% 50-64 yo and 6% 65+ yo internet users use Twitter
- 460K accounts created everyday
- 63% of users use Twitter to post work-related information
- 77% of the top 100 US companies have a Twitter account
- 13% use it daily
- Avg user has 838 people in their network

Getting Started with Twitter

In creating your organization's Twitter account, think about the following:
- – Purpose
- – Who is involved
- – Getting Started
- – Responsibilities
- – Style guidelines

I.   **Purpose**
- What is the purpose of this account? Who is your target audience? Also, what type of content do you want to share?
    - o Example: **NGCP Twitter**
        - ▪ **Purpose:** to promote Women/Girls in STEM and Collaborative Networks, tying into NGCP whenever possible
        - ▪ **Type of content:** Information is directly related to NGCP (Collaboratives, Events, Partners) OR Women/Girls in STEM OR Collaborative Networks

**II.   Who is involved and what are the expectations?**
- Identify the role of each organizational staff member and outline expectations.
    - Example: **NGCP Twitter**
        - **Who**: Bob and Sue are responsible for managing this twitter account.
        - **Expectations**: 1 post about NGCP (quoted statistics, link to former minigrant, mention an org in a program), 1 post about Women/Girls in STEM, 2 retweets, 2 @tweets

III.   Getting Started.
- Set up account your account on twitter.
- Use a social media management platform (HootSuite) to manage your account (and all other accounts)
- Identify keywords to track and accounts to follow (All)
- Start tweeting (All)
- Maintain daily engagement (All)
- Track and distribute analytics

IV.   Responsibilities
- Post any content directly or indirectly related to your organization, including announcements, events, new articles and blog posts.
- Follow relevant accounts, including organizations AND individuals of organizations, reps from companies with whom a partnership might be beneficial, and key industry influencers (journalists, bloggers and evangelists).
- Track and respond to tweets with relevant keywords. (See below.)
- Make sure to check in at least 2x a day.
- Engage (via retweets and @ replies) with relevant accounts.
- Answer questions that come up.
- Track relevant keywords and engage with their tweeters. Follow accounts who a) tweet about these topics and b) could be of some use.
- Follow Key #s. (See # conversation below).
    - #edchat
    - #scichat
    - #scifest (USA sci festival)
    - #edtech
    - #STEM
    - #science
    - #education
    - #techwomen
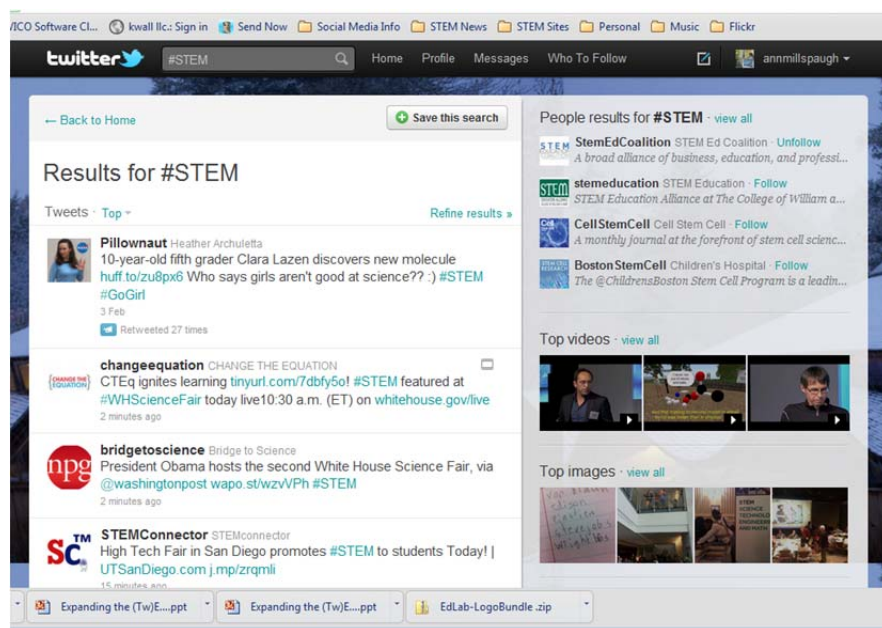
V.   Style Guidelines

