Social Media and the Keys to Nonprofit Success

Christine Dusome

Institute for Family Violence Studies

College of Social Work

Florida State University

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ABOUT THE AUTHOR

Christine Dusome is an undergraduate research assistant at The Institute for Family Violence Studies. Christine is currently a senior at Florida State University in Tallahassee, Florida where she is majoring in public relations and psychology. Christine has been an undergraduate research assistant at The Institute for Family Violence Studies at FSU since 2013. She joined the Institute's team through the Undergraduate Research Opportunity Program at FSU. Upon graduation, Christine hopes to pursue a Master's degree in Integrated Marketing Communications and become a public relations professional to combine her two passions, public relations and nonprofits. She saw how valuable her practices were at The Institute for Family Violence Studies and wanted to share her success with other nonprofits that could benefit from learning how to use social media. This guide will help nonprofits disseminate their products so that their work will be more accessible to their clients and the public.

INTRODUCTON

Social media offers numerous opportunities for nonprofits to interact with the public. It is beneficial to know how the tools of social media can assist an organization. About 56 percent of American adults have a profile on at least one social networking site. Therefore, millions of people across the country use social media every day. Research shows that more than half of social network users would publicly display their support of a nonprofit with their friends, which could bring new clients to nonprofits, while increasing overall awareness of the issues for which they advocate. There are no limits as to what social media can do to drive social change. Social media can help nonprofits achieve their goals, from providing the community with information to supporting fundraising efforts. Social media is an affordable way to help an organization meet its communication needs and turn talk into action. This allows organizations to increase their relationships with users surrounding a cause about which both parties are passionate. Organizations have the opportunity to humanize themselves and learn what supporters are saying and sharing about an organization.

This guide will help nonprofits with current social media strategies that can be applied to foster interest in an organization online. On all social media platforms, the focus should be on activating people on social media, not just joining social media sites. The strategies offered in this guide will help organizations support existing objectives within a nonprofit, build awareness and connect with new supporters.'

Social Media Platforms:

Social media consists of websites and applications used for networking. It helps individuals and groups share information and build an online community. An online community refers to a network of people who communicate with one another and with organizations through social networking sites. An online community can consist of a nonprofit's staff, current and potential supporters, and anyone else who interacts with its social media pages. Social media helps organizations connect with new individuals or other organizations, while being able to stay in touch with current connections. Each social media site has a different purpose and can link a nonprofit to different groups of people. Below is a description of each type of social media to provide an idea of which types a nonprofit may want to use for its marketing efforts.

Twitter is a social media platform in which posts from users must be 140 characters or less. Users can "follow" a page to see content updates, as well as interact with each other and share others content. Twitter is great for starting conversations, sharing content and raising awareness. Many Twitter users are interested in news and research, allowing for causes and organizations to be supported whole-heartedly through this social media site. Twitter can also help organizations gain more supporters and partners for projects and events. Twitter is often seen as being a platform for a younger audience, but a recent study showed that the fastest growing demographic on Twitter is the 55-64 year age bracket. This shows its potential for interaction with all clients. **www.twitter.com**

Facebook is the world's largest social network. By using Facebook, an organization has the potential to reach 1 billion people and target a specific demographic, all while facilitating direct communication. Nonprofits commonly use Facebook to share content and encourage conversations. Facebook can also be used to promote events, formulate groups, add followers to a cause, increase awareness of campaigns and simply to make new connections with people. It has been shown that constituents are 51 percent more likely to support an organization after "liking" them on Facebook. **www.facebook.com**

LinkedIn is the world's largest social media network for professionals. Every second, two new professionals join LinkedIn, which shows the importance of utilizing this free service. LinkedIn is a way to reach a target audience of business professionals who have an average income of $109,000, which is a unique population from other social media sites. LinkedIn is primarily used to connect with people and help in the job seeking process, but can also be used to promote the overall message of a nonprofit, increase its professional appearance, and promote current employees. By connecting to employees on LinkedIn, nonprofits can encourage the professionalism of their employees and their overall organization. This is especially important in the outlook that other organizations and businesses have towards a nonprofit, which can aid in community collaboration and referrals between organizations. **www.linkedin.com**

Pinterest, with more than 25 million monthly unique visitors, is a pin board website that allows users to "pin" websites and images, allowing the user to categorize and save pictures, quotes, links to websites and ideas. It connects people with shared tastes and interests. Pinterest allows users to show their personalities and knowledge through the content they pin. Pinterest now allows organizations to create a business page at business.pinterest.com, which gives them premier access to special widgets and upcoming features! Pinterest is especially useful for nonprofits to link to their websites or other social media sites, showcase pictures from events and increase awareness of their causes through pinning relevant quotes or statistics. **www.pinterest.com**

YouTube can help to activate a cause and build awareness through compelling videos. Nonprofits currently make up one of the fastest growing categories on YouTube. YouTube has been shown to reach more U.S. adults ages 18-34 than any cable network currently does. Video is a powerful tool that allows an organization to tell their story. **www.youtube.com**

Instagram has quickly grown to one of the top social media apps on smart phones with over 100 million active users. An Instagram user takes a photo and shares it with his or her followers. Instagram can be used for nonprofits to increase awareness of other social media sites, but can also be used to promote pictures from events or new logos, gain awareness of causes and to make new connections with users. The pictures a nonprofit posts on Instagram can promote the overall cause, the specific organization, a certain campaign or an event coming up. As the saying goes, a picture is worth a thousand words! **www.instagram.com**

Gaining Trust:

Before an organization starts to promote its products, it needs to gain trust. Trust is important in every relationship and the relationship between a nonprofit and its clients is no exception. Trust secures the idea that an organization is reliable, good and honest. Users with trust in an organization believe information that an organization is promoting and feel as though the organization is looking out for their best interest. Nonprofits should begin with developing a following on social media sites by explaining their missions and goals and providing relevant information related to their causes. This can allow users to connect with organizations in a meaningful way that meets their needs of connecting to a cause and learning relevant information. Then, a product or event can more efficiently be promoted to these users through the existing relationship of trust.

Remember, an organization doesn't need to have a presence on all social media from the start; learning how to use one type effectively and then expanding can be the best way to go.

Social Media Reference List

twitter: an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets".

Facebook: a social networking site that connects people with friends and others who work, study, and live around them.

Google+: a social networking place to connect with friends and family, and explore personal interests. Share photos, send messages, and stay in touch with others.

Pinterest: a visual discovery tool designed to find ideas and interests and share them with others by "pinning".

Instagram: an app that allows users to take pictures and videos, edit them, and post them for others to see.

LinkedIn: a professional networking site used to "connect" with others and share relevant work experience.

YouTube: a site that allows people to post videos that others around the world can view and comment on.

STEP ONE: DEFINE SOCIAL MEDIA GOALS

In order to disseminate information effectively, an organization has to know its goals specifically pertaining to social media. This will help focus the organization on its efforts and allow it to choose what sites to utilize in the most effective manner. By determining its social media goals, an organization will be able to determine the next steps of its social media plan such as which objectives, tactics and strategies would be best to meet these goals.

"80 percent of marketers incorrectly begin with tactics instead of goals."
-eMarketer Report

In order to develop a social media goal, first take a step back and review the current ideas and intentions of the organization. This will help to frame what exactly the organization wants to accomplish with social media. Here are some simple steps to follow that will help to outline the social media goals of an organization.

