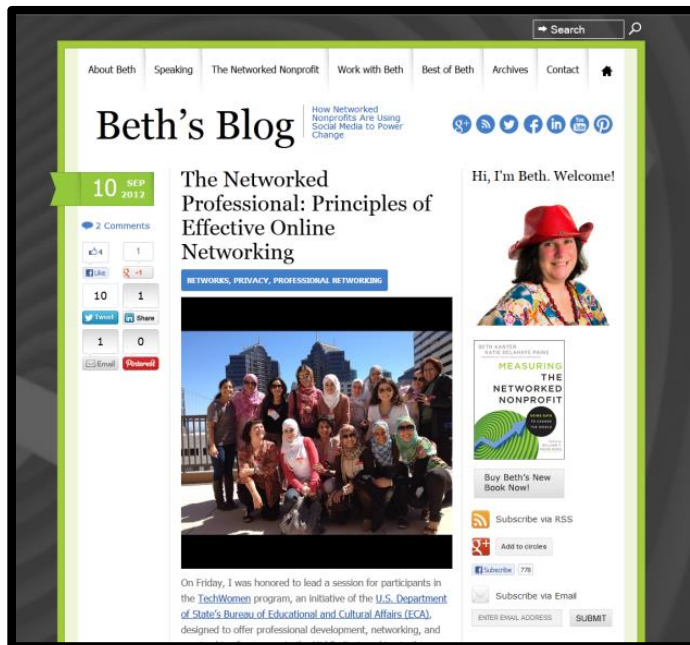
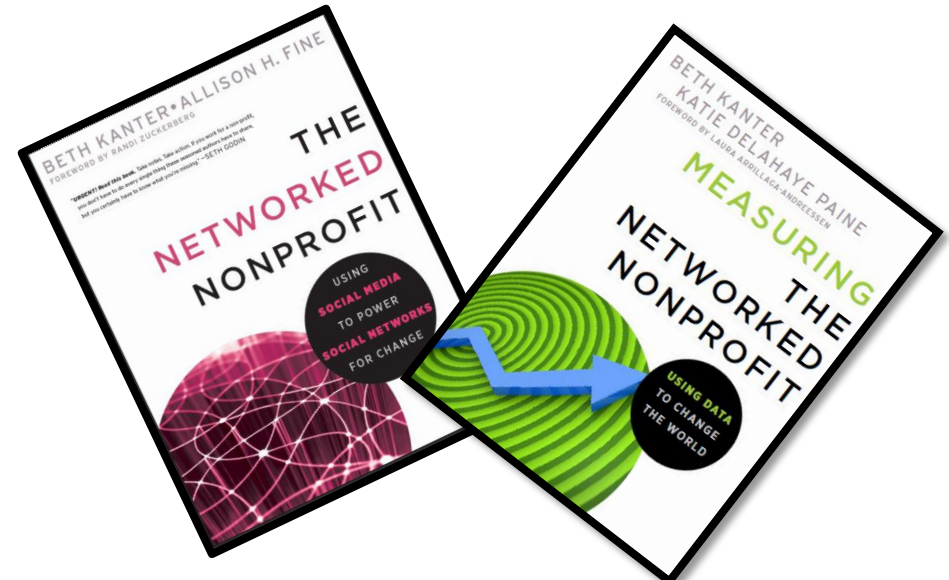




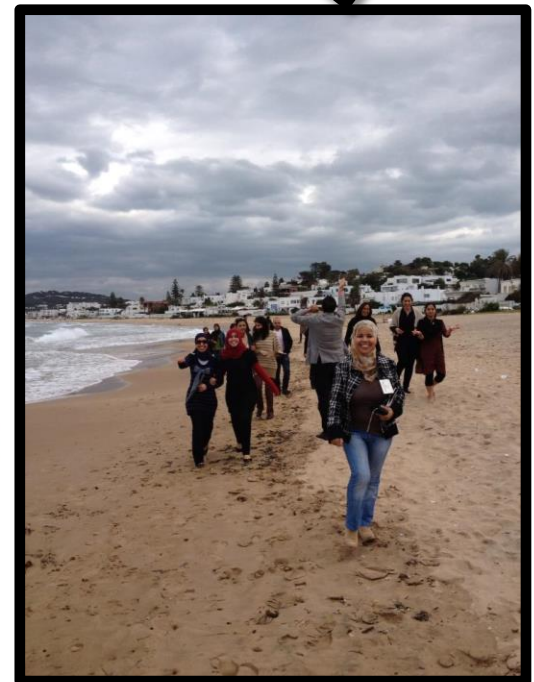
Crawl, Walk, Run, Fly: Assessing Your Agency Social Media Maturity of Practice

Beth Kanter
November, 2014

Beth Kanter: Master Trainer, Author, and Blogger



@kanter



<http://bethkanter.wikispaces.com/knight-nj>

Raise Your Hand If Your Strategy Goal Is

- ☐ Educate about the value of the arts
- ☐ Influence arts policy
- ☐ Build capacity of arts orgs or artists
- ☐ Improve relationships
- ☐ Increase awareness
- ☐ Increase traffic referral
- ☐ Increase engagement
- ☐ Change behavior
- ☐ Increase dollars
- ☐ Increase action



Is your arts agency using any of these social media platforms?



facebook

twitter 

Linked in

 Blogger™

You Tube

Pinterest



Instagram
Fast beautiful photo sharing

What's your job responsibility with social media?

- Develop social media strategy
- Implement social media strategy
- Both



What is your burning question?



Assessing Your Agency: Social Media Maturity of Practice

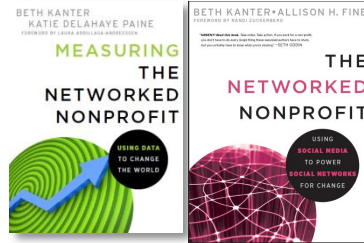
● Agenda

Overview Assessment Framework

Strategy

Networked Mindset and Social Culture

Data Informed



● **OUTCOMES**

- To leave the room with one idea to improve your practice

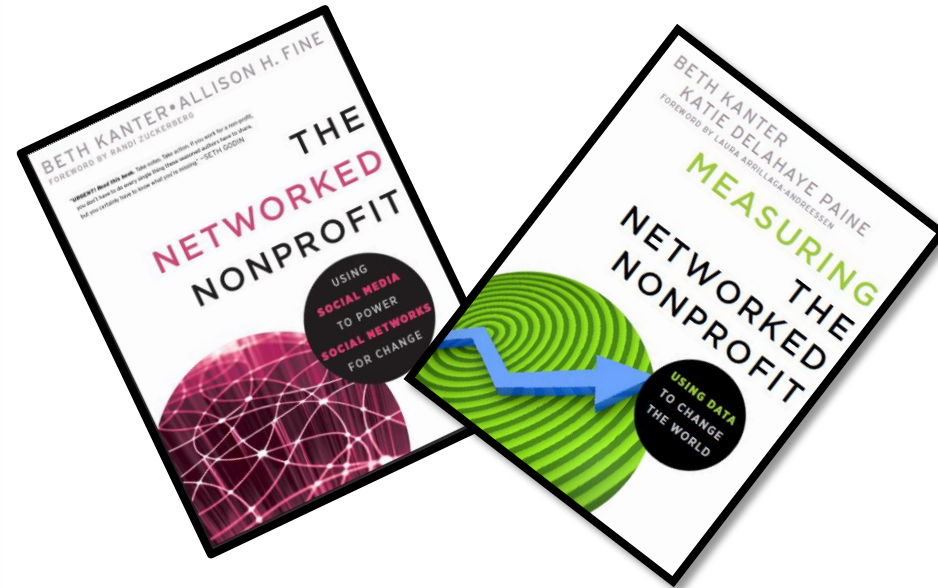
● **FRAMING**

- Interactive
- Co-Learning

Networked Nonprofits

Simple, agile, and transparent organizations and leaders.

They are experts at using networks, data, and learning strategically to make the world a better place.



If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."



Maturity of Practice

Maturity of Practice: Where is Your Organization?

CRAWL

WALK

RUN

FLY



Marketing Strategy Development

Culture Change

Linking Social with Results and Networks

Pilot: Focus one program or channel with measurement

Incremental Capacity

Ladder of Engagement

Content Strategy

Best Practices

Measurement and learning in all above

Network Building

Many champions and free agents work for you

Multi-Channel Engagement, Content, and Measurement

Reflection and Continuous Improvement

Where is your agency now?

**Where is your agency now? What does that look like?
What do you need to get to the next level?**



CRAWL

Walk

RUN

FLY

Maturity of Practice: Crawl-Walk-Run-Fly

Categories	Practices
CULTURE	Networked Mindset
	Institutional Support
CAPACITY	Staffing
	Strategy
MEASUREMENT	Analysis
	Tools
	Adjustment
LISTENING	Brand Monitoring
	Influencer Research
ENGAGEMENT	Ladder of Engagement
CONTENT	Integration/Optimization
NETWORK	Influencer Engagement
	Relationship Mapping



Survey Response: Integrated Social Media Strategy



- Consideration of communications strategy with SMART objectives and audiences and strategies for branding and web presence. Social Media is not fully aligned.



- Strategic plan with SMART objectives and audiences for branding and web presence, include strategy points to align social media for one or two social media channels.



- Strategic plan with SMART objectives and audience definition. Includes integrated content, engagement strategy, and informal champions/influencer program and working with aligned partners. Uses more than two social media channels.



- Strategic plan with SMART objectives and audience definition. Includes integrated content, engagement strategy, and formal champions (Internal/external) influencer program and working with aligned partners. Uses more than three social media channels. Formal process for testing and adopting social media channels.

SMARTER SOCIAL MEDIA: POST FRAMEWORK



POST APPLIED: MENTALHEALTH.GOV

MentalHealth.gov

COMMUNICATION STRATEGY – Summer 2013

Contents

Guiding Communication Plan	1
Communication Platforms	3
Social Listening	4
Guidelines for Engaging and Connecting	4
Measuring Success	5
Communications Schedule: Posting and Monitoring	6
Communications Schedule: Promotion of Partner-Sponsored Events	7
Staffing and Implementation	7
Next Steps	8

Guiding Communication Plan

MentalHealth.gov is a consumer-oriented website with the grounding principle of providing mental health information and resources. The site also supports the national dialogue on mental health, a White House initiative aimed to increase understanding about mental health and how it affects youth.

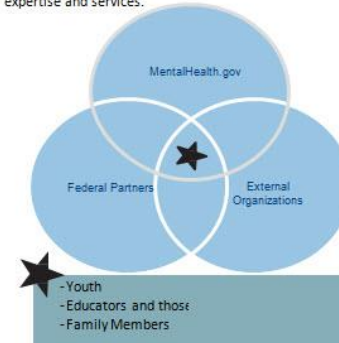
The website operates under a representational, federated governance structure that encompasses federal departments and agencies involved in mental health services. Agencies that contributed initial website content include SAMHSA, NIH and CDC. MentalHealth.gov will refer to other agencies for additional resources and information in the future.

The website is committed to meeting and exceeding all applicable legal, ethical, accessibility, privacy, records retention, and security standards. In order to ensure that all information is accessible, our communications tools and materials must be compliant with [Section 508 of the Rehabilitation Act](#).

The following communications strategy serves as an initial planning tool, and will be adjusted over time to accommodate the needs of the website's partners, stakeholders and audience.

Who is MentalHealth.gov trying to reach?

Our core audience includes youth, educators/people who work with young people, and family members. Through partnerships with Federal and non-Federal Partners, the site provides information and access to mental health expertise and services.



What are we trying to accomplish?

Our mission and core messages guide our communications approach, and help us to meet the needs of our core audience.

MISSION

- Help parents, young people and those who work with young people identify and talk about mental health challenges
- Assist people in finding help when needed
- Connect people with local conversations about mental health
- Serve as the primary point of reference for Federal social media outreach and engagement activities on these topics.

CORE MESSAGES

1. It's okay to talk about mental health.
2. Help is available and effective.
3. Get help if you need it.
4. If you know someone is struggling, help them get help.



What tools should we use?

We will leverage a variety of traditional and social media tools to communicate our core messages to the core audience.

