

New England  
**Grassroots**  
Environment Fund

**Think Social, Act Local:**  
*Applying Social Media to  
Your Community Group*

RI Land & Water Summit

March 9, 2013



# Our Roots

- 
- what we do
  - IMPROVING, not proving
  - law of mobility
  - collective knowledge





# idealware.org

## 1. IDENTIFYING YOUR GOALS

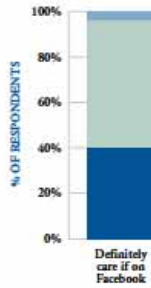
Before you can make decisions about what social media tool to use, it's important to be specific. "reaching out to people" is too broad and difficult to measure. We've created a list of sample goals to get you started. We want to use social media with your organization to:

- Reach a youth audience
- Promote an event
- Build excitement prior to an event
- Get people to take a particular action
- Draw traffic to a particular online resource
- Build your email list
- Solicit donations for your organization
- Get supporters to solicit donations for your organization
- Recruit volunteers
- Brand your staff as experts on a cause
- Get your constituents to talk to each other
- Get feedback from your constituents
- Keep your supporters updated on happenings
- Build a community around an event or issue
- Let supporters publicly support your organization
- Disseminate information about an issue

Now, go back through the list and choose the top 3 goals for your organization (i.e., "Understanding what people think about our organization").

- These goals will be your focus throughout the year.
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

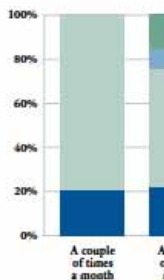
PAGE 55 The Nonprofit Social Media Decision Guide



In fact, 12 percent said they'd definitely care if they'd "be concerned" if it didn't exist.

It gets more interesting from there. Nonprofits that didn't have "a lot of difference" in their decision-making on Facebook at all. A notable percent of Facebook say they might be more concerned if you didn't have a page at all.

What does this data mean? Facebook says you have a Facebook page. However, it depends on the size of the organization.



HOW OFTEN DO YOU USE FACEBOOK?

## 2. ENSURING YOUR GOALS ARE SMART

Now that you've identified your top 3 goals, each of your goals is "SMART":

	Example
<b>Your Goal:</b>	Encourage more youth aged 16 to 22 to volunteer.
<b>Specific</b> How will you know you've succeeded in your goal?	We'll recruit at least five more 16 to 22 year olds to cook or distribute food.
<b>Measurable</b> How will you measure your success?	Increase in # of 16 to 22 year olds who say they found us on social media channels.
<b>Achievable</b> Are your specific benchmarks realistic compared to past results?	We recruited two new teens last year, so this increase seems like something we could hit.
<b>Relevant</b> Why does this matter to your organization?	We rely heavily on youth volunteers to staff our food pantry.
<b>Time-Based</b> Over what timeframe will you achieve this goal?	By the end of the year.

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## 3. DEFINING YOUR AUDIENCE

When thinking about social media, it's important to define your audience. "general public," for example, is too broad. In the diagram below, brainstorm with constituent types? Use them to identify which of those you want to reach. Finally, write the constituents you want to reach. These represent the audience you will continue to work through this year.

Who are the people you want to reach? List them here.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## 6. DECIDING WHICH CHANNELS ARE RIGHT FOR YOU

Now that you know what each tool is good for, let's decide which are good for you. First, consider how much time you can commit to social media channels. As a rule of thumb, estimate two hours per channel, per week.

$$\text{Number of hours a week you can commit to social media} \div 2 = \text{Maximum number of social media channels you can take on}$$

Now, write your goals in the chart below and rate each channel on how likely it is to help you meet them, using a scale of 1-5 (1=not very, 5=extremely). Also consider how easy it will be to create content, and for your staff to get up to speed on how to use each tool (1=hard, 5=easy).

	Goal #1:	Goal #2:	Goal #3:	Content: How easy will it be for you to produce the necessary content?	Expertise: How easy will it be for you or the right staff members to get up to speed?	Total	Rank
Facebook							
Twitter							
LinkedIn							
Place-Based							
Blogs							
Video Sharing							
Photo Sharing							
Other							

Compile the scores for each channel by adding the numbers in each row and entering that sum into the total category. You already determined the number of social media channels you can afford to commit to now circle that many of the highest ranking channels, and record them below:

Look at your list of channels. Do they resonate with you for your organization and its needs? If not, don't be afraid to tinker. Ultimately, only you can decide which channels are best for your organization.

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idealware

[www.idealware.org/reports/nonprofit-social-media-decision-guide](http://www.idealware.org/reports/nonprofit-social-media-decision-guide)

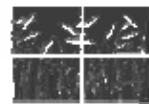


# What is Social Media?

## ....and, why do I need it?







New England  
Grassroots  
Environment Fund

Attribution-NonCommercial-ShareAlike 2.0 Germany | Ludwig Gatzke | <http://flickr.com/photos/stabilo-boss/>

[www.grassrootsfund.org](http://www.grassrootsfund.org)





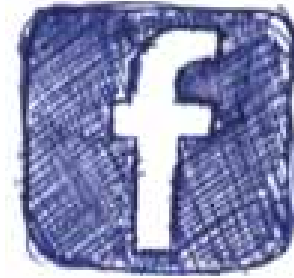


Where did we get information in the past?  
How did we make decisions?



# What's Different Now?

- Speed
- Access
- Variety
- Networks





# What's the Same?

It's **people.**

It's **relationships.**

It's **conversations.**

It's capturing **ATTENTION.**



# Why do you need attention?

- Recruiting and Engaging Volunteers
  - Conversation and community
  - Recognize current volunteers
  - Reach out to new volunteers

*“We like to promote people when they do things on their own, like volunteer fundraisers who host events, which then encourages other people to do the same types of things, or gives ideas to other people.”*





423



## Urban Greens Co-op

1,320 likes · 61 talking about this



Food/Grocery  
West Side, Providence, Rhode Island 02909  
401-267-UGFC (8432)



1,320



2

About

**As of Feb 16th we have 423 members! Thank you to the 8 new members we gathered at [Farm Fresh Rhode Island](#)'s winter market. That might be a new record for most sign ups in one day! Each membership gets us closer to opening a consumer-owned co-op grocery store. Ready to help us meet our goal of 500 memberships by April 2013? You can join online.**

# Why do you need attention?

- Recruiting and Engaging Volunteers
- Advocacy
  - Educate about your issue
  - Taking action
  - Thanking and celebrating





# Coventry Community Garden

July 9

**Coventry Community Garden**  
July 9, 2012

This is what we do to people who don't vote for the community garden!



