

Do Less Better: Using Social Media to Engage Constituents

Cindy Sabato, APR
@cmsabato @savethebayRI @RILandWSummit

SAVE THE BAY®

NARRAGANSETT BAY
















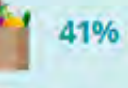




est. 1970

Why Social Media Matters for Non-Profits

- Engage & connect
- Drive web traffic
- Increase exposure
- Inexpensive marketing
- Extend PR reach
- **FUNDRAISING**



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GENERATIONAL BREAKDOWN				
	 MILLENNIALS 1981-1997	 GEN Xers 1965-1980	 BOOMERS 1946-1964	 MATURES 1945 or earlier
Number of nonprofits supported (average)	3.7	3.4	4.1	5.5
Total \$ donations in past year (median)	\$238	\$465	\$478	\$683
Preferred donation method	 Online	 Online	 Check in the mail	 Check in the mail
Preferred communication frequency	2X MONTH OR MORE	MONTHLY OR MORE	MONTHLY OR MORE	QUARTERLY OR LESS
Preferred causes to support	 36%  34%  33%	 39%  38%  31%	 42%  41%  39%	 48%  43%  39%

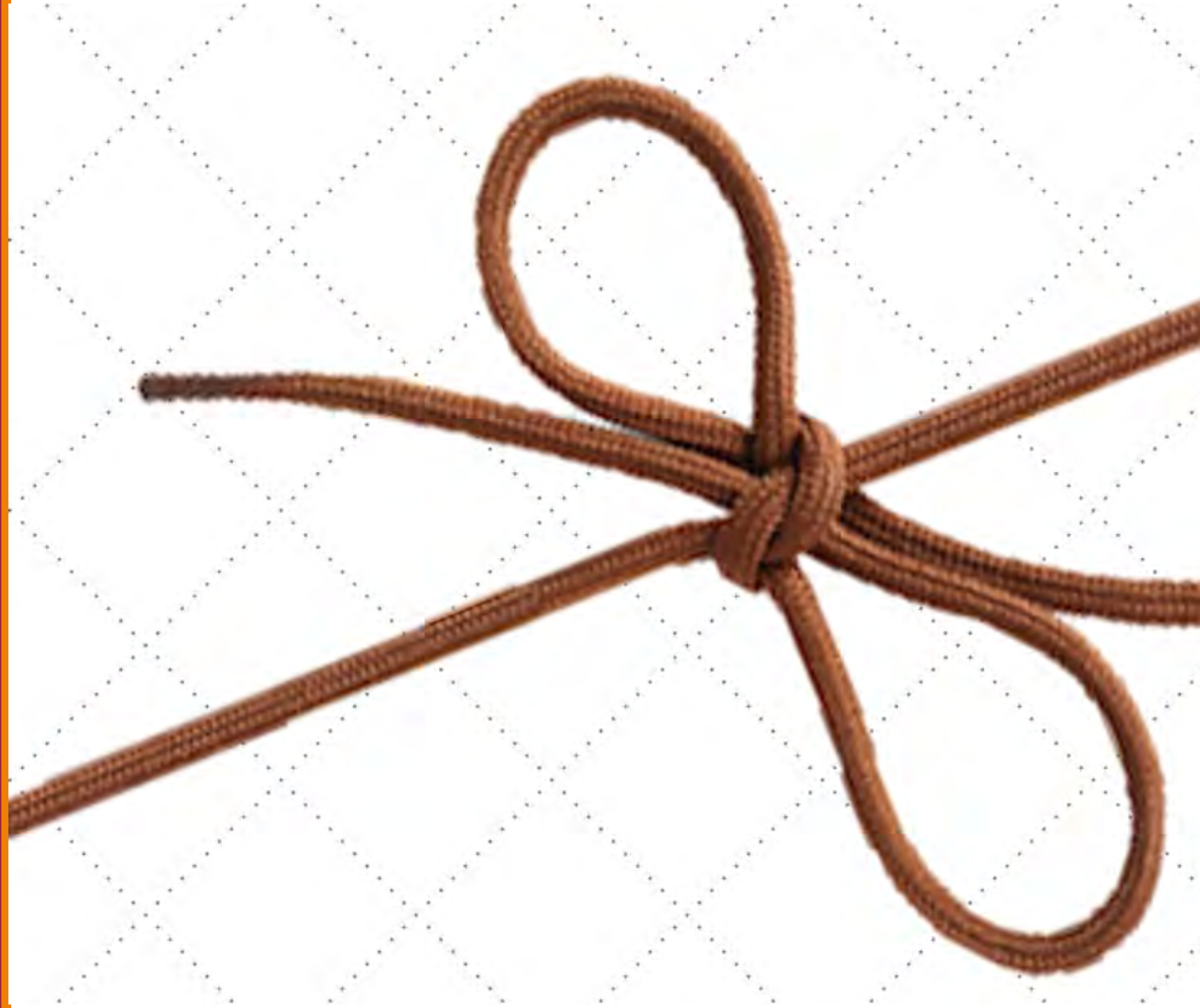
Source: Aliba

Social Media to Engage Constituents

- Engage & connect
- Drive web traffic
- Increase exposure
- Inexpensive marketing
- Extend PR Reach
- Fundraising



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Audience Direction

- What do you want to know?
- What are your challenges?



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- Choosing the Right Platform
- Brand Your Assets
- What to Post?
- About those Newsfeed Algorithms
- Encouraging Engagement
- Expanding Post Reach
- Post How Often?
- Social Media Calendaring
- Pre-Scheduling Posts
- Fundraising

You can't do it all!

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest
- LinkedIn
- Google+
- And more



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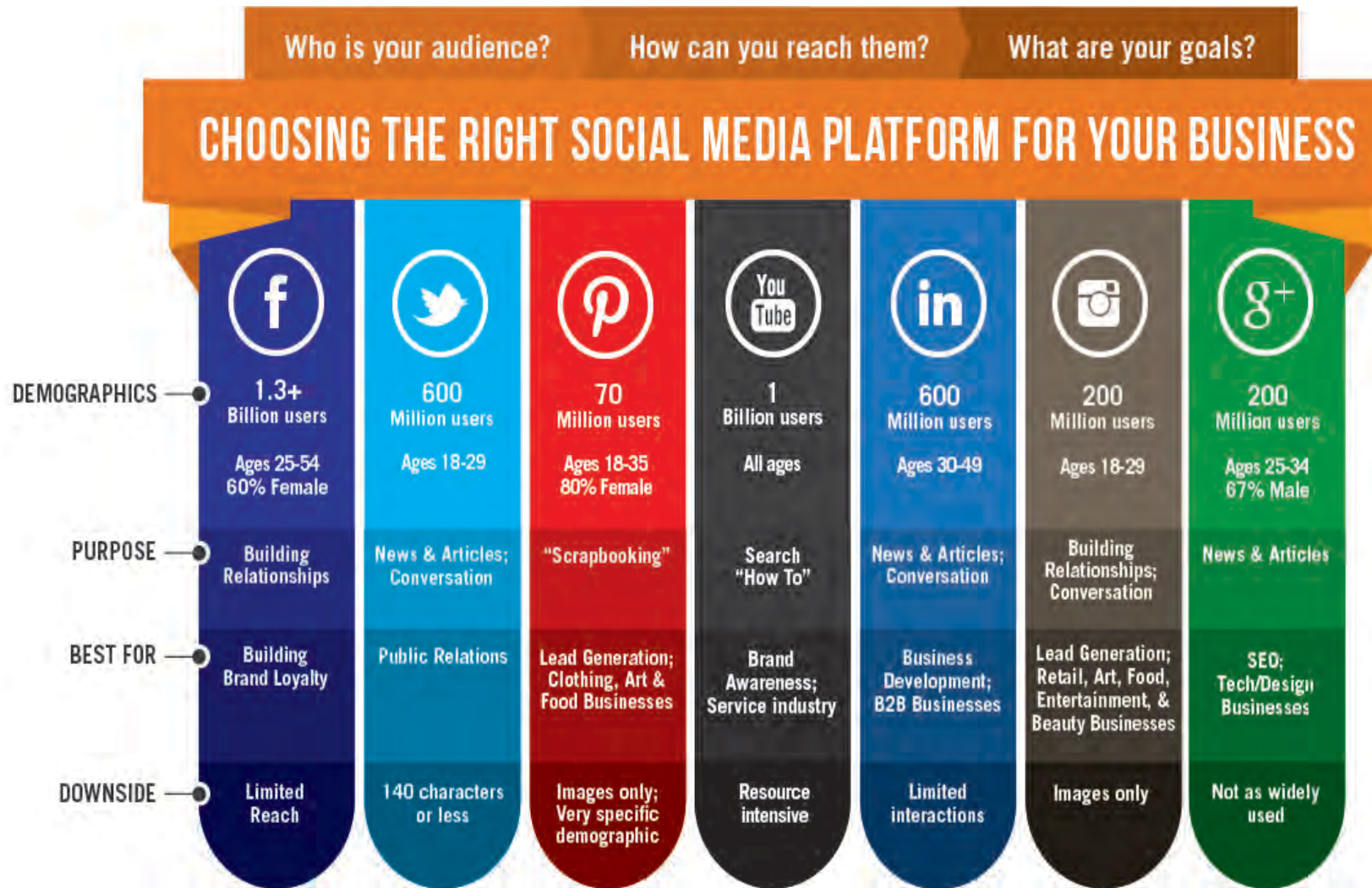


