



Getting Social to Raise Awareness and Drive Engagement

When considering how much time and energy to invest in your organization's Social Media channels, ask yourself this question: Do I want to reach my target audience with a message?

If your answer is yes, you need to be using Social Media.

Deciding which Social Media channels you choose to engage with depends on who you are trying to reach and why.

Currently, Facebook has nearly 19 million active users in California with a worldwide audience of 845 million. On average, users are on the site for 8 hours per month. That's a lot of facetime!

Each Social Media channel has its own numbers. Each requires a time commitment by you or someone on your staff who understands what your goals are and how you are going to measure the return on investment (ROI).

Keep in mind that each page represents your brand and it should have a personality. It is **SOCIAL** media! The best posts are ones that share your passion and mission. Things that you find interesting or fun.

As in face to face conversations, you need to talk about other things besides yourself. Ask your audience questions and engage. When they like your page or something you've said, say thanks! This is an opportunity to give a personal touch to the organization behind the logo.

Setting Up a Social Media Plan

- Develop a plan that includes clearly stated objectives – How will you measure success?
- Work with your existing marketing plan – find ways to integrate social media
- On all printed materials add your social media URL address when possible
- On the signature of your email add your social media addresses
- Schedule the IT department to place social media buttons on your website
- Make a list of influential people, organizations and companies you have or want to have a relationship with.
- Incorporate your social media addresses in e-mail promotions
- Keyword and SEO analysis – look at the keywords that are associated with your organization's mission and include them in your bios and information pages.
- Make a list of upcoming events and ideas that will get people energized about your cause.
- Schedule staff time to maintain the accounts. Use a media scheduling tool like Hootsuite <http://hootsuite.com/> or SproutSocial <https://sproutsocial.com> . Use mobile tools to post from events.
- Listen to what is being said about your organization on the web. Set up brand tracking with Google Alerts <http://www.google.com/alerts>
- Review the progress of your social media pages using integrated analytics and external services monthly, weekly or daily.

Choosing The Best Social Channels for Your Organization

Facebook – Most popular, easlily post events, photos, videos and great applications that expand your social reach. It is challenging to build a following for a page – so to begin, consider running a Facebook ad or engaging contest to draw attention. Use your email list to invite people to the page.

<https://www.facebook.com>

Twitter – It is easy to increase a following if your post interesting info on a regular basis and follow others. Find like-minded people, follow leaders in your field and share your knowledge. There are lots of applications that expand your reach and help you to engage with your target audience. <http://twitter.com>

YouTube – Nothing tells a story quite like video. A fantastic tool to share your mission and the people who benefit by your cause. It is easy to create videos and post almost anywhere. Create a channel and get the amazing benefits of YouTube's nonprofit tools. <http://www.youtube.com/nonprofits>

LinkedIn – Individuals, businesses and nonprofits are on this networking Social Media channel to network. Join groups, ask questions and get feedback. Build your personal, and organization's reputation. <https://www.linkedin.com>

There are thousands of Social Media channels out there.... Here are a few more worth checking out:

Google+ - slowly gaining users – integrates with the Google platform

<https://plus.google.com>

Pinterest – photo and video sharing - if your target market is women this is for you

<http://pinterest.com/>

Foursquare – location based – great for stores and events – check-in donations

<https://foursquare.com/>

MySpace – mostly music videos and chat

<http://www.myspace.com/>

Create Your Pages

- Select an email address that will be linked to all your social media that you can access for activation approval and any alerts you choose to have. Choose a password.
- Decide what person is mainly responsible for the account - a birthdate is needed.
- Create a logo icon or photo for the page.
- Write some copy that includes keywords about your organization's mission.

- Create a 160 character version for your Twitter page.
- Create a Twitter / YouTube background that looks like your website
- You are now ready to move forward and set up your pages
- Make sure and select nonprofit as the type of organization

Sharing

- Post things that are happening that affect your chosen community
- Support other like-minded organizations – Collaborate & Communicate
- Find valuable links to share
- Share photos, videos and audio files
- Make event pages and post event photos
- Use humor with relevant jokes or comics
- Post “calls to action” so people will respond or react
- Ask questions, create polls and run some contests

Social media changes everyday and it is our job to stay informed so you don't have to. Let us know how we can help your organization!

<http://www.facebook.com/UptownStudios1>
<http://twitter.com/UptownStudios>
<http://www.youtube.com/user/uptownstudios>

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Introduction Video:

Social Media Revolution 2012 - <http://youtu.be/0eUeL3n7fDs>
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