Like · Comment · Share

16 likes · 1 comment



# Coventry Community Garden

July 9

July 11

Coventry Community Garden  
July 11, 2012

With over 14900 votes we are in 5th! Yes 5th! Please continue to vote here in the final stretch! We are neck and neck into the finish! [www.deloachcommunitygardens.com](http://www.deloachcommunitygardens.com) PASS IT ON!-THANK YOU from The Coventry Community Garden Crew

Support Organic Farmers

Green Vibes  
Reduce - Recycle - Reuse

Like · Comment · Share 16 likes





# Coventry Community Garden

July 9



Coventry Community Garden  
July 11, 2012

With over 14900 votes we are in 5th! Yes 5th! Please continue to vote here in the final stretch! We are neck and

July 11

July 14



Coventry Community Garden  
July 14, 2012

We are having a painting party today 9am-Noon. We'll be staining the shed, weeding, filling some of the raised beds and watering. If you have any spare time or would like to get on our volunteer list, just let us know! Thanks for All of your Support. Oh Yeah and Don't forget to VOTE!-The Garden Crew

Like · Comment · Share



# Coventry Community Garden

July 9

July 11

July 14

Coventry Community Garden  
July 14, 2012

Have a Great Weekend!

Like · Comment · Share

2



# Coventry Community Garden

July 9



Coventry Community Garden

July 14, 2012

Have a Great Weekend!

July 11



July 14



Coventry Community Garden

July 16, 2012

Thanks again to all the volunteers who helped stain the shed and move the loam and compost to the front beds! Especially Maureen and Megan!-The Garden Crew

Like · Comment · Share

July 16

Li



Like · Comment · Share

2





# Coventry Community Garden Wins \$4,000 Grant

The garden earned nearly 23,000 votes between March 6-August 6.

By [Lauren Costa](#) | [Email the author](#) | August 7, 2012

[Recommend](#) 220 [Tweet](#) 1  
[Email](#) [Print](#) [4 Comments](#)

Sponsored By

[Coventry's own Community Garden](#) will now be able to provide even more fresh produce to residents in need after winning a \$4,000 grant on August 6.

The garden, founded by resident [Gail Tatangelo](#), was [contacted on February 2](#) by Organic Magazine to let them know the garden was one of 15 across the country nominated for the grant.

The grant program, funded by [DeLoach Vineyards](#), will present checks totaling \$20,000 to five community gardens that have a large impact on their communities. The funds can be used for anything from purchasing seeds and supplies, installing sheds and lighting, improving signage and more.

Members of the garden created a video that was posted on [deloachcommunitygardens.com](#), and enlisted friends, family and neighbors to vote once a day from March 6 to August 6 in order to stay in the top 5.



[Upload Photos and Videos](#)

When voting ended at midnight, the Coventry Community Garden had locked in the fifth spot by nearly 1,000 votes, finishing with 22,928.

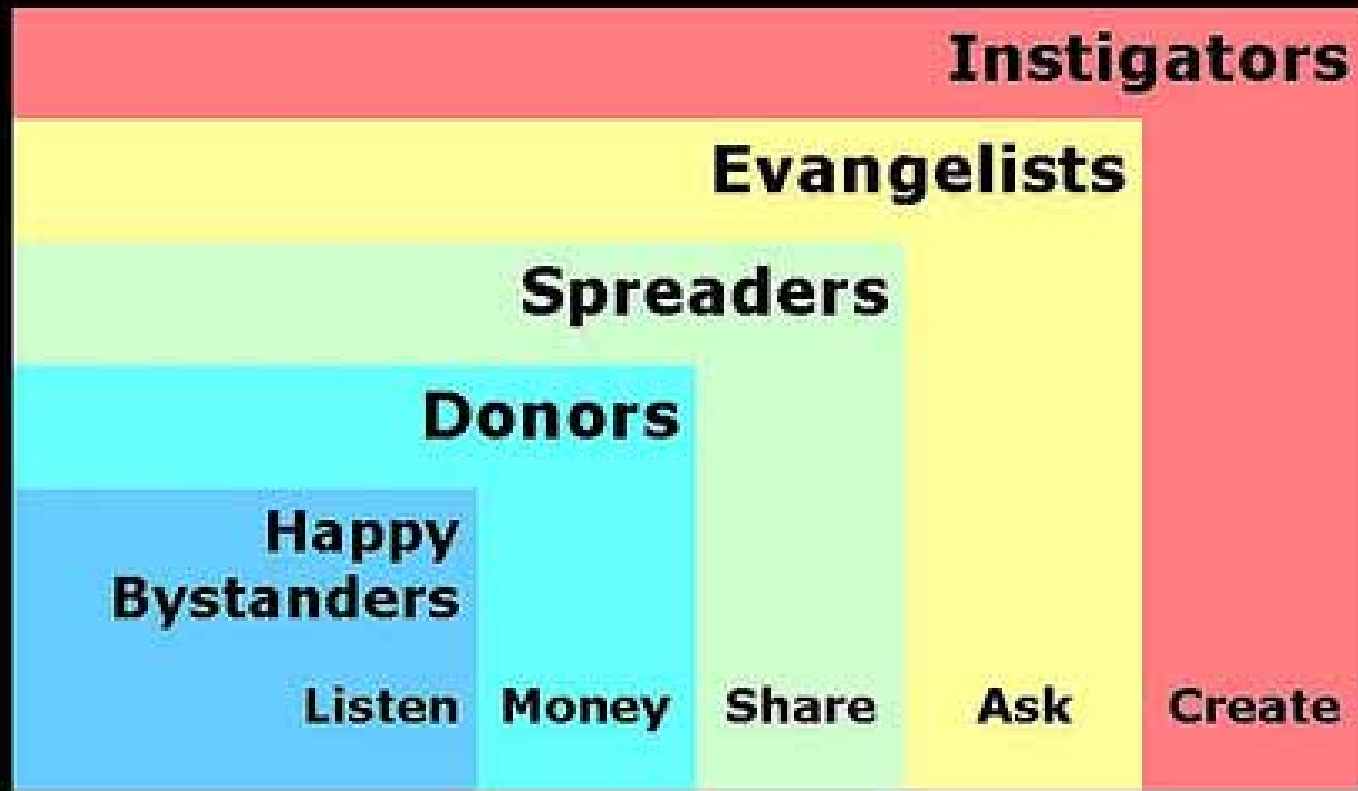


# Why do you need attention?

- Recruiting and Engaging Volunteers
- Advocacy
- Events
  - Before
  - During
  - After



**Participator Type**



**Involvement/Relationship**

**Ladder of Engagement**





# Why do you need attention?

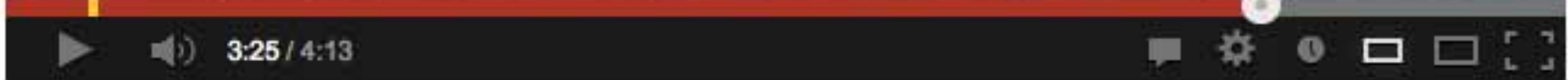
- Recruiting and Engaging Volunteers
- Advocacy
  - Promoting existing campaigns
- Events
  - Moving up ladder of engagement
- Fundraising
  - Social media as friend-to-friend
  - Tools live at fundraising events
  - Finding potential donors