First, look at your organization's existing overall goals.
What are the goals?
How do you currently plan on reaching these goals?
Can you more efficiently or effectively reach these goals through the use of social media?
Which social media sites would best fit these goals?

Second, look at the intentions of the current projects of your organization.
Does social media meet any of the needs of the project?
Which social media sites would be best for these projects?

Third, take a moment to think of your audience and your clients.
Who are the people you are currently targeting?
What other groups would you like to target?
Which social media sites would best fit these groups?
Would this audience benefit from your goals?

Fourth, utilize all of this information to come up with your social media goals.
This will be unique to each organization but by looking at your organizations overall goals, the intentions of your current projects, and your audience, you can determine your social media goals. Create overreaching goals that can be applied to multiple social media sites and over a long timeline.

Example of Creating Social Media Goals in a Social Services Agency
For example, if your organization's overall goal is to increase awareness of hunger, you have a current project of healthy, free lunches available for families during the summer, and your audience is mostly made of families with children attending local schools, your social media goals would need to incorporate all of these elements. One of your social media goals could be to create social media posts about your current free lunch project and broadcast them to your followers. Another social media goal could be to reach out to families with children at every school in your county on social media. A third could simply be to update your followers with new research on hunger through social media. This process will be unique to each agency based on its goals, projects and audience.

Examples of Common Goals:
Increase awareness of a product
Develop relationships with your target audience
Increase followers on your existing social media
Increase recognition of the organization and/or its cause
Increase engagement with an organization, through comments, shares, likes, etc.
Bring awareness to an organization's website

Fifth, develop specific objectives for each overarching goal.
Your objectives should revolve around each of the social media goals you have developed. These should be measurable and attainable. Include which social media sites you will use, the specific numbers of followers you wish to reach and the amount you want to post on each site. Set deadlines for each objective.

Examples:
To increase followers on Twitter by 20 percent by June 20, 2015.
To post 3 times a day on Facebook for the month of July.

Lastly, develop strategies and tactics for reaching these goals.

You will need to set out how you are going to accomplish each goal before a goal can be reached. This is the step most people jump to first. Planning out strategies to reach goals helps with the execution of the plan for achieving your goals and objectives, as it gives action to the goals created. Specific strategies and tactics for use within each social media site will be explained further in the strategies and tactics section of this guide.

Once an organization determines its social media goals, those goals should be written down, so they can be reviewed throughout the process. Everyone who will be working on this social media plan should be involved in this brainstorming. An organization should go back to its goals periodically to see if goals have changed or should be modified.

People and Their Roles:

Without people dedicated to an organization's social media, goals can be overlooked or lost along the way. A specific person, or multiple people, should be designated to specific social media tasks to ensure an organization accomplishes its social media goals. Include these goals and updates in organization meetings, schedule specific meetings with the social media team and delegate tasks in a way that makes every team member responsible in order to efficiently reach goals. An organization should come up with guidelines for those who will be working on social media. This will help everyone stay on the same page and stay true to the organization's voice.

IFVS Experience with Social Media

Social Media and the Keys to Nonprofit Success will aid in information dissemination for nonprofits and will showcase the Institute for Family Violence Studies as an example of how a nonprofit can effectively use social media to meet its organization's overall goals. One of the Institute for Family Violence Studies' main goals is to develop relationships with its target audiences, including supervised visitation providers, college students, survivors of domestic violence, families, and social service organizations. We determined that using social media was one of the ways in which this could be achieved. Facebook and Twitter were chosen as two of the main social media platforms that would fit the goals and target audience of The Institute. Then, objectives for this overarching goal of developing relationships were formed, including posting to Facebook twice a day related to news on families, children, and women's issues and posting to Twitter five times a day related to forms of violence such as sexual assault and domestic violence. Another objective for this goal is reaching out to agencies and leaders of support in these target audiences. These objectives give the Institute guidelines to follow, deadlines to meet, and ways to accomplish its overall goals.
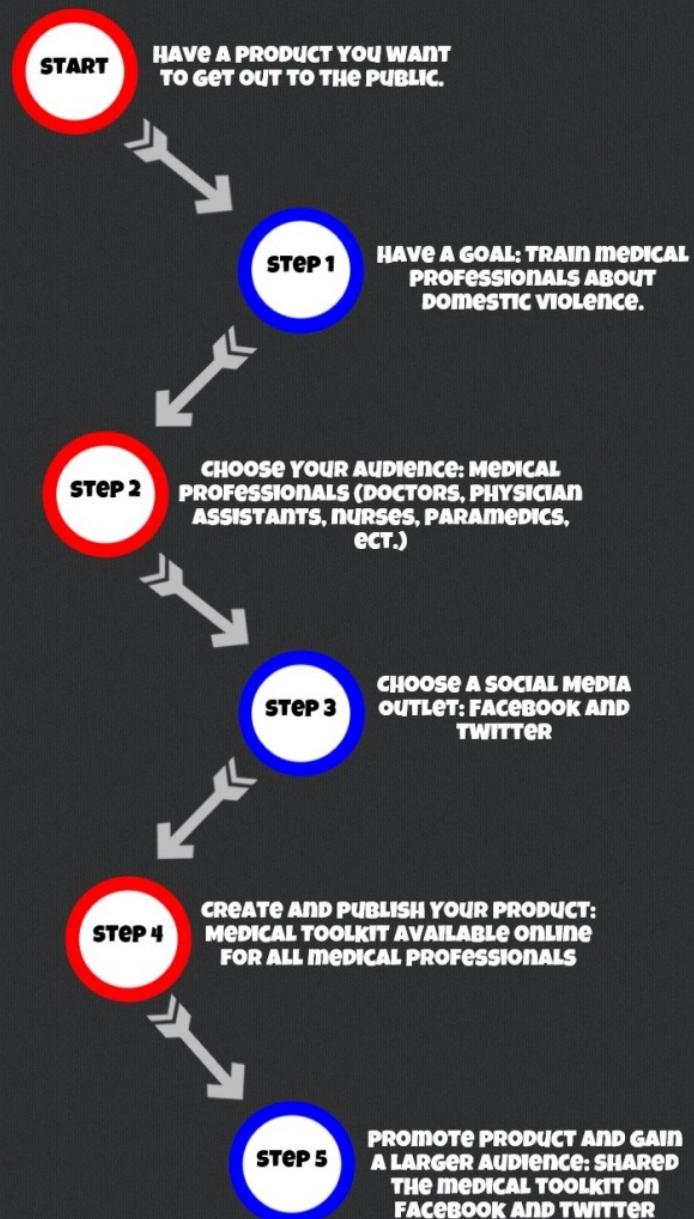

STEP TWO: DEFINE A PRODUCT AND MISSION

Next, an organization needs to define what product, service, or project it currently wishes to focus on and what the goal of disseminating this product is. A product can be any event, project, article, or other source of action an organization is currently targeting. Once this product has been disseminated throughout social media, an organization can use the plan it has built to promote future products.

Throughout this process, organizations should still post on general topics relevant to their causes, while focusing in on one specific product throughout all of the social media usage.

To develop a mission for the product, think of your organization's overall mission and what made you first want to invest in this specific product. While keeping in mind the time and resources your organization has to dedicate to social media, develop a mission statement about what you want to accomplish with the product.