Through various communication platforms, we will promote key content such as:

- National dialogue and related events
- Resources on mental health
- Resources for specific audiences
- Definitions and descriptions of disorders
- Facts on mental health
- Local organizations that can help communities and individuals access services, treatment and support

How do we effectively communicate with our audience?

unanticipated events to ensure the website and social media properties are up-to-date and accurate.

- **Coordinate** on a regular basis with Federal Partners (via the Editorial Board).
- **Listen** to the conversations occurring in social media about mental health to ensure information meets the needs of our core audience.
- **Amplify** the messages of national dialogue partners and related "Community Conversations" to make the biggest impact possible from our collective efforts.
- **Connect** people to local resources – either to start a conversation about mental health or find help for themselves or someone they care for.
- **Innovate** in our use of social media so we continually test and evaluate the effectiveness of our approach.

- **Plan** communication strategies for both expected and

Communication Platforms

We will utilize the standard ASPA Digital Communications Division approved social media platforms to communicate our core messages, as well as promote key content and events. We will also utilize traditional media to further communicate our messages to the core audience as well as news media.

We will continually monitor new technologies for further reaching our audiences, which may include using new social media platforms or traditional media techniques.

The following table reflects the ASPA-run social media and traditional media channels. This does not reflect our partners' social media platforms, which will be used to amplify core messages, and promote "Community Conversations" and other locally-based events.

COMMUNICATION CHANNEL	PURPOSE				
	Help Identify Mental Health Problems	Talk about Mental Health	Find Help if You Need It	National Dialogue Related Events	Local Organizations Available to Communities
SOCIAL MEDIA					
Website www.mentalhealth.gov	x	x	x	x	x
GovDelivery	x	x		x	x
Twitter www.twitter.com/mentalhealthgov	x	x	x	x	x
Facebook www.facebook.com/mentalhealthgov	x	x	x	x	x
YouTube www.youtube.com/playlist?feature=edit_&list=PL17EBKABz1GOyx_HDSq_muefrq_BI_THXgg	x	x	x		x
Treatment Locator serviceslocator.mentalhealth.gov			x		
Storify www.storify.com/mentalhealthgov	x	x		x	x
TRADITIONAL MEDIA					
OS Blogs/Op-Eds	x			x	
OS Press Releases/Statements	x	x		x	
Broadcast/Print/Radio	x	x	x	x	x

POST APPLIED: ARTS NONPROFIT

PEOPLE: Artists and people in their neighborhood

OBJECTIVES:

Increase **engagement** by 2 comments per post by FY 2014

Content analysis of conversations: Does it make the organization more accessible?

Increase **enrollment** in classes and attendance at events by 5% by FY 2014

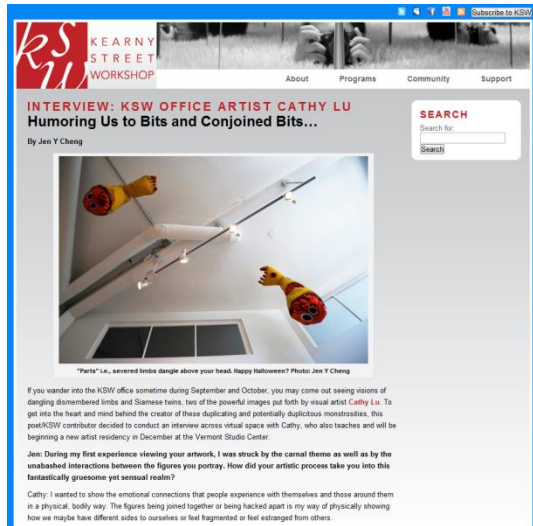
10% students /attenders say they heard about us through Facebook, Instagram, or Twitter

STRATEGY

Show the human face of artists, remove the mystique, get audience to share their favorites, connect with other organizations.

TOOLS

Focused on Facebook, Twitter, and Instagram to use best practices and align engagement/content with other channels which includes flyers, emails, and web site.



POST: PEOPLE - KNOW YOUR AUDIENCE

- Who are they?
- What social channels do they use?
- What are info are they currently seeking?
- What are they sharing on social channels?
- What influences their attitudes?
- What influences their decisions?
- What's important to them?
- What do they care about?
- What makes them act?

POST: DEFINE YOUR AUDIENCE

CONSUMERS

- Arts Attenders
- Arts Donors
- Arts Advocates

INFLUENCERS

- Policy makers
- Journalists
- Civic/Biz Leaders

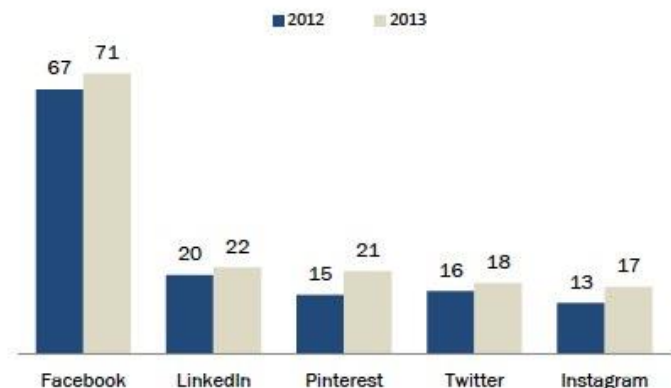
ORGANIZATIONS

- Grantees
- Arts Nonprofits
- Artists

Consumers: The Landscape of Social Media Users in the US

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



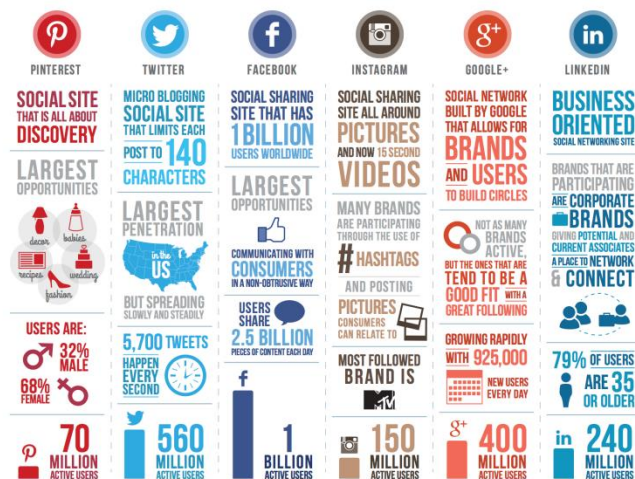
Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).



Designed by Lorange - www.lorangeagency.com

A More Fun Way To Think About Social Channels

State of the Internet: cats! caattts!!!!catssss!!!!!!!

facebook



Here are seven albums of my cat's daily activities. Like it if you believe in Jesus. Don't like it if you want to go to hell!

You Tube



Watch this viral video of a cat drooling in his sleep. Omg so awesome look at the 15 million views.

twitter



Insert a talentless artist bragging about how their cute cat broke their new iPhone 5. #socute#lovemycat



reddit



Here, upvote these five grumpy cat posts on the front page even though they are reposts

tumblr.



A GIF of my cat riding a scooter. 123456 reblogs OMG!!!

Pinterest



Here is a tutorial on how to dress your cat like a gentleman.

Instagram

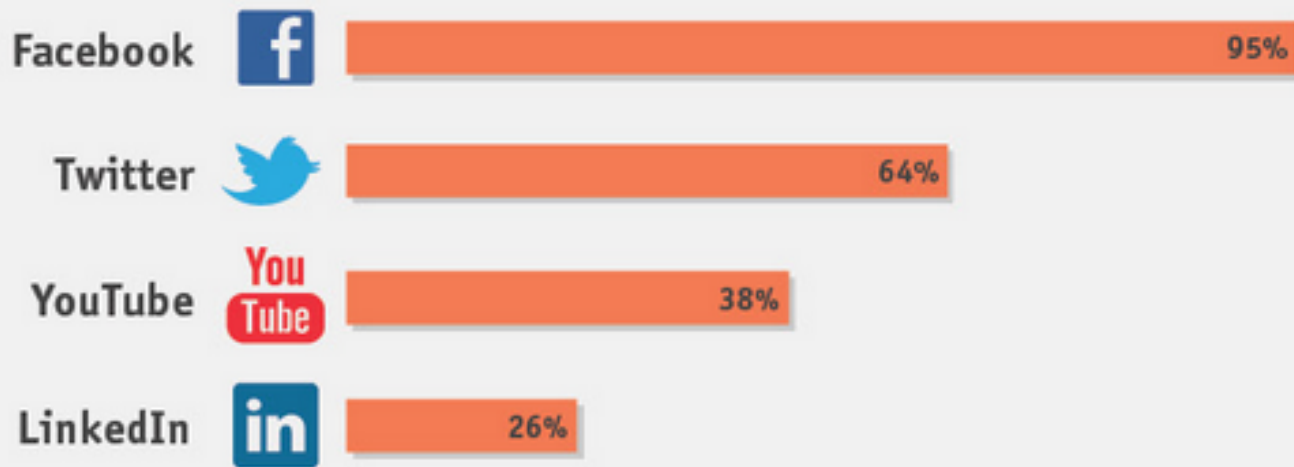


Pictures of my cat with all these vintage filters. So hipster!

accordingtodevin.tumblr.com

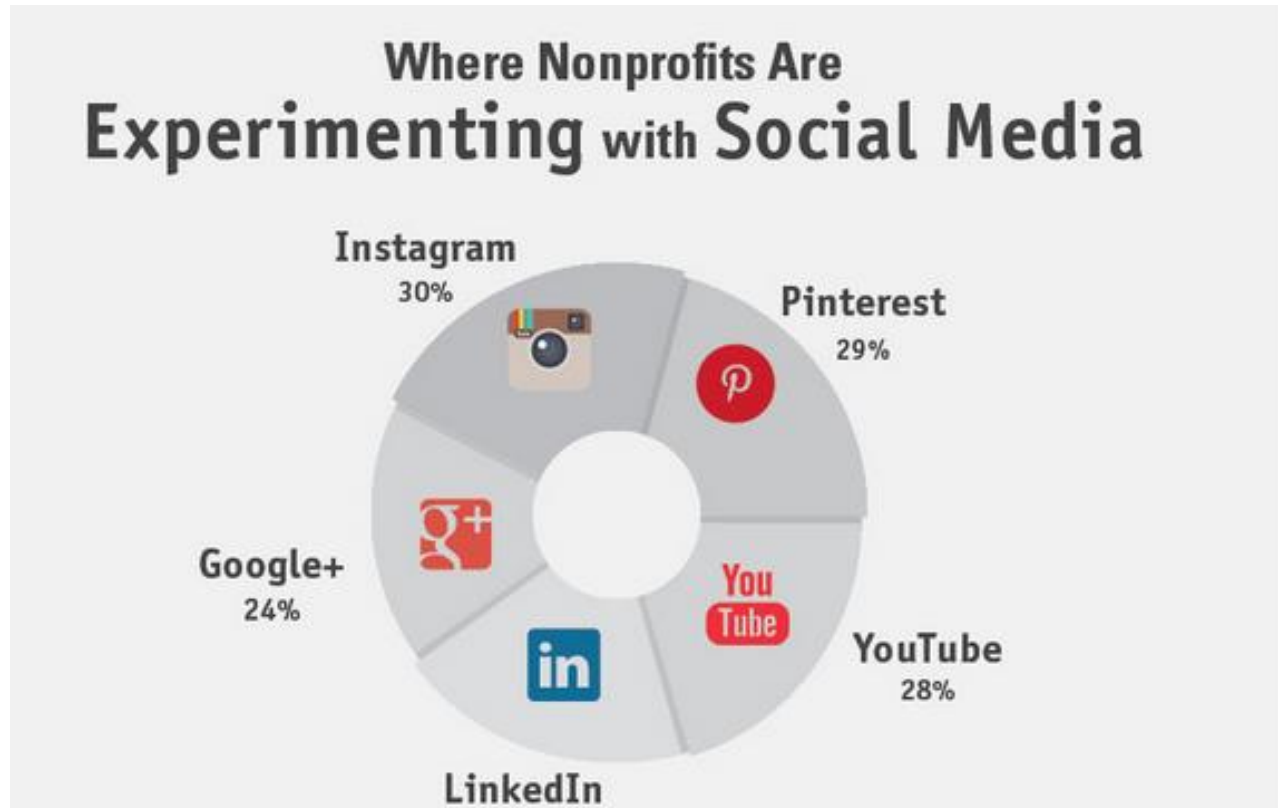
Nonprofits Use of Social Media

The Most Important Social Media Sites for Nonprofits



[Source: Nonprofit Marketing Guide](#)

