

Advanced Topics in Social Media Outreach

1. Social Media is a **conversation**.

2. It's all about engaging content

- Blog Entries
- Random Facts
- Breaking News
- Program Information
- Multi-Media
- Timely Events
- ReTweets
- Replying
- Commenting

3. Volunteer Engagement Online

Engagement Level	Goal	Action
Observing	Build Awareness	Inform. Offer basic, yet compelling information about your organization.
Following	Offer Value	Connect. Answer the “so what” question. How does what you’re doing affect them?
Endorsing	Instant Involvement	Empower. Allow your online followers to be instant activists by allowing them to act, contribute or weigh-in without leaving their computer.
Contributing	Volunteer Involvement	Ask. Turn your online advocates into “real life” volunteers. Make that specific ask to volunteer compelling, urgent and meaningful.
Owning/Leading	Online Advocate	Support. Give up control of the conversation. Allow your volunteers to take your message to their own networks and peers.

4. *What's your goal?* Keep it fresh, use analytics tools and continually reevaluate.

Advanced Tools and Resources

- Picasa – presentations will never look the same. <http://prezi.com/>
- Wordle -- Create word clouds to convey your message, beautifully. <http://www.wordle.net/>
- SlidesShare – Upload and share your training PowerPoints online. <http://www.slideshare.net/>
- Delicious – Your very own online library of information to keep you volunteers in the know. Store, tag and bookmark information to share with your volunteers. <http://delicious.com/>
- Google Docs—Create volunteer and email forms, organize contacts, and share documents with your volunteers. <http://docs.google.com/>

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MAVA Professional Development Workshop

August 12, 2010

- Google Analytics – Create goals, track online traffic and marketing effectiveness for your website or blog. <http://www.google.com/analytics/>
- Google Alerts -- Hear what other people are saying. Sign up to receive alerts related to your cause (e.g. - volunteerism & healthcare) <http://www.google.com/alerts>
- Bit.ly – Not only reduce link size, but track them too! URL reduction service with real-time tracking tools. <http://bit.ly/>
- Ping.fm - Manage multiple social media accounts from one website. <http://ping.fm>
- wefollow – A perfect place to start searching for the movers and shakers online related to your cause. <http://wefollow.com/>
- Twitter Cheat Sheet – Shortcuts to take your tweet farther <http://www.pamelasgrantwritingblog.com/TwitterCheatSheet.pdf>

Facebook Apps

- Social RSS App – Integrate blog posts or news feeds into your face book page automatically, saving you lots of time! <http://www.facebook.com/apps/application.php?id=23798139265>
- Static FBML – With some simple knowledge in HTML, you can create your very own content and add new boxes to your page. <http://www.facebook.com/apps/application.php?id=4949752878> (Don't know HTML? learn now: <http://www.diosacomunications.com/htmltipsheet.htm>)
- Twitter -- Stream your Twitter account, right from Facebook. <http://www.facebook.com/apps/directory.php#!/apps/application.php?id=2231777543&ref=appd>
- SlideShare – Share and publish your training powerpoints right from your Facebook. <http://www.facebook.com/apps/directory.php#!/apps/application.php?id=2490221586&ref=appd>
- YouTube Box – Share your videos! <http://www.facebook.com/apps/directory.php#!/apps/application.php?id=2513891999&ref=appd>
- Polls by Kremsa – Allow your fans to weigh in! <http://www.facebook.com/apps/directory.php#!/apps/application.php?id=20678178440&ref=appd>
- Facebook Stories – Encourage your volunteers to join in and share their experiences. <http://stories.facebook.com/>

Policy Resources

- 10 Social Media Musts-- <http://mashable.com/2009/06/02/social-media-policy-musts/>
- Sample Policy -- http://beth.typepad.com/beths_blog/files/internet_public_discourse_policy_by_donald_peterson.pdf
- Policy Making Tool -- <http://socialmedia.policytool.net/>
- More Links to Policies -- <http://delicious.com/ecoscribe/social-media-policy>
- Should you have a social media policy? <http://mashable.com/2009/04/27/social-media-policy/>
- Red Cross Social Media Handbook – <http://sites.google.com/site/wharman/social-media-strategy-handbook>
- Rough Draft of a Social Media policy blog post -- <http://www.nonprofitmarketingguide.com/blog/2010/05/03/rough-draft-of-a-nonprofit-social-media-policy/>
- Mayo Clinic Center for Social Media -- <http://socialmedia.mayoclinic.org/>