Elements of Style (Promoter Edition)

- Even when you're promoting, act like you aren't. So, no: " NEW NGCP COLLABORATIVE EVENT NOW, REGISTER ATTEND AND CLICK HERE!!!!!" If you're tweeting a laudatory link, append a comment to it that is either a humblebrag:
  - "I mean, I thought NGCP events were cool, but this cool? 'NGCP in Collaboritaville. http://ow.ly78gf"   or sincere:
  - "@tweetuser so glad to hear you liked the #ngcpinstitute!"

- Vary your tweets. Basically, the ratio should be something along with lines of 5:4:2:1, the 5 being outside news or blog posts tangentially related to Officewriter, the 4 being engagement—whether through retweets, replying to someone else's tweet or asking questions, the 2 being blog posts about EdLab/NGCP (eventually…), and the 1 being reviews and other press. Oh, and as for PR releases—tweet them as sparingly as possible, as they're basically spam.
- Be casual. Be yourself, even if you're talking about things you normally wouldn't talk about. Before you tweet, ask yourself: "If someone said this to me, would I want to smack them?" Or, if you're a pacifist, ask yourself: "If I said this to [insert your grumpiest friend here], would he smack me?" If not, go ahead.

Elements of Style (Oracle Edition)

- Be mindful of the maxim: "There are no stupid questions." If you're deigning to answer, don't treat the questioner like an idiot. If it's a really really stupid question, don't answer (the Bambi maxim).
- That being said, be casual in your courteousness. Be funny. Unless you're really not funny. Ditto wittiness. Ditto pop-culture references. Analyze the style of your favorite accounts, and identify what it is about them you like.

III. Facebook

Overview
Why Facebook?
- Place to interact with, support and learn about target audience
- Provide fans and visitors with a hub of news, links to content and a portrait of the people and personality behind your organization
- Easy two-way communication system between your organization and its fans
- Facebook Insights and Ads give you key information about the backgrounds and interests of your fans and potential fans

Facebook: The Users
- Facebook has **over 800 million active users**; if it was a country, it would be the 3rd largest in the world.
  - More than **50% of users login once a day**.
- 78% white, 9% black, 9% Hispanic, 12% other
- Average user is connected to 80 community pages, groups and events
- Facebook generates a **staggering 770 billion page views per month**
- **48% of young Americans get their news through Facebook**
- **1 million links** are shared on Facebook every 20 minutes
- **7% of the average user's friends** are from voluntary groups
- Frequent Facebook users are **more politically engaged** than non-users

Getting Started
- Organizations should have a Facebook page this is where they can post articles, news, events, and any other information relevant to their organization.
- Everyone should check their organization's Facebook pages at least once a week and either:
  - Post a link, photo or question on the wall
  - Comment, answer a question or like a link that someone else posted-- even if the link is to our own blog post! This isn't shilling or cheesy; it's supportive. So go on, embrace our Facebook page as a community hub.
  - Report from one of our partners!

IV. LinkedIn

Overview
Why get LinkedIn?
- Lead generation (potential funders, partners)
- Knowledge broadcasting
- Interaction with partners
- Recruitment

The Numbers:
- 101 million users
- 41.1% female, 58.9% male

- 44.2% users from US
- $109k: avg. yearly income of user
- 45% of users who are decision makers at their companies
- 69% Fortune 100 companies on LinkedIn
- 16%, 7.4%, 5.4%, 2.8%, percentage of users who work in High-tech, Educational, Recreation, and Non-profit respectively

Getting Started

Step 1: Create your Profile (if you haven't already)
- Please make sure to upload a photo (no avatars!)
- Include links to your main site, support site (if applicable) and blog
- customize url to linkedin.com/yourname
- optimize keywords in your summary section (like STEM, Education, Community Development, Research, Afterschool Programming, etc…)
- Update your status at least 1x per week.

