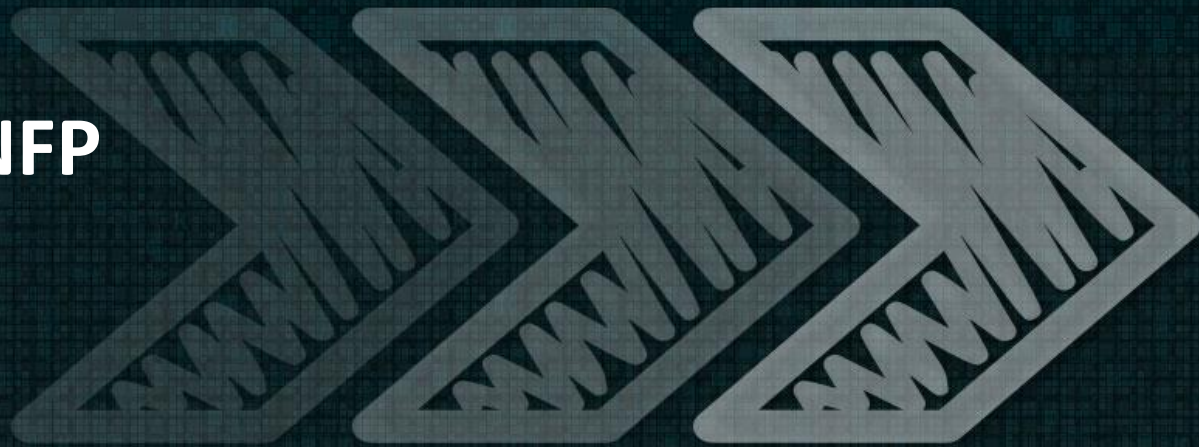




Social Media and NFP organisations

Emma Bennett



**Why are you using
social media?**

Today

- Identifying the reason for using social media
- Planning
- Opportunities and risks for NFPs
- Ways to incorporate social media into your organisation (Facebook, Twitter, YouTube, Blogs)
- Using social media for research

**Social media has changed the way
we communicate**



Social media is about seeking a
connection

Why are you there?

- Responding to direct questions and queries
- Initiate discussion
- Connect with like-minded organisations and people
- Share and comment on news
- Empower the community and option leaders to become cause ambassadors

Raising funds or raising awareness?

- Think about messages that will resonate with your community
- Focus on fundraising as a primary objective can be problematic
- Building awareness of a cause may be more effective

What would resonate more?

A direct call for money, or a story of a personal experience of someone who would benefit from the funds

Beyond Blue

-



Importance of planning

Even though messages on social media may be uncontrolled – planning can still help avert risk.

Ask yourself:

***Do you need social
media guidelines?***

Guidelines – the big questions

- Are guidelines **inclusive** and **friendly**?
- Are they flexible enough and do they take in to account current trends?
- Who shall publish?
- What contact shall be published?
- What tone will be used?
- How will your social media sites interact?

Guidelines – the big questions

- How will you deal with positive or neutral feedback?
- How will you deal with negative or nasty feedback?
- What are the KPIs and goals?
- How will you report on this?
- **Why are you using social media?**

Tone and attitude

- Traditional
- Innovative
- Self-important
- Self-deprecating
- Community-minded
- Omnipresent
- Friendly
- Authoritative
- Passionate
- Advocacy-orientated
- Service provider
- Driven by donations
- Maverick
- Conventional
- Successful
- Don't highlight successes
- Accessible
- Exclusive
- Scientific
- Fun
- Serious
- Established
- New

Social media etiquette

- Understanding the unique ways we communicate via different social media channels
- Social media is a conversation
- Should be accessed often
- Inherent expectation that you will respond to comments

Social media etiquette

- Giving up some control over messages (e.g. allowing comments, not immediately deleting any critical messages)
- No longer consumers, prouers, prosumers
- Active participation is valued
- Effective social media tied with how much trust has already been established

Moderation

- If users are unable to post on organisation's pages, they will take comments elsewhere
- Moderation is important in timely communication and building trust
- To empower those communicating on social media, consider response guidelines for dealing with negative posts

Dealing with negative posts

It is normal to feel panicked when faced with negative posts. The best way to reduce stress is to have **response guidelines** in place, available to all who use the social media channels.