Choose Wisely

- Who is your target audience?
- What are your social media goals?
- Which platforms will enable you to reach both?



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Choose Wisely



79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER



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Choose Wisely



24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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Choose Wisely



32% of online adults (28% of all Americans) use Instagram

% of online adults who use Instagram

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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Choose Wisely



29% of online adults (25% of all Americans) use LinkedIn

% of online adults who use LinkedIn

All online adults	29%
Men	31
Women	27
18-29	34
30-49	33
50-64	24
65+	20
High school degree or less	12
Some college	27
College+	50
Less than \$30K/year	21
\$30K-\$49,999	13
\$50K-\$74,999	32
\$75,000+	45
Urban	34
Suburban	30
Rural	18
Employed	35
Not employed*	17

Note: Race/ethnicity breaks not shown due to sample size.
*Not employed includes those who are retired, not employed for pay, disabled or students.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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Choose Wisely



31% of online adults (26% of all Americans) use Pinterest

% of online adults who use Pinterest

All online adults	31%
Men	17
Women	45
18-29	36
30-49	34
50-64	28
65+	16
High school or less	24
Some college	34
College+	34
Less than \$30K/year	30
\$30K-\$49,999	32
\$50K-\$74,999	31
\$75,000+	35
Urban	30
Suburban	34
Rural	25

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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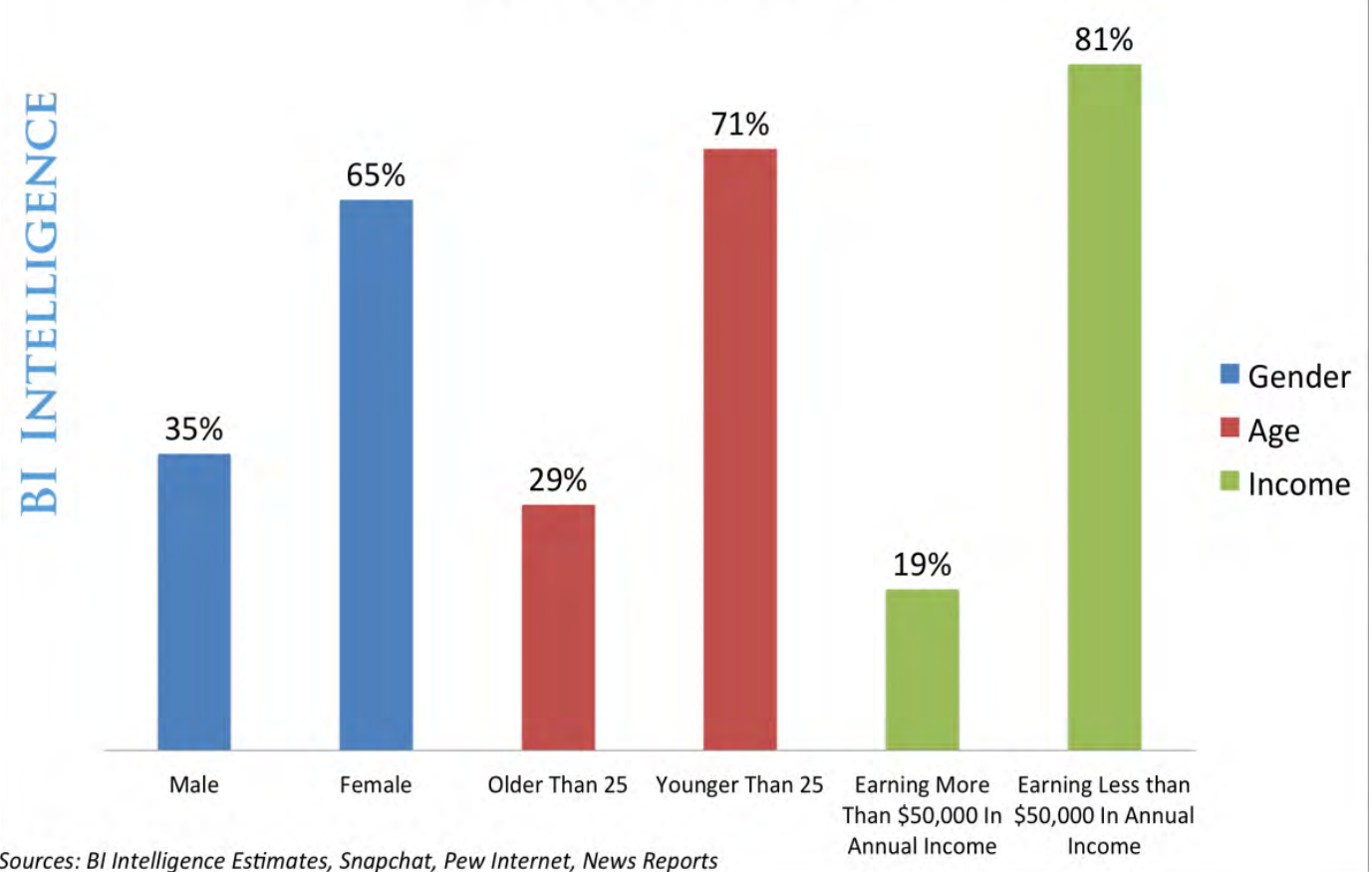
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Choose Wisely



Snapchat Demographics In 2014: Users Are Mostly Girls/Women, And People Younger Than 25

% Of Snapchat Users Who Are ...



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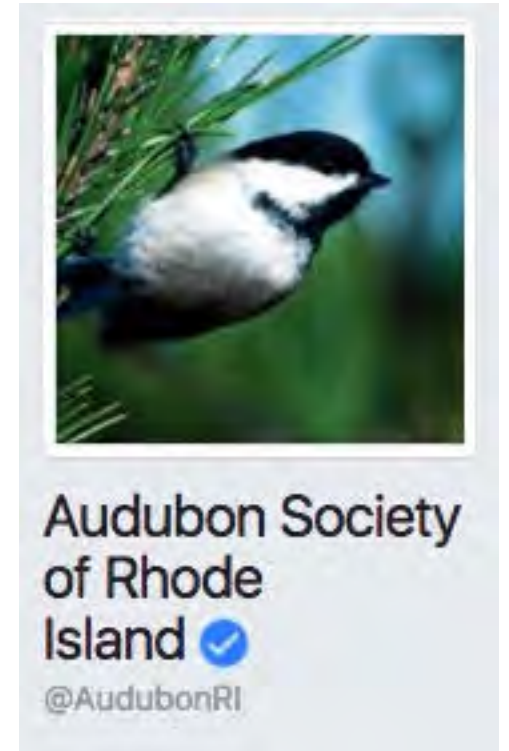
Set up to Reinforce Your Brand



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Set up to Reinforce Your Brand

