

Using Social Media to Recruit Donors and Volunteers

To join the audio portion, please dial:
800-857-9616 Passcode: **3902132**. This session will begin shortly.

Tips For Participating

Webinars for AmeriCorps VISTAs

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.
- You can see the notes for this presentation by downloading the PDF or clicking on the box directly above the Adobe logo in the bottom right of the presentation box

Webinars for AmeriCorps VISTAs

Welcome to Using Social Media to Recruit Donors and Volunteers

Introduction

AmeriCorps VISTA Digital Media Webinars

Providing you with:

- **Hands-on access** to digital media applications and platforms
- An opportunity to learn how to **strategically use** digital media tools in your service

These webinars are:

- Hosted by **technology experts** and guests with on-the-ground experience
- Aimed to give you a **specific set of skills** to assist you in your VISTA role

Today's Team



Treci Johnson
AmeriCorps VISTA
Recruitment, Marketing,
& Outreach Specialist
CNCS



Danielle Ricks
Social Media
Specialist
Campaign
Consultation, Inc.



Robyn Stegman
Project Specialist
Campaign
Consultation, Inc.



Suzanne Knizner
Project Specialist
Campaign
Consultation, Inc.

Today's Agenda

- What is “social”?
- Social Media Content Best Practices
- Next Steps to Get You Started on Social Media
- Two VISTA Case Studies
- Questions and Answers

Today's Presenter

Webinars for AmeriCorps VISTAs



Ron Cates

Director of Digital Marketing Education
Constant Contact

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What is “Social”?



- 14% of people trust ads
- 78% trust an online recommendation (from strangers!)
- 83% trust an online recommendation from someone in their network

Ron Cates



Facebook:

Facebook.com/constantcontact
roncates

Twitter: @roncates

Concerns?

Social media looks really interesting, BUT...

Using new marketing tools sound great, BUT...

Reading what's being said sounds useful, BUT...

I hear about new tools and networks every day, BUT...



I'll never have millions of fans.

I don't know what to say on social media.

I'll never have a dedicated staff to do it right.

just don't have the time to stay current.

Which Social Media?: The Top Networks



Facebook



LinkedIn



Twitter

Content Ideas: Three Questions to Ask

- **What's new** at your organization?
- **What did you do recently** to help someone achieve success?
- **What advice** have people been asking you for lately?

Facebook

Primary Audience

All

Looking For

Useful, interesting, informative content

Best For

Sharing text, photos, videos and reaching a large audience

Used By

Nonprofits, community members



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Facebook Content

Low volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

Quality vs. quantity



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Content Best Practices

Get likes, shares, comments

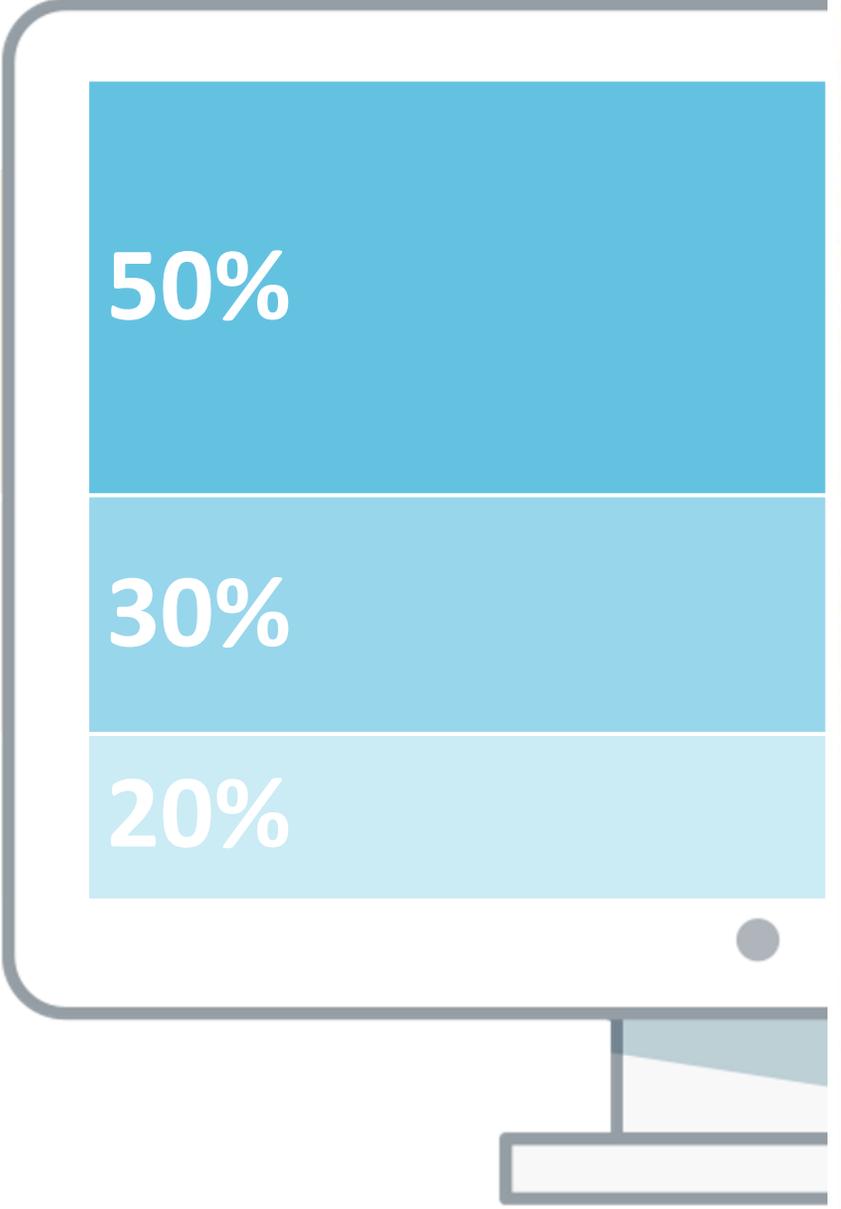
Entertain, invite conversation, ask questions, images & video