# Why do you need attention?

- Recruiting and Engaging Volunteers
- Advocacy
  - Driving traffic
- Events
  - Building lists
- Fundraising
  - Viral messages
- Promotion and Outreach





# PSY - GANGNAM STYLE (강남스타일) M/V




officialpsy · 47 videos




Subscribe

3,069,297

1,366,393,214 

 7,105,020

 653,963



New England  
Grassroots  
Environment Fund

[www.grassrootsfund.org](http://www.grassrootsfund.org)





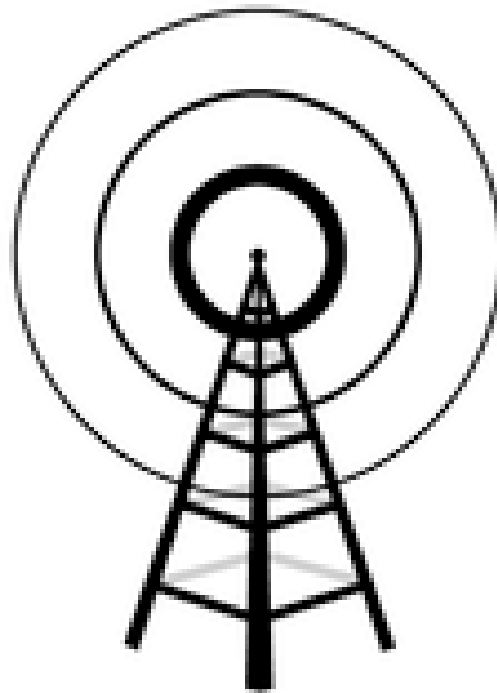
# Social Media Tools and Their Use

- Social “Updating”  
.... like Twitter
- Social “Networking”  
... like Facebook, LinkedIn, Google+
- Social “Musing”  
.... like blogs
- Social “Sharing”  
.... like YouTube, Pinterest, Flickr



# Twitter - What is It?

*Find out what's happening, right now,  
with people & organizations you care about.*



# Twitter - What is It?

The image shows a screenshot of a Twitter profile page for NEGEF (@NEGEF). The profile is for the New England Grassroots Environment Fund, located in Montpelier, VT, USA, with a website link to <http://www.grassrootsfund.org>. The profile statistics are 106 tweets, 108 following, and 174 followers. The page is annotated with red text to explain Twitter features:

- CONNECT: @**: Points to the profile name and handle.
- LISTEN**: Points to the 'Who to follow' section, which lists accounts like CarShare Vermont, UVM Extension, and NOFA Vermont.
- AMPLIFY**: Points to a tweet from RILandWsummit about 2012 Land and Water Conservation Summit Presentations.
- DISCOVER: #**: Points to the 'Trends' section, which lists popular hashtags like #climateweek, #FictionalCharactersIWannaMarry, and #AIPAC2013.
- POST**: Points to a tweet from Peter Shumlin (@GovPeterShumlin) congratulating grassroots committees.



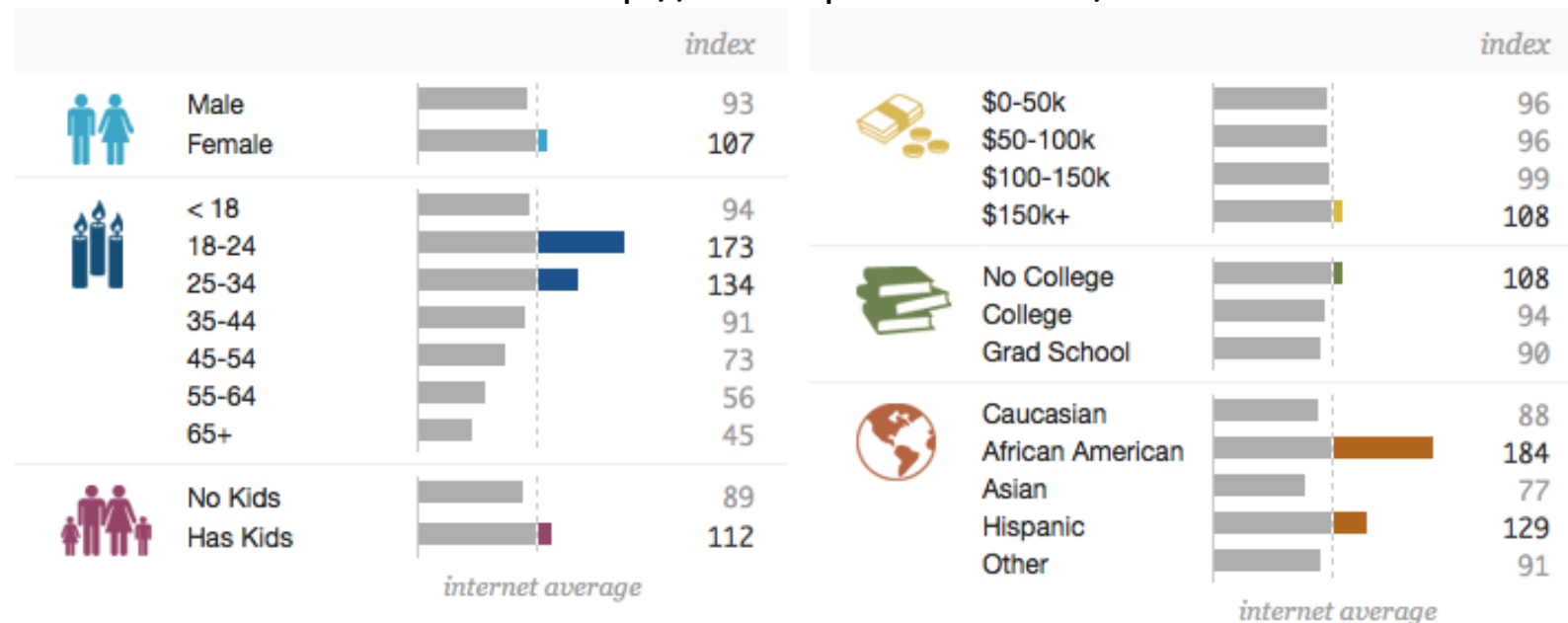
# Twitter - Who Uses it?

- 500 million registered users, 200 million active users

## US Demographics

Updated Feb 2013 • Next: Mar 2013

Source: <http://www.quantcast.com/>



*“Twitter’s probably not the right channel to reach your teen advisory group, but it’s an interesting way to reach media, partners and skilled potential volunteers.”*





# Twitter - How To?

- create user profile (name, email, password)
- average of 1.5 – 2 hours a week
- post several times per day (though somewhat forgiving)
- make sure at least half of post are not self-promotional
- make time to read and retweet as well as tweeting your own content
- retweeting = friendship, provides valuable resources to your network
- leave room for re-tweeters to add a comment
- use [tinyurl.com](http://tinyurl.com) or [bit.ly](http://bit.ly) for smaller links in your tweets
- use Tweetdeck to schedule your tweets



# Facebook - What is It?

Keep in touch with extended groups of friends, family & organizations.