Nonprofits Use of Social Media

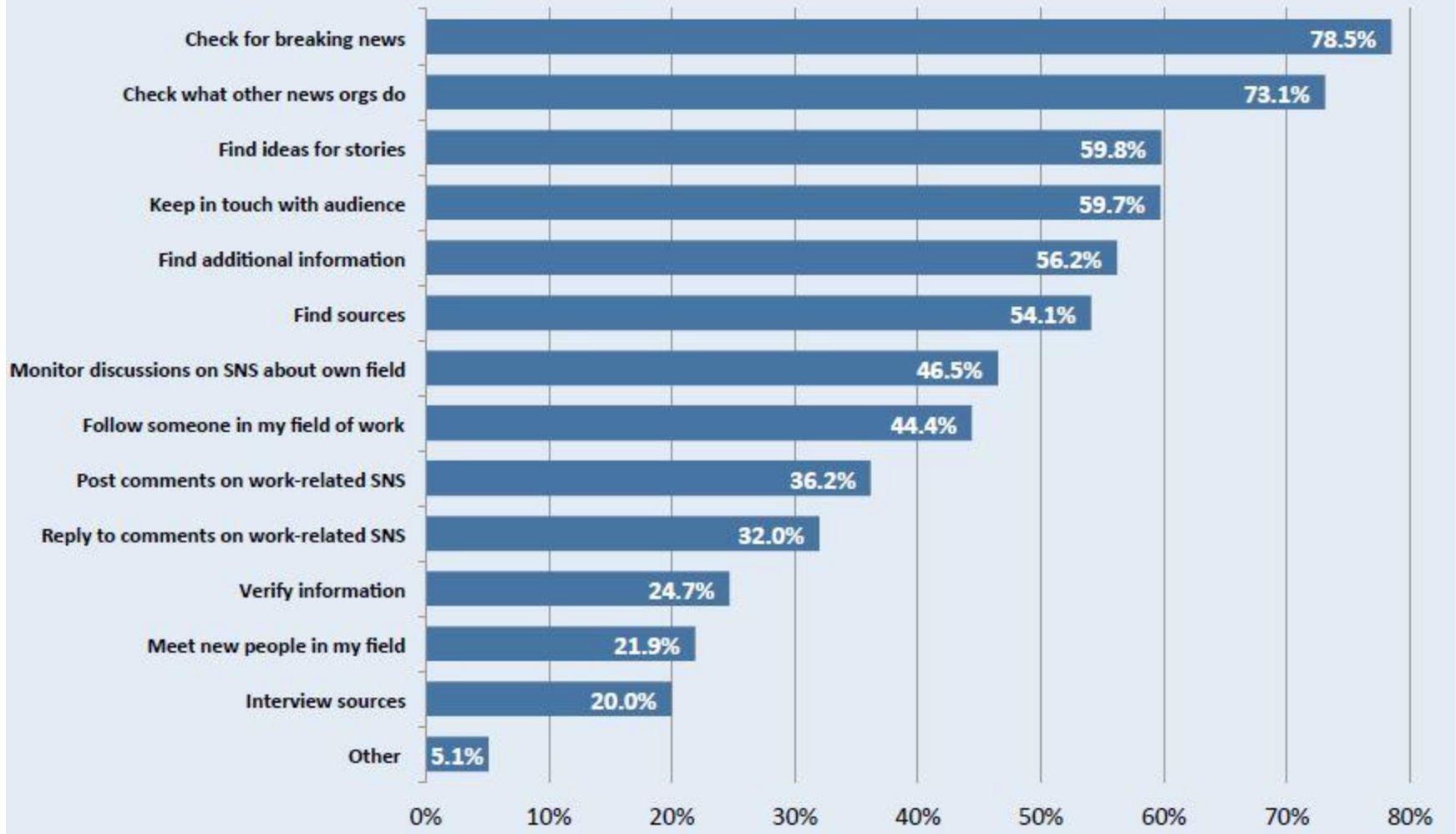


[Source: Nonprofit Marketing Guide](#)

Influencers: Journalists

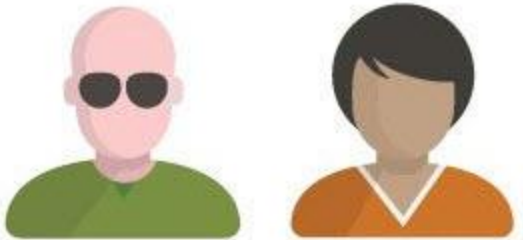
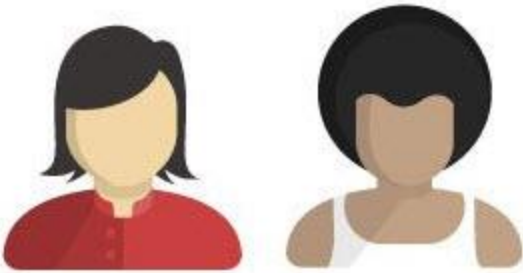
Uses of Social Media

PERCENTAGE OF JOURNALISTS WHO USE SOCIAL MEDIA (SNS) "REGULARLY" FOR ACTIVITY



[Source Washington Post](#)

Summarize Your Insights: Use Personas



RESEARCH

- Analytics
- Audience Data
- Survey
- Interviews

PERSONA

- Name
- Define Needs
- Segment
- Create

Share Pair: Social Media Strategy



- What is your biggest challenge developing or executing an integrated social media strategy?
- What is one insight or success story that your agency has gained from its social media strategy?
- What's one small step you can take to improve results?

Networked Mindset: A Leadership Style



- Leadership through active social participation as personal brand to support organizational goals
- Listening and cultivating organizational and professional networks to achieve the impact
- Sharing control of decision-making
- Communicating through a network model, rather than a broadcast model
- Openness, transparency, decentralized decision-making, and collective action.
- Being Data Informed, learning from failure

How to Give

Donors

Professional Advisors

Nonprofits

About Us

Regional Water Management Foundation



Feeding Hope and Inspiration

Second Harvest Food Bank Executive Director Willy Elliott-McCrea sees the benefits of working together to end hunger and malnutrition in our county.

[Learn more »](#)

WORKSHOPS

NEWS & EVENTS



**Intro to Finding Funders
(with Foundation
Directory Online) - Sept.
17 »**

A free regulary offered
session on using our

grants database to find funders...

Tell Your Story Using Video »

Get a Flip Video camera and learn how to
start using it to promote your nonprofit...

All Workshops »

WHAT'S HAPPENING



Engaging Youth

What do you give a kid who has few opportunities for constructive after-school activities? Tools and the freedom to design cool projects!

[Read about a teen-led success story in Watsonville](#)



NOW PLAYING



**Four Rydell Visual Arts
Fellows profiled along with
Jack Walsh, project
director. Each artist**

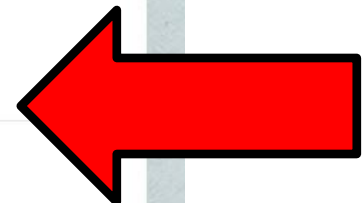


CONNECT ON FACEBOOK

We're out there connecting!

Friday, September 07, 2012 17:14:12

[View all posts »](#)





COMMUNITY FOUNDATION
SANTA CRUZ COUNTY



Community Foundation Santa Cruz County

735 likes • 102 talking about this • 185 were here

✓ Liked ▾

✓ Following



Charity Organization • Estate Planning • Education
Helping people do good in Santa Cruz County and beyond!
www.cfsc.org, Enews: www.cfsc.org/emailnews.



👍 735



2 ▾

About – Suggest an Edit

Photos

Likes

Subscribe

Events

COMMUNITY FOUNDATION SANTA CRUZ COUNTY

Social Media Policy

- Encouragement and support
- Why policy is needed
 - Cases when it will be used, distributed
 - Oversight, notifications, and legal implications
- Guidelines
 - Identity and transparency
 - Responsibility
 - Confidentiality
 - Judgment and common sense
- Best practices for personal use in service of organization as Champion
 - Brand
 - Voice
 - Links to Org Strategy
- Dos and Don'ts for Personal Use from Legal
- Additional resources
 - Training
 - Operational Guidelines
 - Escalation

Philanthropy 831 Blog

Philanthropy 831 Blog



WHAT MATTERS TO YOU?

Categories

About Communications (4)
About Nonprofits (12)
Local Philanthropy (29)
Our CEO's Blog (20)
Philanthropy Connect (6)

Bloggers

> Christina Cuevas (3)
> Gretchen Ellis (1)
> Kim East (1)
> Lance Linares (20)

Philanthropy 831 is our blog about the people and organizations invested in the future of Santa Cruz County. Join the conversation!

Blogging 101

Posted by: [Lance Linares](#) on 3/8/2013

Some of you've asked me about my forays into the blog-o-sphere.



I have to say I was apprehensive at first.

Not because I'm a perfectionist, but because I wanted to make it worth the time.

With help from Luis, our communications officer, I've come up with a system that works.

The key is to spend more energy on what I want to share with you and less time laboring over the words and the editing.

My reasons are simple:

- > I'm a convert. I understand **people don't read like they used to, especially online**. We tend to scan blogs, often while doing other things. Blogs are more like one panel comic strips than short stories or novels.
- > Blogs are a good way to connect and generate traffic.
- > I'm willing to ask for help and trust the advice. Here at work, I know Luis understands my intent and style.

I FIND IDEAS EVERYWHERE

From colleagues, family, from things I hear, see or do. I've gotten past thinking it needs to be perfect or profound.

RSS Feeds


Categories


- > [Our CEO's Blog](#)
- > [Local Philanthropy](#)
- > [About Nonprofits](#)
- > [About Communications](#)
- > [Philanthropy Connect](#)

Bloggers

- > [Lance Linares](#)
- > [Christina Cuevas](#)
- > [Randy Balogh](#)
- > [Luis Chabolla](#)
- > [Kim East](#)
- > [Robin Larsen](#)
- > [Gretchen Ellis](#)


Leadership Conversations

[Home](#) [@ Connect](#) [# Discover](#) 



Lance Linares

[@LanceLinares](#) FOLLOWS YOU
Executive Director Community Foundation Santa Cruz County.
Go SF Giants!


[Follow](#) 

6 TWEETS

30 FOLLOWING

10 FOLLOWERS


Tweet to Lance Linares



Lance Linares [@LanceLinares](#) 28 Mar

Who's behind the data? Comments on opinion piece by [@philCEP](#) in Chron of Philanthropy: goo.gl/w9fh1


Expand



Phil Buchanan [@philCEP](#) 28 Mar

[@LanceLinares](#) thanks so much for your comments on my Chronicle column....

Expand



Lance Linares [@LanceLinares](#) 28 Mar

[@philCEP](#) thanks Phil! Your article hit home & got us thinking.


[Hide conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [Storify](#) [More](#)

2:54 PM - 28 Mar 13 · Details

[Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

Tweets




Lance Linares [@LanceLinares](#) 18h

Just back local meeting in Pajaro Valley abt statewide effort to protect freshwater. Testing my video skills on iPhone.

youtu.be/mh1YnxhD_VA


[Hide media](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#)




Share [More info](#)


Protecting California's Freshwater Supplies

Our ED, Lance Linares' smartphone video a gathering organized by Sustainable Conservation, Driscoll's and the Resource Conservation District of Santa Cruz Co...