Be useful & informative

Industry info, hints & tips, curate content

About your organization

Calls to action, not “join now”



50%

30%

20%

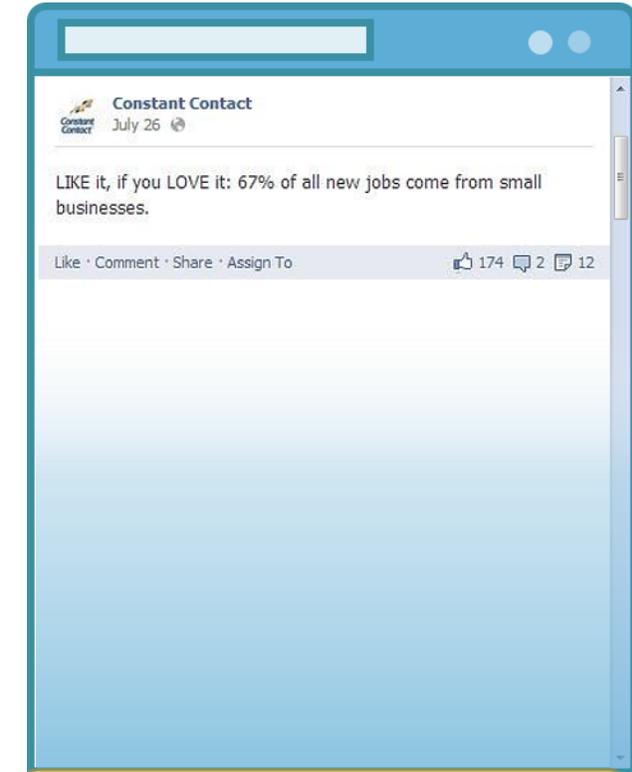
Content Types: Text Updates



Fill-in-the-blank



Question



Fun fact or tip

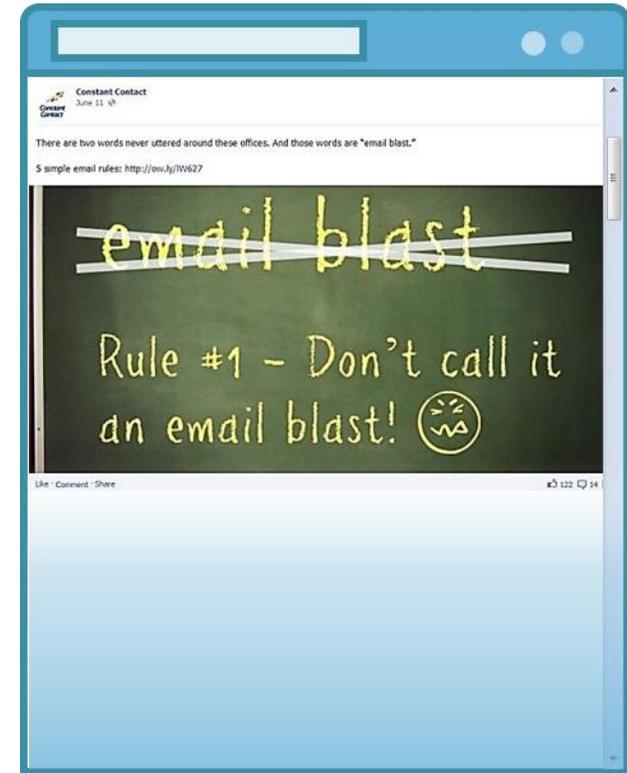
Content Types: Visuals



Photos



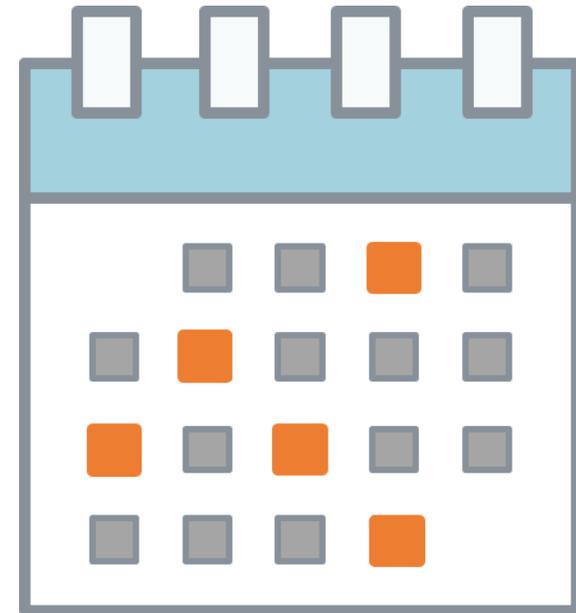
Videos



Digital Content

Create an Editorial Calendar

- Plan weekly
 - Take time on Friday to think about the next week
- Be flexible
 - Leave 1 or 2 posts open for something that comes up



What Do I Do Next?