Step 2: Connect
- Send out invitations to connect to extant:
    - colleagues
    - customers (ts, sales)
    - partners (mgmt)
- We should search for contacts within potential partner organizations for specific projects, especially leaders in the STEM movement (state STEM networks, state government officials, etc…) and invite them to connect.

Step 3: Get Active
- All involved will join at least 2 Groups whose focus is on an arena the employee is passionate and knowledgeable about.
    - Examples include: STEM Educators and Researchers, Coalition for Science Afterschool, NDIA STEM Workforce Division, Science and Technology Media Network, STEM Connections for K-12 Education, NSF Media and Informal Science Learning, Alliance for STEM Education, STEM Coalition D.C., Mentors-Facilitators, International Society for Technology in Education,
- Ask or answer at least 1 relevant question/week in LinkedIn's Answers section.
- Know your Group's audience by accessing Group data. (See example below.)

V. Flickr

Overview

What is Flickr?

- Flickr is one of the most popular photo storage and sharing services available right now, offered by Yahoo! Its strength comes from its many community driven features, ease of use for people at all skill levels and flexibility to meet the needs of users ranging from beginner to professional. Flickr requires a Yahoo! account.
- Flickr is clearly designed with community in mind and sports a relatively clean and minimalistic overall design. It's somewhat text heavy (aside from photos) but easy to navigate.

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Draft, Version 1, August 2012
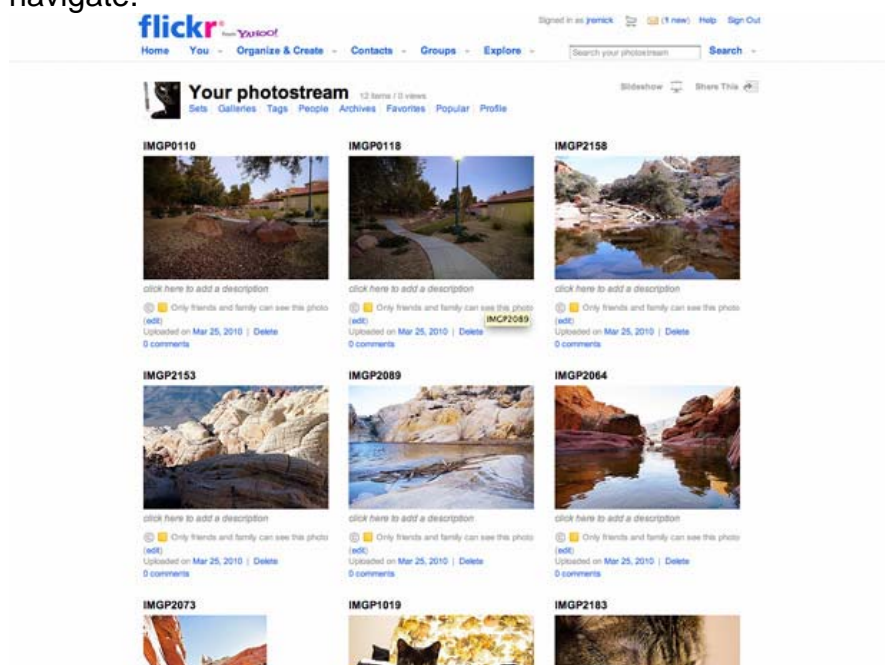
Why use Flickr?

- Flickr is **free**.
  - Free is hard to beat and this Yahoo! owned service attracts many of its users using that price point. Yahoo!, being such a large company, gives Flickr the resources necessary to reach the free price point *with* the app design quality to make this service a top choice for those unwilling to pay for photo storage and sharing. However, if you have to upgrade to manage more than 200 photos, which costs $25/year.