- Avatars
- Colors, Images
- Username
- About/Bio
- Voice



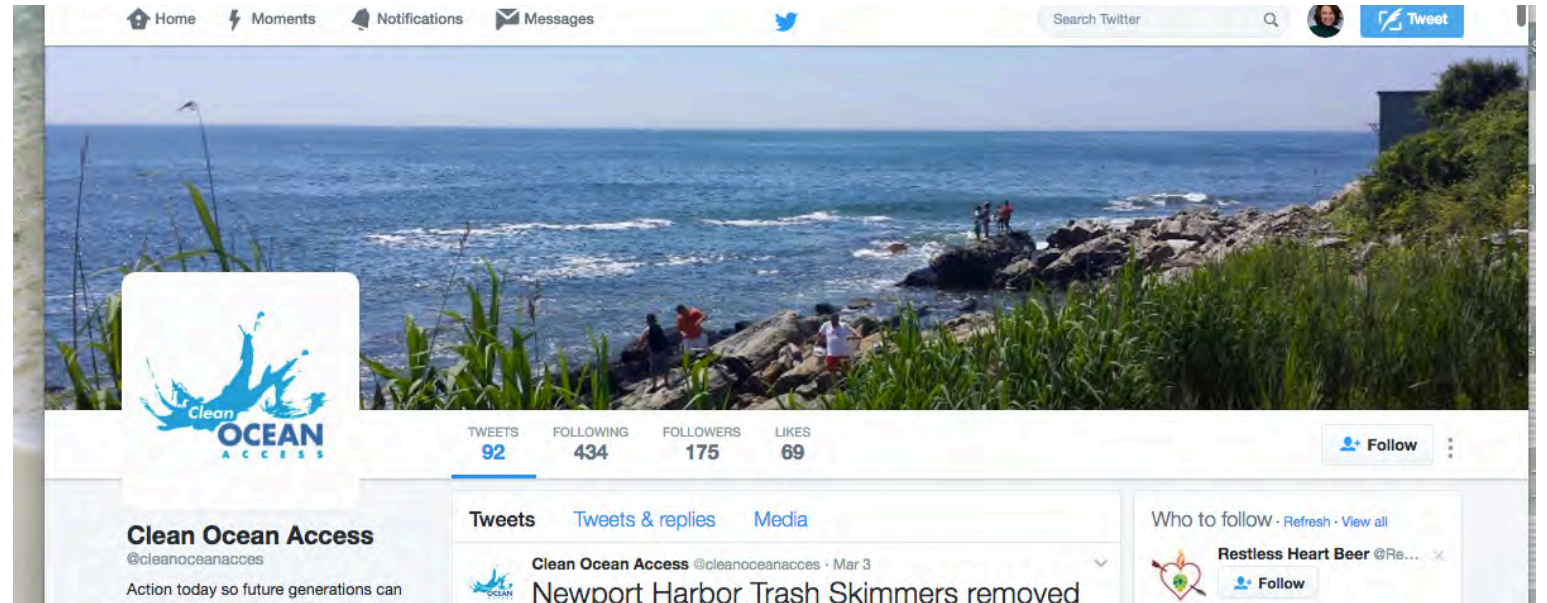
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Set up to Reinforce Your Brand

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- Voice



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Save The Bay -
Narragansett
Bay ✓
@savebaynarragansett



Save The Bay
@SaveTheBayRI
Save The Bay protects, restores, and improves the ecological health of the Narragansett Bay region, including its watershed and adjacent coastal waters.



Set up to Reinforce Your Brand

- Avatars
- Colors, Images
- Username
- About/Bio
- Voice



RI Sierra Club

@risierraclub

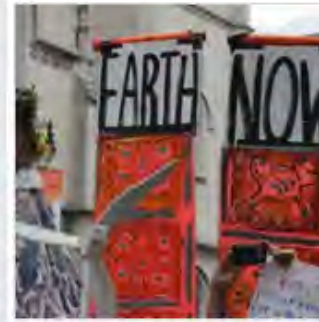
Protect our air and our coastlines by reducing global warming pollution 80% by 2050; Promote the new energy economy; Reduce our dependence on dirty oil.

📍 Rhode Island

ri.sierraclub.org

📅 Joined April 2009

f Rhode Island Sierra Club



Rhode Island Sierra Club

@RhodySierran

Home

About

Photos

Reviews

Likes

Events

Videos

Posts

👍 Like 📡 Follow ➦ Share ⋮



🌐 Mission

To explore, enjoy, and protect the wild places of the earth;
To practice and promote the responsible use of the earth's ecosystems and resources;
To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.

ADDITIONAL CONTACT INFO

🌐 <http://ri.sierraclub.org/>

MORE INFO

📄 About

Explore, Enjoy and Protect Our Wild Places.

📄 Company Overview

The vision of the Rhode Island Sierra Club is to:
*protect our fresh ocean air and the legacy of our beaches and coastlines by reducing global warming pollution to sustainable levels (80% by 2050); * broaden the prosperity of Rhode Island communities with affordable commutes and green jobs; * reduce our dependence on dirty, imported oil.

🏠 Environmental Conservation Organization



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Reinforce Your Brand


- Avatars
- Name
- About/Bio
- Voice



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 **The Woodland Trust** 10 May at 15:02 · 🌐

Lose yourself in time as you wander around the stunning, unspoilt ancient woodland of Brede High Woods. Discover rare wildlife, springs, streams and colourful carpets of fresh bluebells under the canopy. For more English bluebell woods visit: <http://socsi.in/XrJji>



👍 Like 💬 Comment ➦ Share 📧 Hootlet

Reinforce Your Brand

- Avatars
- Name
- About/Bio
- Voice

Establish some ground rules for your brand voice. For example:

- Never mention politics (or always mention politics)
- Don't be afraid to use humor
- Never use slang spelling
- Don't be overly scientific (or always be overly scientific)
- Don't acknowledge religious holidays.
- Etc...



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What to Post?



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What to post?

- Repurposed Content
- NewsJacked Content
- Seasonal Programs
- Annual Events
- Fun Stuff



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Save The Bay - Narragansett Bay

Published by Matt Vieira [?] · Yesterday at 12:04pm · 🌐

Mr. Trigger; Our Saltiest Freshwater Friend. By Rebecca Proulx, communications intern. #Blog #Blogger



Mr. Trigger; Our Saltiest Freshwater Friend

By Rebecca Proulx, Communications intern Our Narragansett Bay welcomes numerous travellers from distant waters, but few possess the strong p...

TIDES-BLOG.BLOGSPOT.COM

577 people reached

Boost Post

What to post?

- Repurposed Content
- NewsJacked Content
- Seasonal Programs
- Annual Events



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SAVE THE BAY. Save The Bay @SaveTheBayRI · Mar 3
Thanks for coming out, @SarahCodyMedia and @FOX61News! Looks like you had quite the time! #TGIF #Newport

Sarah Cody @SarahCodyMedia
A new side of #Newport: visit #seals that spend winters in the 'City by the Sea' via.fox61.com/5E0ex via @FOX61News @SaveTheBayRI #TGIF

Save The Bay Retweeted

Sarah Cody @SarahCodyMedia · Mar 3
Prep for the #weekend with #DayTrippers and #Foodie Friday - on @FOX61News this morning! #TGIF @Pragano #SealSpotting @SaveTheBayRI



SAVE THE BAY. Save The Bay - Narragansett Bay shared Sarah Cody's post.
Published by Matt Vieira [?] · March 3 at 9:34am ·

Summer isn't the only time to enjoy Narragansett Bay! Thanks for coming out, Sarah Cody and FOX 61! #SealTours #Newport #TGIF

Sarah Cody March 3 at 7:53am · [Like Page](#)

"Winter on the water is fantastic. You're seeing things that you never get a chance to see in the summertime." An easy, beautiful weekend excursion. The tour l...

[See More](#)



A new side of Newport: visit the harbor seals that spend winters in the 'City by the Sea'
NEWPORT, Rhode Island -- Bet you didn't know the iconic Newport Bridge...
FOX61.COM | BY FOX 61

What to post?

- Repurposed Content
- NewsJacked Content
- Seasonal Programs
- Annual Events



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What to post?




