

The Chronicle of Philanthropy
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Webinar: Social Media From the Inside Out
Thursday, February 25, 2011 – 2pm
Summary Notes taken by Karen Renae Owens Consulting LLC

Hosted by: **Raymund Flandez**, Staff Writer, The Chronicle of Philanthropy
Presenters: **Brooke McMillan**, Social Media Mgr, Lance Armstrong Foundation
Jennifer Roccanti, Assoc. Dir. Of Development, Miriam's Kitchen;

- **Objectives/Goals** of this webinar are:
 1. How to mobilize advocates for your cause, online and offline, and how to increase your pool of supporters.
 2. Steps you can take to better integrate fund raising, public relations, advocacy, and social media to enable your organization to achieve its top goals.
 3. Tips on how to deliver messages in an authentic voice—and how best to navigate the chaos of today's cluttered communications landscape.
 4. Techniques that help ensure employees, volunteers, board members, and others will work together to shape and distribute engaging and consistent messages.
- What social media vehicles are used by nonprofits to enhance their fundraising and communications strategies
 - 58% use Facebook
 - 42% use Twitter
 - 36% use YouTube
 - 18% use blogging
 - 15% use text messages
- Jennifer Roccanti is the development professional who is responsible for social media for Miriam's Kitchen
 - Miriam's Kitchen is a DC-based soup kitchen for the homeless
 - Their SM campaign was started to capitalize on First Lady Michelle Obama's community service visit to the soup kitchen in March 2009
 - Miriam's Kitchen SM Strategy: 2009-2011
 - **The SM Goal** was to capitalize on a historical event (the First Lady's visit to this homeless soup kitchen)
 - **The SM Resource** at the time was one staffer
 - **The SM Content** was generated by itself because there was live tweeting as the First Lady was visiting the soup kitchen
 - **The SM Success** was that now Miriam's Kitchen name was out there as a foundation to build relationships with its constituency
 - **The SM Lessons Learned** was that this SM push educated staff of the importance of an intentional SM strategy
 - **Below are the Before vs. After metrics that was spurred in part by a SM strategy around this one event**
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SM Outlet	March 2009	February 2011
Facebook Friends	141	860
Twitter Followers	138	3767

- Miriam’s Kitchen was able to transform “tweets” into check writing donor opportunities that support their mission
- Miriam’s Kitchen
- Social Media can help
 1. Grow and mobilize your nonprofit naturally
 2. Increase the quality of the flow of information
 3. Help mobilize the donors who want to move up the donor ladder to becoming more involved with your nonprofit
- Think about Social Media in terms of an RoI
 1. What is the value of a Facebook “friend” or Twitter “follower”?
 2. How do you measure the value of a relationship?
 3. Anecdotally, how do you measure and/or report success?
 4. What is the value of building a consistent communications strategy?
- Messaging is key
 1. SM needs to have compelling content that moves people to support your vision
 2. Increased online giving should be a result of increased calls to action
 3. WM is key for relationship building and concise messaging
- Brooke McMillan is the Social Media Manager for the Lance Armstrong Foundation. She is the only full time professional who is responsible for social media strategy for the brand and nonprofit.
 - Livestrong is the “movement” and cancer awareness fundraising unit founded by Lance Armstrong
 - What does Brooke talk about via SM for the Livestrong brand on a daily basis?
 1. Sign up for Google alerts
 2. She tweets/updates FB based on the marketing schedule (what events are coming up on the calendar)
 3. Talk about old times or previous events
 4. Ask open ended questions
 5. Poll the audience, followers, friends on a particular interest
 6. Crowd sources content (what are your followers tweeting about or posting on the FB wall?)
 7. Ask for feedback on an idea or in general
 - Livestrong SM “rules”
 1. SM should not be a press release
 2. SM is a conversation akin to a cocktail party. It is casual two-way conversation and not just “pushing information” to people
 3. You’re not a machine – you’re an individual and thus your followers, readers and supporters expect your tweets, FB posts to resemble that of a “PERSON” – not a machine
 4. Inform and listen to your audience
 5. Make use of asks – ask open ended questions

6. Livestrong's SM policy for its employees is simply to "Blog Smart" – in other words knowing that SM is public domain, don't do, say or post anything that could be detrimental to the brand or your reputation.
 7. Encourage your followers to share their stories on your page
 8. Determine whether or not you remove posts and why – what is your policy for pulling a post or not to pull a post
- SM – Ways to Get Your Message Out There
 1. Post your message on other forums
 2. Ask blogger friends to push the message out
 3. Include SM icons on printed messages/brochures and of course on the website
 4. Spend time each day with SM, pushing out messages and posts
 5. Do not go silent and make sure that the content is up to date
 6. Interns may not be the best person to manage SM because you really want someone who is a true ambassador of the organization who understands the long and short term strategies