Getting Started

- Create an account.
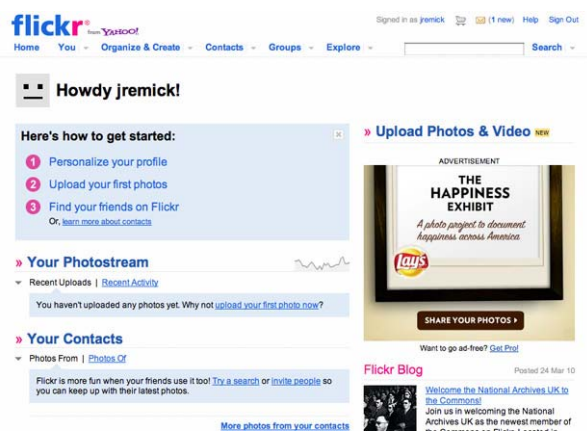
- Your account page includes recent photos from your photo stream, contacts, community photos and other general information in the sidebar. It may feel cluttered, but going with the Pro account would remove the advertisements and alleviate some of that.

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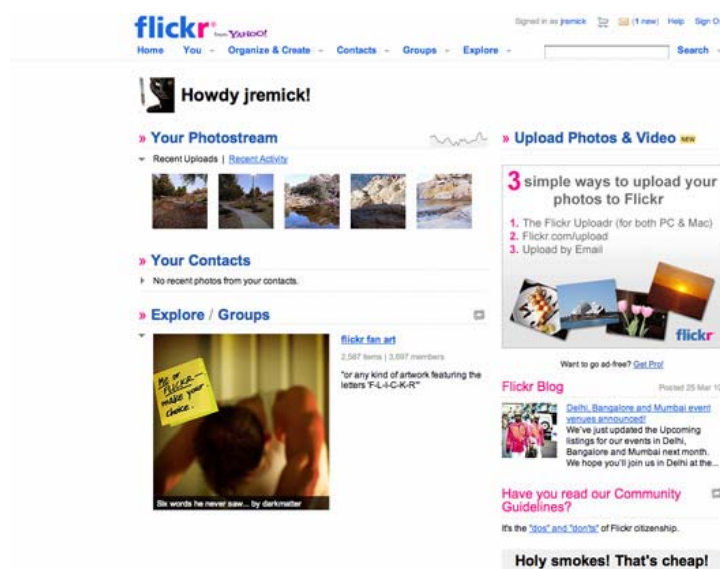
- Explore community photos. Find accounts from partner organizations and connect. Use their photos in posts and/or tweets to garner attention. (Don't forget to give them credit!)
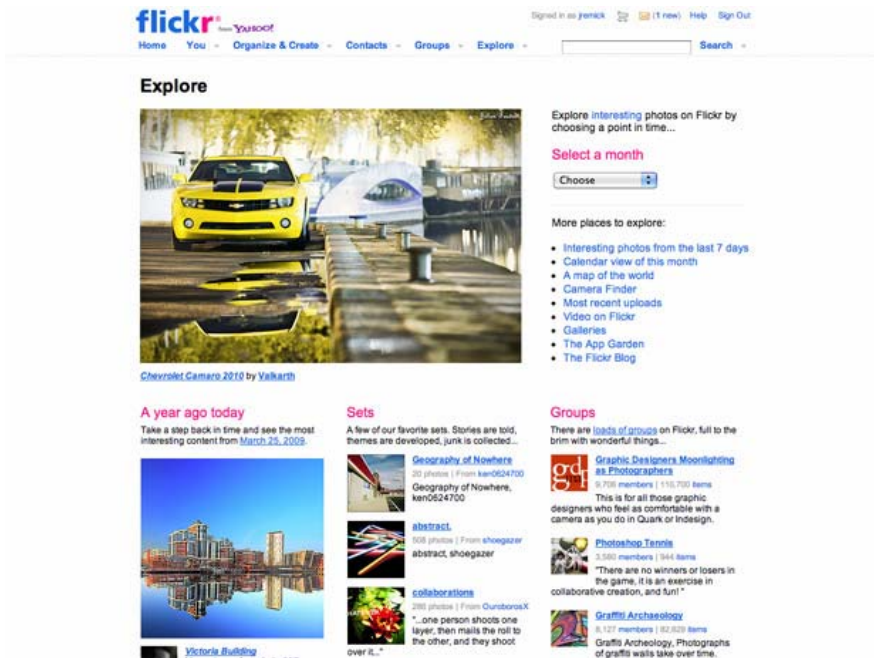
- Edit and organize. This is very simple in Flickr – it's enhanced with JavaScript to create a more seamless experience for users. Creating photo projects to be printed is incredibly easy (and affordable) with tons of great options. You can also have up to 75 tags per photo.
  - "Batch Organize" will let you work with multiple photos at one time. If you have a group of photos you know are going into the same photoset with the same tag(s), working here will help you.
  - "Sets" lets you create new sets, and move photos into these sets.
    - Users with free Flickr accounts can create up to 3 sets. If you need more, upgrading to a Pro user status gives you unlimited photo sets.
  - If you belong to a Flickr group, the "Groups" tab lets you post photos to your group(s).
  - "Map" lets you show where the photo was taken. You can make the information as public, or as private, as you wish.
  - To change the license on a photo, go to the Additional Information section and click the "edit" text next to the rights statement. You can update the licensing rights for this photo, or set a default for all photos you add to Flickr.