# Facebook - What is It?

To Page or To Group? That is the question!



New England  
Grassroots  
Environment Fund

Protecting the Environment and Practicing Democracy



New England Grassroots Environment Fund

**New England Grassroots Environment Fund** ✓ Liked ⚙

661 likes · 22 talking about this · 0 were here

Community Organization  
NEGEF provides financial, technical & organizing support to New England grassroots groups. We seek to inspire & empower volunteers to actively create the

About

Photos

Likes **661**

Map Vermont

Events **1**



# Facebook - What is It?

The screenshot shows a Facebook group page for 'New England Grassroots'. The page header includes the group name 'NEGEF' with a lock icon, and navigation tabs for 'About', 'Events', 'Photos', and 'Files'. On the right, there are icons for 'Notifications', a search icon, and a magnifying glass. Below the header, there are options to 'Write Post', 'Add Photo / Video', 'Ask Question', and 'Add File'. A text input field contains 'Write something...'. The 'RECENT POSTS' section shows a post by 'Claire Wheeler' saying 'hi' and a post by 'Bart Westdijk' stating 'Bart Westdijk created the group.'. On the right side, there are sections for '2 members (1 new) · Message · Invite by Email', '+ Add People to Group', 'Requests (1)' with a 'See All' link, and a request from 'Bart Westdijk' (1 friend in group). Below that is a section 'What should people post in this group?' with an 'Add a Description' link. The 'Suggested Members' section lists 'Johanna Miller', 'Jessica Edgerly Walsh', 'Sam Levor', 'Anne Watson', and 'Amy Shollenberger', each with an 'Add' button. A sidebar on the left shows 'Members', 'Friends', and 'Admins' with a small cat photo. The bottom left corner features the 'New England Grassroots Environment Fund' logo, and the bottom right corner has the website 'www.grassrootsfund.org' and a stylized plant logo.





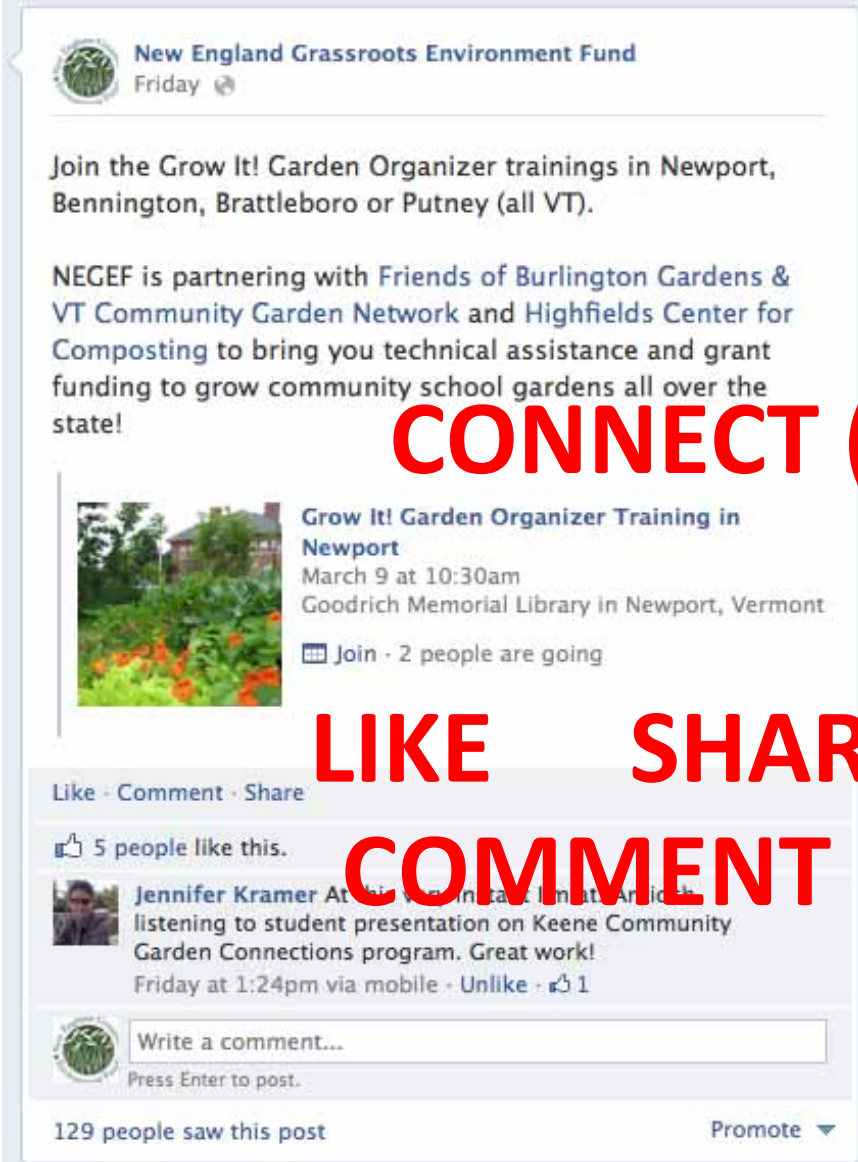
# Facebook - What is It?

WALL

The screenshot shows the Facebook profile page for the New England Grassroots Environment Fund. At the top is a banner with the organization's logo and name, along with the tagline "Protecting the Environment and Practicing Democracy". Below the banner is the profile picture, which is a circular logo with a green plant. The page is divided into several sections: a "Community Organization" section with a description of the fund's mission, a "Photos" section with a small image of a plant, a "Likes" section with the number "661", a "Map" section showing the location in Vermont, and an "Events" section. The main content area is titled "Highlights" and features a "Status" section with a text input field, a "Photo / Video" section, and an "Offer, Event +" section. Below this is a post from the New England Grassroots Environment Fund, dated "Yesterday", with the text "Food for thought (sorry, couldn't resist the pun :-)" and a link to a "YES! Magazine" article. The article is titled "They Build Healthy Local Economies" and includes a graphic with the following data: "Food Co-ops" (green and blue striped awning), "Revenue spent locally" (38% for food co-ops vs 24% for conventional grocers), "Products sourced locally" (20% for food co-ops vs 6% for conventional grocers), and "More jobs created for every \$1 million in sales" (5.8 for food co-ops vs 3.8 for conventional grocers). The right sidebar contains a "Recent Posts by Others" section with four posts from users Tova Elizabeth Haines, Dagmar De Greef, Lovely Racing / Josh Lovely, and Caryn Zlamany Rickel. Below this is a "Recommendations" section with three suggestions: Amanda L. Martin, Front Porch Forum Company, and Weybridge Energy Committee. The bottom of the page shows a "Likes" section with three suggestions: Front Porch Forum Company, Weybridge Energy Committee, and Northeast Sustainable Agriculture Working Group (NESAWG).