EXAMPLE OF DISSEMINATING A PRODUCT: THE NATIONAL PREVENTION TOOLKIT FOR MEDICAL PROFESSIONALS ON DOMESTIC VIOLENCE

STEP 1   STEP 2   STEP 3   STEP 4   STEP 5

START — HAVE A PRODUCT YOU WANT TO GET OUT TO THE PUBLIC.

STEP 1 — HAVE A GOAL: TRAIN MEDICAL PROFESSIONALS ABOUT DOMESTIC VIOLENCE.

STEP 2 — CHOOSE YOUR AUDIENCE: MEDICAL PROFESSIONALS (DOCTORS, PHYSICIAN ASSISTANTS, NURSES, PARAMEDICS, ECT.)

STEP 3 — CHOOSE A SOCIAL MEDIA OUTLET: FACEBOOK AND TWITTER

STEP 4 — CREATE AND PUBLISH YOUR PRODUCT: MEDICAL TOOLKIT AVAILABLE ONLINE FOR ALL MEDICAL PROFESSIONALS

STEP 5 — PROMOTE PRODUCT AND GAIN A LARGER AUDIENCE: SHARED THE MEDICAL TOOLKIT ON FACEBOOK AND TWITTER

Here are some important questions to consider when developing a mission and product:

- What product or service do you want to focus on first?
- What made you want to initiate this product?
- What purpose does the product serve?
- What is the main message you want to get across?
- Do you have any feedback, comments, questions etc. that you want to address through your content?
- Are there specific aspects of your product on which you want to focus?
- What position/ voice do you want to have?
  Example: One organization may want to always have a positive, uplifting message, while another organization may want to focus on presenting serious, negative facts and news stories. With a product in mind, an organization will be able to target the most relevant people, which is one reason why specifying exactly what the organization wants to be disseminated is an important step to keep in mind.

STEP THREE: DEFINE A TARGET AUDIENCE

In order to make an effective social media plan, an organization needs to determine who its existing supporters are and whom it is trying to target. The organization should try to identify the people that it already collaborates with on a daily basis, including clients, customers, organizations and partners. This makes up its current support system. On social media sites, all current supporters should be contacted to follow or like the pages to create a solid base of followers to build off of.

Next, the organization should consider who else may benefit from its services, what other groups may be interested in its cause and who future potential partners may be to create a target audience. This target audience can help an organization determine which social media platform is right for your organization.

To develop a target audience, ask yourself:
- Who would benefit from our services?
- Who will benefit from our products?
- Who are our similar agencies targeting? Are they missing anyone?
- Who are we trying to reach or affect with this product?
- Who would be interested in what we have to offer?

A nonprofit may look at similar nonprofits for supporters and audiences. Start with organizations with similar missions and goals to your own and research who their supporters or followers are on differing social media sites. This can be a good basis for where to start to look for support online. This can also help to determine future target audiences.

Once you have a list of your target audiences, try to make profiles for each one and list qualities they possess, such as age, gender and location.

For example: One of your audience profiles could be of a college student and another could be someone living in a rural area. These two people would be targeted differently, and would require different messages on different social media platforms. Organizations should aim to target the community in general, while targeting new audiences in order to continue building their online communities.

STEP FOUR: SET UP SOCIAL MEDIA ACCOUNTS

Now that the goals and audiences have been determined, an organization should analyze what social media is already being used for the project. Make a list of every social media site the organization has, the amount of followers and any other information that can be gathered about the social media accounts.

Setting Up Accounts:

If an organization does not have existing social media accounts, new accounts should be set up on the platforms most relevant to the organization's mission, goals and audience. Although every social media platform has the same general goal of gaining supporters and awareness, each platform has something unique to offer and can be used in unique ways. Setting up accounts is specific to each site, but typically involves answering simple questions and personalizing a page. For more information, look to the Strategies & Tactics section on the next page.

Once accounts are set up, an organization should determine what the current conversation of its field is on social media and where it is happening. This won't just be a one-time step, it will happen regularly as an organization continues to use social media. Conversations and trends can change so it is important to stay up to date on the latest conversation. One way this can be done is to search for certain keywords relevant to an organization's mission, cause, or audience and see what other people are posting on these topics.

STEP FIVE: DETERMINE STRATEGIES AND TACTICS

Twitter

Join Twitter by clicking "Create an account" and filling out the required information, which will enable your page and allow you to begin tweeting. To tweet, simply type a message into the pink box in the upper left hand corner of your home screen. Just make sure it is less than 140 characters and will provide new and helpful information or inspiration to your followers! Once you tweet, it is posted on your Twitter profile. It will also show up on a timeline, or the stream of tweets on the homepage of Twitter, for those who follow you.

When you subscribe to someone's stream, it is called "following" them. To follow people, click the follow button next to their names and then you will begin to see their tweets in your timeline. You can search for people to follow by searching their handles, or usernames, in the search bar. You can also customize your profile to show people who you are. They will see your tweets and also your photo and a description of who you are. This is where you can really give your page personality.

Twitter gives you several options to interact with someone's tweet. When you see a tweet you like, you have the option to reply to it, retweet it to your own timeline or favorite it. The original author will see when you do any of these actions. All of these options are good ways to interact with other users and gain followers.

Researching Trending Topics:

An organization should focus on the types of tweets it sends out as the framework for how to reach supporters and potential supporters. An organization should focus on what it wishes to relay to followers-whether it be information, engagement, or inspiration. Then an organization should pick specific topics to focus on, such as the Institute's topics of domestic violence, children and inspiring survivors. To find people engaging in relevant topics, an organization should try to find people who are already talking about topics related to the organization.

For example, an individual can search the key words related to an organization's cause, such as animal welfare or domestic violence, to see what the current conversation is about and who is engaging in these types of topics. When the Institute was finding supporters for its Medical Toolkit, it would often search directly for medical professionals by typing keywords such as EMT or Nurse into the search bar.

Creating a Living Document of Supporters:

When an organization receives a supporter through Twitter, a living document of this information should be created. The Institute has an excel document with the names and contact information of the company or individual with whom they have had contact. These are people who have directly reached out to the Institute or contacted it regarding partnership or support. This will create a living document of supports that an organization can reach back out to on a regular basis to keep it engaged in the conversation that has been started.

Reaching out to supporters can be done through retweeting them, using their hashtags, or mentioning them in tweets. This will allow them to gain awareness of the organization, while also gaining support on projects and events. This can start collaboration between two people or agencies that can flourish into a support system for both. An organization should not assume all other organizations will be interested in collaboration through social media, but in some cases, all it takes is one retweet to begin a new supportive relationship online.

Using Hashtags:

In addition to key words, using hashtags to find people and content that are associated with a specific cause can help reach new followers and join conversations that already exist. A hashtag is the # symbol used to mark and keep track of keywords or topics in a tweet. When using a hashtag in a tweet, it links to all other tweets with the same hashtag, enabling users to search for themes and keywords in the search box. This helps tweets stay relevant and connected to the conversation. Once a nonprofit starts using Twitter, they will see that using hashtags is important to the Twitter culture. It helps an organization or individual create a community of people who are talking about the same things, while also making it easier to find and share content about a specific topic. An organization can look and see who its followers are following and who or what they mention in their hashtags as well.

An organization can create a new hashtag to encourage discussion on a certain issue or about an event it is promoting. Creating a new hashtag is simple; all that has to be done is to start using it in your tweets. This hashtag can then be searched for at a later time to see who else is joining the conversation and where the conversation is headed. An organization should try and stay consistent with hashtags across its tweets, but also add in new hashtags depending on the content and what conversation it is trying to start.