 **YouTube** [@YouTube](#) · Follow

1 RETWEET 

3:44 PM - 7 Sep 12 · Details [Flag media](#)



Lance Linares [@LanceLinares](#) 5 Sep

Read neighbor [@emmettcarson](#) pointed observations-devil in the details Rethinking Collective Impact huff.to/R3o9NQ via [@HuffPostImpact](#)



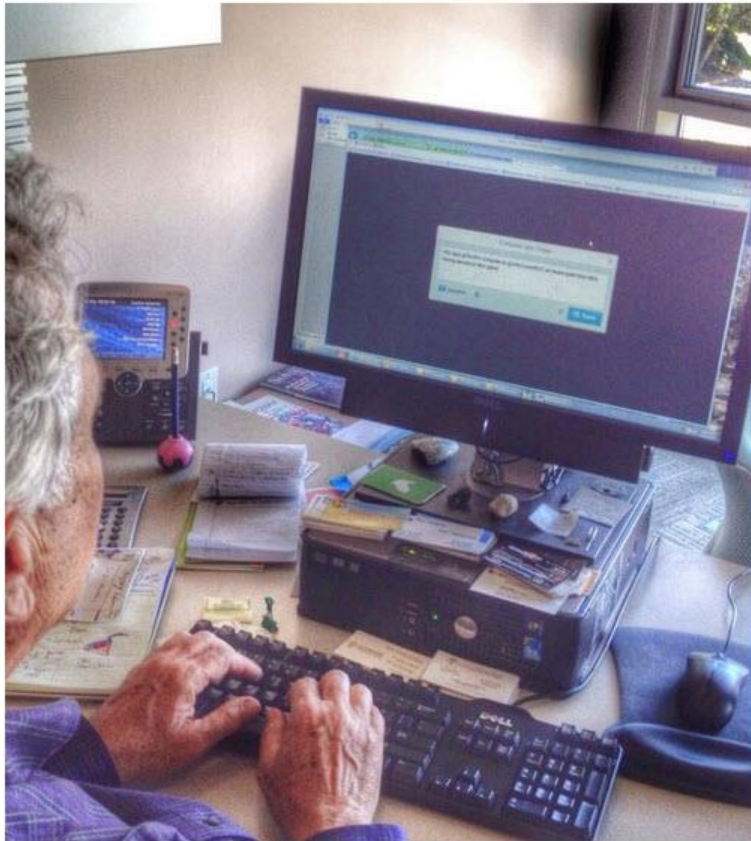
CFSantaCruzCo
@CFSantaCruzCo



Follow

Our CEO [@LanceLinares](#) doesn't need prompting anymore. He's tweeting to connect. [@farra](#) [@kanter](#)
pic.twitter.com/D0KInKP6oS

[↩ Reply](#) [↻ Retweeted](#) [★ Favored](#) [Buffer](#) [⋮ More](#)



RETWEET

1

FAVORITES

2



12:49 PM - 22 Apr 2014

Flag media



TWEETS
955

FOLLOWING
667

FOLLOWERS
286



Following

Luis Chabolla

@cfluis [FOLLOWS YOU](#)

Communications guy at Community Foundation Santa Cruz County and another Chicano who loves James Joyce. Tweets are my own.

Santa Cruz CA 95062 · cfscc.org



Community Foundation Santa Cruz County

[Home](#)

30 YEARS growing funds and giving back



We provide resources for people to do good.

We're your local community foundation in Santa Cruz County, California.

We have total assets over \$78 million and annually award over \$8.2 million... [see more](#)

How You're Connected



- 2 first-degree connections
- 16 second-degree connections
- 21 Employees on LinkedIn

[See all](#)



Kim East

1st

Communications Associate at Community Foundation
Santa Cruz County

San Francisco Bay Area | Philanthropy

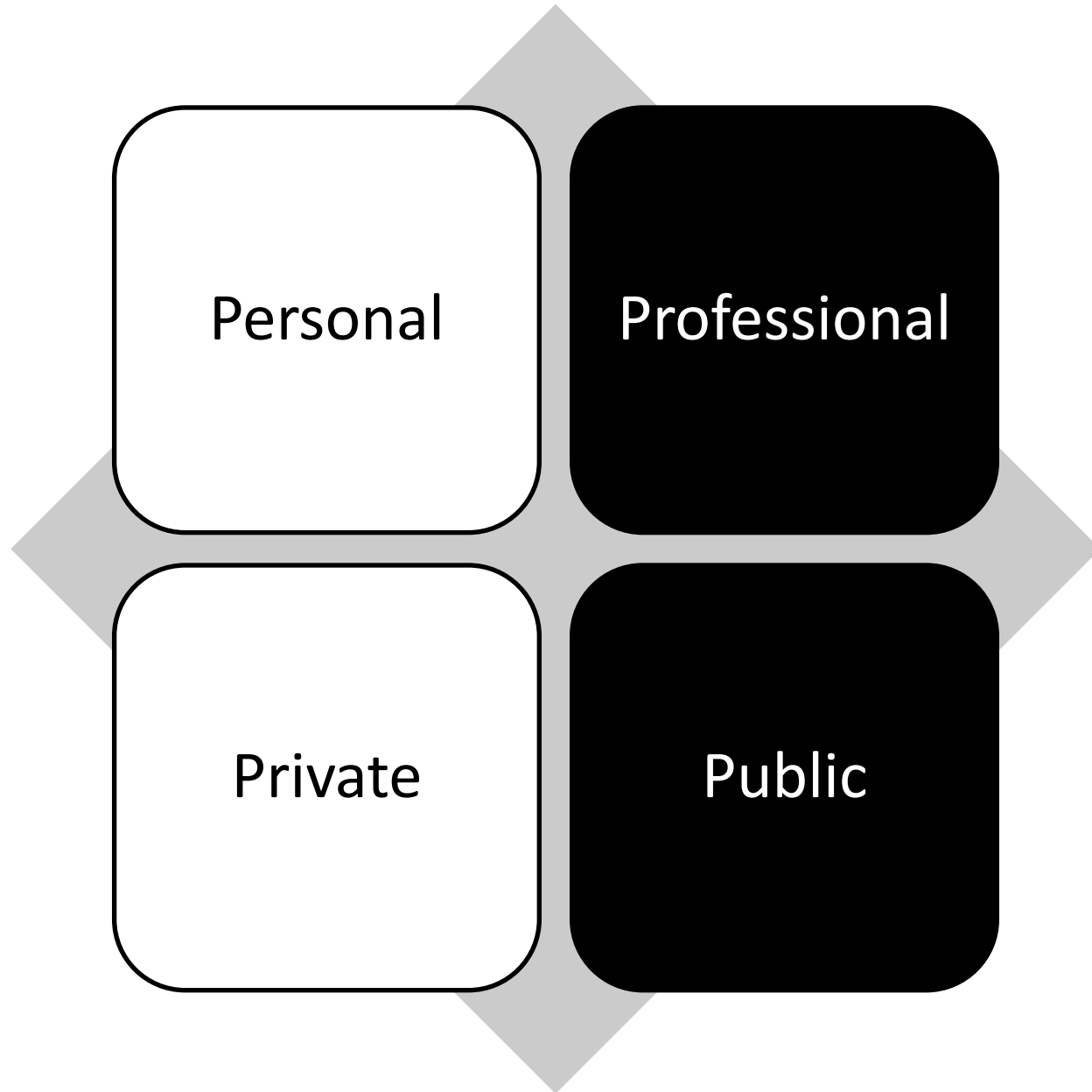
Previous Fresno Unified School District, Saltwater Inc. / National Marine
Fisheries Service

Education California State University-Fresno

[Send a message](#)

234
connections

Identity and Boundaries Before Social Media



Social Media: Worlds Collide

Personal

Professional

Private

Public

Not Working

Working

What Kind of Social Animal Are You?



Turtle

- Profile locked down
- Share content with family and personal friends
- Little benefit to your organization/professional



Jelly Fish

- Profile open to all
- Share content & engage frequently with little censoring
- Potential decrease in respect



Chameleon

- Profile open or curated connections
- Content/Engagement Strategy: Purpose, Persona, Tone
- Increased thought leadership for you and your organization

Ways To Engage: What Is Right Fit?



- **Amplifier**
- **Responder**
- **Conversationalist**
- **Content Curator**

Adapted from IBM Employee Champion Program

Arkansas Advocates for Children and Families

Rich Huddleston

Home Notifications Discover Me

Search



Arkansas Advocates
@AACF FOLLOWING YOU

Helping Arkansas Children be Healthy, Wealthy and Wise since 1977.

Little Rock, AR
aradvocates.org
Joined April 2009

17 followers you know

1 Network for Good WK KF edu NOKID HUNGER

130 Photos and videos

Tweets Tweets and replies

Arkansas Advocates @AACF · 6h
As we celebrate Juneteenth, @AACF reflects on equity in education. bit.ly/UhOFyH #arleg

Arkansas Advocates @AACF · 9h
As we celebrate Juneteenth, it's important to still look at inequalities in our current education system bit.ly/UhOFyH #arleg

Arkansas Advocates @AACF · 9h
Today we celebrate Juneteenth, but we still have a long way to go to achieve racial equity in education bit.ly/UhOFyH #arleg

Rich Huddleston
@Richhudd

Executive Director of Arkansas Advocates for Children and Families, Policy Nerd, & UNC Tarheel B-Ball Fan

Joined May 2009

Tweet to Rich Huddleston

6 followers you know

Tyson 1 NOKID HUNGER

9 Photos and videos



Amplifier

Tweets 3,555 PHOTOS/VIDEOS 9 FOLLOWING 1,140 FOLLOWERS 944 FAVORITES 33 More

Tweets Tweets and replies

Retweeted by Rich Huddleston
Roby Brock @RobyBrock · 6h
ICYMI #arpx #arleg Beebe On Special Session: Looking For Consensus On Insurance, Prisons And Lottery shar.es/Mn7b4

Retweeted by Rich Huddleston
Roby Brock @RobyBrock · 6h
ICYMI #arpx #arleg Gov. Beebe shares his thoughts with me on special session. What could be on call? What's not? shar.es/Mn7b4

Retweeted by Rich Huddleston
Arkansas Advocates @AACF · 6h
As we celebrate Juneteenth, @AACF reflects on equity in education. bit.ly/UhOFyH #arleg

Retweeted by Rich Huddleston
Arkansas Advocates @AACF · 9h
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Retweeted by Rich Huddleston
Arkansas Advocates @AACF · 9h
Today we celebrate Juneteenth, but we still have a long way to go to achieve racial equity in education bit.ly/UhOFyH #arleg

ACLU of New Jersey and Udi Ofer



aclunj
ACLU of New Jersey

[Thumb | Mid | Large | Orig] 2w
Willow



♥ 8 💬 6

#ama, #jerseyforlife, #tbt, #aclu,

@kelliku, @frahman, @jcarnig, @catrinachaos, @fitminh, @rebecca_f, @danicakesss, @nikkimjf,

Tweet Share Like 0 +1 tumblr Pin it

LINK http://web.stagram.com/p/401490515868065116_31410070

aclunj Executive Director Udi Ofer wants to know what you want to know! What issues matter to you?

Udi will answer his favorites next week through video! **#AMA** **#tbt** 2w

aclunj **#aclu** 2w

runswithwaves If someone signs to join the Army is there a way to get out of it if they haven't started yet? 2w

danicakesss I would like to ask Udi how NJ livin compares to BK 🙄🏠 2w

aclunj **@danicakesss** **#JerseyForLife** 2w

rebecca_f OMG I love this. Cc **@catrinachaos** 2w

catrinachaos **@rebecca_f** Sweet! 2w

» **LOGIN** to Instagram to like or post comment on this photo!

Post comment using Facebook Account.



Add a comment...

Posting as Beth Kanter
(Change)

Comment

☒ Post to Facebook

Facebook social plugin

Responder

Helen Clark and UNDP



Responder



Conversationalist



Carolyn Miles ✓
@carolynsave
@SavetheChildren Pres. & CEO. Champion for kid's rights everywhere to survive/ thrive. Global, in the US - education, health, HIV/Aids, protection for children CT, USA · <http://www.SavetheChildren.org>



Carolyn Miles @carolynsave · Apr 28
Read how the world can make #kids a higher priority - Framework for the Future: Ending Poverty in a Generation: bit.ly/QV0pDj

Collapse Reply Retweet Favorite Buffer More

RETWEETS	FAVORITES
7	6

9:06 AM - 28 Apr 2014 · Details



Carolyn Miles ✓
@carolynsave

Just landed in #LA and headed tomorrow to @MilkenInstitute #2014GC after a visit with @SavetheChildren Board members here

Reply Retweet Favorite Buffer More

FAVORITES
3

12:45 PM - 29 Apr 2014



Carolyn Miles ✓
@carolynsave

Great #kids on r visit to #Kentucky 2 see @SavetheChildren programs. All these kids need is a fair start. #Savekids
pic.twitter.com/jTslEhuy7o

Reply Retweet Favorite Buffer More



Open and accessible to the world and
building relationships
Making interests, hobbies, passions visible
creates authenticity

Content Curation – Organizational Strategy

The screenshot shows the Twitter profile of Bruce Lesley (@brucelesley). The profile header includes his name, handle, location (Bethesda, MD / Washington DC), and a bio: "President of First Focus (@First_Focus & @Campaign4Kids). Child advocacy, politics, policy. Father: 4 kids. Basketball fanatic. Views expressed are mine alone. http://www.firstfocus.net/". It also shows he is followed by 8,932 people, following 2,908, and has 2,736 followers and 180 lists. The recent tweets section shows several tweets, including one about Census Poverty Data, a retweet of RepTedDeutch about Medicaid cuts, and two tweets praising influential African Americans (Jamal Simmons and Harold Ford, Jr.) for their 2011 ranking by The Root.