# Facebook - What is It?



**POST**

**CONNECT (@)**

**LIKE SHARE**

**COMMENT**



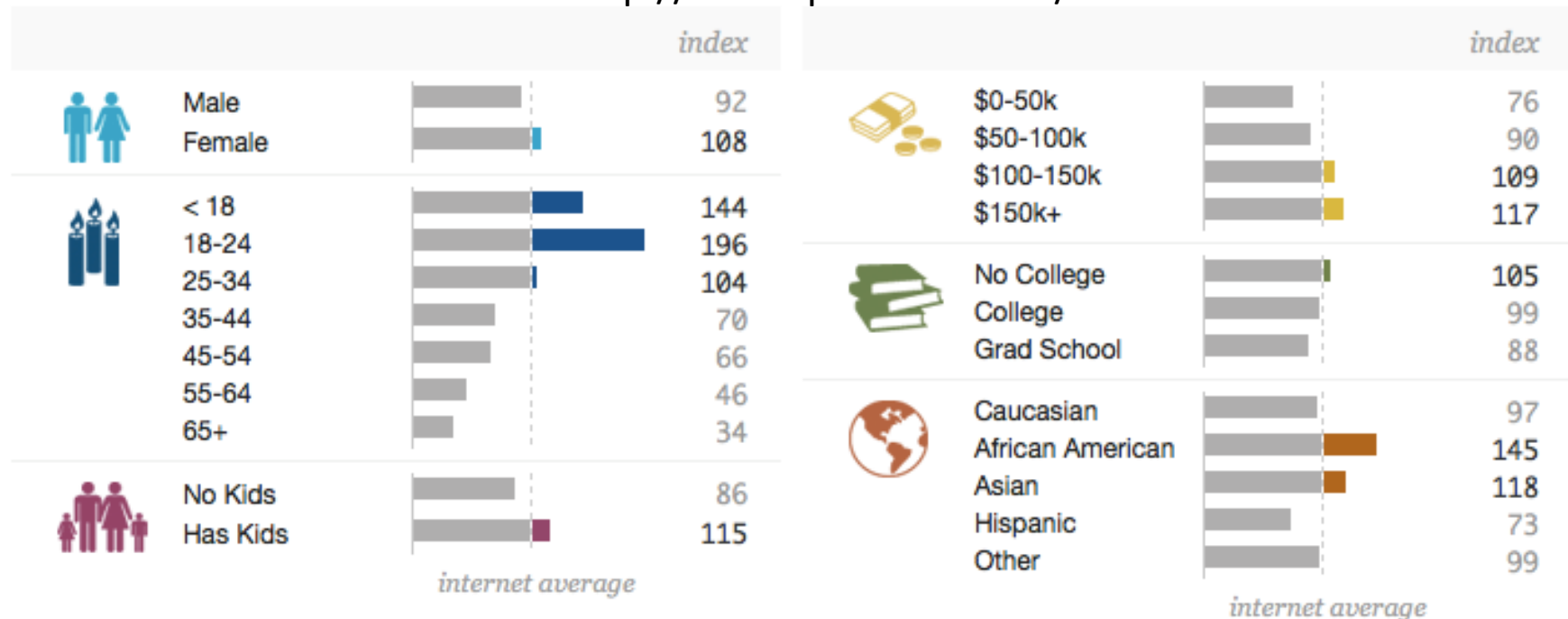
# Facebook - Who Uses it?

- 1.06 billion registered users, 680 million mobile users

## US Demographics

Updated Feb 2013 • Next: Mar 2013

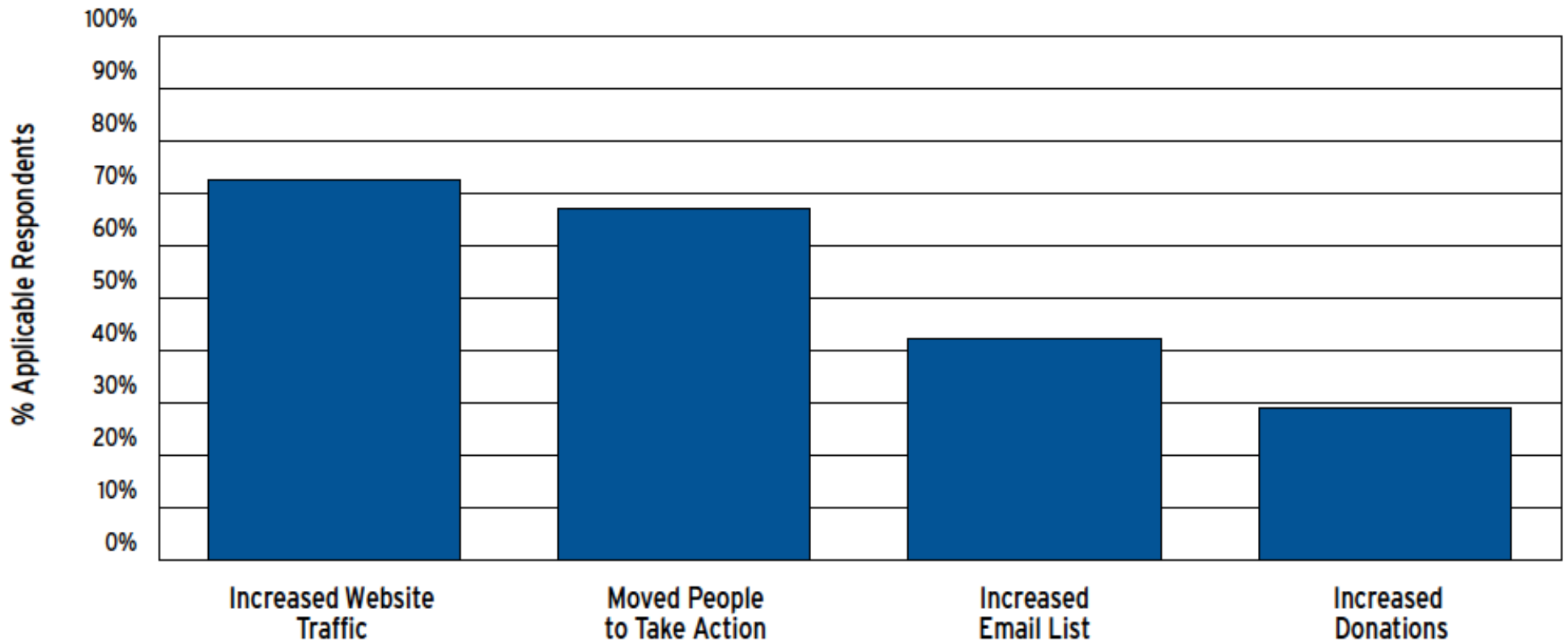
Source: <http://www.quantcast.com/>



*“Heavy users turn to Facebook as a reference site - almost like they would a website. It’s worth thinking about creating a page simply to ensure that people looking for you can find you.”*