Types of Tweets:

(1) <u>Tweet to potential followers or thank them</u>. This is one of the most common strategies for reaching out to potential and new supporters. Simply put the @ sign before the handle of the user within your tweet to mention them in the tweet. This will notify them of your tweet and recognize them through all of your followers who see the tweet and the tag. If the tweet starts with the @ sign and a username, it is a reply and will be placed on the tagged user's feed, while also being visible on the sender's profile page, but will not appear in the standard home stream of the sender's followers. If the @ sign followed by a username is located anywhere else within the tweet, it is a mention that will be seen by all of the sender's followers in their homefeed.

> **IFVS at FSU**
> @ViolenceStudies
>
> Hi @_____, we are the Institute for Family Violence Studies at Florida State University! Follow back and spread the word! #EndDV
>
> ← Reply ⇄ Retweet ★ Favorite ••• More
>
> 3:41 PM - 20 April 14 · Embed this Tweet

(2) <u>Stick to trends already happening on Twitter</u>. For example, certain hashtags may trend and using them can be an easy way to gain traffic to a page. Sometimes there will be trends that relate to a nonprofit directly, but other times organizations may have to be creative and think of how to incorporate an existing trend into their content. Trends can include holidays, the birthdays or deaths of famous people and important news.

> **IFVS at FSU**
> @ViolenceStudies
>
> Happy Mother's Day to the loving moms and caregivers that help raise supported & loved children! #MothersDay #HealthyFamilies
>
> ← Reply ⇄ Retweet ★ Favorite ••• More
>
> 1:00 PM - May 11, 2014 · Embed this Tweet

(3) <u>Tweet a fact.</u> An organization can give people useful information or answer their questions through posting relevant facts, new statistics, or outstanding research related to their field. This showcases the organization as useful and will help to attract followers who regularly check their feed and desire to stay informed.

> **IFVS at FSU**
> @ViolenceStudies
>
> Women ages 15-44 are more at risk from rape & domestic violence than from cancer, car accidents, war, and malaria. #BeInformed #EndDV
>
> ← Reply ⇄ Retweet ★ Favorite ••• More
>
> 3:41 PM - 20 April 2014 · Embed this Tweet

(4) <u>Tweet about current events.</u> This is a type of trend that is especially relevant for nonprofit organizations on social media. This will allow the organization to remain educational and serious, while engaging in relevant topics that will peak users' interest.

> **IFVS at FSU**
> @ViolenceStudies
>
> Our students were buzzing about that @CocaCola commercial today -- a gorgeous, brave, honest representation of #AmericaIsBeautiful Kudos!
>
> ← Reply ⇄ Retweet ★ Favorite ••• More
>
> 3:41 PM - 20 April 2014 · Embed this Tweet

(5) Retweet individuals or other organizations. Users have the option of quote tweeting, which means adding a new comment to an existing tweet. Users also have the option of retweeting the tweet just how it is. A simple retweet will look like this: "RT @cwlaupdates: ME legislature overturns veto of 'hungry kids' bill which will now become a law http://ow.ly/tOHaC via @bangordailynews".
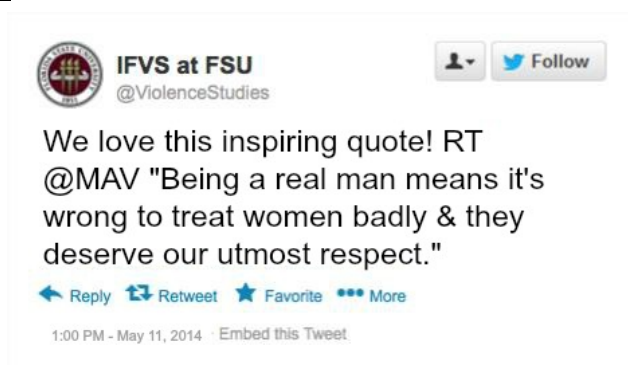
(6) Tweet behind-the-scenes experiences: Tweeting about the inner workings of the organization itself can help make the organization relatable to others in the field and to professionals in general. It can also help show off the work put into a project and the people who made it happen, which in return can motivate employees. Some examples of behind-the-scenes experiences to tweet include a picture of an event held, pictures of an organization's team or office, or a sneak peak of projects an organization is working on for the future.

(7) Use Graphics: An organization needs to capture its audience. Images get users' attention when they are scrolling down their dashboard because people are visual beings and images stand out among rows of text. Graphics can also be a good way to expand what can be said without a limited character count. Agencies can start using graphics by posting a simple logo, graphs related to its cause, or a video promoting an upcoming event.

For more examples of how to use Twitter, visit the Institute's Twitter page at: https://twitter.com/ViolenceStudies.
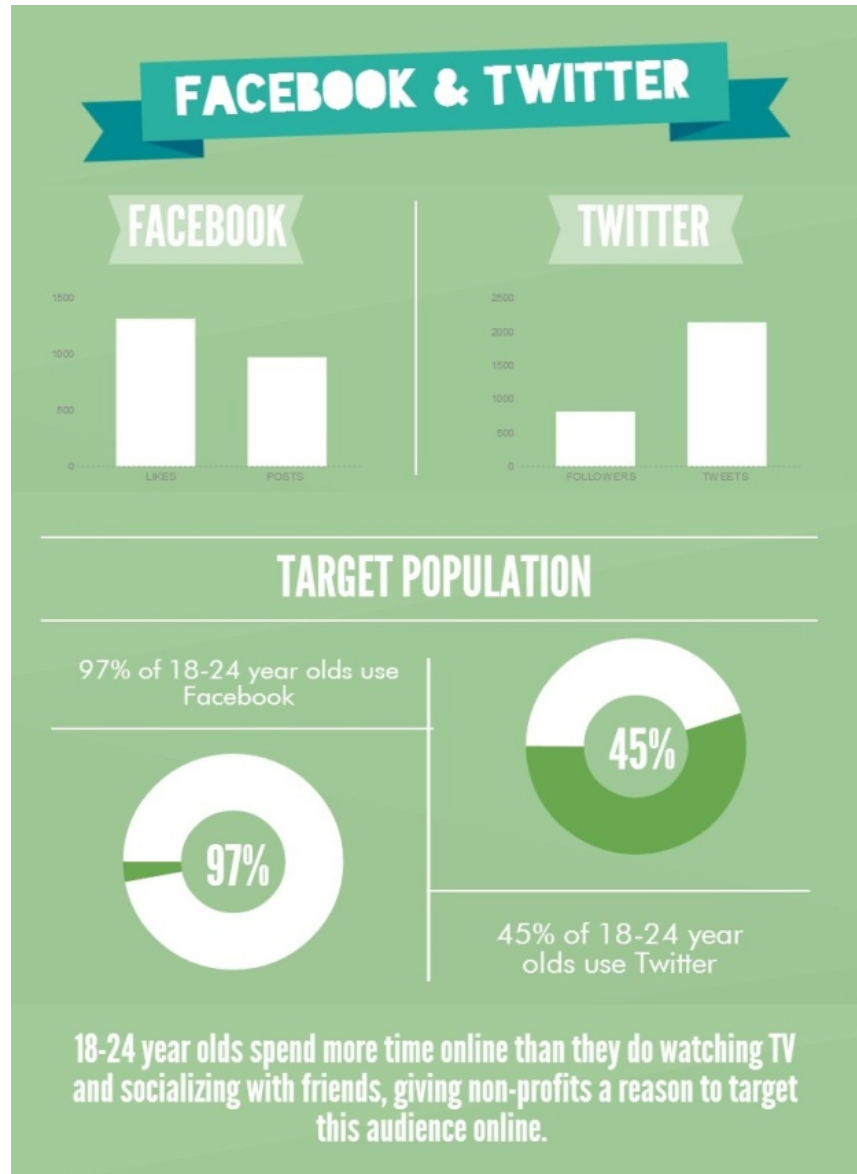
Facebook

To sign up, first create a personal profile by visiting facebook.com and following the simple steps on their home page.