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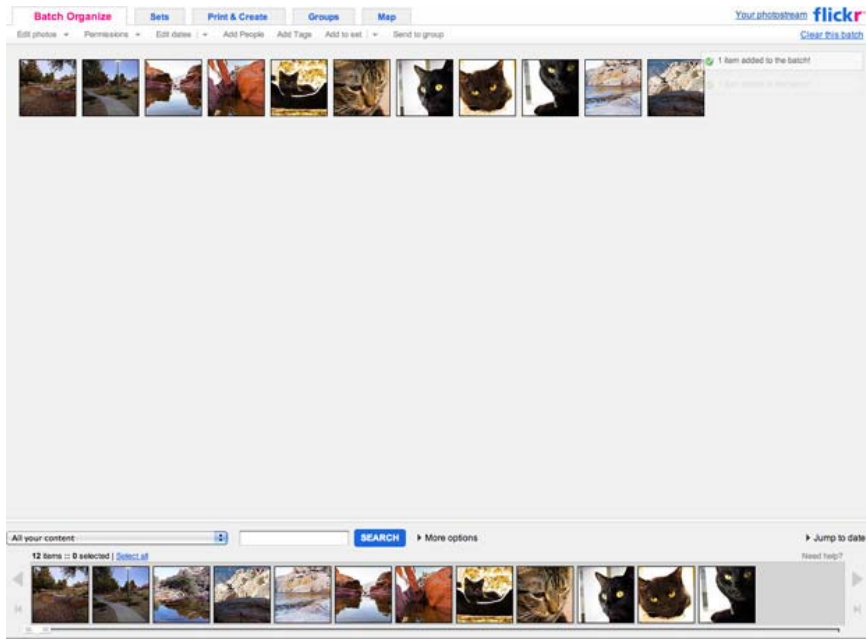
- Create a group.
  - Groups can be started by any member of Flickr. The creator of the Flickr group is given the ability to monitor and set restrictions for the group, including terms for photo use. Groups are a way to have a centralized and accessible platform that gives organizations and individuals access to photos affiliated with your organization. Also, by having individuals and organizations follow groups, recent uploads of the group will sometimes appear on a user's homepage when they log on.