# Facebook - What is It?



*Source: Idealware.org's 2011 Social Media Decision Guide*





# Facebook - How To?

- create user profile (name, email, password, birth date, gender)
- create page & follow steps
- ask friends to like early on (show activity)
- average of 2 ½ hours a week
- post several times per week (less forgiving than twitter)
- small, simple messages: news, photos, events, questions, etc.
- it's interactive!
- make time to like, comment and share
- use @ to talk to/highlight others
- option to connect Facebook to other applications



# Blogs - What are they?

*Post fairly frequent updates about what's going on with the group or the project, often told from a personal perspective.*



# Blogs - What are they?

*Technically, it's not that different from a website, but the structure and tone tends to differentiate blogs—posts are often short, appear in reverse chronological order (newest first), and are almost always written in the first person. Typically text-based, they can also include photos or videos.*



# Blogs - What are they?



**Blogger™**



**WORDPRESS**

**tumblr.**

 **TypePad®**





# Blogs - What are they?

**CONNECT**



CAPITAL ~~GOOD~~ ~~FUND~~ <sup>GREAT BLOG</sup>

Welcome to our blog—a platform for discussing issues related to poverty and social justice. Please join the discussion and help create a vibrant space full of thought provoking ideas that lead to actions that better our world!

Sunday, February 24, 2013

## Pragmatic Idealism

A central aspect of my job and life as a social entrepreneur, social crusader and poet is to inspire and empower others to follow their dreams and, in turn, better the world. Indeed, one of my favorite sayings is that there is nothing more beautiful than a life well-lived. Unfortunately, there are so many obstacles to living the lives we wish to lead: societal and parental pressure, the imperative to earn money to pay off student loans, a lack of supports and examples for those seeking to do bold things, and so on.

As a result, far too few people do what it is they truly want to do, and this has horrible consequences for the individual and for society as a whole. After all, in the year 2013 we can no longer justify social or environmental injustice with the argument that we don't have the capacity to solve them: we have all the technology, the money, the wealth, the examples and the business models needed to eradicate poverty, avoid climate change, and so on. What's lacking, then, is the *will* to do so. And as I often argue, there is a significant disconnect between our will and our desire—for how many of us *want* to see a better world? I'd venture that the vast majority of us long for that. So what's the problem? Simply put, because we feel incapable of living up to our ideals we often pursue careers that, at best, are neutral and, at worst, negatively impact the world.

[Read more »](#)

Posted by Andy at 4:51 PM No comments:

[M](#) [B](#) [t](#) [f](#) [g+](#) Recommend this on Google

**POST**

**AMPLIFY**

**INTERACT**

**MODERATE**



# Blogs - How to?

- create user profile (email/user name + password)
- name your blog & follow steps
- create first few posts
- average of 3 hours a week
- update at least every 2 weeks (be consistent!)
- follow other blogs, comment and respond!
- make a plan/policy for moderating comments
- link to relevant other blogs (and they often return the favor)
- promote the RSS feed
- use your other channels to promote your blog



# Capital Good Fund



The Capital Good Fund shared a link.

March 1

Our latest Stanford Social Innovation Review article!  
<http://bit.ly/WsVIbn> #CGF #poverty #microfinance



**When Collaboration Doesn't Make Sense (SSIR)**

[bit.ly](http://bit.ly)

When should organizations build new capabilities in-house, rather than work with a partner?

Like · Comment · Share

1

Tuni Renaud likes this.



Write a comment...



# Pic & Vid Sharing - What is It?



flickr™

•  
•

**PHOTOSTREAM**  
**COLLECTION**  
**SET**

- *favorite*
- *comment*
- *notes*
- *tag*
- *people*



You Tube  
vimeo

}

**GROUPS**  
**CHANNELS**  
**FEED**

- *like*
- *comment*



Pinterest

•  
•

**BOARDS**  
**GIFTS**

- *pin/re-pin*
- *like*
- *comment*
- *follow*





# Pic & Vid Sharing - What is It?

- Sites serve as reservoirs for pictures or videos
- Ability to pull images to website, drive traffic
- Straightforward communication use
- Users can share, comment, or tag content
- Social aspect is still growing

*“On a few occasions, I’ve had enough time to search tags and find photos associated with us but posted by a constituent instead of an employee. It has been a great way to strike up a conversation or manage our reputation.”*



# Sharing: Who Uses it?

**YouTube:** 490+ million users

**Flickr:** 70+ million

**Vimeo:** 8+ million users

**Pinterest:** 12+ million users

- main demographic is women aged 25-44



# Sharing: How To?

- Sign up & Explore
- Spread the word
- Ask constituents to like & vote your pics & videos
- Ask supporters to provide content to publish on channels
- Encourage conversation around striking images & videos
- Drive traffic to your site