- Repurposed Content
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 **South Kingstown Land Trust** added 3 new photos.
March 1 at 11:24am · 🌐

Cabin fever? Join us outside this weekend and break it! Browning Woods Trail at 10am on Saturday. Find out more here:
<http://sklt.org/events-calendar/>



👍 Like 💬 Comment ➦ Share

👍 You, Elizabeth Comire and 10 others

Chronological ▾

What to post?

- Repurposed Content
- NewsJacked Content
- Seasonal Programs
- Annual Events

Some Tools:

Wordswag

Instaquote

A Beautiful Mess



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SAVE THE BAY. Save The Bay - Narragansett Bay
Published by Matt Vieira [?] · January 9 · 🌐

#MondayWaterQuote

THE EARTH DOES NOT BELONG TO US:
WE BELONG TO THE EARTH.
— Marlee Mallin —

3,211 people reached [Boost Post](#)

Like Comment Share

23

Expand Your Post & Page Reach

- Calls to follow on everything
- Sharing
- FB's Suggested Pages Feature
- Boosted posts

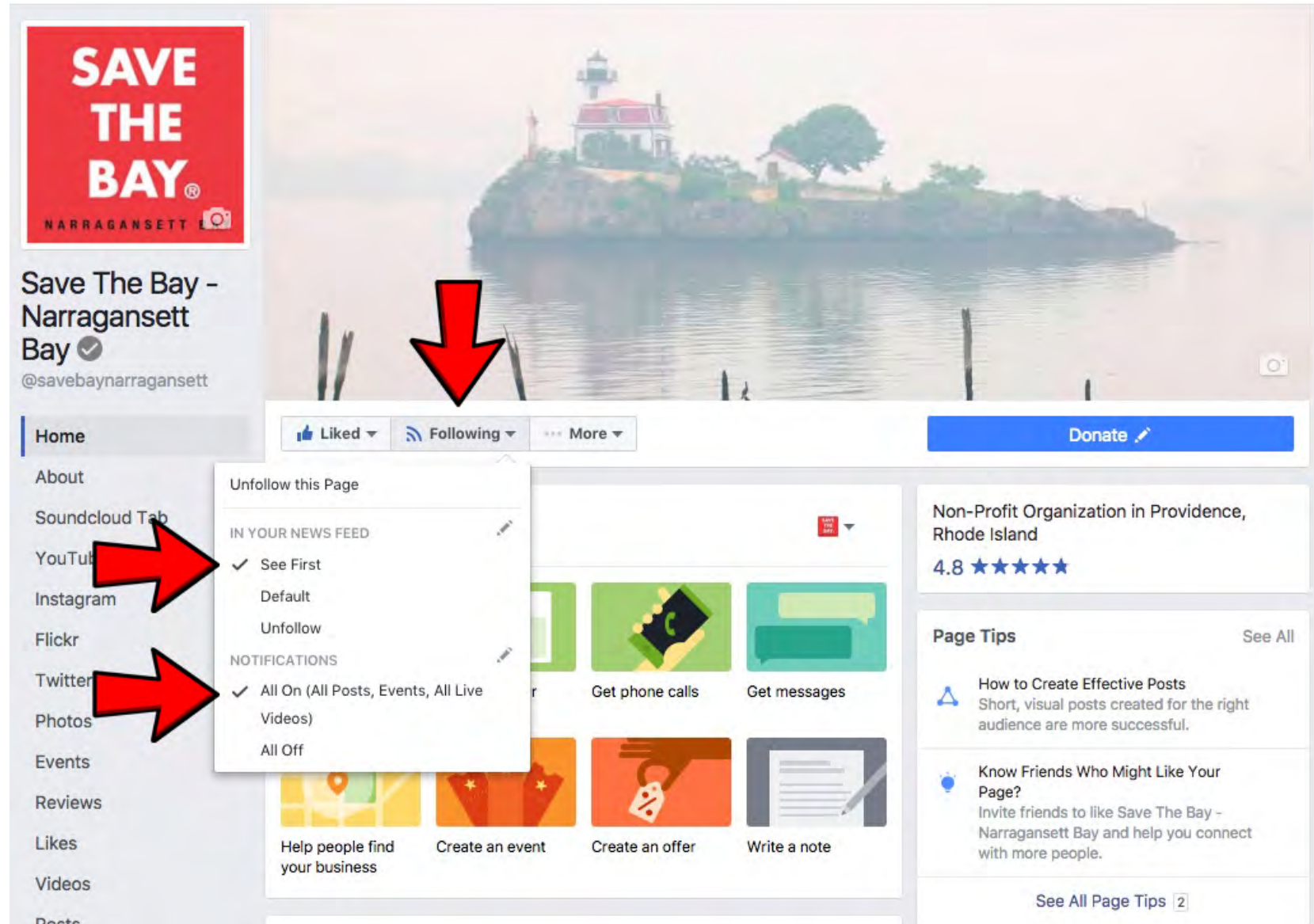


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Expand Your Post & Page Reach

- Internal Ambassadors



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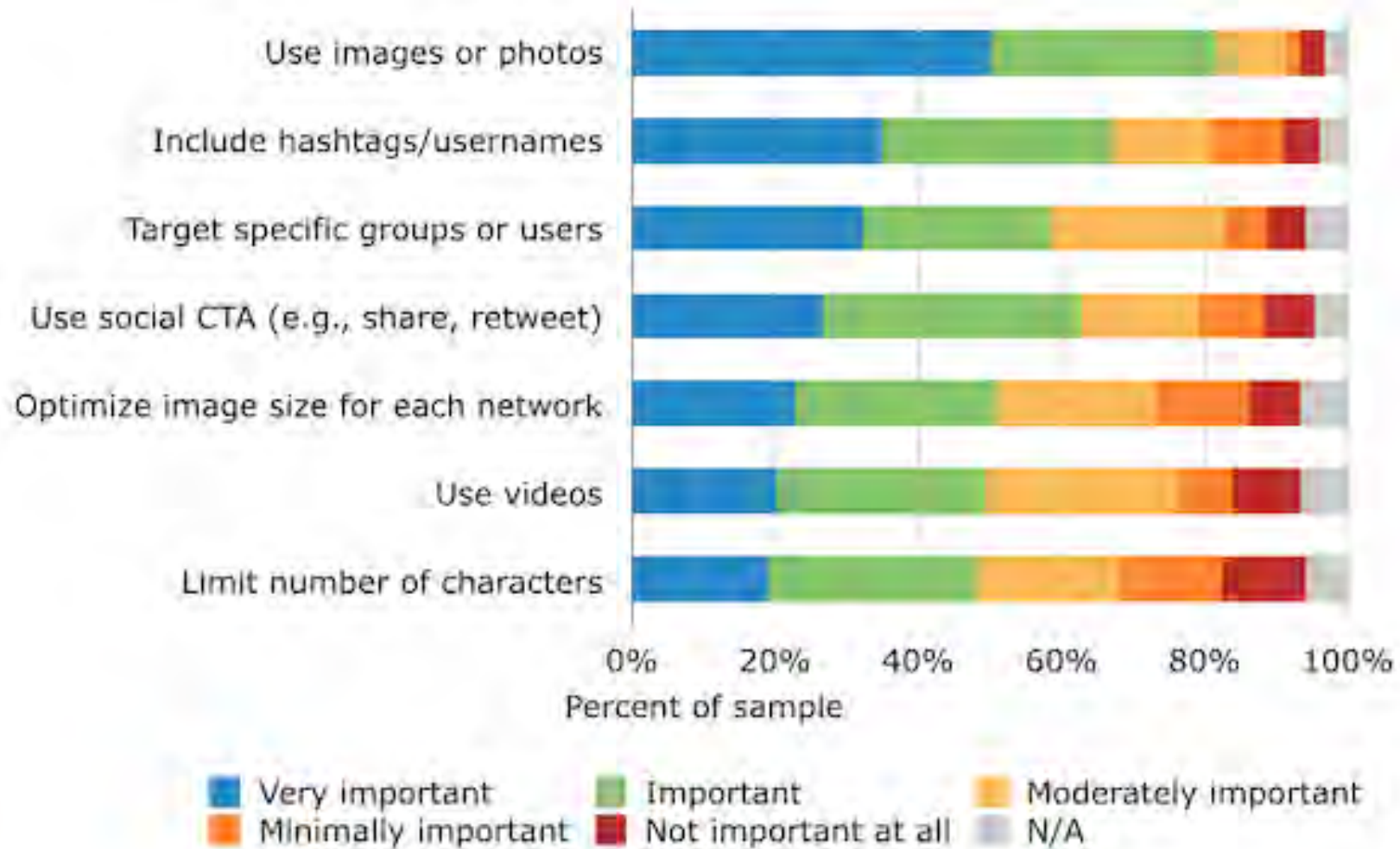
Optimize Post Engagement