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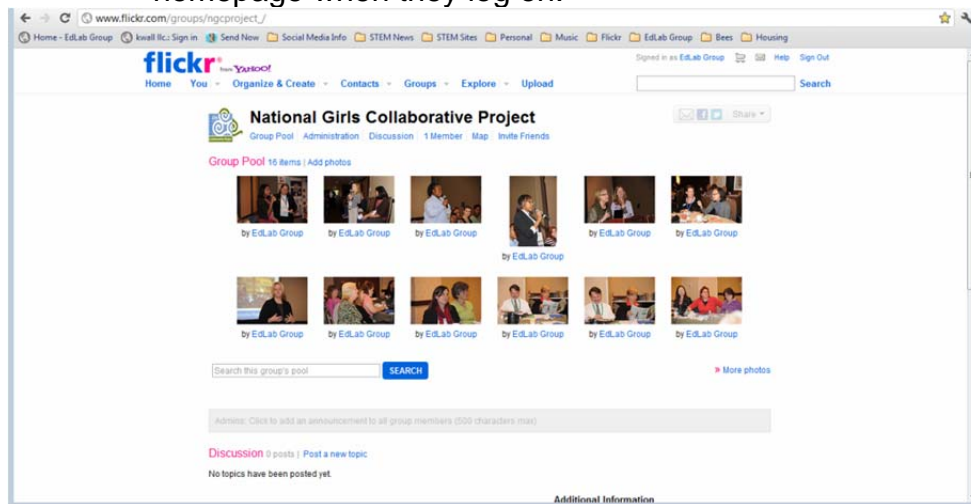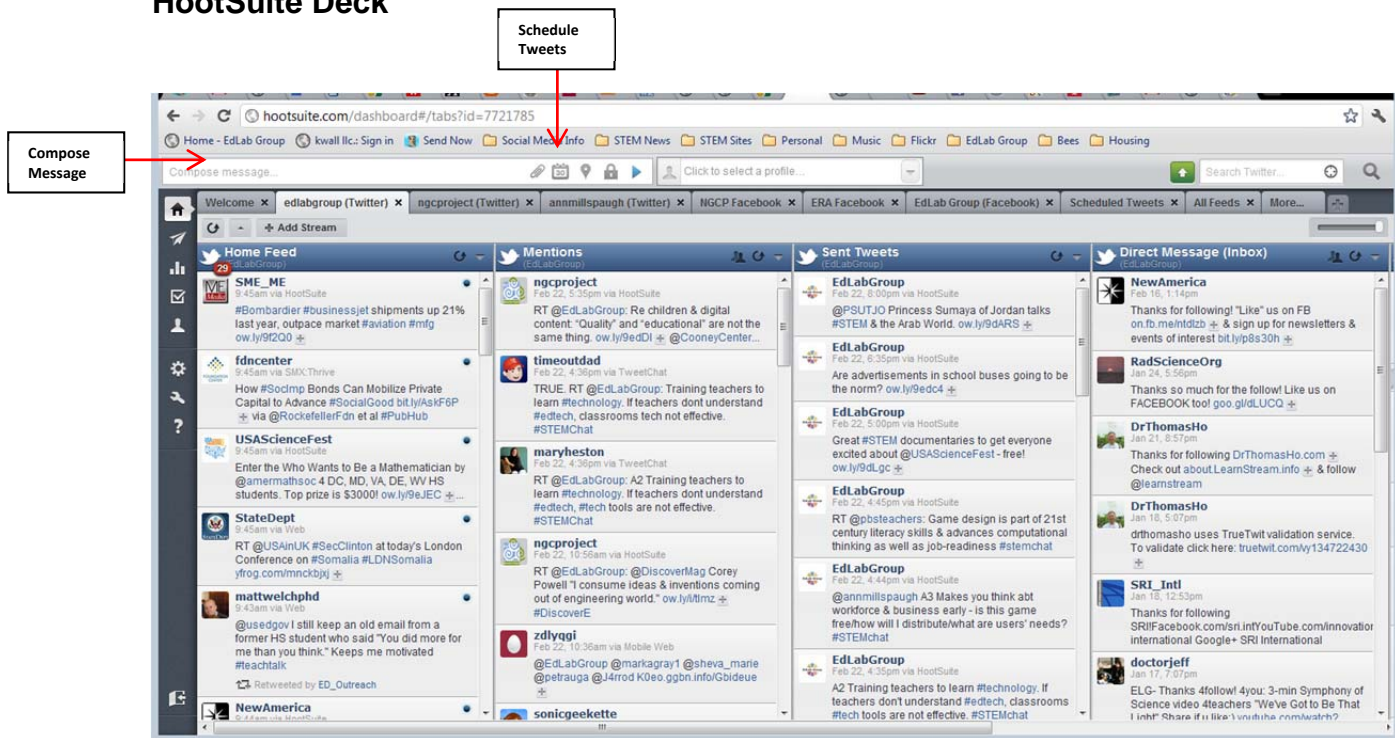
VI.   HootSuite