Lists by @brucelesley

- @brucelesley/children-bio
- @brucelesley/child-rights
- @brucelesley/child-international
- @brucelesley/thelist
- @brucelesley/child-safety
- @brucelesley/nutrition
- @brucelesley/early-childhood
- @brucelesley/state-child-advocate
- @brucelesley/economics-poverty
- @brucelesley/border-immigration-

View All

Lists @brucelesley follows

- @Neda_Semnani/lawmakers-and-
- @PictureEquality/d-c-community
- @MerrillJD/children-family-parenting
- @UrbnChild/childrensissues
- @tiists/children-s-health-995
- @NancyWhite/nwwcop-9
- @John_Bailey/educationpolicy

From
CEO
to
CNO

Tweets links related to organization's mission and work as a bipartisan advocacy organization dedicated to making children and families a priority in federal policy and budget decisions.

Professional Learning



October 5, 2011
THE HUFFINGTON POST
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY



Bruce Lesley

President of First Focus

GET UPDATES FROM BRUCE LESLEY



28

Getting Back to Basics for Our Nation's Children

Google reader

twitter

Flipboard

SEEK

Identified key blogs and online sites in issue area

Scans and reads every morning and picks out best

SENSE

Summarizes article in a tweet

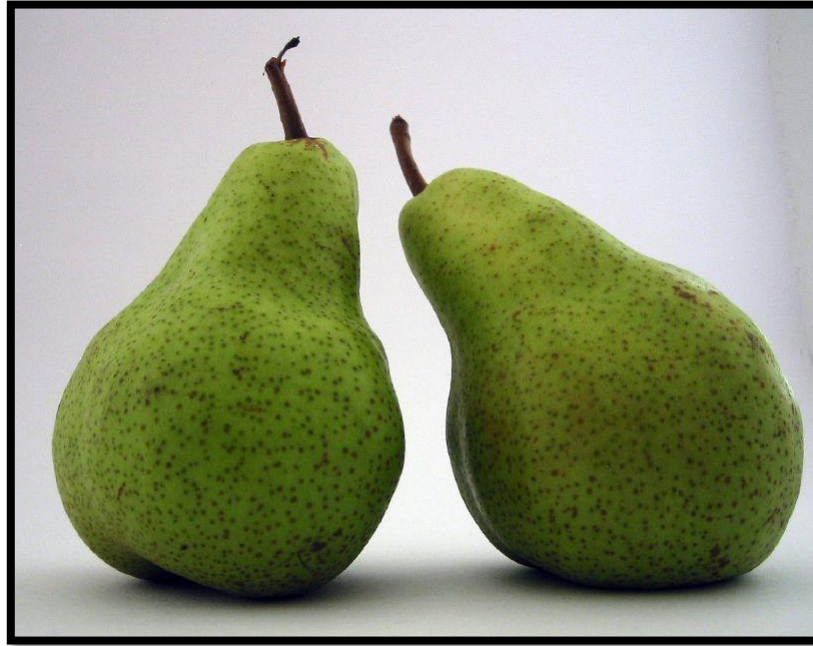
Writes for Huffington Post

SHARE

Engages with aligned partners

Presentations

Share Pair: Networked Mindset

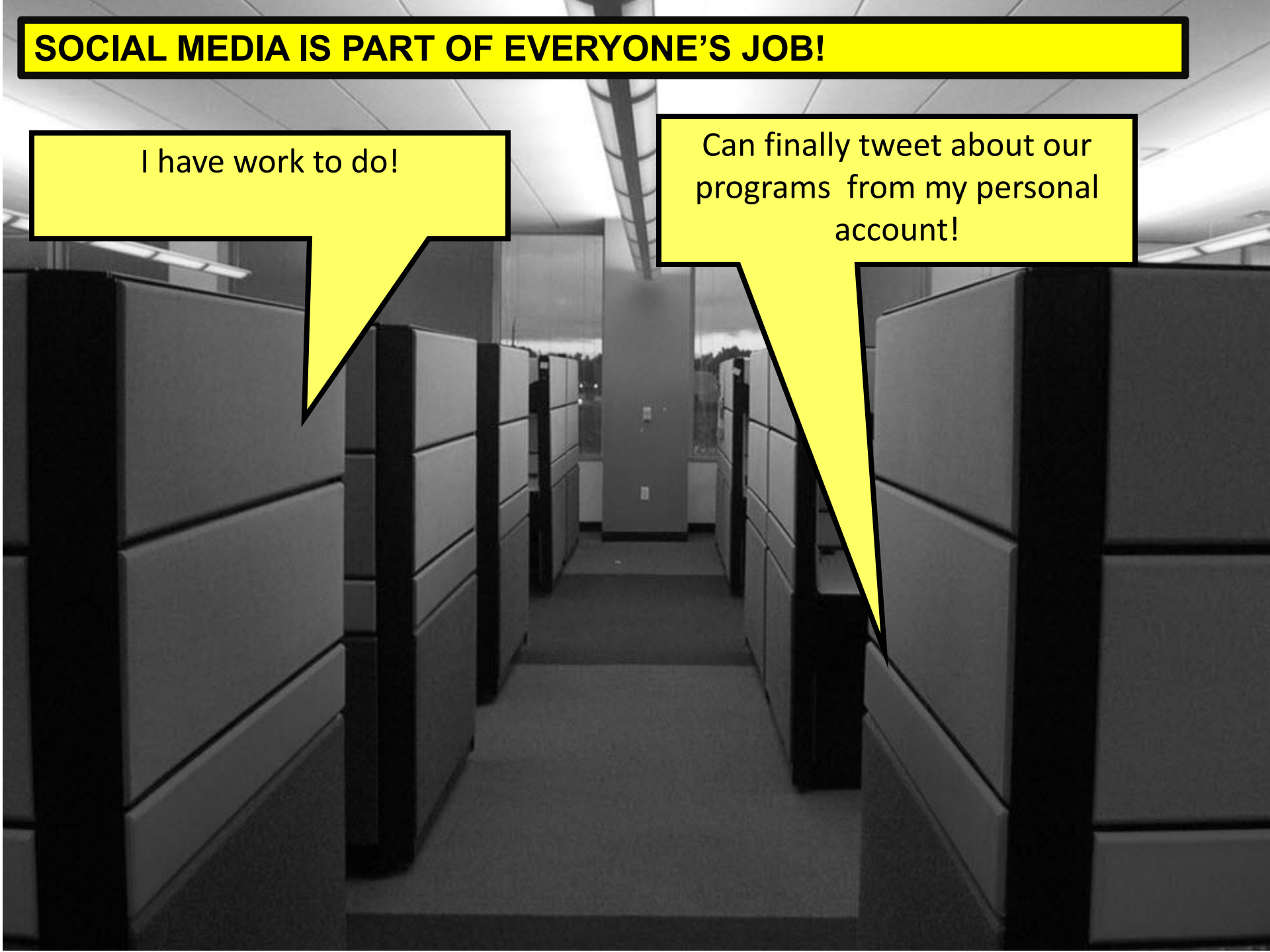


- How is your agency leveraging social channels for leadership profiles?
- What do you need to move forward?

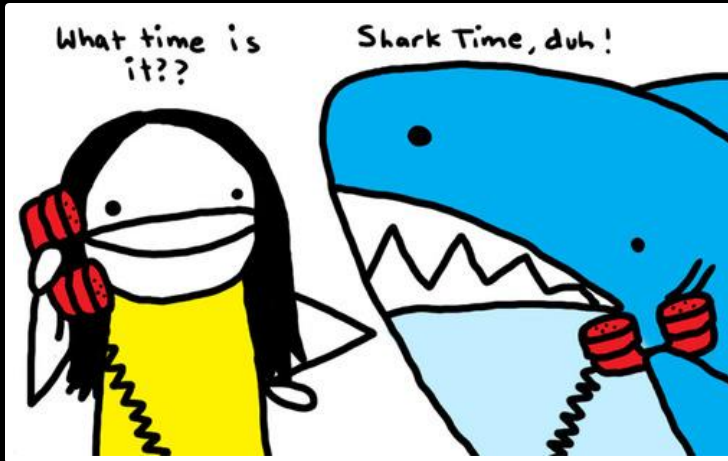
SOCIAL MEDIA IS PART OF EVERYONE'S JOB!

I have work to do!

Can finally tweet about our programs from my personal account!

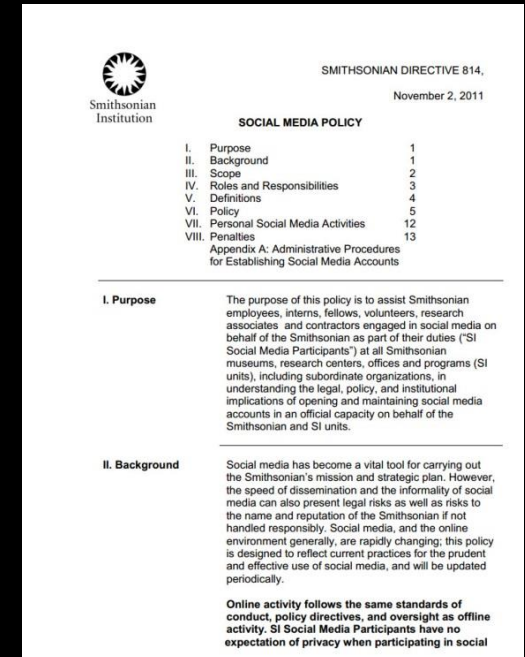
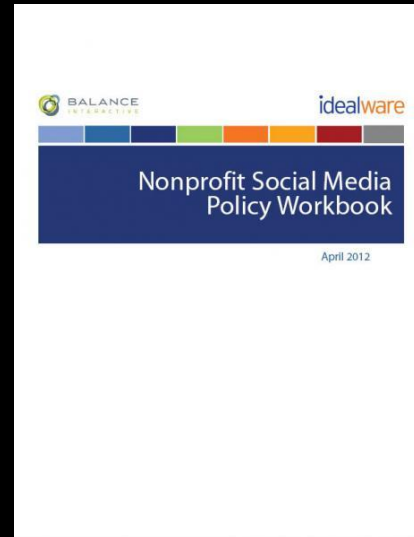
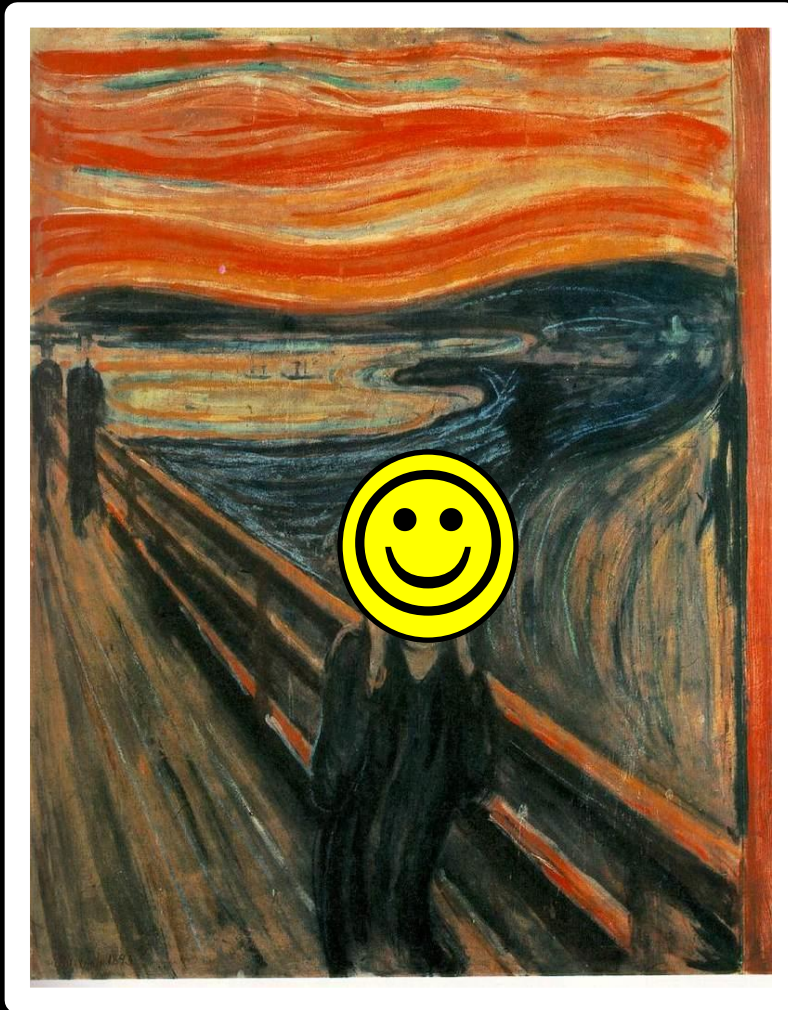


Leverage Staff Personal Passion In Service of Mission



@rdearborn works for UpWell and she LOVES sharks.