Number of hours a week you can commit to social media

---

$$\div 2 =$$

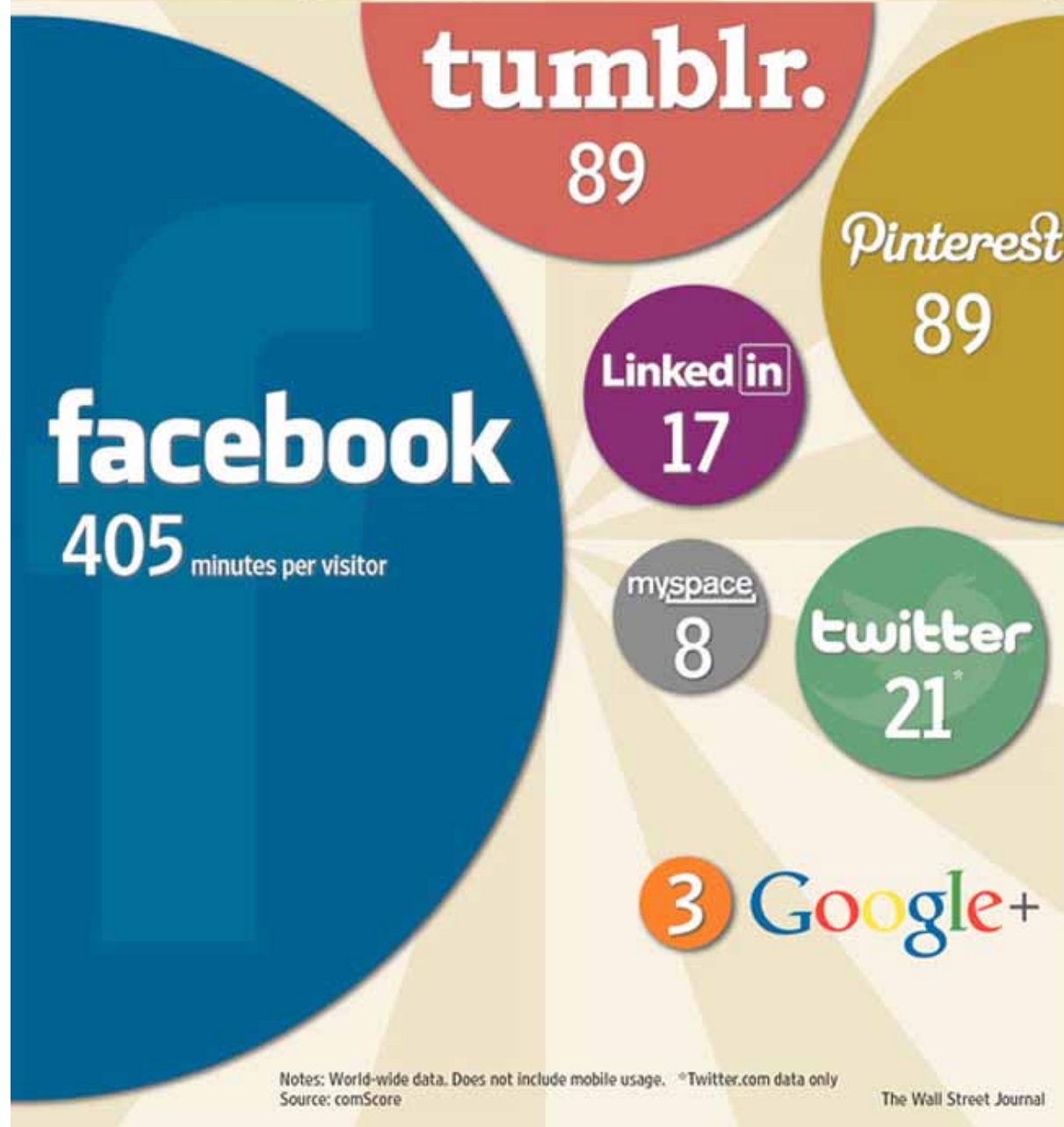
Maximum number of social media channels you can take on

---

1 = the loneliest number



Time Flies | Average minutes per visitor to social-media sites in January



# Social Media takes TIME



15 min/day + 20 min/day + 30 min/day + 3-5 hrs/wk + 5-10 hrs/wk



Creating\*

Monitoring & Research - 40%

Initiating - 20%

Responding - 20%

Measuring - 20%

Monitoring & Research - 50%

Creating - 40%

Measuring 10%

Engaged\*

Monitoring & Research - 50%

Initiating - 20%

Responding - 20%

Measuring - 20%

Responsive

Monitoring & Research - 60%

Responding - 20%

Measuring - 20%

Passive

Monitoring & Research - 80%

Measuring - 20%

Total Time Commitment





# idealware.org

## 1. IDENTIFYING YOUR SOCIAL MEDIA GOALS

Before you can make decisions about which social media to use, you should be clear on your goals. Be specific: "reaching out to people" is too broad, for example. This type of goal will make identifying your strategy difficult and measuring your progress all but impossible.

We've created a list of sample goals to get you thinking about your own. Check off all of the reasons why you want to use social media with your organization.

- |  |  |
|--|--|
| <input type="checkbox"/> Reach a youth audience                          | <input type="checkbox"/> Recruit new members, advocates or patrons           |
| <input type="checkbox"/> Promote an event                                | <input type="checkbox"/> Support a particular group of members, alumni, etc. |
| <input type="checkbox"/> Build excitement prior to an event              | <input type="checkbox"/> Tell stories about the work you do                  |
| <input type="checkbox"/> Get people to take a particular action          | <input type="checkbox"/> Get press coverage                                  |
| <input type="checkbox"/> Draw traffic to a particular online resource    | <input type="checkbox"/> Connect with other like-minded organizations        |
| <input type="checkbox"/> Build your email list                           | <input type="checkbox"/> Change hearts and minds on a particular topic       |
| <input type="checkbox"/> Solicit donations for your organization         | <input type="checkbox"/> Gather photos or videos from supporters             |
| <input type="checkbox"/> Get supporters to solicit donations for you     | <input type="checkbox"/> Understand what people are saying about you         |
| <input type="checkbox"/> Recruit volunteers                              | <input type="checkbox"/> Keep up to date with a particular issue             |
| <input type="checkbox"/> Brand your staff as experts on a cause or issue | <input type="checkbox"/> Coordinate people in an action or a project         |
| <input type="checkbox"/> Get your constituents to talk to each other     | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Get feedback from your constituents             | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Keep your supporters updated on happenings      | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Build a community around an event or topic      | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Let supporters publicly support your cause      | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Disseminate information about an issue or topic | <input type="checkbox"/> Other _____   |

Now, go back through the list and choose your top three goals. Tailor them so they're specific to your organization (i.e., "Understanding what people are saying about Idealware") and write them on the lines below.

These goals will be your focus throughout this workbook.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 2. ENSURING "SMART" GOALS

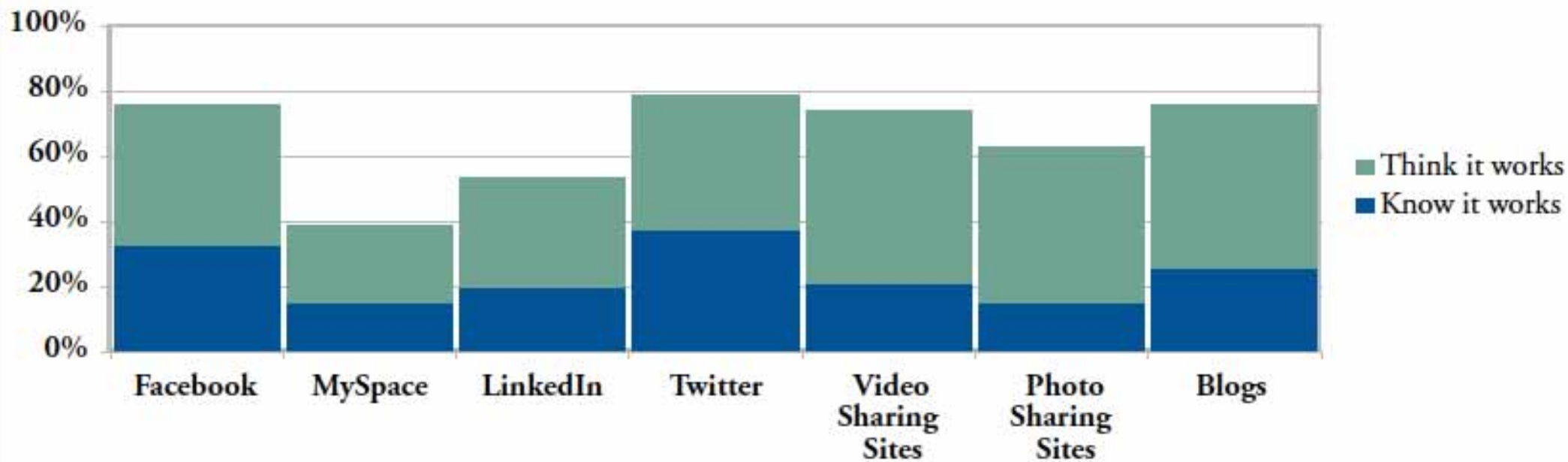
Now that you've identified your three most important goals for social media, let's dive deeper. Define how each of your goals is "SMART": Specific, Measurable, Achievable, Relevant and Time-Based.