The first thing you will notice is the menu bar. It is located on the top of every page and contains buttons to your home page, personal profile, friends, message inbox, notifications and settings. Under that is the News Feed. A News Feed is where you will see all your friends' posts, photos, videos and links. It is the places to see what content others are sharing.

For every organization's Facebook page, there has to be a personal account that controls it. All personal accounts that have access will be called "Admins" of the Facebook page.

FACEBOOK & TWITTER

FACEBOOK

TWITTER

TARGET POPULATION

97% of 18-24 year olds use Facebook

97%

45%

45% of 18-24 year olds use Twitter

18-24 year olds spend more time online than they do watching TV and socializing with friends, giving non-profits a reason to target this audience online.

To add a Facebook page, you can click on "Pages" on the left-hand side of the home page. From there, you can click "Create a Page" on the upper right hand side of the page. Facebook will then help you set up your page by asking basic questions such as the type of organization you are creating the page for. To create your first post, type in the status box that resides below your page's name and description.

Targeting News Feeds:

An organization should strive to get its content on Facebook user's News Feeds, as well as to engage users in conversations through their posts. In addition to being engaging, content should show an organization's personality. Posting regularly and at specific times during the day can help increase the amount of people who see the post. Facebook has helpful tools available to organizations with pages that can help track how many users see their posts at different times or on unique topics, which can then allow agencies to modify their postings accordingly to gain more traffic on timelines. This will be described further in the "Analytics" section of this E-Book.

Connecting to Others:

Organizations can use Facebook to connect to other organizations and individuals. Find people and pages to like by first searching for existing connections, such as employees and supporters. Once a base following has been created, new connections can be made. This can be done by searching keywords in the search bar at the top of the page, such as "domestic violence" or "child hunger" to find pages with similar causes and content. Users can follow each other's pages and message each other to start a connection. Use keywords to search for target audiences, such as searching for certain locations. In this way, adding "Atlanta" to the search could help show agencies local to Atlanta related to the cause.

Using Calls to Action:

Followers should also be encouraged to share the content posted and engage in it. By having a call to action, users may be more inclined to like, share, or comment on a post. This will turn visitors into fans and fans into supporters. The Institute uses calls to action such as, "Visit familyvio.csw.fsu.edu for more information!" "Comment below!" or "Spread the word."

Fundraising:

Raising money for causes through social media has more than doubled in the last five years. Facebook has recognized the need for nonprofits to have the ability to raise funds through their site, by creating Facebook Causes. To start raising money for your event or campaign, create a new page and choose "Cause or Community" out of the options. Fill out the rest of the information and hit "Sign up now!" and your quest for donations has begun. Nonprofits can post updates and links, receive comments and process donations through this Cause page. Although Facebook Causes provides a positive opportunity for organizations, the most common fundraising tactic on Facebook remains simply asking for an individual donation. Posting about a cause, event, or

campaign and requesting for donations with a link to the website's page can be an effective fundraising tactic.

Examples of Types of Facebook Posts:

1. Quotes: You can add quotes from famous people, employees, or advocates of your cause. These can be posted as a status update or in the form of a picture.

2. Facts/Information: You can add facts and information about your nonprofit's cause. This can include new research, links to articles, or trivia. Here is where you can begin to get your point across on why your organization matters and what you support. These can be in the form of text, infographics or pictures.

3. Team photos/ Organization Activities: Followers want to see a human side to your organization. If your organization has an activity or photos of your team, they can be posted to showcase the organization's community and supporters.

4. Embedding a YouTube Video onto an existing website: This not only helps get information across and catches the attention of viewers, but it also helps link to a YouTube page. You can also use this technique to link to an article on your website by giving a short teaser of information with a link to find more.

5. Trivia: Posting industry and organization related trivia is a fun way to get users engaged in your page while promoting important information and facts!

For more examples of how to use Facebook for your agency, visit the Institute's Facebook page at: https://www.facebook.com/IFVS.FSU.

LinkedIn

Creating a Page:

To start on LinkedIn, input basic information such as email and name to create a personal page. Then, to create a company page you click on "Companies." Then click "Add Company" in the top right corner.

Next, it will ask you to input your email with your company domain and click continue. You will then be able to add information about your company. LinkedIn has the option of creating pages to generate a presence for a company.

A LinkedIn page should include:
1. A strong but short description of the company
2. Company contact information
3. A description of what the company has to offer
4. What the company expertise is

A LinkedIn page will be more focused on employment and education than other social media, as LinkedIn provides purely professional connections to others.

Interacting With Members:

Just as with Facebook and Twitter, an organization has to engage their audience through their LinkedIn page. An organization can find connections by uploading email contacts or by searching for specific colleagues, supporters or employees. Connections are simply the people who are a part of your network on LinkedIn, but are unique from followers or friends on other social media sites, as "connection" implies knowing the person well or that they are a trusted business contact. Adding strangers on LinkedIn is less preferred and less common than on other sites. Once you find a contact you know

professionally, invite them to become part of your network by simply choosing how you know them and sending an invitation to connect.

LinkedIn pages can easily be tailored to get a message across to different audiences with a tool that gives a choice of which people will see your content. Organizations can also like and respond to comments left by members. Organizations can ask loyal supporters for recommendations and have genuine posts written about them that will lead to more trust for them.

LinkedIn research suggests that members are nearly 50 percent more likely to purchase from a company they've interacted with on LinkedIn and 80 percent say they want to connect with companies on the platform.

## Tips for Building a LinkedIn Audience:

1. Post frequently. Post at least 5 times a week to keep your audience interested.
2. Organizations can give a behind the scenes look at their team and office. If you have an office party or someone wins an award, share it!
3. Connections can be invited to support the page. If you have existing connections from Facebook or Twitter who are also on LinkedIn, add them.
4. Profiles should be completely filled out, so viewers will have all information they need to know about your company.
5. Use widgets to integrate other tools such as Twitter. This can be an important way to draw viewers from your LinkedIn to other social media sites.
6. Create a call to action.
7. Use images to attract viewers to your content.

The Director of the Institute, Karen Oehme, uses her personal LinkedIn page for the dissemination efforts as well. If she has a new contact that could benefit us in the future, she will most likely add them on LinkedIn to keep in touch and stay connected.