Overview

What is HootSuite?
- HootSuite allows you to manage multiple social media platforms in one place. It is essential for organizations to setup this type of management system.

Why use HootSuite (vs. Tweetdeck)?
- Simpler to handle multiple accounts.
  - The HootSuite display lets you put Twitter accounts in individual tabs with highly customizable columns, which minimizes the requirement for horizontal scrolling and lets you scan information relevant for the particular account, including keyword tracking, direct messages, and Groups.
- Easier to manage groups.
  - Creating groups, picking new members, and removing members, take almost no time.
- Flexible layout.
  - Tabs are extremely helpful; they can represent a Twitter profile, a particular keyword search, a particular group or groups virtually whatever you would like it to be. The amount and width of columns in any given tab may be customized, as well as decreasing horizontal scrolling, allows you to arrange columns in a very rational sequence for the information you are tracking.
- HootSuite is internet based.
  - The TweetDeck client chews up a great deal of processing time on the hard drive. HootSuite is web based, so that it won't affect the performance and speed of the computer
- HootSuite offers statistics.
  - Here is the key feature for knowing when and the way to tweet for optimum impact. Any links which are shortened within HootSuite using their native service Ow.ly may then be tracked inside the program's dashboard. It records the amount of clicks as a whole, or for virtually any particular post in a given period. Anyone attempting to prevent wasting time and effort on items of little interest to followers will discover this invaluable.
- The capability to schedule tweets.
  - With HootSuite, you can schedule the first Tweet/Facebook post/LinkedIn Status to post at lunch, the second in the late afternoon and the third in the evening. If I find one part of the day results in more clicks I will adjust, sending future tweets at half-hour intervals throughout the day at the best time period.

HootSuite Deck

Schedule Tweets

Compose Message

Getting Started
- Create an account.
- Link all accounts affiliated with your organization.
- Start using HootSuite! It may seem overwhelming at first, but HootSuite is pretty intuitive. Within an hour, you should have the basics down. Google is your friend. If you're having issues, chances are someone else has too. Don't be afraid to Google questions or best practices!

VII. Blogging

Why Blog?

Blogs can:
1) Establish thought leadership. Broadcast your and your co-workers' expertise.
2) Increase traffic to the main site.
3) Build brand awareness.
4) HUMANIZE.

Getting Started

Blogging for bloggers

Part 1: Getting Started
1) Elect a designated blogger from each department. This blogger is responsible for one post per week.
2) Appoint a blogging administrator who monitors assignments, educates on blogging practices, sends out analytics weekly, informs team of success generated by blog, and edits where necessary.
3) Develop editorial guidelines, verticals and topics to cover, and posting schedule.
4) Develop comment policy: which comments should be responded to, deleted, passed on?
5) Develop an editorial calendar that tracks key points in customers' buying cycle and make sure posts are timely.
6) Develop incentives system.