1. Try a fill-in-the-blank or question post



2. Create and share visual content



3. Monitor your page. Is your content engaging?

Twitter

Primary Audience

Young adults

Looking For

News, brand updates, trends

Best For

Sharing news, and original and curated content

Used By

Nonprofits, fundraisers, businesses



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Twitter Content

High volume/low value

Minimum: 5 X per day

Maximum: none

Quantity is key



Content Best Practices

Create vs. Curate

Create = our blog post



Constant Contact @ConstantContact

16h

4 Tools to help you do this: Social Media + Email Marketing = Success. ow.ly/oKFu5

Expand



Constant Contact @ConstantContact

17h

Why Smart Social Marketers Think Mobile First [INFOGRAPHIC] ow.ly/oKwkX via @alltwtr

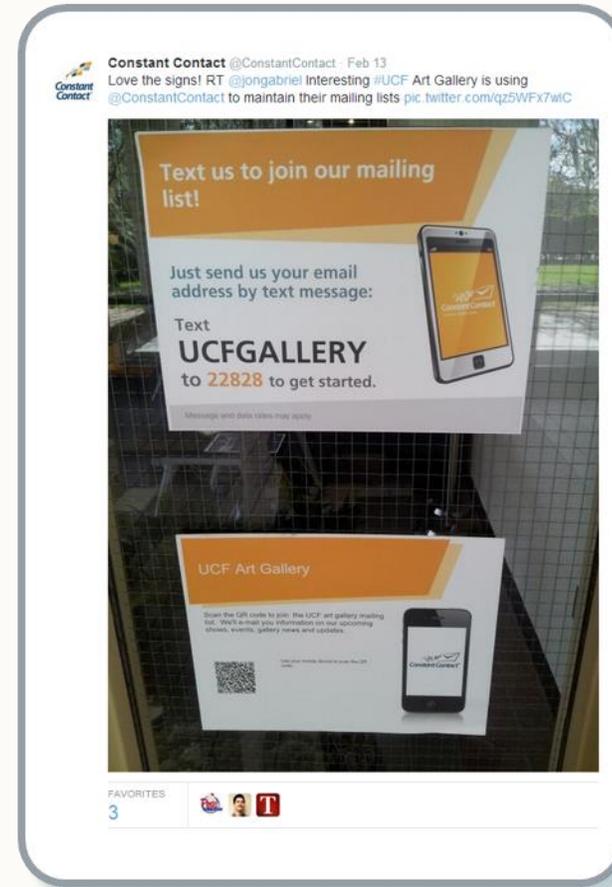
Expand

Curate = blog post from AllTwitter

Content Best Practices

Create vs. Curate

Retweets =
sharing the love



Content Best Practices

Create vs. Curate

Retweets =
sharing the love

Hashtags



Constant Contact @ConstantContact

3 Sep

265 Motivating #Quotes for #SmallBusiness Owners ow.ly/ovYyI

Content Types: Text Updates



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10 Ways you can use images to make your emails amazing:
ow.ly/oDJ6u
Expand

Post with a link



Constant Contact @ConstantContact
Facebook is leading among all the social websites with 82% of small businesses registered; would you have guessed it is followed by YouTube?

Stats, facts or tips



Constant Contact @ConstantContact 18 S
"You may be disappointed if you fail, but you are doomed if you don't try."
Beverly Sills

Quotes

What Do I Do Next?



