

Marketing 101: Social Media

Partner Agency Summit 2014

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Why use
Social
Media?



JOIN THE CONVERSATION!





Facebook

- Unlimited text. Can include links & photos. Limited hashtags
- 1 Billion users worldwide. Used by 57% of all Americans
- Most common age demographic: 25-34



Twitter

- 140 characters. Can include links, photos and hashtags
- 560 million active users; 5,700 tweets happen every second
- 40% of Twitter users have earned a bachelors degree



Instagram

- Must include square photo or 15 sec. video. Unlimited characters and hashtags. Links not clickable. Can only post from smart phone.
- 150 million active users.



Pinterest

- Must include photo and link. Unlimited text and hashtags.
- 70 million active users. 68% female.
- Popularly used for: Décor, baby items, recipes, fashion, weddings



LinkedIn

- Unlimited text. Can include links and photos. No hashtags
- Professionally focused
- 240 million active users. 79% of users are 35 or older



Google+

- Unlimited text. Can include links, photos, hashtags
- Built by Google. 400 million active users
- Growing Rapidly with 925,000 new users every day

Building a Social Media Foundation

Determine:

- **Objectives** – What do you want to get out of social media?
- **Goals** – What are some measurable goals you want to accomplish? Include dates.
- **Strategy** – Use your goals and objectives to determine which social media platforms to focus on and how often you want to post on each platform.
- **Topics** – Determine a few go-to posting topics.

Tips & Best Practices

- **Facebook Algorithm**
- **Know your audience!**
- **Get volunteers involved**
- **80/20 Rule**
 - Only about 20% of your posts should be Asks/Requests.



"Like most businesses, non-profits tend to look at social media as a money-first or money-only channel. So I would recommend they temper the expectations that social media is about fundraising and just focus on being a resource, useful and/or entertaining to their core audience. Make people happy with your content. The donations will come."

- [Jason Falls, Founder SocialMediaExplorer.com](#)

Be Relatable

- Post about things that your followers know and like.
- Determine how your organization relates to trending topics and news.
- Share stories – they are a powerful tool!



North Texas Food Bank

April 4 · 🌐

If you need a heart-warming story this morning, we have one for you!

Yesterday afternoon, one of our staff members heard a whimper as she walked outside of our Dan Morton warehouse. She checked it out and noticed there was a puppy stuck inside a storm drain.

The staff member called a few people in our Operations staff. Quickly, they all worked to remove the drain cover and were able to rescue the scared and shaken young dog.

The pup was noticeably hungry, so our staff fed him as quickly as they could. (Usually we feed pets of families-in-need, however our staff is an exception!)

One NTFB staff member got the puppy to a good home lined up for him!

Thank you to the NTFB staff members who helped rescue this young dog!



Like · Comment · Share · 🍷 642 🗨️ 35 ↻ 49

Be Relatable



North Texas Food Bank

Posted by Diana Carranza [?] · May 28

"I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw something back."

In honor of Maya Angelou's remarkable life and legacy.

**"I've learned that you shouldn't
go through life with a
catcher's mitt on both hands;
you need to be able to throw
something back."**

- Maya Angelou

www.ntfb.org

Like · Comment · Share

160 Shares



Crossroads Community Services Dallas

June 3

Do you need Community Service Hours this summer?

Help Crossroads Community Services (CCS) nourish people and power change. Volunteers help CCS keep overhead to a minimum so we can provide both gently used clothes and the foundation for 21 healthy meals per person.

During our client hours (8:30 – 12:30 Monday – Thursday), you can assist with food and clothing distribution.



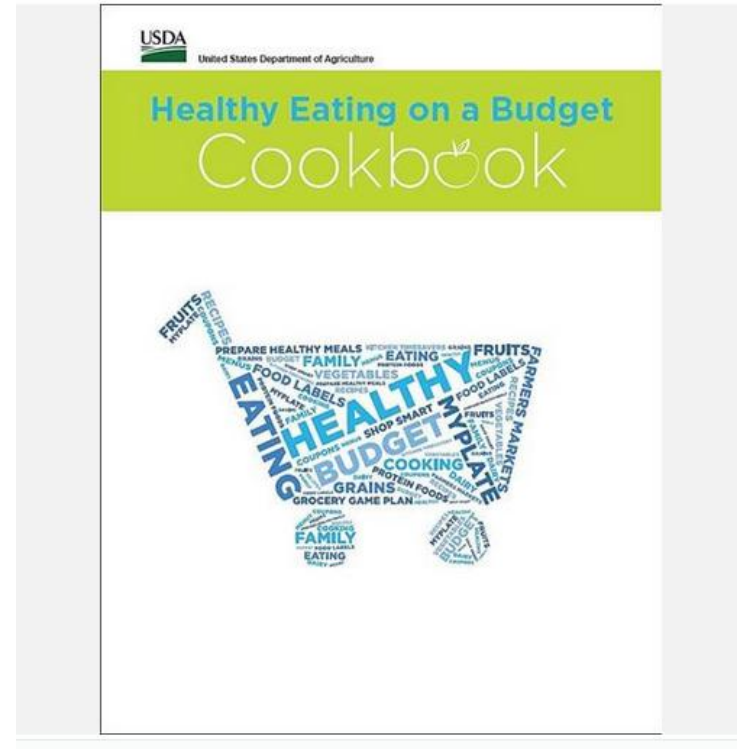
Be Informative

- Give your followers information that is helpful to them.
- Give them the insider's look into your agency.



North Texas Food Bank shared MyPlate's photo.
Posted by Diana Carranza [?] · June 5 · Edited

Check out MyPlate's cookbook for some healthy and budget-friendly recipes including Honey Lemon Chicken and One-Pan Spaghetti! Yum!



Be Informative



ACO - Allen Community Outreach

June 5



Christian Community Action

May 29

Volunteers with CCA's Kids Eat Free Program will prepare over 50,000 lunches to feed underprivileged children during the summer months when school lunches are unavailable. To find out how you can help, visit <http://ccahelps.org/programs-to-help/seasonal-programs/kids-eat-free-program/>



School may be out for summer, but the Huettnner family of Fairview is starting out their break by helping others. They collected 100 lbs. of food for the Summer Kids food program. During the summer, ACO supports children that would normally get free or reduced lunch at school with a bag full of kid-friendly food every two weeks. Great donors like these folks make it possible!



Be Visual

- Our brain processes visuals faster than text.
- Visuals are harder to ignore on Facebook and Twitter.
- Post photos with the majority of your posts.
- Create eye-catching graphics and infographics
 - Quozio.com



Be Visual

 **Feeding America**
June 2

Happy 3rd birthday to our partner MyPlate! Thanks for the partnership to help all Americans have access to healthy food.
<http://healthyfoodbankhub.feedingamerica.org/myplate/>



 **Dallas LIFE**
May 29

Paul is from Sydney, Australia - he works for a major airline and has frequent layovers in Dallas. Guess where he spends them? In our kitchen, serving and encouraging our residents! He tells us, "When I come here, I'm so recharged before I make my next flight. I've made some great friends at Dallas LIFE!" We love our volunteers!!



Be Social

- Respond in a timely manner when your followers have questions.
- Ask your followers questions.
- Like and comment on other pages posts. Share or Retweet their related content.



"I wish that nonprofits would get that social media is social. So many nonprofits broadcast only. It's like they are standing on the balcony, shouting their message onto the people below.

A few nonprofits get down and walk into the crowd. They speak to people one on one and in small groups. They talk normally. They're social. Those are the nonprofits I actually connect with using social media." - [Becky McCray, author Small Town Rules](#)

Questions