- Photos
- Videos
- Links
- Questions & Favorites
- Hashtags
- Tags & @mentions
- Usernames



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Most Important Tactics for Optimizing Content on Social Media



Optimize Post Engagement

- Photos
- Videos
- Links
- Questions & Favorites
- Hashtags
- Tags & @mentions
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The screenshot shows a Facebook post from the World Wildlife Fund (WWF) page. The post is titled "Hi! I'm a sniffer dog and I am part of the global effort to stop illegal wildlife trade. Find out more about my work: <http://wwf.to/Zg4IOe>". The main image shows a light-colored dog sitting on a large orange bag in a warehouse setting, surrounded by other bags and a person in the background. The post has 457 likes and 719 shares. The comment section shows a comment from Farah Abdel Samad: "You're so important. Cutie pie."

World Wildlife Fund
Yesterday

457 likes

is Page

ited States) - Protecting the
r 50 years.

Africa Like

Like

Like

Like - Comment - Share 719 Shares

Alexandra Paniagua Villoria, Sylwia Janiszewska, TC Meltem Kapat and 10,748 others like this.

Write a comment...

Farah Abdel Samad You're so important. Cutie pie.

Optimize Post Engagement

- Photos
- Videos
- Links
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SAVE THE BAY. This is a post showing how photos can be added to a post with a link preview: ✕

Our link is this: savebay.org/aquarium. Facebook automatically pulls images from that page.

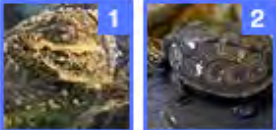
But beneath those, I can add more photos. These photos should be 1200 x 627 pixels.



Exploration Center & Aquarium - Save The Bay

Exploration Center & Aquarium

Available images Hide



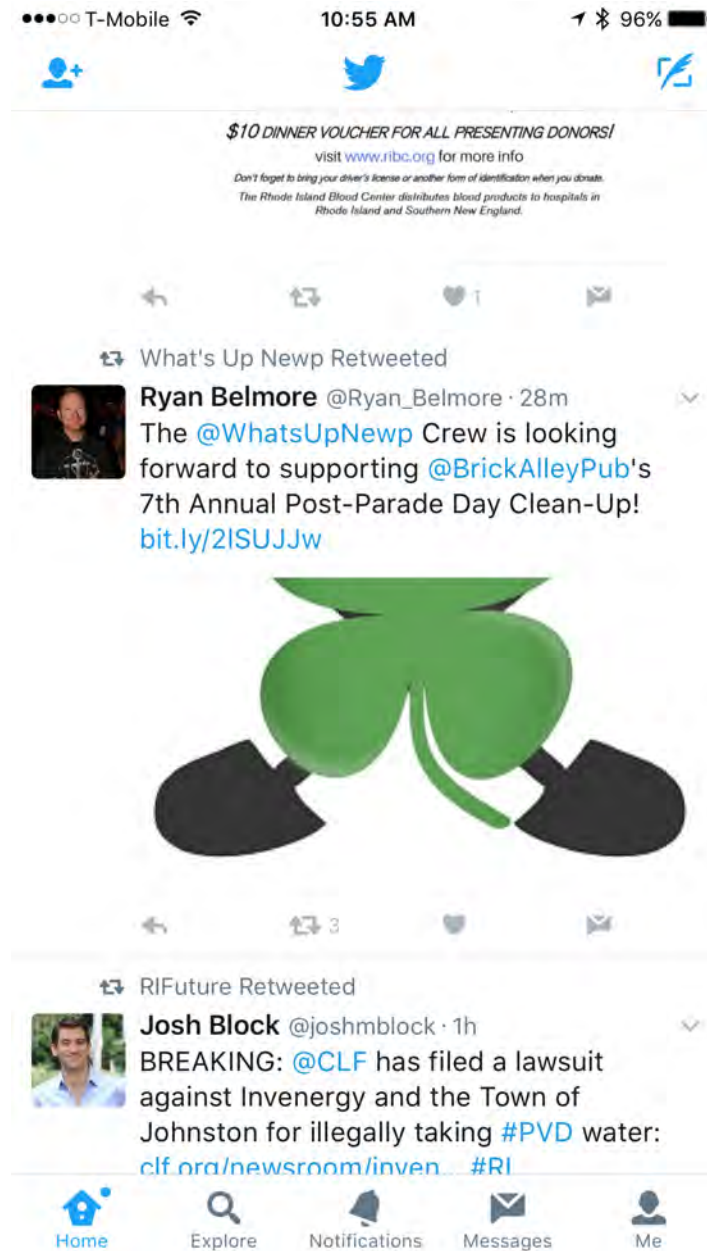
Boost Post Publish ▼

Optimize Post Engagement

- Photos
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- Hashtags
- Tags & @mentions
- Usernames



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Optimize Post Engagement

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- Usernames



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Post Image Optimization

- Facebook:
 - With text: 1200 x 630 or 1200 x 717
 - Added to links: 1200 x 627
- Twitter:
 - 440 x 220 or 1024 x 512
- Instagram:
 - 1080 x 1080 (for photos with text)

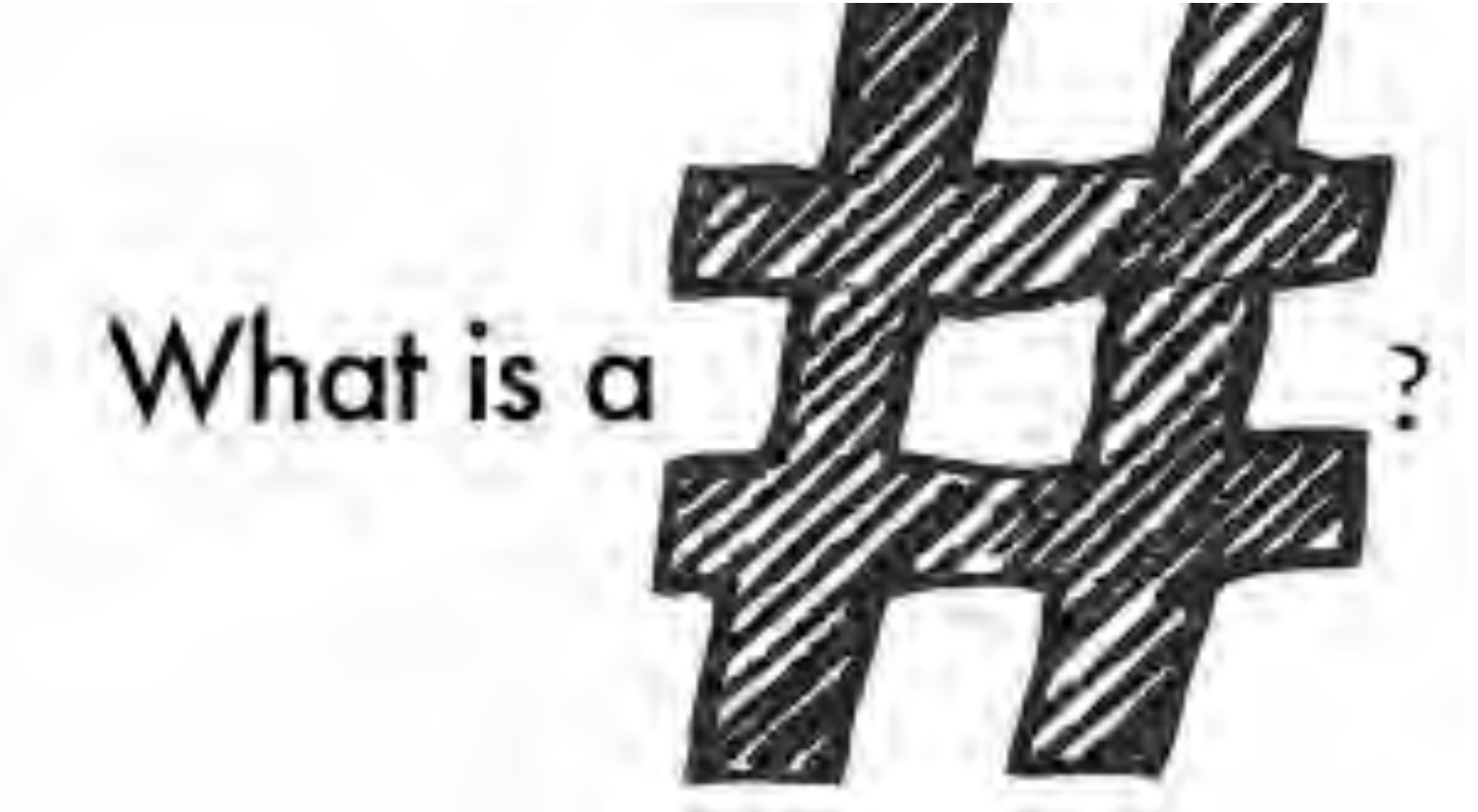
<https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