Best Practice: Write Down the Rules – Social Media Policy



<http://www.bethkanter.org/category/organizational-culture/>

Social Media Policy – All Staff Participate

TNT employees Social Media Guidelines

DOs



Know the TNT Business Principles.



Be yourself, say who you are and who you work for, especially when publicising TNT.



If you are using the TNT logo, follow the TNT Brand guidelines.



State clearly that the views / opinions expressed are your own. Speak in the first person.



Get your facts right, be truthful. Support your opinions with facts. Cite the sources of your contents.



Add value. Think before posting.



Use common sense and courtesy. Admit mistakes, apologise if necessary.



Be respectful of other cultures, religions, values, etc.



Respect the copyright. Avoid the use of logos, trademarks, music, images, etc. without prior authorization.



Monitor the reactions to your posts and make sure they are as true, respectful and legal as your own.

DONTs



Do not post things you would be embarrassed to have your mother / boss see.



No spam!
No covert marketing.



Do not speak on behalf of TNT (Use a disclaimer if you have your own blog / channel).



Do not squeeze, modify the TNT logo. Do not associate the TNT logo with inappropriate content.



Do not lie.



Don't pick fights. Don't post any defamatory, vulgar, obscene or threatening material.



Do not share internal information. Refrain from commenting on TNT's business performance.



Do not cite colleagues / stakeholders, do not post their materials without their approval.

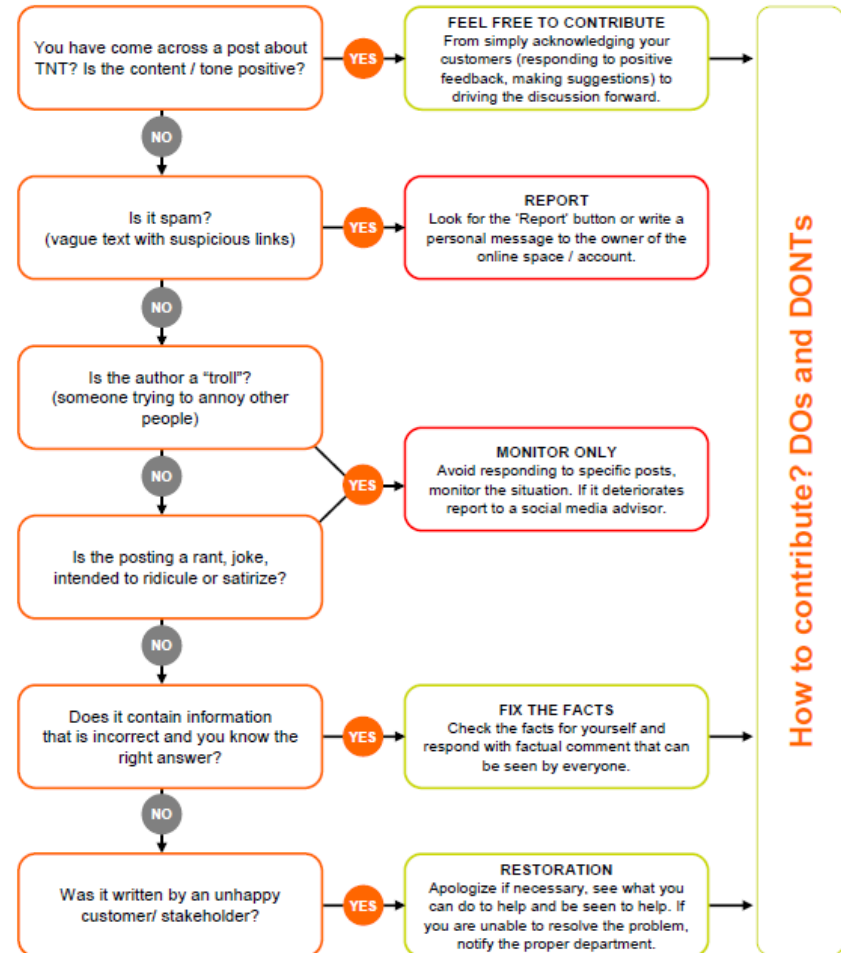


Do not censor others' opinions.

In case of doubt, questions, suggestions:

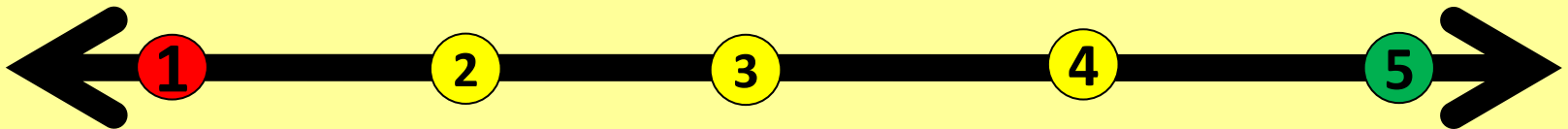
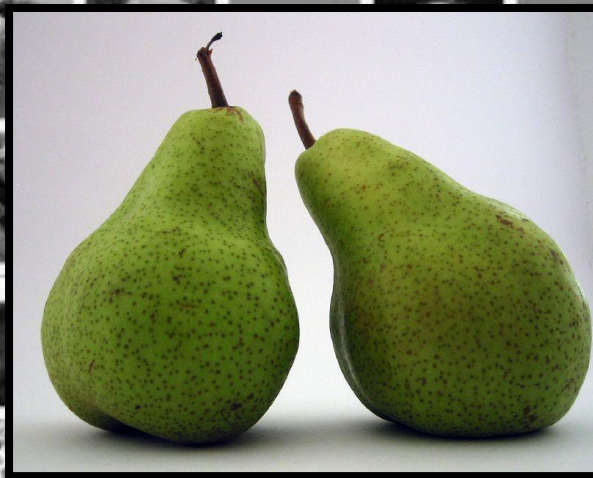
socialmedia@tnt.com
TNT GH0
socialmediaexpress@tnt.com
TNT Express
socialmedia@tntpost.nl
TNT Post

Reacting to posts about TNT

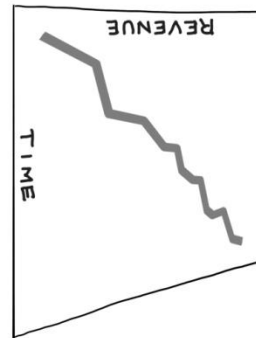


<http://www.bethkanter.org/staff-guidelines/>

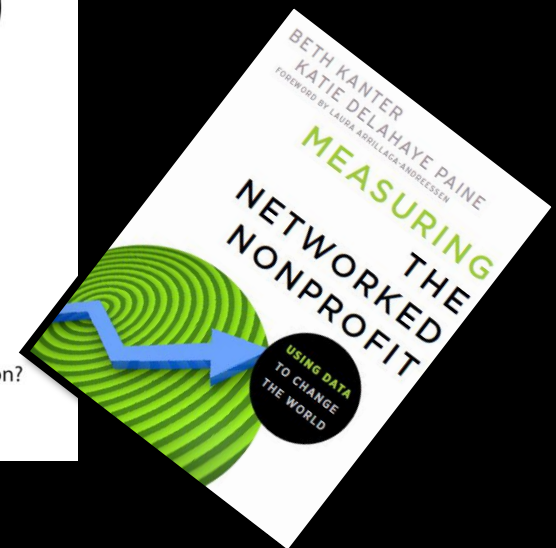
**How social is your agency's culture?
What are some of your challenges?**



NETWORKEDNONPROFIT.ORG



You know this chart we've based the past three years of strategy on?
Call me crazy, but I think it's sideways.



The Data Informed Nonprofit

Data-Informed Culture: It starts from the top!



The screenshot shows the Do Something.org website with a blue header. Navigation links include 'WHAT'S YOUR THING?', 'ACT NOW!', and 'OUR PROGRAMS'. A 'POWERING OFFLINE ACTION' banner promotes using online power for offline good. A 'WIN TICKET TO THE DO SOMETHING AWARDS' section features a video of Kelly Clarkson. The 'CAUSE OF THE MONTH' section highlights 'THE WATER GAMES' for clean water access. The 'CAUSE VIDEOS' section features a video about Kelly Clarkson's support for music education. A 'PROJECT OF THE DAY' section promotes the 'Motion Commotion USA Ocean2Ocean Health Tour'. A 'Poll of the Day' asks about veteran priorities. The footer lists various causes like Health And Fitness, HIV And Sexuality, Animal Welfare, Poverty, International Human Rights, and Discrimination.

Do Something.org

More time think about that the data, then collect it



Tear down those silos and walls around data ...



HELP CENTER



SIGN IN

ABOUT US

CAMPAIGNS

CAUSES

AWESOME-THINGS



SAVING AN ANIMAL'S LIFE IS AS SIMPLE AS
sharing their picture

GET THE APP

EVERY YEAR, APPROXIMATELY 3 TO 4 MILLION ANIMALS IN SHELTERS ARE EUTHANIZED
SIMPLY BECAUSE THEY DON'T GET ADOPTED.

ONE REASON THEY DON'T GET ADOPTED? BAD PICTURES.

Just by taking and sharing a great picture of a shelter animal, you can DOUBLE



TELEVISION WITHOUT PRETTY

Kathie Lee Dropped a Puppy on His Head on Live TV Today

Rich Juzwiak

Video

During a *Today* show segment about a DoSomething.org app that makes pet adoption as easy as smearing fingerprints on your iPhone screen, Kathie Lee Gifford insisted that noted fashion photographer Nigel Barker hand her a dog that he was holding, and then she immediately dropped said dog on his head. Kathie Lee's was not an evil puppy love, but evil did come because of it.

Sometimes it seems like Kathie Lee just can't win, and then she lets her buffoon flag fly, drops a puppy on its head on television, and it becomes clear that Kathie Lee just can't win.

OCT 11, 2012 12:55 PM

91

Share

+1

Like

683

REFLECT YOUR SUCCESS.



\$0 Intro Annual Fee for the first year, and earn 25,000 Membership Rewards® points

[APPLY NOW](#)

Terms and Restrictions Apply



NEWER STORIES...

➤ This Man Took PCP, Got Naked, Attempted A Car Jacking, Pooped In A Cop Car, And Ate His Own Finger



POLITICS

36,344

2008 Called. It Wants to Know What Happened to Barack Obama.



PARENTING

3,995

Parents Punish Disrespectful Daughter by Posting Embarrassing Photos of Themselves on Her Facebook Page



MARRIAGE EQUALITY

331

Jon Lajoie Comes Out Against Same-Sex Marriage



Engagement with a Purpose!