**1. Tweet at least
5 X per day**



**2. Share curated
content**



**3. Retweet or
thank a follower**

LinkedIn

Primary Audience

Business

Looking For

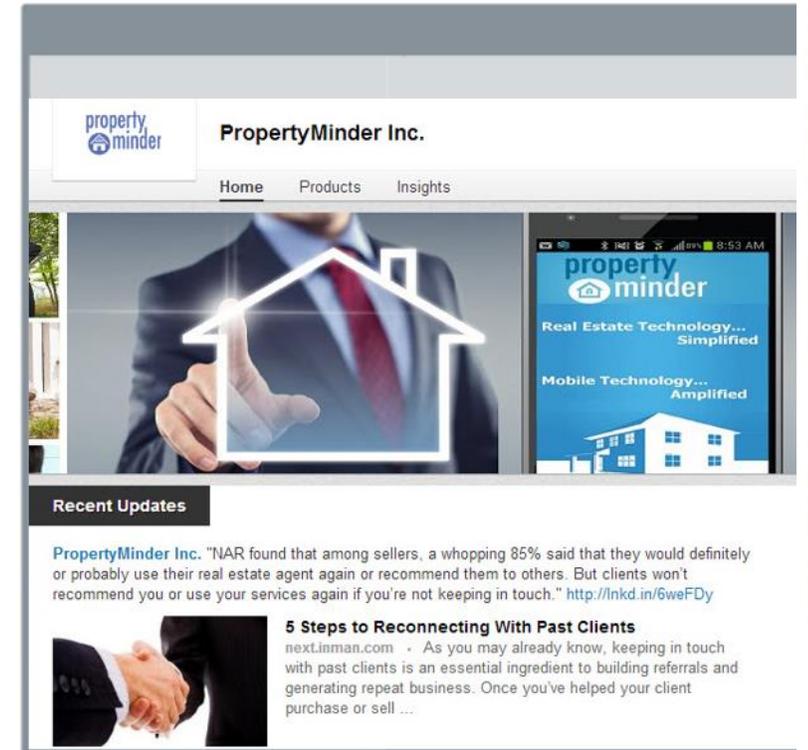
Industry news, tips, solutions

Best For

Sharing thought leadership

Used By

Nonprofits, businesses



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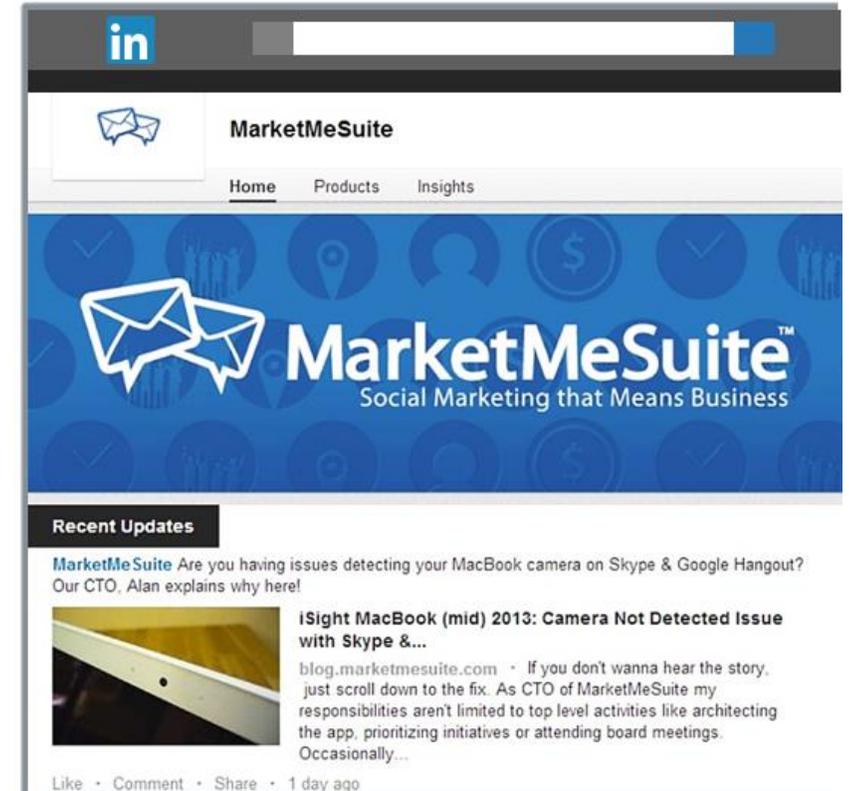
LinkedIn Content