Part 2: Rules to Blog By
1) Characterize your audience(s):
   a. What do they do?
   b. How old are they?
   c. What do they like to read for fun?
2) Once you have your audience pinned down, think about the questions they'd ask.
3) Tailor your tone to your audience—keep it more thoughtful and serious if you're writing for academics, but more colloquial and humorous if you're targeting local communities or creative agencies.
4) In your post, do NOT shill (posts should never bare resemblance to press releases), though you can sponsors and funders, always contextualize within a bigger picture that is interesting for the reader.
5) Be human! Blogs do not have to be stiff and stodgy. Write to your audience the way you'd talk to your friends, parents, grandparents… Use the first person, make fun of yourself, be anecdotal.
6) Know your SEO (Search Engine Optimization = ranking on Google searches)
   a. Load your titles with keywords (e.g. product names, people, companies), and bold keywords within your body. Google analytics' keyword tool is very useful in telling you what potential audiences are looking for.
   b. Titles should be catchy, specific, and less than 70 characters (including spaces). Anything more will run off the search results.

    c. Fill out the meta descriptions, and make them attention-drawing and specific to the post content.
    d. Put keywords in the urls, and keep them 3-5 words
    e. Tag all posts as well as any images
    f. If you're having trouble punching up your posts, or don't have the time, Zemanta is a terrific—and free—plugin that gives you suggestions for links, tags, and media

7) If you build a community, they will come (back):
    a. Guest posts: An easy way to draw traffic to our site is by offering to write a guest blog for a blogger with a sizeable and loyal audience. You can find relevant bloggers through blog-ranking sites like Technorati, through Google's "Related blogs about" tool, or through organic searching. Once you find a few bloggers, look at their blogrolls—chances are, many of the blogs they're linking to are worth adding to your list as well.
    b. Interview other bloggers: People, especially bloggers, love to talk about themselves. As long as you keep the interviews short, informative, and personable (and flattering!), your subject will most likely promote the interview on his social networks.
    c. Round ups and "Top Industry Blogger" lists: When you link to other bloggers, they receive notification. If what you're writing is positive, they may link to you too. Plus, doing these lists will get you acquainted with what's happening in the blogosphere.
    d. Embed links to bloggers and to your own past posts.
    e. Comment on mid-sized blogs. Commenting is the easiest way to keep yourself informed while building an audience. Don't bother commenting on the huge blogs though, as the chance of your comment being read is slim.
    f. Use numbers in your titles: Readers love numbers because they let them know what to expect from the post right off the bat, and numbered lists are easy to read.
    g. Promote your posts on one of your social networks. If someone else links or retweets you, thank them publicly.

Blogging for Marketing/Design

Part 1: Intelligent design
1) Navigation should be clean, and obvious, with as little hierarchy as possible
2) Blog should riff on design of main site (esp. in graphics and colors) but have its own layout. See mint.com and blog.mint.com.
3) Fonts should be crisp and large enough to be read easily on a laptop.
4) Make provisions for rich media (e.g. slideshows, video and audio demos)
5) Make a prominent tombstone link to main site; on main site, make prominent tombstone link to blog.
6) Add share tools (Facebook, dig, twitter buttons)

Part 2: Promote
1) Advertise the blog on all email signatures, business cards, direct mail etc…
2) Ensure employees have "liked" your organization's Facebook page and are following on twitter
3) Curate whom you follow on twitter, and make lists dividing them by industry. Tweet about bloggers' posts and retweet fairly popular twitter streams (ones small enough to notice your RT)
4) Leverage those hashtags (treat 'em like blog tags, and pay attention to what's trending)
5) Create an opt-in newsletter out of weekly blog posts.
6) On the main site, have a "from _____'s blog…" section with a top post's headline and lead that links to the post
7) Submit posts to directories and reblogging services like Digg and Reddit
8) Set up Google Alerts for your organization, blog, and relevant keywords, and HootSuite for company and keyword mentions on twitter