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A screenshot of a Twitter search page for the hashtag #marchforscience. The page shows navigation tabs for Home, Moments, Notifications, and Messages. The search results are filtered by 'TOP' and include a 'Search filters' section, 'Related searches' for #earthday and #sciencemarch, and a 'Who to follow' list with users like Philip Eil, James Thomson, and Russell J. Moore. The main content area features a 'Top news' section with a video of EPA Chief Scott Pruitt and a tweet from March for Science SD mentioning Leonardo DiCaprio's support for the event.

Optimize Post Engagement

- Photos
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- Links
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- Tags & @mentions
- Usernames



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Optimize Post Engagement

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- Tags & @mentions
- Usernames



RI Land Trust Days @RILandTrusts · 21 Nov 2016

@REI will be closed Black Friday to #OptOutside. Discover 13 guided walks at rilandtrusts.org #RILandTrusts!



RI Land Trust Days



2



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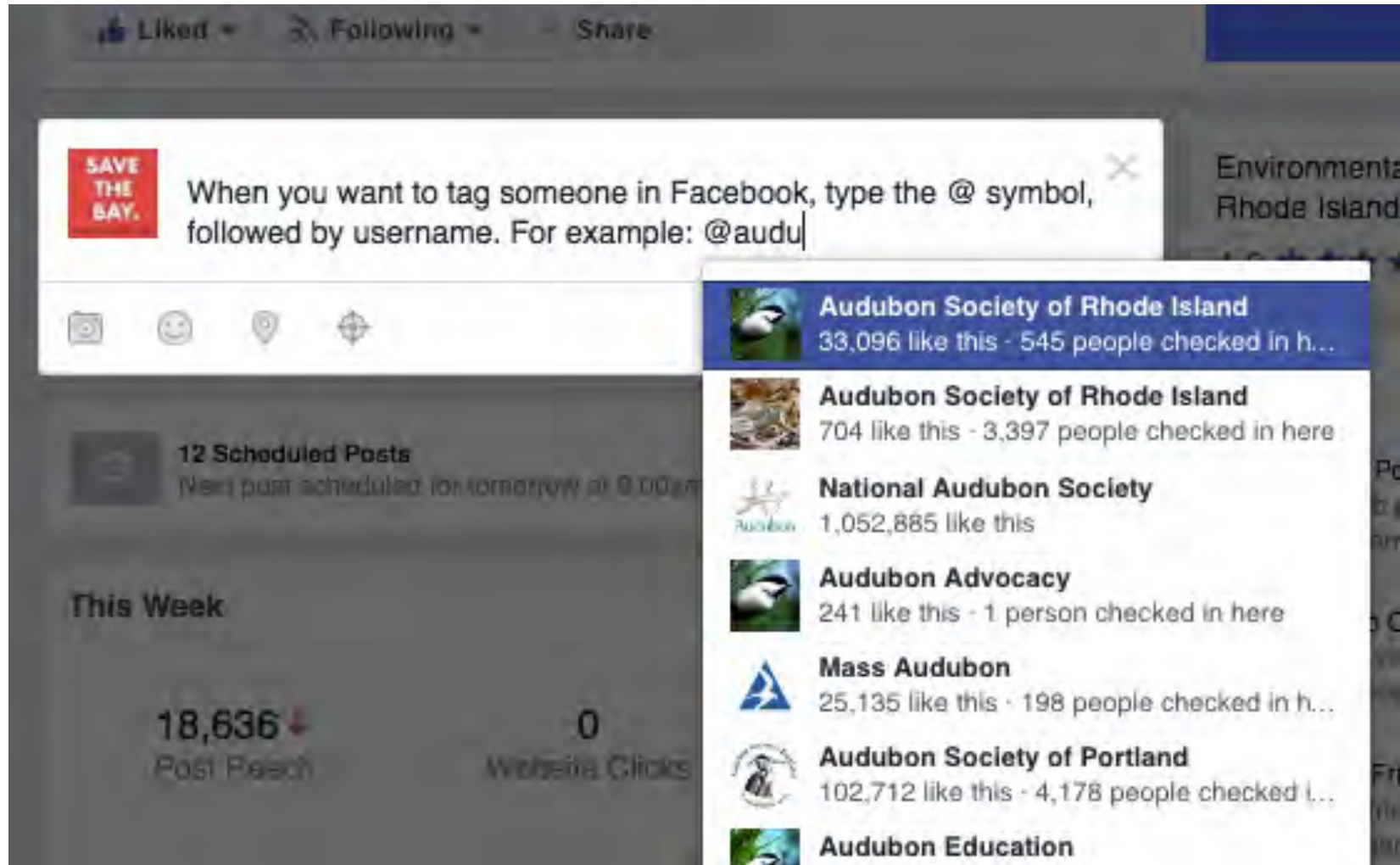