Low volume/high value

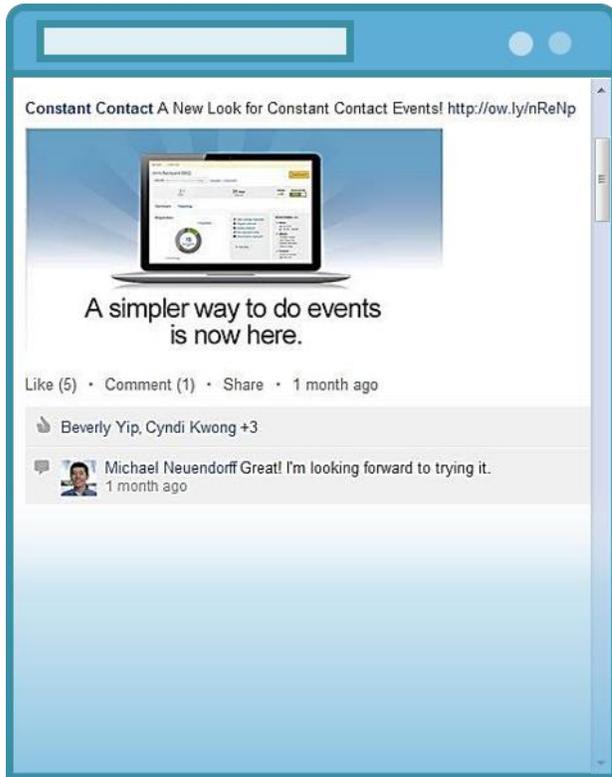
Minimum: 2 X per week

Maximum: 5 X per week

More formal and technical



Content types: About You



Product Updates



Behind the Scenes

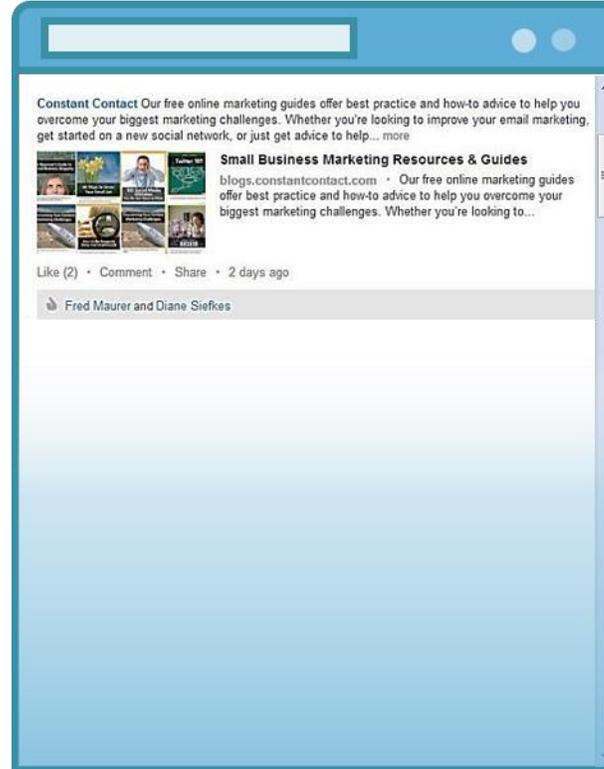


Recruiting

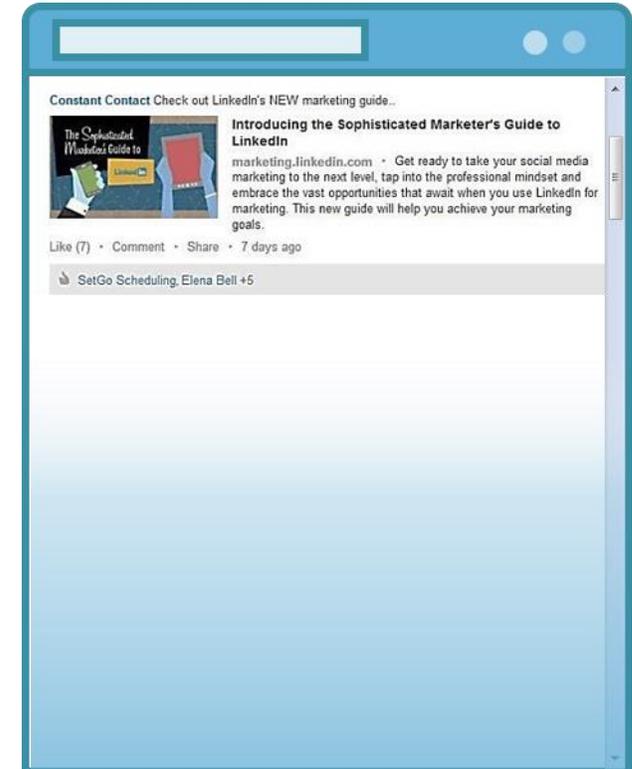
Content types: Useful Info



Blog Posts



**Guides/
ebooks**



**Organization
News**

What Do I Do Next?