Pinterest

Pinterest serves a specific audience, as users are made up of 87 percent women that are between the ages of 25 and 54. It is an image-based site that only some organizations will be able to effectively utilize. Consider if your organization likes to promote through imagery online and if there is a willing individual to maintain a Pinterest board. Running a Pinterest account can be as basic as repinning other pinners' images or as complex as taking and uploading pictures of events or creating graphics around a cause.
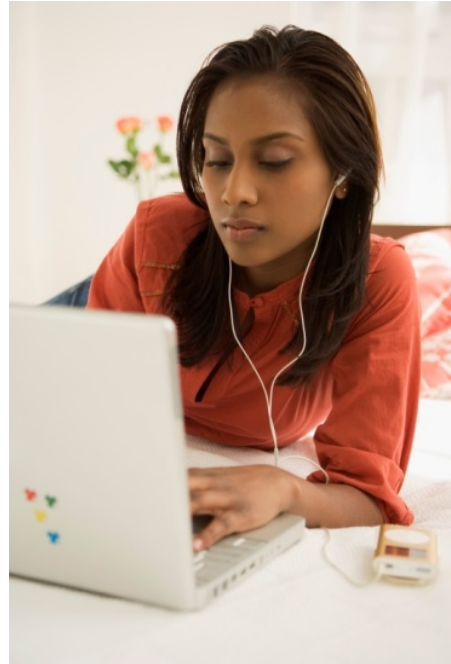
For example, the Institute uses Pinterest to drive traffic to their website, but to also educate and inspire others. It maintains boards about family violence, child welfare, and about the Institute overall, using mainly original content in order to bring people to its website. It aims to pin mostly infographics and images that link to articles in order to remain educational and professional, but also pin quotes and images from events.

First set up an account, by joining as a business and filling in profile information! Creating a business page allows an organization to track analytics and promote pins. While it is not the most common social media site for a nonprofit, Pinterest can help an organization to easily drive traffic to its website and other social media sites.

Creating a Board:

To create a new board, click the plus sign that is to the left of your username at the top of the page. You can also go to your profile by clicking your username on the top left of the page and click "Create a New Board" that is under your profile picture. You will then be asked what you want to name the board, how you want to describe it, what category it goes under and other important questions. Your profile page is also where you will access your existing boards and pins. You can also edit your boards from this page by clicking the edit button under the board.

Ideas for Boards:

-Topics related to an organization's field, such as family violence or child welfare
-Tips related to an organizations field
-Specific causes, such as nutrition in schools or campus sexual assault
-Ways to help
-Uplifting quotes
-Nonprofits on Pinterest
-Resources for a specific population or cause, such as survivors of domestic violence
-Promotion of supporters or inspiring agencies
-Team-related activities, such as promoting events or showcasing individual employees

How to Pin:

There are several buttons/tools that can be utilized to help your Pinterest site build traffic. To find these buttons, visit http://about.pinterest.com/en/goodies. There are several available, including a "Pin It" button for websites to let others pin your content directly from your website. There is a "Follow Me" button for websites to let others follow you from your website or email signature. Also, there is a "Pin It" bookmark that lets you pin directly from your browser. You can also pin directly from the Pinterest website by hovering over the post with your mouse and clicking the "Pin It" button. To create a pin or upload content, click the plus sign that is to the left of your username at the top of the page.

Representing the Organization:

An organization should try to represent its nonprofit overall and its specific goals through its Pinterest boards, by posting relevant posts only and remaining professional. While 80 percent of people on Pinterest are just re-pinning posts, creating and posting original content usually helps get the best results, as the posts will link back to the organization's website. This can include pictures from events, posters for new campaigns, self-made infographics about a specific cause, or even an image of text on a colorful background. If organizations can utilize their creative skills to create relevant, original content, there are thousands of users waiting to circulate that content online.

Increasing Traffic:

One way to increase traffic to an organization's website is to link back to its website, such as by offering a resource or tool through a pin. This can be as simple as an image

of the product and a few words describing what it is, but can create a surge in traffic to the resource at hand. To create this type of pin, either directly pin it from the website or upload an image from the computer and add a link before pinning it.

<u>Following Others:</u>

An organization should follow like-minded pinners in order to create a home feed that shows relevant images and links that they can repin. This will allow a community to be built between users, in which users will hopefully desire to follow the organizations boards and will begin to circulate pins as well. Consider following similar organizations, as well as individuals who seem interested in the cause.

In order to follow someone, search for their name directly in the search bar in the top right hand corner. Switch to the tab "Pinners" and click "Follow" below any of the pinners shown in order to follow them. On the "Boards" tab, agencies can follow specific boards related to the topics, rather than all of the boards a pinner creates. In order to follow someone when looking through categories of pins or searching keywords like "children," click on the pinner name under the pin to follow all of the specific user's boards or navigate to the single board you wish to follow.

<u>Ways to Increase Social Media Coverage through Pinterest:</u>
1. A link back to an organization's website or blog
2. A link to an organization's email opt-in page
3. A link to an organization's product page
4. A link to another social media page

If you are unsure whether Pinterest is worth the effort, consider this:

It has been shown that a tweet lasts for about 5-25 minutes, a Facebook post for 80 minutes and a Pinterest posts last over one week! Therefore, it's a great opportunity for content to go viral!
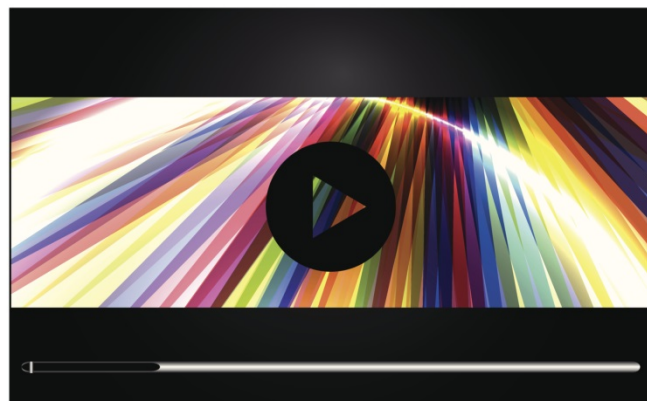
YouTube

Importance:

In 2011, YouTube had more than 1 trillion video views, which translates to 140 views for every person on the planet. The Nonprofit and Activism categories are among the fastest growing categories on YouTube. Using YouTube gives an organization the chance to reach the community in a unique way, through video. Instead of using YouTube to just entertain, you have the chance to use it to create change. YouTube is inexpensive and since videos can be shared, it has the potential to reach all of your community and their networks. YouTube can be used to raise awareness, educate and even fundraise. Your organization has a story to tell, so why not tell it? YouTube makes it easy to upload and share videos of any file type and length.

Getting Started:

To sign up for a YouTube Account, click the "Create Account" button. It is free and easy to sign up. To apply for the YouTube Nonprofit Program you have to sign up for Google for Nonprofits. This will give you access to the YouTube for Nonprofits program and the Google Grants program. Then click on the blue "Product Enrollment" button. Find the icon for YouTube for Nonprofits and click "Enroll Now." This process may take a day or two but you will receive a confirmation email from YouTube once it is finished. To apply for the YouTube Nonprofit Program at www.youtube.com/nonprofits and click "Join the Program."

Posting Videos:

YouTube also gives viewers the chance to start a conversation around the video, by commenting on the video itself. A good starting point is to develop a short five-minute video explaining what your nonprofit does or introducing your team. Next, it can be used to promote events, new campaigns, or the overall cause of the nonprofit in video form. The Institute uses YouTube to post videos about its Toolkits and also act as a PSA for the public. Its video topics include sexual violence, stalking, dating violence and courage.