- Monitor social media for mentions
- Decide to deal with the negative stuff (it won't go away)
- Don't overestimate the persuasiveness of your detractors
- Try not to take it personally
- Be reasonable, never defensive
- You may want to deal with it off-line

- Consider issuing responses via other channels also
- Avoid deleting
- Don't take drastic action
- In cases of potential defamation:
 - Give advice to the originator
 - Distance the organisation from the inappropriate comments
 - Ensure **everyone** involved in communicating on behalf of organisation is aware

Types of negative posts

1. Genuinely disgruntled
2. Angry with merit
3. Trolls



Risks

- Underused or dormant social media accounts
- Token posts
- Lack of organisational understanding
- The blurred lines between professional and personal
- Social media being entirely the responsibility of one person

Blurring lines between professional and personal

- Complex nature of many NFP organisations mean that guidelines don't always apply
- Social media shouldn't be the sole responsibility of one representative
- Education and training is important, as well as strong policies

Facebook

Facebook groups

- Small group communication with a specific focus
- E.g. Peer support, volunteers
- Keep private/closed to maintain control over who is part of the group
- Stipulate the purpose of the group
- NOT for broader community information/communication

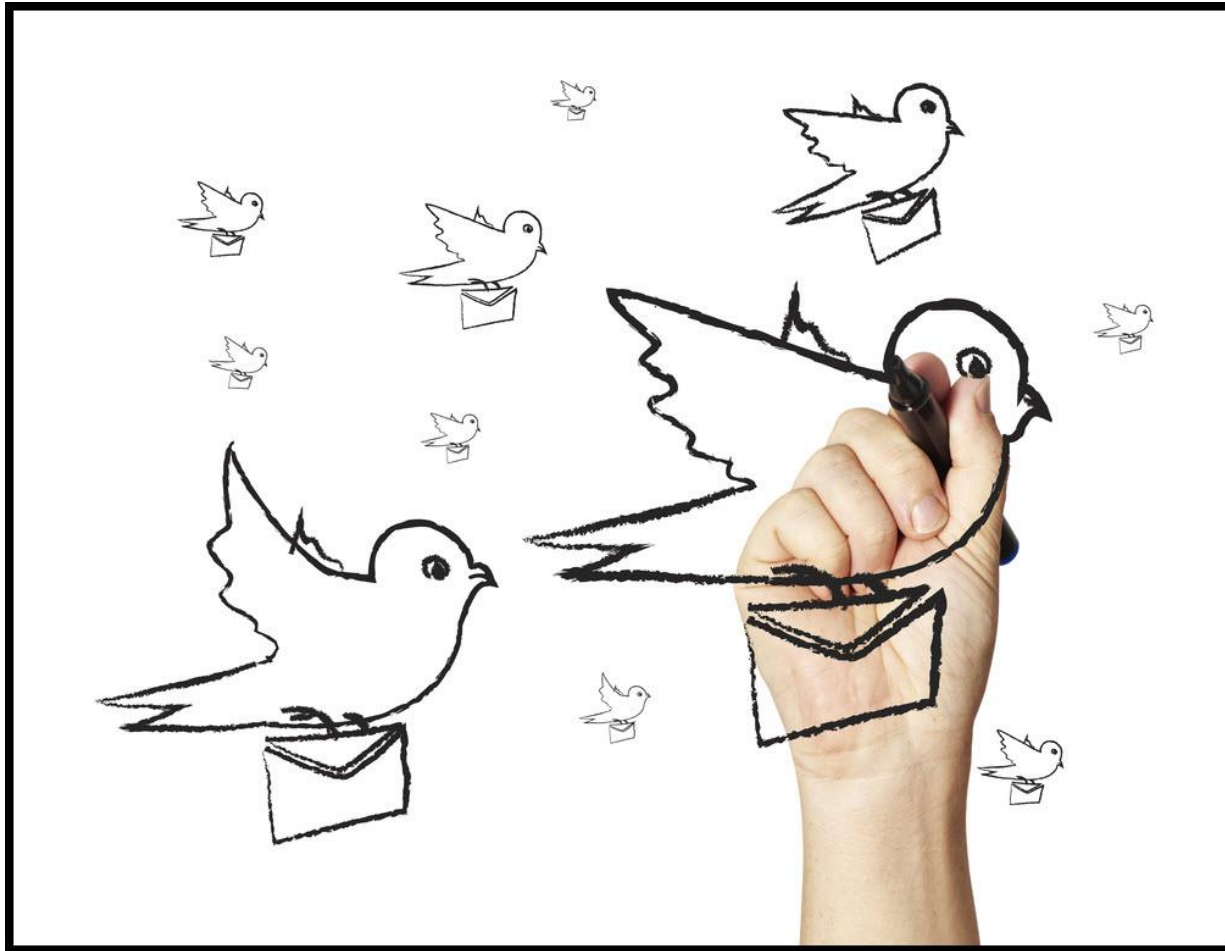


Facebook pages and community building

- **Connect with your communities**
- **Publish news and information**
- **Gauge opinion**
- **Empower followers to get involved and become advocates**

- **Importance of disclosure**
- **Relevant information**
- **Assessing the ways users can interact with content**

Twitter



- Directly communicate with specific groups
 - Bloggers, advocates, ambassadors, journalists
- Use @Mentions thoughtfully to reach specific users, tailor messages
- #Hashtags help you join a broader conversation

What is a #hashtag?

- Draw attention to words or phrases in your tweet:
 - Register for the #MS Readathon today to support people living with #multiplesclerosis
- Aim to use no more than three per tweet
- Use existing hashtags or coin your own to draw attention to issues
- A hashtag or two in 80% of tweets is good practice
- Use hashtags to meet new people who care about your issues
- It is difficult to cut through with the most popular hashtags

Connecting with journalists

Journalists use Twitter to:

- Research
- Discover leads
- Find contacts for information
- Uncover controversies