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Optimize Post Engagement

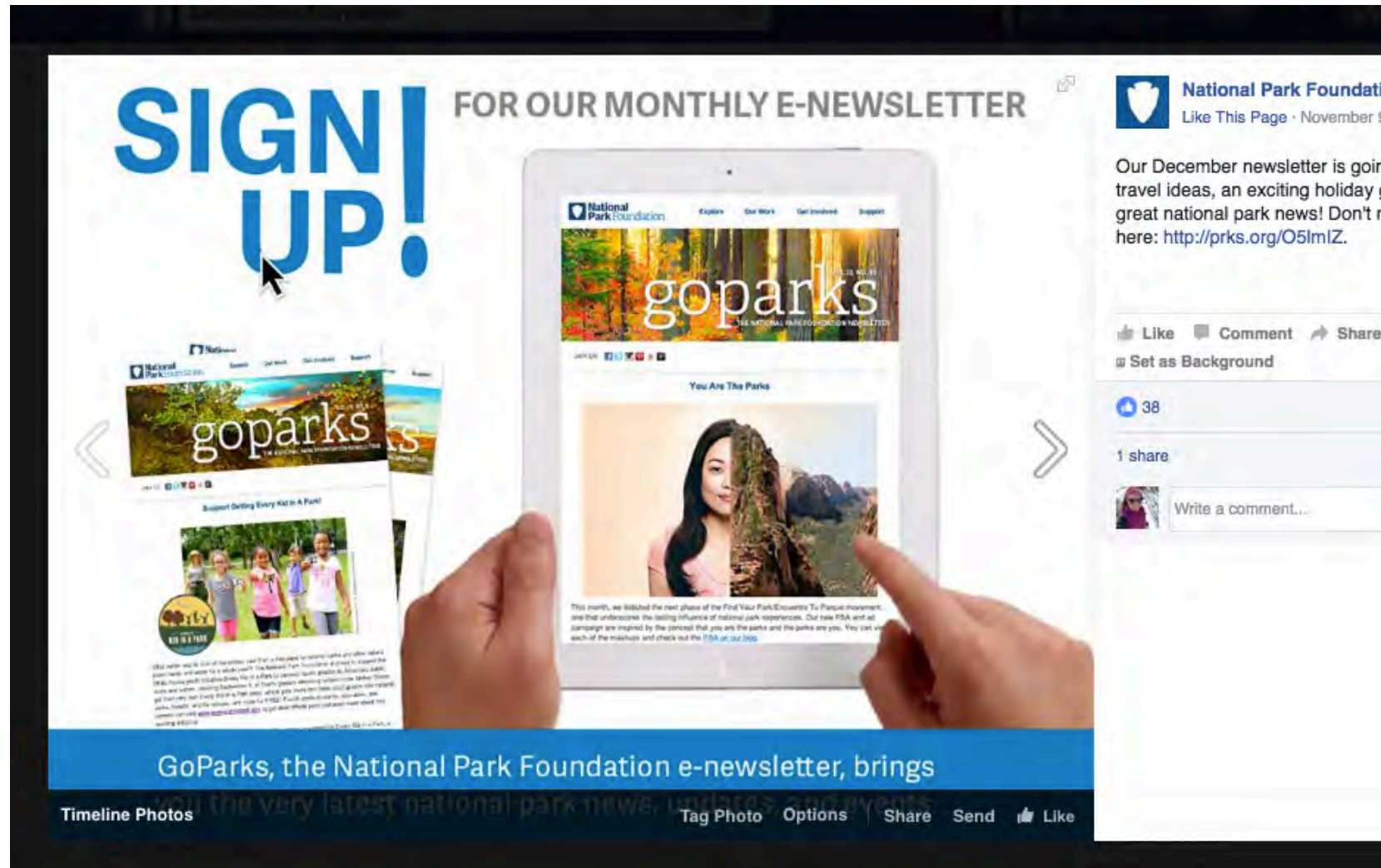
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SAVE THE BAY. Save The Bay - Narragansett Bay
Published by Matt Vieira · January 5 ·

WATCH: Our octopus pulls a mussel out of a jar to eat! #Octopus

A close-up photograph of an octopus pulling a mussel out of a glass jar. The octopus is orange and has its tentacles wrapped around the jar. The mussel is dark and is being pulled out of the jar. The background is dark and out of focus.

4,560 people reached [Boost Post](#)

1.3K Views

[Like](#) [Comment](#) [Share](#)

[Tina Surrette, Peter Soechting and 30 others](#) [Top Comments](#)

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Buzzards Bay Coalition

September 14, 2016 · 🌐

👍 Like Page

What's your favorite local bike ride? Our friends at [South Coast Almanac](#) share 5 great routes (and ice cream spots!) from Westport to the Cape Cod Canal as they train for the [Buzzards Bay Watershed Ride](#) on October 2.



5 Great South Coast Bike Rides

Our favorite 5 bike rides on the South Coast. Sea views, marshes, cranberry bogs, farms, lighthouses, and ice cream. We've got them all!

[SOUTHCOASTALMANAC.COM](#)

Sign Up

👍❤️ 94

9 Comments 37 Shares



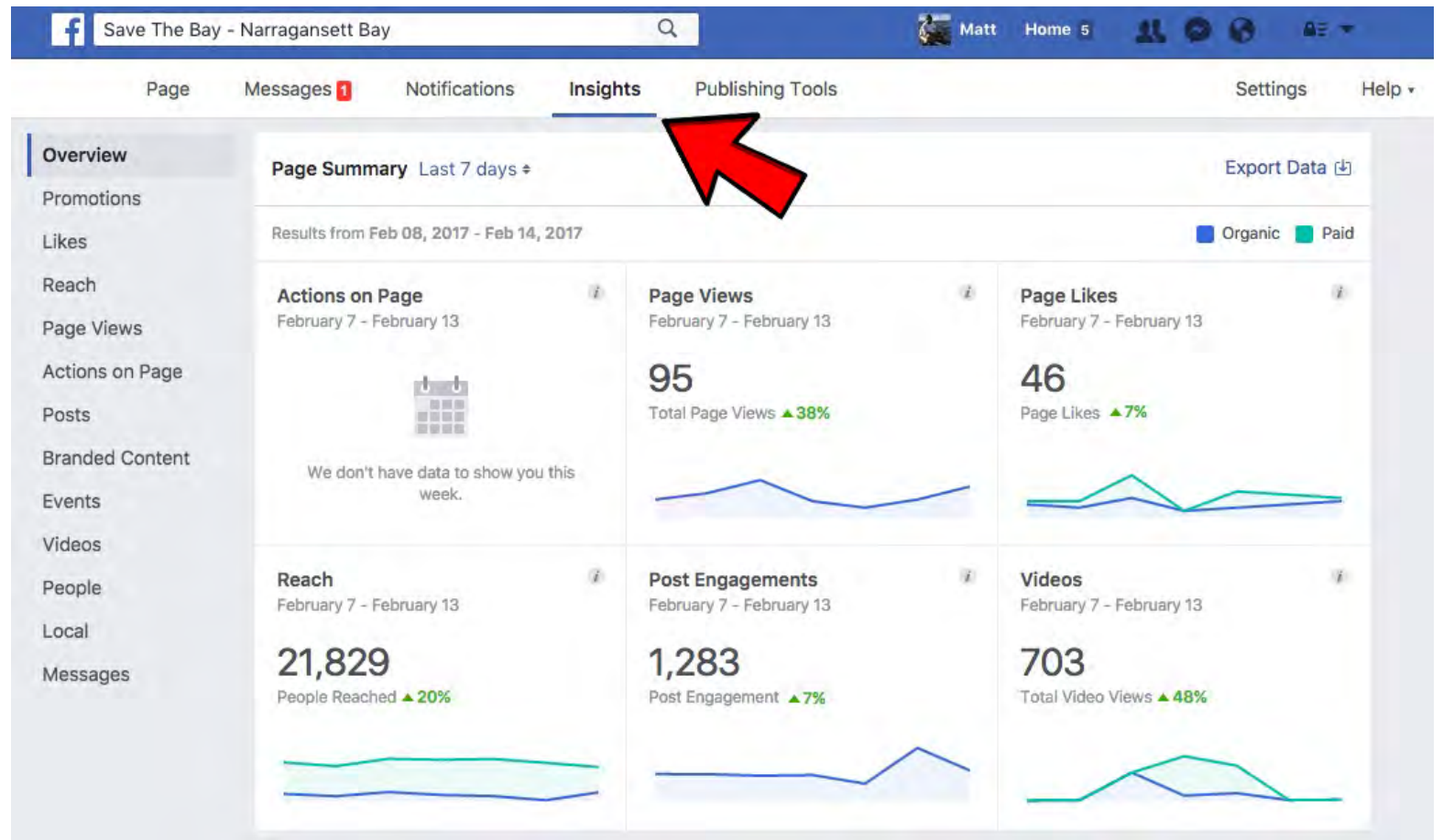
👍 Like

💬 Comment

➦ Share

Optimize Post Engagement

Use Insights and Analytics to see which posts are most engaging



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Optimize Post Engagement

Use Insights and Analytics to see which posts are most engaging

Analytics.Twitter.com

The screenshot shows the Twitter Analytics interface for the account 'Save The Bay' (@SaveTheBayRI). At the top, there are navigation tabs for Analytics, Home, Tweets, Audiences, Events, and More. The account name and profile picture are visible, along with a 'Sign up for Twitter Ads' button. The main section is titled '28 day summary with change over previous period' and displays five key metrics: Tweets (49, +32.4%), Tweet impressions (28.2K, +20.9%), Profile visits (779, +39.6%), Mentions (51, +59.4%), and Followers (3,300, +37). Below this, there are sections for 'Feb 2017' (13 days so far...), 'TWEET HIGHLIGHTS', and 'Top Tweet'. The top tweet is a congratulatory message to @Patriots, which earned 758 impressions. To the right, the 'Top mention' section features a tweet from Senator Jack Reed (@SenJackReed) mentioning @SaveTheBayRI, which earned 103 engagements. Below the top tweet, there is a 'Top Follower' section for 'RI Jump\$tart' (@RIJumpStart), followed by 2,880 people. On the right side, there is an 'ADVERTISE ON TWITTER' section with a 'Get started' button. At the bottom right, a 'FEB 2017 SUMMARY' table provides a detailed breakdown of metrics for the month.