Below are some ideas of content to post:

-Public Service Announcements
-Campaign Videos
-Intro Videos
-Video contest
-Vlog (Video Blog)
-Updates from the field
-Trainings

Adding Calls to Action:

Organizations can add call to action overlays which can be used to drive traffic to their websites and raise donations. Each video has a sharing link that can be embedded in blogs, articles and websites. This is the main way the Institute publicizes its videos. A call to action can be as simple as saying, visit our website or watch our other YouTube videos. This tells viewers what you would like them to do in reaction to your posts, which has been shown to increase the chance viewers will interact with the post by commenting, liking, or sharing it.

Adding Annotations:

Annotations can be used to add interactive commentary to videos and can be used to link to external websites. Users can select when and where the annotations appear. This is a great way to make comments throughout the video that were not necessary to say.

How to Title and Tag Videos:

Organizations should make sure to title and tag their videos appropriately. Tags are keywords that identify what the video is about and help users find the video. Think about what words are associated with your cause and organization. If someone is trying to search your video on family violence, they should easily be able to find it with a tag of family violence.

To see more examples of how to use YouTube as a nonprofit, view the Institute's page at http://www.youtube.com/user/InstituteForFVS.

Instagram

Instagram is unique in the fact that it exists on a smart phone application instead of a website. To create a profile, you will need to download the application from your smart phone's app store and follow the instructions when you open the app. It will ask for basic information, such as name and email.

Once you are registered, you can change your profile picture and profile information, which includes a short bio and website link. Here is where you want to link your Instagram back to your organization's website. You may also choose to link your Instagram to your other social media accounts. To connect accounts, select the profile tab and click "Edit Sharing Settings," then choose which network to which you wish to connect. Now each time a photo is uploaded, an option to share it to each social network that was enabled will be available.

To upload a picture, the blue camera button in the center of the Instagram navigation panel should be clicked. It will give users the option to use a photo from their camera roll or snap a new picture. All pictures on Instagram are a perfect square, so some previously taken pictures may need to be cropped. Instagram then gives the option of adding filters to the picture, which is a photo layer that gives an altered or vintage effect. Once your photo is ready to go, you can advance to the next step and add a caption, tag people, or link to other social media accounts. An organization can follow others in its industry and comment on their photos to join in on conversations.

<u>Following Other Users:</u>

If an organization is already using another social media account, chances are that many of those followers are also on Instagram. You can find people to follow by clicking the "Find Friends" tab. Here you may search in a variety of ways, including searching for existing social media followers to finding new ones by searching for a specific tag that is related to your company.

For example, you could search #domesticviolence and see who is talking about this topic. These users will most likely be involved in an industry related to the hashtag in some way. Another way to find followers is to go to an organization that is similar to yours and see the type of people who are following its page.

Using Hashtags:

To make sure more people see an organization's posts, hashtags should be used in the comments section of the post. Hashtags should directly relate to your post. Sometimes certain hashtags trend on Instagram, such as #triviatuesday, which is a common trend in which users post trivia questions for viewers to answer. Using trending hashtags can be a great way to drive traffic to your Instagram. For more information on Hashtags, see page 15. Hashtags are also used on other social media platforms.

Commenting on Pictures:

An organization can also comment on other people's pictures. One way to find these posts is to search a hashtag that relates to what an organization is looking for. This way, the organization will be aware of other organizations' Instagrams, and so will everyone who follows them. Building trust and engaging in conversation is important.

STEP SIX: CREATE SOCIAL MEDIA CONTENT

Once individuals visit an organization's social media page, they need to be encouraged to explore and follow the social media account. An organization needs to create quality content to post. An organization should stop and ask, "Why would someone be interested in this post?"

Visuals:

Visuals are one easy way to engage followers. Having graphics and infographics can easily catch a user's attention through all the clutter of text posts that he or she may see. The Institute tries to keep a good mix of quotes, tips, information, articles and questions.

To create a visual, you can always make a quote into a picture. **Recitethis.com** allows you to simply type in a quote and choose a background and it combines the two into an image. You can then take that image and post it to your social media; it's that simple! On the other hand, **picmonkey.com** is a photo editor that allows you to add text to images, edit images, or even create collages. Under collages, it has a template for a Facebook cover photo that can be useful. Both of these sites are free and simple to use. **Piktochart.com** is a great tool for making infographics for social media. It is also free and allows you to add text, graphs and pictures to create helpful infographics about a cause or product.

Here are some examples of visuals the Institute has created for its social media:

Giving Credit:

If an organization creates new original content for their social media pages, they should give credit to themselves for the image, so that other users can tell its original content and can easily give credit when sharing it to others. Make it easy for your followers to credit you by adding a signature to the image. Not only will this give credit to the correct organization, but it will help drive traffic across multiple platforms if individuals are interested in learning more. It is important to keep in mind that links or logos should only be added to original content, not to content of other organizations.

Just as your organization deserves credit for content, an organization should always give credit to the original source of content. To do this, an organization can write in the post where or who it is from or link back to the original post. One easy way to give credit is to write "Via" and then the name of the source or provide the link to the Facebook or Twitter where you got the post from. Some social media sites have tools built in that allow you to share others' content that automatically credit the source. On Facebook, you can "share" content from someone else's page directly from their post and on Twitter, you can directly retweet a post.

STEP SEVEN: DEVELOP A SOCIAL MEDIA SCHEDULE

Since different individuals may be working on creating content, creating a conversation calendar may be a good option for your organization's needs. This can be completed on an excel spreadsheet or a google doc. This is a great way to keep all posts organized and in one place. These should be created a month in advance.

For example, July's conversation calendar should be completed by the beginning of June. This gives an organization time to edit the posts and approve content.

Organizations should make a routine of what they will be posting, where they will be posting it and when. This will keep posting consistent and hold an organization accountable for keeping up with its social media. Below is a sample of a social media routine.

Best Times for Posts:

Always keep in mind that even though social media is 24/7, not everyone will be on at the same times and it varies from platform to platform. As an organization starts to post more, they will see which times of the day are best for them. It may be that an organization sees people engage more at certain times, or there are certain times when people overlook its content.

The most popular times for users to browse specific social media sites is catalogued in the graphic "Social Media Posting Times" to the left. Since these are the most popular times for users to be on these sites, they also represent the best times for agencies to post to these sites.

Social Media Posting Times

Facebook: Between 10am and 4pm Monday through Thursday

Twitter: Between 1pm and 3pm Monday through Thursday

LinkedIn: Before and after business hours, 7am to 9am and 5pm to 6pm Tuesday through Thursday

Pinterest: Weekday evenings and weekends, 2pm to 4pm and 8pm to 1pm on weekdays

	Example of a Social Media Schedule
Monday:	Content Creator to submit his or her draft posts to Director of Social Media
Tuesday:	Director of Social Media reviews and edits all drafts and posts them to Hootsuite
Wednesday:	Content Creator to create two or more posts per day for a total of 14 or more posts per week

Once all content from the conversation calendar is approved, content can be scheduled for posting on Hootsuite. Hootsuite allows users to queue, or schedule ahead, posts on both Facebook and Twitter, allowing an organization to post to all social media platforms in one place. Although Facebook has a tool to queue posts directly on its site, Hootsuite gives you a calendar view that allows for easy display of what days posts are scheduled for.