Call-to-action or call for response

- Sometimes you can consider asking a relevant influential tweeter to retweet for you. Avoid doing this too often or bombarding someone – it can be a bit spammy
- Want a response? Ask a specific question to your audience.

Live Tweeting

- Make sure your phone is charged and ready
- Announce that you will be live tweeting (provide context)
- Use event specific hashtags
- Comment on what is being said
- Take pictures
- Connect with other live tweeters

Facebook



yourtaxis
@yourtaxis

 Follow

Tell your taxi story! #YourTaxis #PeopleOfMelbourne
#TaxiYourWay #Melbourne pic.twitter.com/Ewsj3AeYIU

2:53 PM - 9 Nov 2015



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YouTube and storytelling



- Create content that is likely to be shared
- It can be difficult to “cut through the noise”
- Include a clear call-to-action
- Tell your stories to resonate with the audience
- Your stories are one of your greatest assets

Blogging

Why organisations blog

- To tell a story
- To be part of a community
- Maintain a record of your journey
- Make a difference and raise awareness
- Present the personality of an organisation

Connecting with bloggers

World Vision
Australia

GIVE

GET INVOLVED

GLOBAL ISSUES



BUY A GIFT

MY WORLD VISION

ABOUT US

MEDIA CENTRE

13 32 40

Blog Ambassador Program

Did you know that World Vision Australia partners with bloggers who want to use their voice for social good?

Our Blog Ambassador Program is an opportunity for people who are passionate about our work to help us to spread the message of what is being done to help children and communities break free from poverty.

We have a diverse community of bloggers who share ideas and support each other's efforts.

If you're interested in becoming a World Vision Blog Ambassador, you can find out more by [emailing us](#) today!

What our Blog Ambassadors are writing about

[The cost of creativity](#) by Jasmin Tragas at **Wonderwebby**

[Pay it forward - what's your favourite drink worth?](#) by Kate Nelson at **MeeToo**



Research

- Gauging public opinion
- Analysis (Facebook analytics, Social Mention, etc.)
- Direct questions
- Monitoring

Final thoughts

- Think about social media as strengthening relationships and building a community
- Always come back to your organisation's specific objectives
- Know why you are using social media
- Understand who you are communicating with and what they need and expect
- Tailor communication to the social media site
- Plan, think strategically, but always keep your "community" in mind

Resources