	Example	Goal 1	Goal 2	Goal 3
<b>Your Goal:</b>	Encourage more youth aged 16 to 22 to volunteer.			
<b>Specific</b> How will you know you've succeeded in your goal? <i>S</i>	We'll recruit at least five more 16 to 22 year olds to cook or distribute food.			
<b>Measurable</b> How will you measure your success? <i>M</i>	Increase in # of 16 to 22 year olds who say they found us on social media channels.			
<b>Achievable</b> Are your specific benchmarks realistic compared to past results? <i>A</i>	We recruited two new teens last year so this increase seems like something we could hit.			
<b>Relevant</b> Why does this matter to your organization? <i>R</i>	We rely heavily on youth volunteers to staff our food pantry.			
<b>Time-Based</b> Over what timeframe will you achieve this goal? <i>T</i>	By the end of the year.			

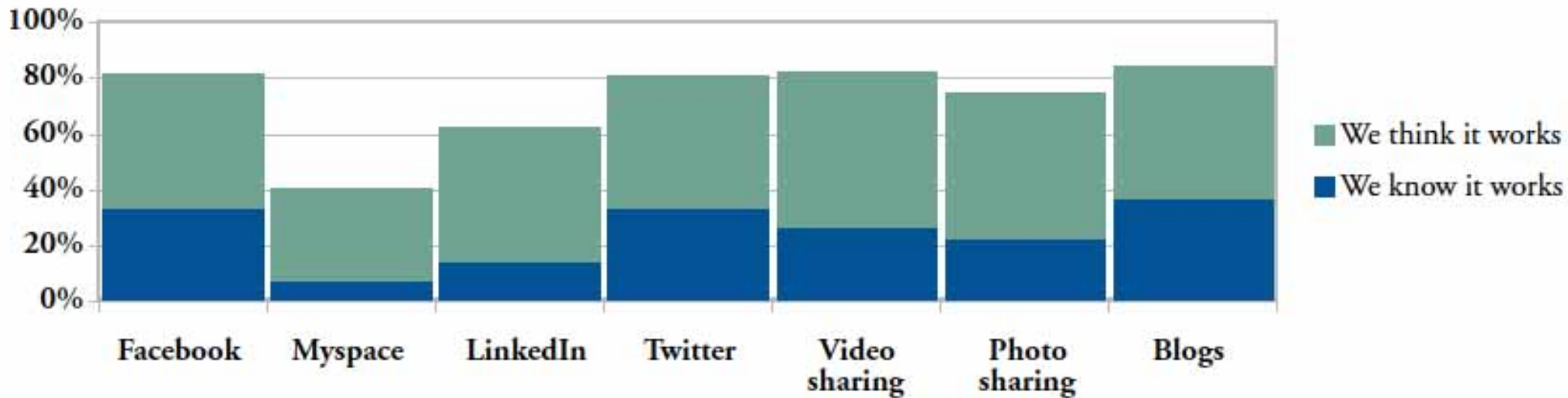
[www.idealware.org/reports/nonprofit-social-media-decision-guide](http://www.idealware.org/reports/nonprofit-social-media-decision-guide)



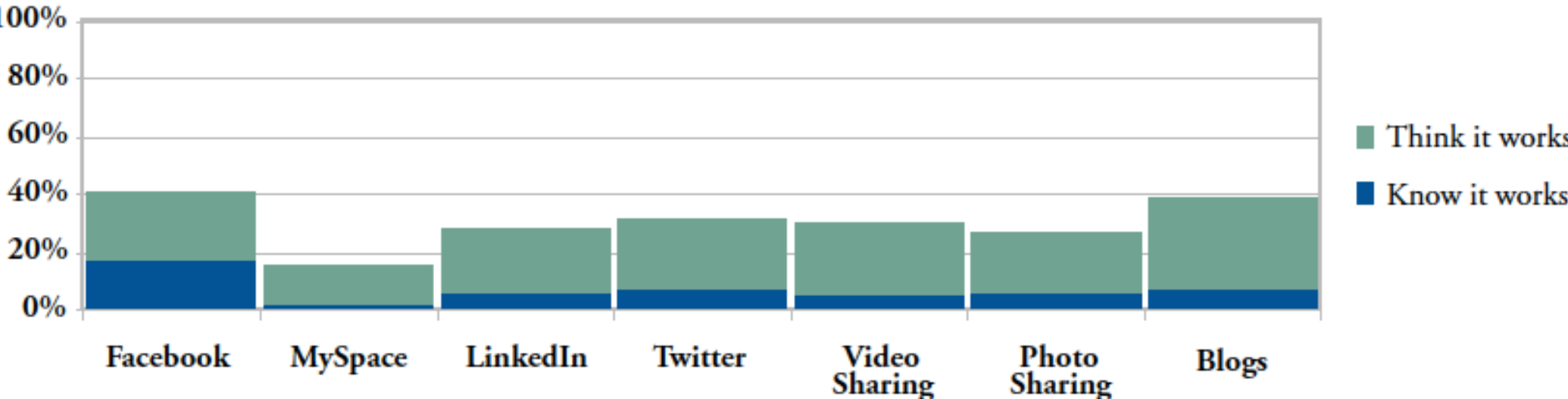
# Reaching New Supporters For Your Organization



## Enhancing Relations with Your Audience



# Raising Money For Your Organization





# Helpful Hints from Local Groups

- Part of your already existing campaigns and strategies
- Get Over Yourself!
- Invite people to like as a way to stay in touch, NOT as a way to get \$
- Share real content and be genuine
- Listen, make room for adaptation/sharing
- Be a content curator for your supporters in the marketplace of ideas
- Foot in the Door strategy
  
- Yum, Dim Sum!
  
- Let's get *visual*
  
- Stick With It: before, during and after project or event



# Integration Tools

- **Facebook Apps**

- Twitter
- Kickstarter
- Pinterest
- Flickr



- **Hootsuite:** <http://hootsuite.com/>

- **Tweetdeck:** <http://tweetdeck.com/>

- Others?



# Thank You!

QUESTIONS? THOUGHTS? COMMENTS? IDEAS?

Download the presentation:

[www.grassrootsfund.org/resources/think\\_social\\_act\\_local/](http://www.grassrootsfund.org/resources/think_social_act_local/)

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