1. Fill out everything on your page

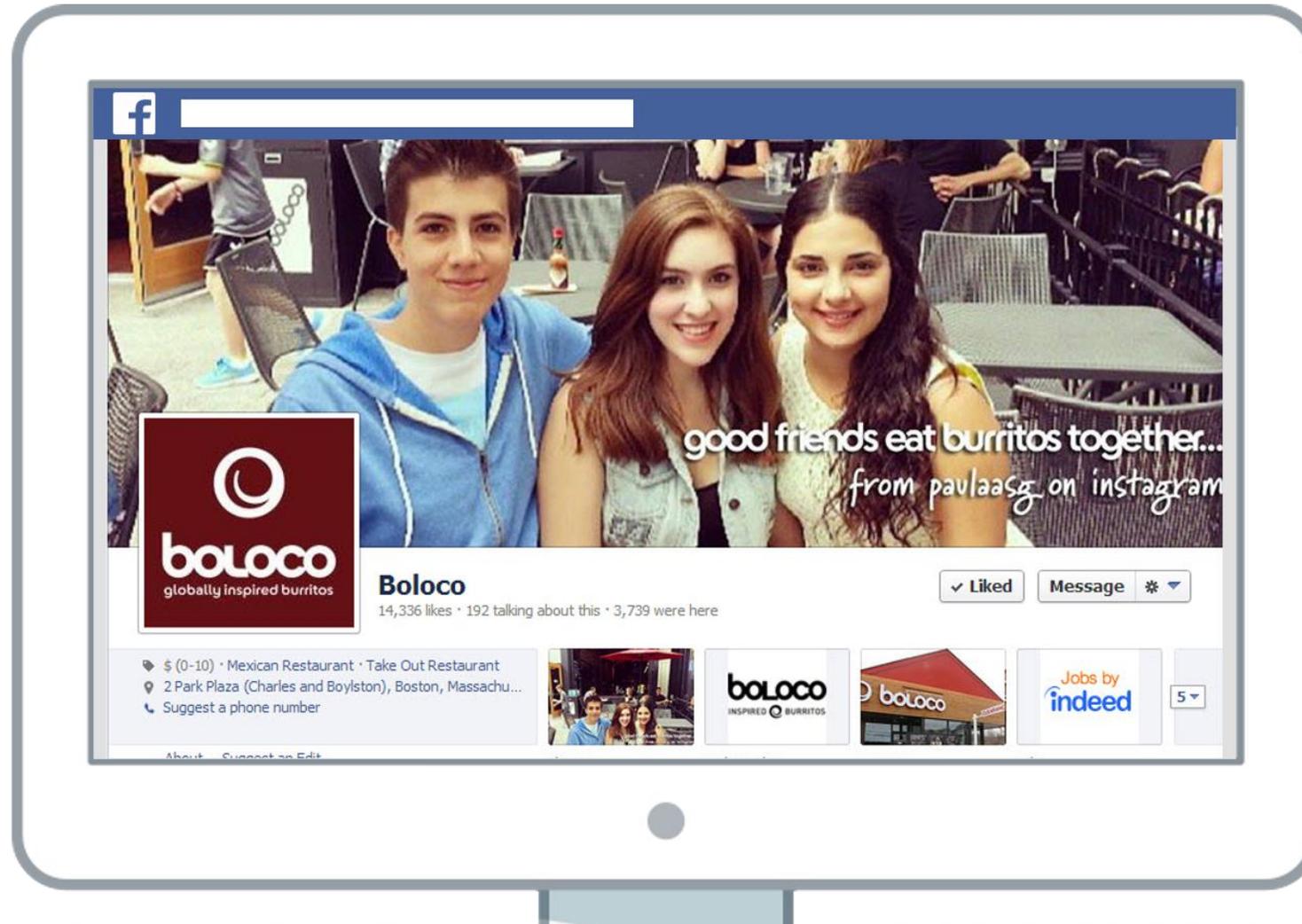


2. Be active – post at least 2 X per week



3. Try sharing something about your organization

Start with Facebook



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Tip 1: Create Your Page

- Page vs. profile
- [Facebook.com/pages/create](https://www.facebook.com/pages/create)
- Fill out info
- Add logo and cover photo



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Tip 2: Tell People You're There!

- Email marketing
- In your office
- Website
- Events
- Business cards



Tip 3: Start Posting

- 50% 30% 20% rule
- Use the 3 questions
- Ask your audience



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One Week of Facebook Posts

Monday Time: morning	Tuesday Time: noon	Wednesday Time: morning	Thursday Time: afternoon	Friday Time: noon
Monday motivation quote	Did you know? OR Check out these tips	Fill in the blank	Having a sale this weekend!	Fun fact! Celebrate!