The screenshot shows the DO SOMETHING.ORG website. The header includes navigation links: ABOUT US, CAMPAIGNS, CAUSES, and AWESOME-THINGS. The main content area features a large image of a dog and a sign that says 'PICS for PETS'. Below the image is a red banner with the text 'SIGN UP FOR UPDATES ON NEXT YEAR'S PICS FOR PETS' and a form with fields for 'Email (required)' and 'Cell (optional)', and a 'SIGN UP' button. Below this is a 'THANKS TO YOU!' section with statistics: 1140 ANIMALS SHARED, 75,000 SHARES, 160+ ANIMALS ADOPTED, and \$5,000 IN SUPPLIES DONATED TO SHELTERS. At the bottom, there is a section titled 'CHECK OUT THESE AWESOME ADOPTION STORIES:' with three small images of people and dogs. The left sidebar contains a 'Become a Member' section with a 'Log In with Facebook' button and a 'GO' button, an 'Action Finder' section with dropdown menus for 'What Cause?', 'Who With?', 'Where?', and 'How Long?', and a 'Social Stream' section with 'Twitter Stream' and 'Recent Activity' buttons. The bottom of the sidebar has a 'Download Our Android App' button.

Adopt
Pet

Donate
to
Shelter

Volunteer at
Shelter

Take photos at
Shelter and share
online

Download App

Promote Campaign

START HERE!

Big Listening



Insight
Informed

Identify Opportunities

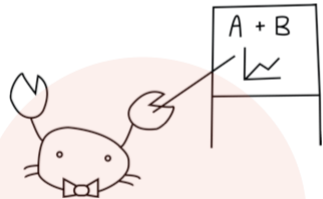


Package Content



Pair with
Action

Upwell Campaign Lifecycle



Improve Practice
& Share



Measure
Impact

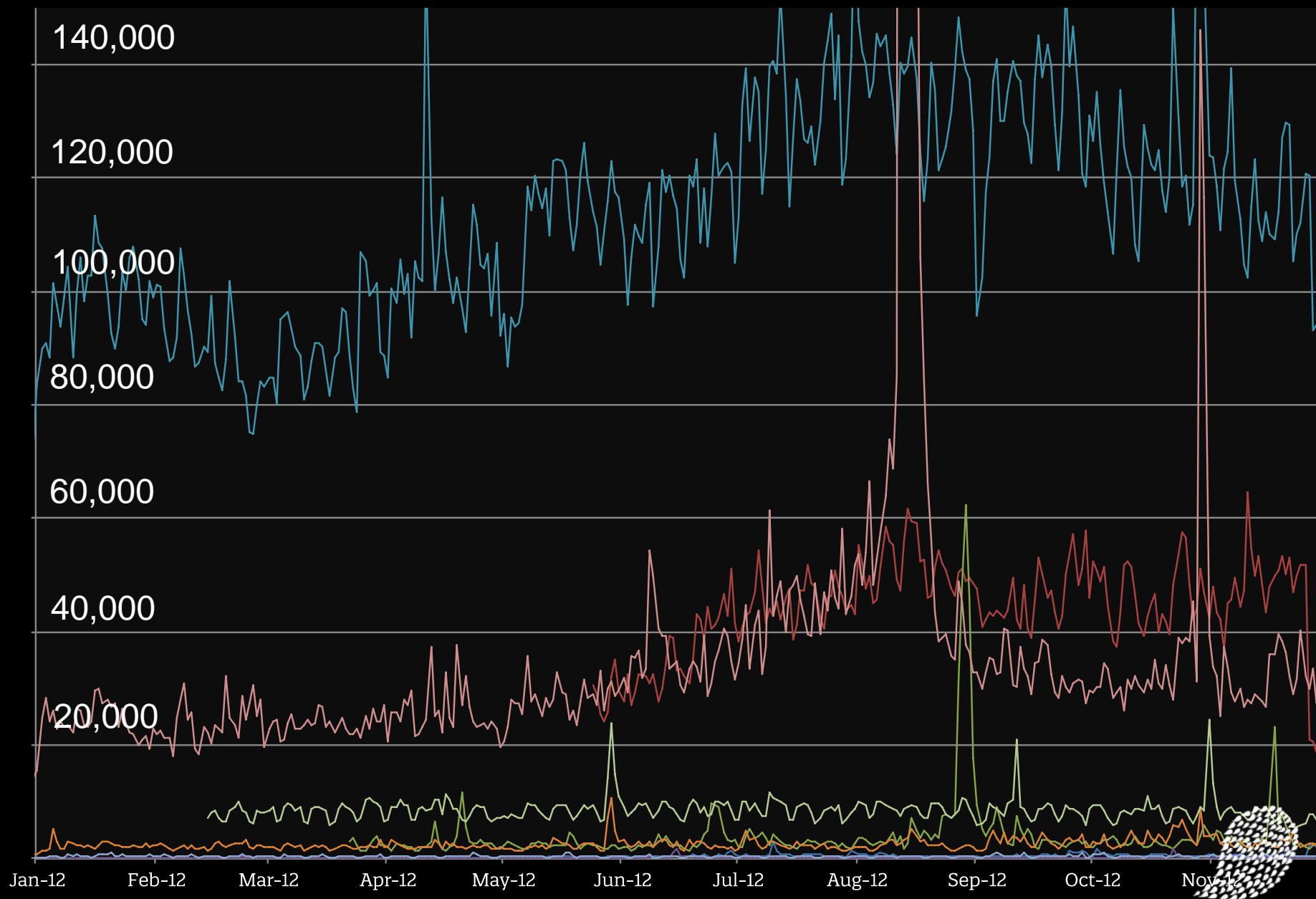
Campaigns as
Conversations

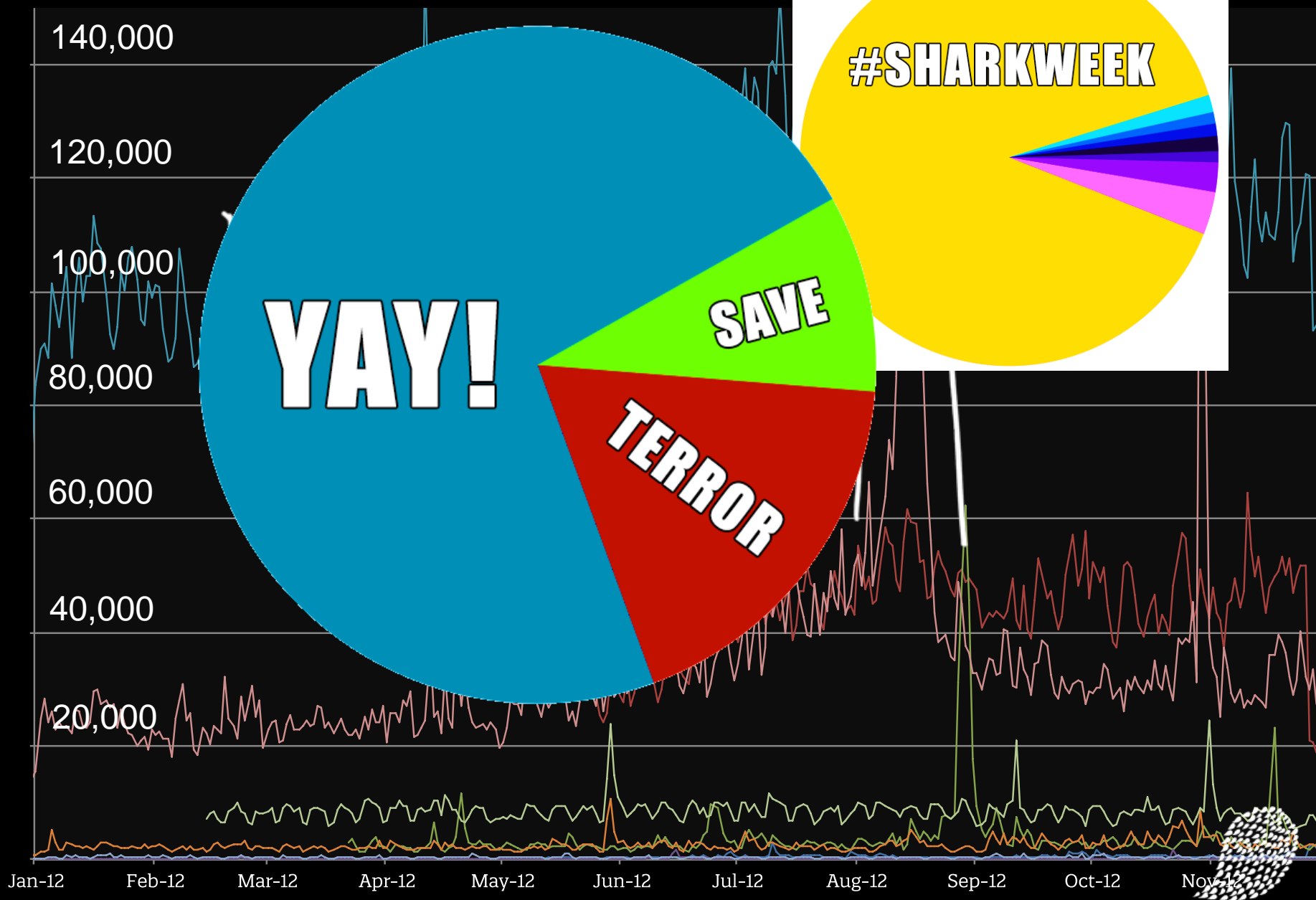


Distributed
Network



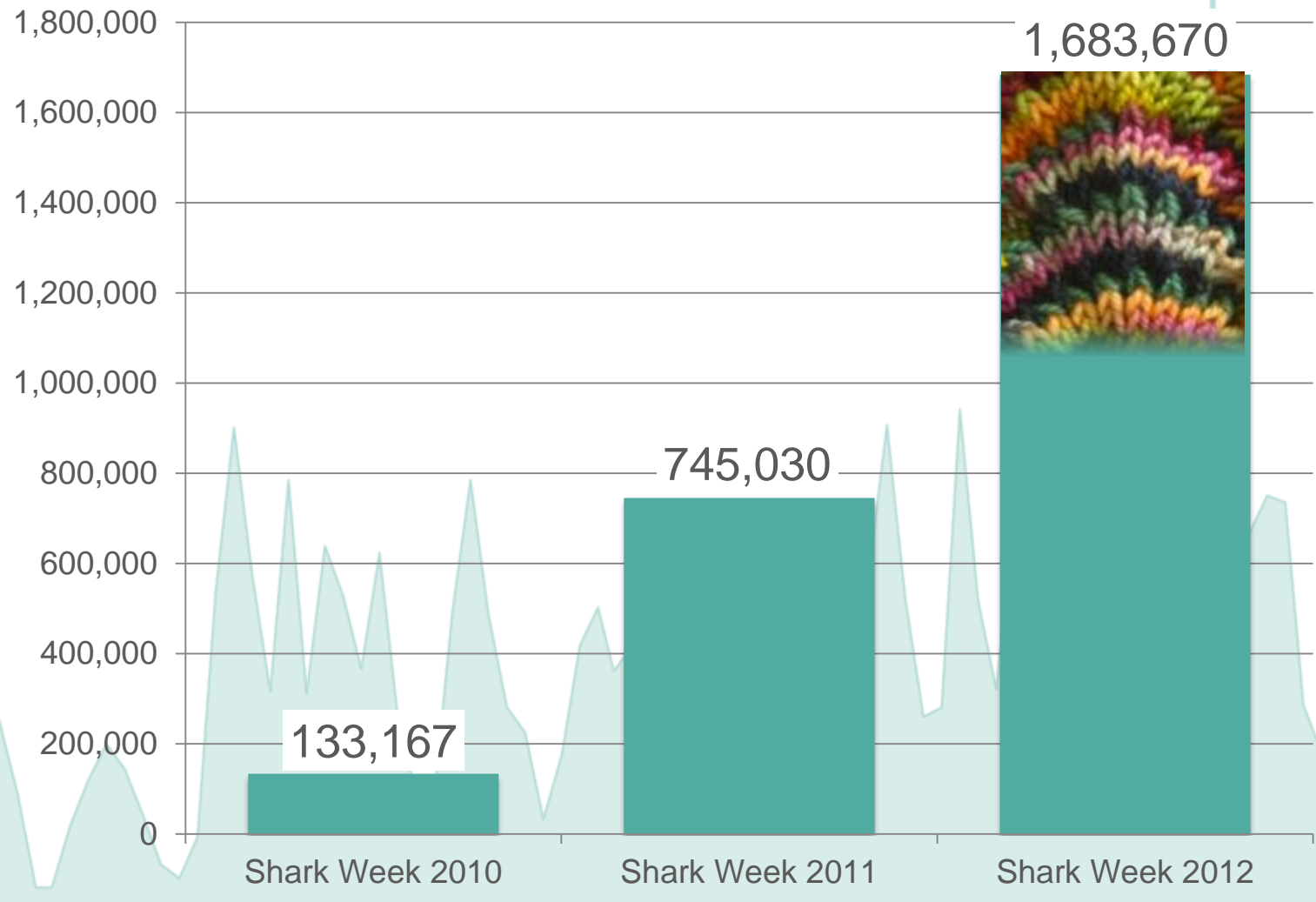
Ocean Acidification Cetaceans Gulf of Mexico MPAs Ocean Overfishing Sustainable Seafood Sharks Tuna