To create an account for an organization on Hootsuite:

1. **Sign Up**: Go to hootsuite.com and enter an email address, name and password. It will take you through a tour of Hootsuite to get you familiar with the basics.
2. **Link Your Profiles**: Next, it will take you to a screen and ask you to link to your social media profiles. You will just need to add your username and password and it will sync these for you.
3. **Add Tabs and Streams:** Streams are different aspects of Facebook and Twitter that you may look at such as the Facebook wall, your Twitter feed, your direct mentions on Twitter, etc. It wants to know what you look at and use most on those sites. To add streams, click the profile on the left and then choose your profile from the drop down menu. You will then be able to add streams by clicking on the green plus sign.
4. **Compose and Schedule Posts and Status Updates:** Click the arrow on the sidebar to the left to show the "Publisher" screen. Here you can type into the box at the top where it says "Compose message…" in order to schedule a post. Choose which social media sites to post to by pinning them to the post through clicking the thumbtack icon next to profile name. You can then add a link by clicking the paperclip icon and schedule the post through the calendar icon. There are also options for adding a location, specific targeting options and security settings for the post. Look through the "Publisher" page to ensure posts are correct and on time.

STEP EIGHT: PROMOTE CONTENT

After posting content, organizations need to continue to be active and responsive about those posts and stay committed and active on each platform to ensure their efforts creating content do not go unseen. There is a big difference between having a Facebook account and being active on Facebook and this applies to all social media platforms. If an individual or organization interacts with a post that someone has shared, it is expected that the organization will interact back. Facilitating conversation and answering questions will build trust and engage an audience.

Call To Actions:

A call to action can be included in some posts. This means simply encouraging the viewer to like, comment, and/or share the post, through stating "Please share" or "Support us by liking." This will help engage viewers and encourage them to interact with the organization.

Communicate With Your Audience:

Social media users want to know that an organization has a human side, which requires interactions between the organization and users. This can include retweeting, reposting, or repinning users' content to show them their posts are important to the organization. It can also involve responding to tweets or Facebook comments, as well as retweets or Facebook posts to thank supporters. Consider reaching out to individuals to thank them for engaged support at the end of a year or campaign.

Organizations should take note of followers that often like and share content they post. These users can be reached out to directly to inform them about a new project, story, or event and be asked to share it with their networks before the organization even posts about it on its page. This can allow them to feel appreciated for their efforts, while expanding upon the population reached.

Adding Links:

Adding links to an email signature is another way that will allow an organization to promote their posts and connect their supporters with other platforms.

Adding links to websites and social media accounts can also help to promote the organization through linking social media sites and providing the opportunity to visit other parts of the organization's social media database. Adding links is a great way for those who visit your website to find your social media and learn more. Below on the

right is a picture of a Twitter bio that is included on each Twitter page. It is important to have a strong message of who you are, along with a link to your website. When in the process of creating content for your social media, it is important to keep in mind linking your social media profiles together to connect your different social media platforms.

Example:

Christine Dusome
Research Assistant | Institute for Family Violence Studies
@FamilyVio | familyvio.csw.fsu.edu

For example, an organization's Twitter account should have a link to the organization's website, as well as links to the organization's Facebook, LinkedIn, or other accounts. This way, followers can always know where to go to get more information and to interact with the organization further.
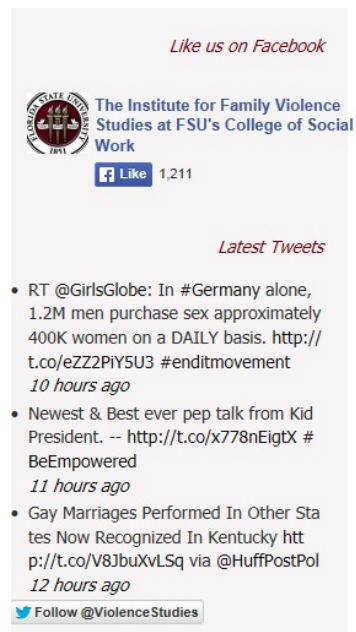
The above left is an example of a link to the Institute's Facebook on its Twitter feed and the above right is the Facebook link that is imbedded on a website. These represent two distinct ways an organization can link to its own pages and increase traffic to all parts of its online presence.

Advertising:

Facebook has a unique opportunity to get posts to a target audience and increase the reach of a post. They offer ads that will help promote posts, but only through paid advertisement. This can benefit some organizations, but is not necessary to create an online presence. While many businesses use advertising on social media to increase their ability to reach an audience, a nonprofit may want to use its resources for other costs. If the funding is available, it can be a good way to increase the reach of a specific post or campaign.

To create an ad, first go to the ads create tool at facebook.com/ads/create. Then choose an advertising objective and type in the advertisement and select an image for the ad. This does cost an organization some money, but it is effective and will help an organizations Facebook page grow.
92 percent of marketers say their social media efforts have generated more exposure for their business.

Facebook also allows you to promote a specific post, or pay for an individual post to be seen more often in fans' News Feeds. Although, posts are still seen by many of your fans regardless, some miss the post due to inactivity at that time or if they follow a large amount of people and pages. Promoting posts is only available to pages with more than 400 likes and can only be used on posts less than three days old. In order to promote a post, click "Promote" in the bottom right hand corner of the post and fill out the payment options. Promoted posts can be tracked using the tools available on the top of your organization's page.

STEP NINE: ANALYZE SOCIAL MEDIA EFFORTS

Social Media has many tools on how to evaluate an organization's social media following. Facebook offers analytic services through its site, whereas Twitter resources are outsourced from different websites on the web. This step also relates to the goal an organization created for its social media. All aspects of social media may not have to be analyzed if they don't relate to an organizations goal.

Facebook Insights:

Facebook page insights can be found on the top of your page. Click "Insights" to view metrics about your page, including "Likes" and "Reach." This can allow an organization to see its page's impact on its followers. Insights give an in-depth look at what an organization is doing right on its Facebook, such as increasing likes, or what it needs to improve on, such limiting a specific type of post that only reached a few users. To export your insights, click "Export" in the top right corner. This allows organizations to view specific numbers related to daily post shares and reaches. Insights are only available to pages with at least 30 likes.

Twitter Analytics:

There are many different twitter analytic tools an organization may choose to use. Twitalyzer is a website that has a comprehensive twitter analytic that will show you an overall summary of how your twitter is preforming. They have a "trends" report that lets an organization know which of its efforts is creating the most value for the organization. It helps you see what your followers' behavior is like and measures influence, engagement and influence. On the home screen of the website it has a place for you to put in your Twitter handle. It will then show a profile for that organization. They also have the option of signing into the website for more complete information. This can also be used on your mobile device by downloading Twitalyzer from the mobile app store.

While using analytics is not necessary for maintaining a social media presence, they can greatly increase the reliability and effectiveness of social media if used properly. Looking into what types of posts are gaining the largest reach or what posting times are the most effective at gaining likes can allow an organization to re-structure its social media to best fit the needs of its engaged audience.

CONCLUSION

Social Media and the Keys to Nonprofit Success will help that your organization benefits from all that social media has to offer. Social media is growing quickly; now is the time to create or expand your social media efforts. Facebook, Twitter, Pinterest, Instagram, LinkedIn and YouTube all have unique benefits and can help your agency reach different audiences. Using social media will help you connect to and inform your audience about your organization.

By following each step and planning ahead, your organization can successfully engage your audience in a positive, informative way. After having a clear understanding of what social media is and which platforms best suit your organization's goals, developing a social media plan and content calendar will help your organization with their specific goals and objectives. Social media can bring numerous opportunities to your organization that enable you to bring a higher level of awareness to your cause and agency.

Supervised visitation providers in Florida can call the Clearinghouse on Supervised Visitation for advice on using social media.

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