Constant Contact Resources

- Free Trial
- Local Learning
- Expert Partners



VISTA Guest

Meghann Henry
Marketing and PR
VISTA
Connections To
Success

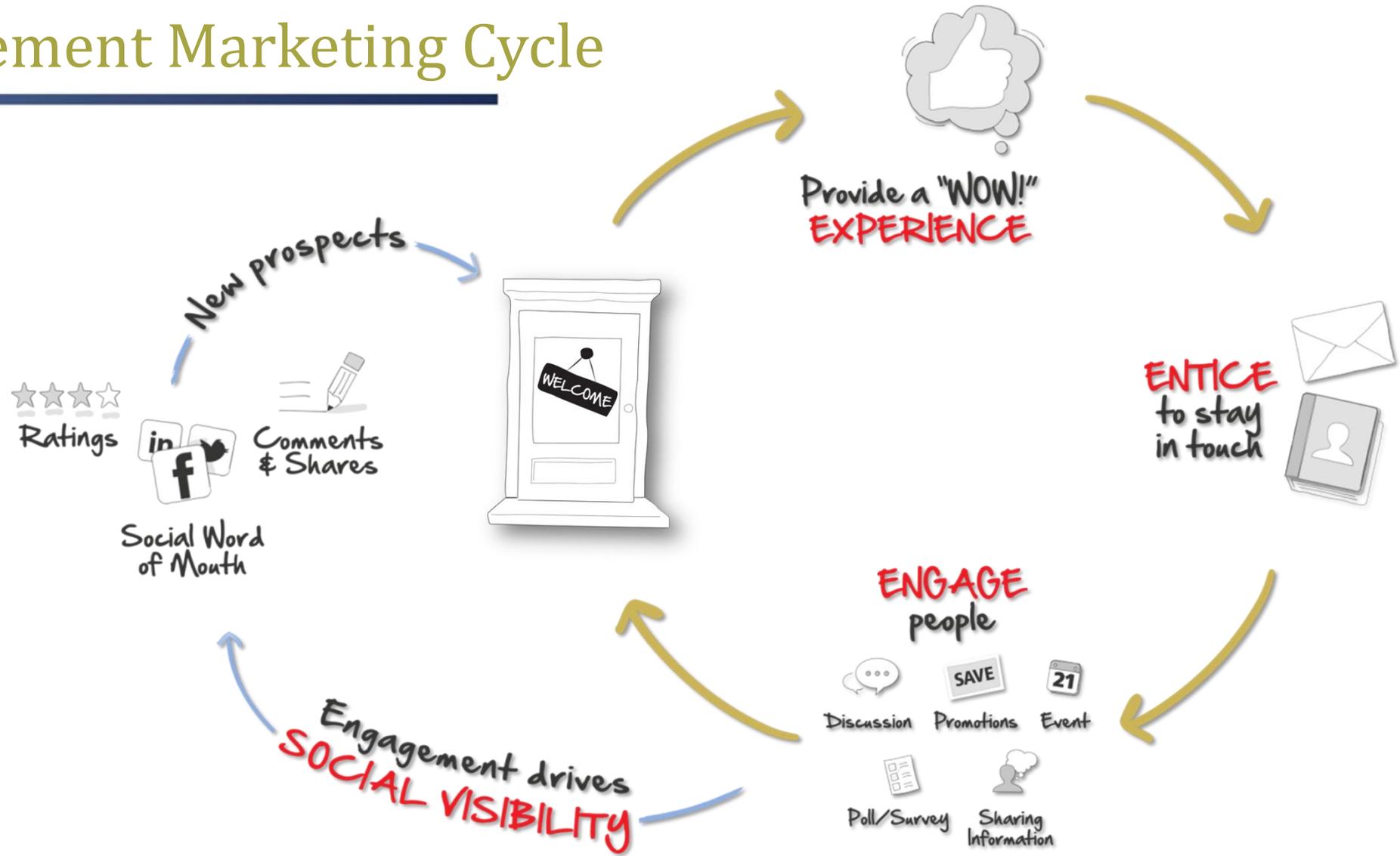


VISTA Guest

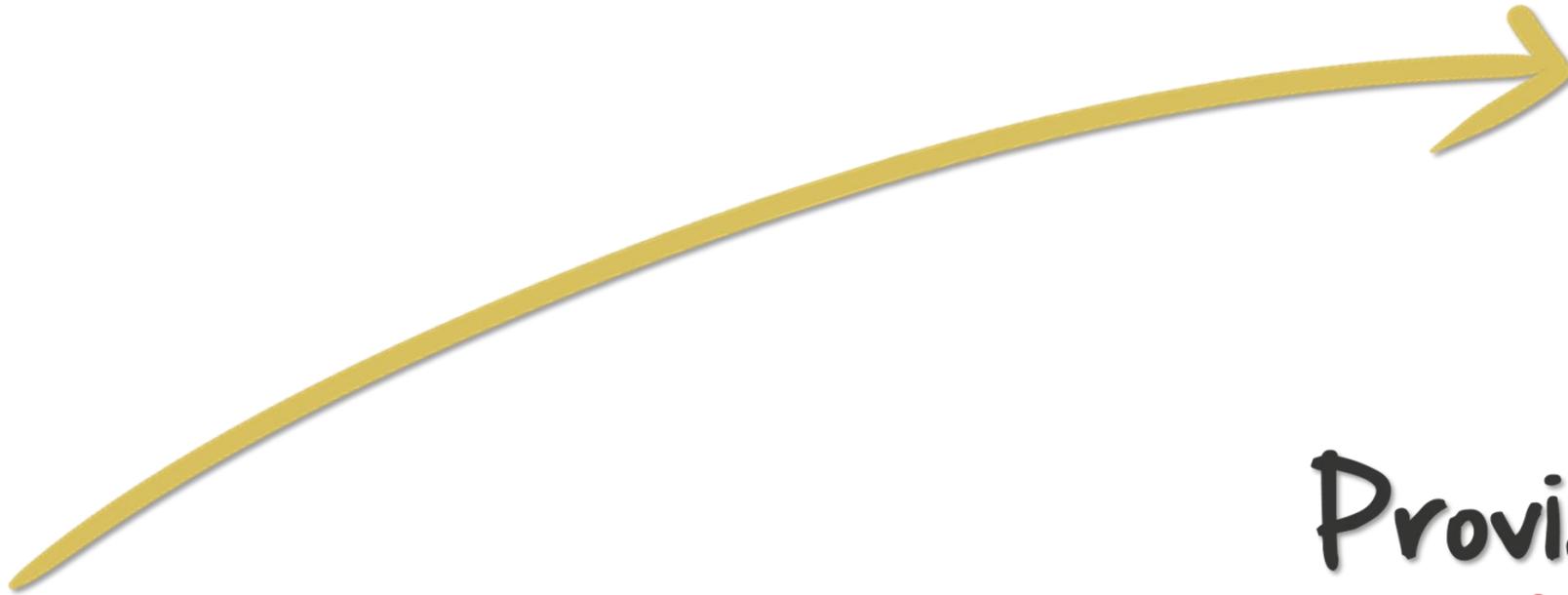
Lani Gholston
AmeriCorps VISTA
Yavapai Reentry
Project Coordinator