One Metric That Matters:

Increase Shark Conservation Conversation

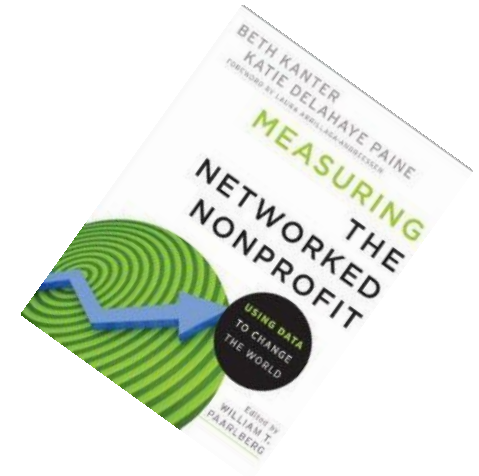


Nonprofit Social Media Measurement Practice

NETWORKEDNONPROFIT.ORG



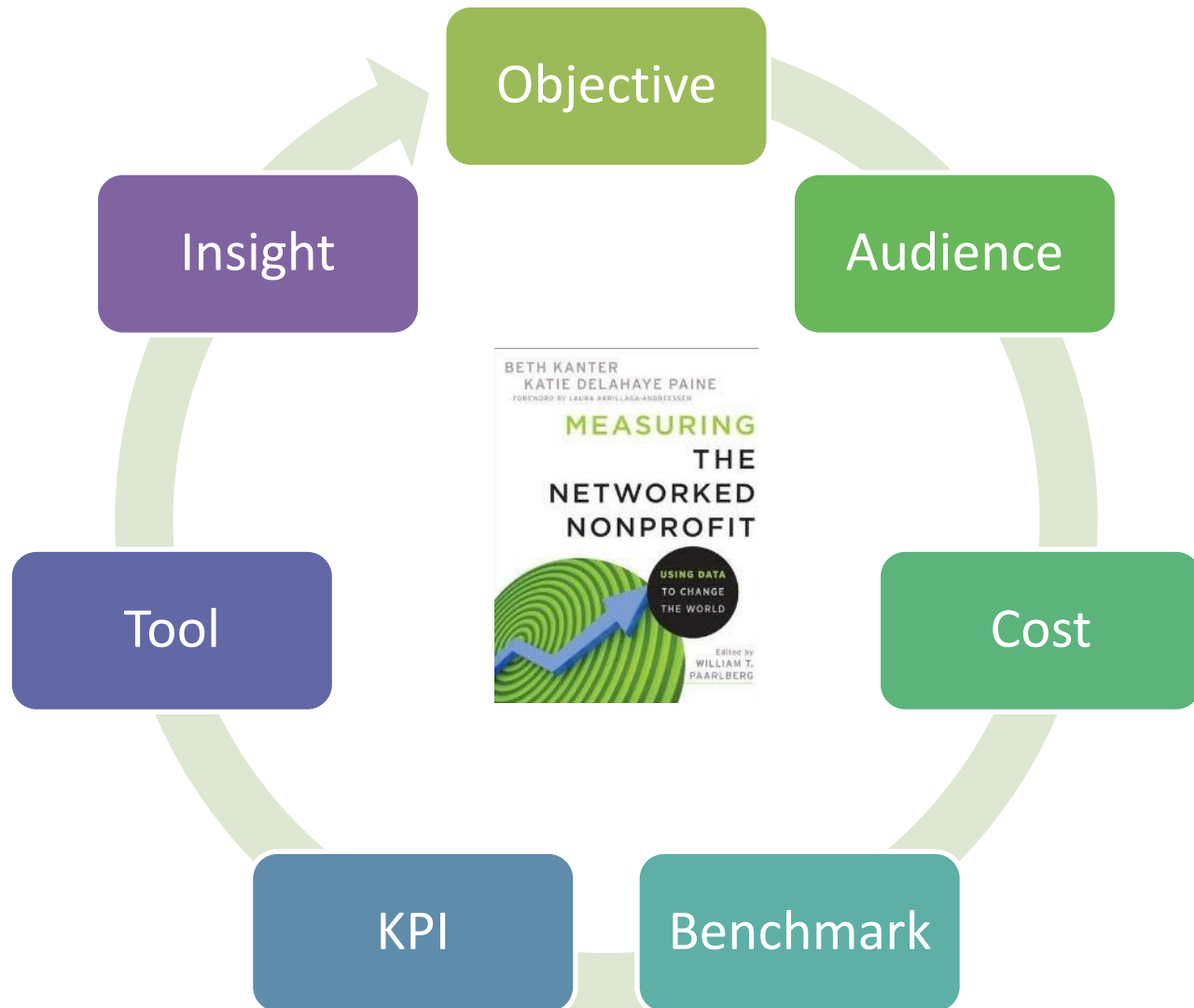
I know it's hard to measure engagement,
but there **has** to be a better way.





Go Beyond Just Counting

Measurement Discipline: But Start Small

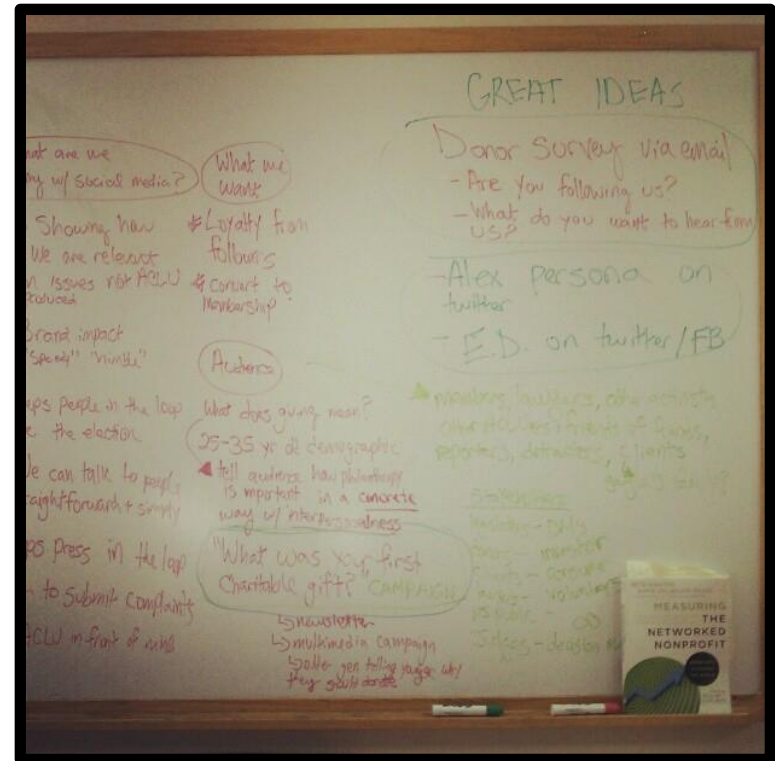


Pick The Right Data Point(s) To Track Outcomes

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.



Designing the Dashboard on the Wall





	A	B	C	D	E	F	G
1		GlobalGiving Unmarketing Strategy Measurement 2013					
2							
3	Unmarketing/Communications Objectives, Strategies, Tactics, Measurement and Data:						
4							
5	Objectives	Strategies	Tactics	Metrics	Goal or Benchmarks	Q1	Q2
10	1. Maintain and enhance the drumbeat of conversation about GlobalGiving and its projects on social media	Post engaging messages to Facebook and actively participate in Facebook conversations	Experiment with Facebook's changing format and algorithm. Try to meet or exceed the following benchmarks (from the previous iteration) at least 50% of the time:	Facebook posts per week			
11				Facebook applause rate	average of x lifetime engaged users per post		
12				Facebook conversation rate (the per-post goal is actually that each post meets at least 1 of these 3 metrics, but still taking quarterly averages)	x people talking about this		
13					x lifetime total reach		
14					x% virality		
15				Facebook amplification rate	weekly total reach of x people		
16				Facebook negative feedback rate	less than x total negative feedback clicks per post		
17		Continue to grow our Facebook fan base		Number of Facebook page likes	x by the end of 2013		
18				Number of Facebook page unlikes	number of unlikes are less than x% of fan base		
19		Post engaging tweets and actively participate in Twitter conversations;	Post engaging tweets; achieve the following metrics at least 50% of the time	Number of outbound tweets per week	x		
20				Twitter applause rate	average of x clicks per post		
21				Twitter conversation rate	x replies per day		
22					x mentions per day		
23				Twitter amplification rate	average of x RTs per day		
24					Average of x RTs per post		
25			Continue to grow our Twitter fan base	Number of Twitter followers	x by the end of 2013		



Learn from Tracking Data

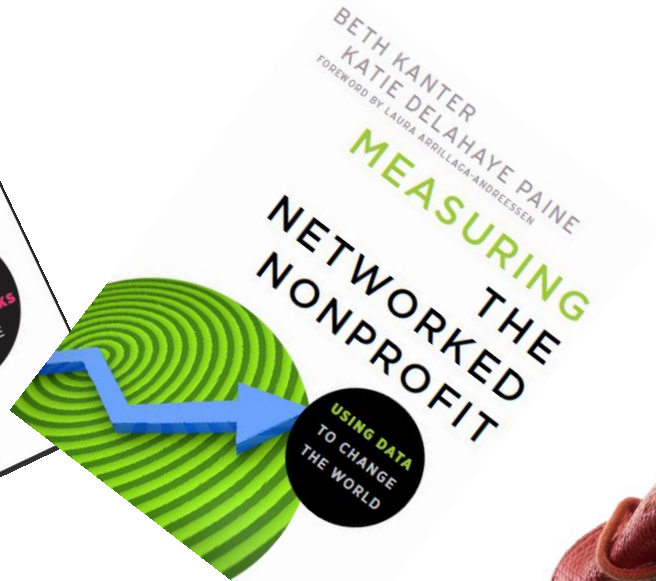
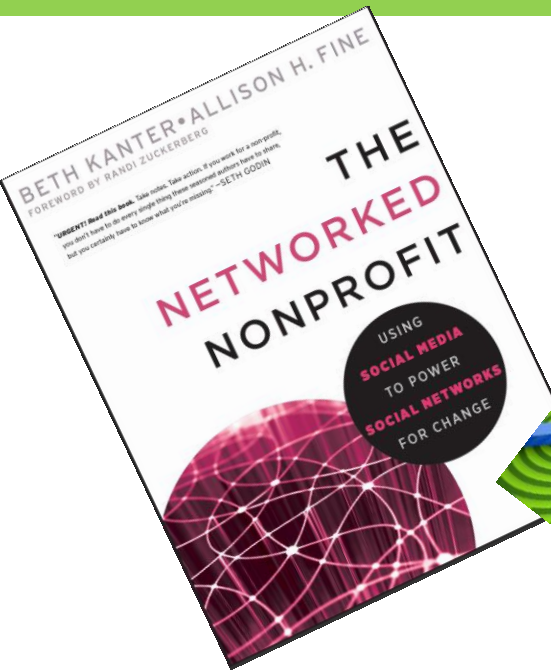
Momsrising: Joyful Funerals



Summary

- Success happens by taking the right incremental step to get to the next level, but keep moving forward
- Scale your organization's social culture with a living social media policy
- Allow staff to leverage their personal passion in service of your strategy and mission
- Get some measurement discipline, but start with small steps
- Go beyond counting your data, learn from it

Thank you!



www.bethkanter.org

www.facebook.com/beth.kanter.blog

@kanter on Twitter