Engagement Marketing Cycle

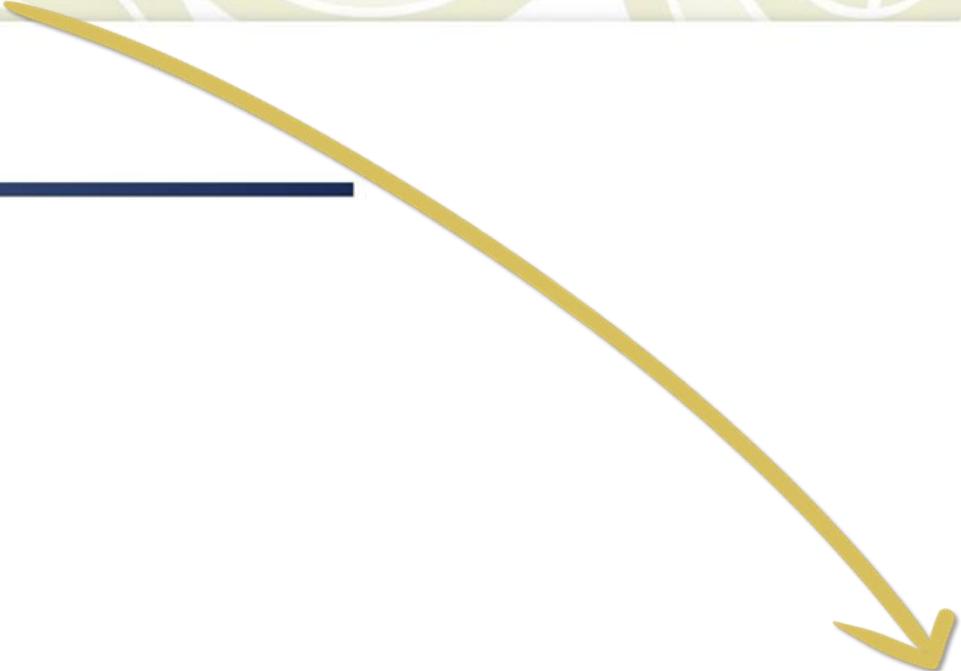


Step 1: Experience

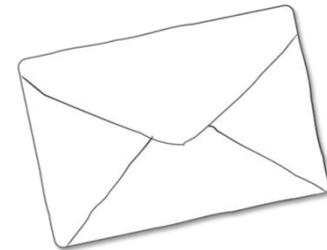


Provide a "WOW!"
EXPERIENCE

Step 2: Entice



ENTICE
to stay
in touch



Step 3: Engage

ENGAGE
people



Discussion



Promotions



Event



Poll/Survey



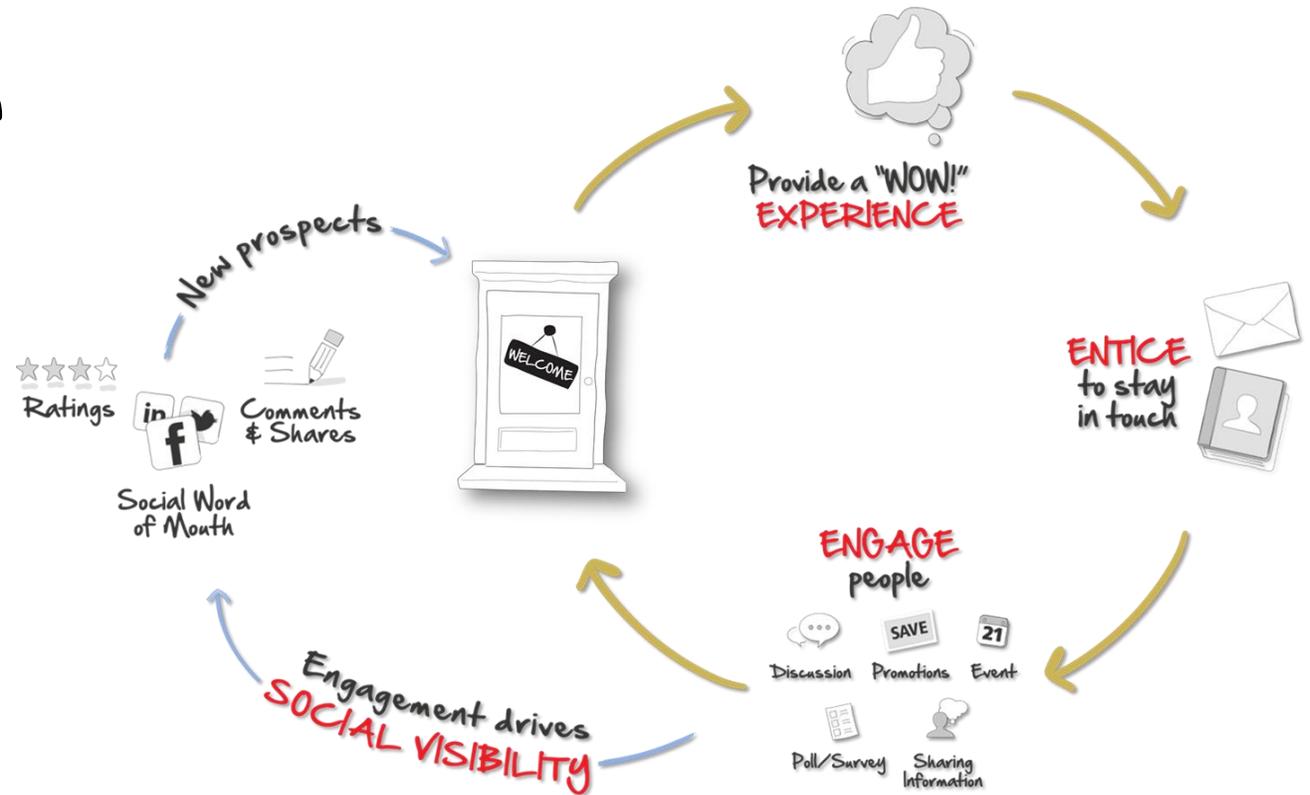
Sharing
Information

Social Visibility



Recap the 3 E's

- ✓ Experience
- ✓ Entice
- ✓ Engage



How to Ask Questions

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- To ask a question electronically, use the Q&A feature located in the bottom right corner
- To ask a question verbally, call in using the number on this slide and press *1.



Evaluation

Webinars for AmeriCorps VISTAs

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

Thank You for Your Participation!

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If you have further questions or for more information,
contact us: VISTAwebinars@cns.gov

Writing with Purpose, Precision, and Pizazz

July 10, 2014

2:00 – 3:30 PM

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