Analytics Home Tweets Audiences Events More

Save The Bay Save The Bay Sign up for Twitter Ads

Account home Save The Bay @SaveTheBayRI Page updated daily

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
49 ↑32.4%	28.2K ↑20.9%	779 ↑39.6%	51 ↑59.4%	3,300 ↑37

Feb 2017 • 13 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 758 impressions

Congrats, @Patriots! You never gave up! Your heart and determination last night is an inspiration to us all. 🐾

2 10

View Tweet activity View all Tweet activity

Top mention earned 103 engagements

Senator Jack Reed @SenJackReed · Feb 6

Met w/ @SaveTheBayRI & RI environmental, education & conservation leaders to discuss efforts to safeguard RI's environment & public health. pic.twitter.com/W0iusifQkP

Top Follower followed by 2,880 people

RI Jump\$tart @RIJumpStart FOLLOWS YOU

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

FEB 2017 SUMMARY

Tweets	Tweet impressions
29	13.8K
Profile visits	Mentions
419	21
New followers	
15	



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Expand Post Reach

- Calls to follow on everything
- Sharing
- FB's Suggested Pages Feature
- Boosted posts
- Internal Ambassadors



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How A Social Sharing Schedule Will Double Your Traffic

			
First Message (Same day)	5 clicks	10 clicks	4 clicks
Second Mention (Next day)	4 clicks	8 clicks	3 clicks
Third Mention (Next week)	2 clicks	5 clicks	2 clicks
Total clicks:	11 clicks	23 clicks	9 clicks

First Message Clicks:	19
Additional Clicks From Schedule:	24!
Total Clicks:	43

Expand Post Reach

- Calls to follow on everything
- Sharing
- FB's Suggested Pages Feature
- Boosted posts
- Internal Ambassadors



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@savethebayRI
#2017LWS

Follow the Children's Alliance



A screenshot of a thank you page from Oxfam America. The page features the Oxfam America logo and tagline "Working together to end poverty and injustice". The main heading is "THANK YOU FOR YOUR GIFT." followed by a paragraph of text: "Thank you for your generous gift to Oxfam America. Your donation will help Oxfam tackle the root causes of poverty and hunger as we work with local partners around the world to create long-term change in poor communities." Below this, it says "Your receipt is being mailed to the email address you provided. Please keep it for your records." There is a video player showing a group of people. At the bottom, contact information is provided: "(800) 776-9326" and "donorinfo@oxfamamerica.org" for phone and email, and "Boston, MA 226 Causeway Street, 5th Floor, Boston, MA 02114" for the address. Social media icons for Facebook, Twitter, Pinterest, and Google+ are also present.

A screenshot of a newsletter banner for "Save The Bay". The banner features the text "THE BAY" and "AGANSETT BAY" in a red box, and "A monthly newsletter for Save The Bay members" in a blue box. Below the banner, there are social media icons for Facebook, Twitter, YouTube, and a generic social media icon.

The Aquidneck Land Trust is a 501(c)(3) non-profit organization. Donations are tax deductible to the fullest extent of the law.



Facebook



Twitter



Instagram



ALT website

Expand Post Reach

- Calls to follow on everything
- Sharing
- FB's Suggested Pages Feature
- Boosted posts
- Internal Ambassadors



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Rhode Island
MONTHLY

the national average
on your savings.

THINGS TO DO

BLOG

BEST OF RHODE ISLAND®

PHOTOS & V

FOOD & DRINK

IN DEPTH

HEALTH & WELLNESS

TRAVEL

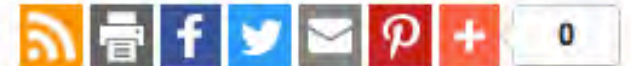
BUSINESS

Blogs / ridaily / January 2017 / Free Seeds for RI Nonprofits

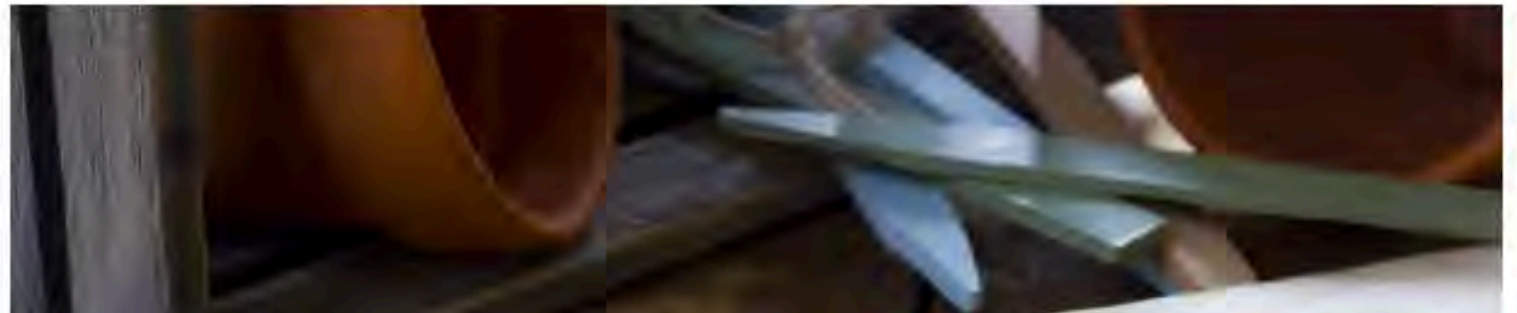
Free Seeds for RI Nonprofits

This seed-for-all comes courtesy of URI and Ocean State Job Lot.

BY CASEY NILSSON



Published: 2017.01.13 02:10 PM



Expand Post Reach

- Calls to follow on everything
- Sharing
- FB's Suggested Pages Feature
- Boosted posts & Ads



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Save The Bay - Narragansett Bay

Published by Matt Vieira [?] · March 7 at 9:35am · 🌐

Warm weather is right around the corner and BayCamps are already filling up! We offer camps in Newport, Providence, Wickford and Bristol! We have spots available for campers who have completed grades K-12. Save \$25 when you register before March 15, 2017. Register at savebay.org/camps #SummerCamps #BayCamps



Camp - Save The Bay

Save The Bay Camps, Summer Camp, Vacation Camp

SAVEBAY.ORG

Learn More

1,202 people reached

Organic	Paid
123	1,079

\$53.58 Left

Love

Comment

Share



Expand Post Reach

- Calls to follow on everything
- Sharing
- Boosted posts & Ads



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#2017LWS

Boost Post

POST BUTTON (Optional)

Add a button to your post

[Learn More](#)

Choose a link for this button

www.savebay.org

Choose the website address you'd like to send people to.

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends
- Audience for Land & Water Summit presentation [Edit](#)

Location - Living In: United States: Mystic (+10 mi) Connecticut; Boston (+25 mi) Massachusetts; Rhode Island [More](#)

- Kent county Test

[See All \(26\)](#) [Create New Audience](#)

Instagram

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

DESKTOP NEWS FEED


MOBILE NEWS FEED

INSTAGRAM

SAVE THE BAY. **Save The Bay - Narragansett Bay** [Like Page](#)

Sponsored · [Like Page](#)

We recently had chain dogfish egg purses donated to us from Fisherman Luke and Portsmouth Middle School Science Teacher, Dana. These eggs can take up to a year to hatch, and once they do we will raise them to adult size and release them in the Bay. We are hoping this is the start to a promising raise and release program for these critters! Stop by the Exploration Center & Aquarium - Save The Bay this weekend to say hi! [#Dogfish](#)



Expand Post Reach

- Calls to follow on everything
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#2017LWS

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POST BUTTON (Optional)

Add a button to your post

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[Cancel](#) [Boost](#)

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

SAVE THE BAY. **Save The Bay - Narragansett Bay** [Like Page](#)
Sponsored ·

We recently had chain dogfish egg purses donated to us from Fisherman Luke and Portsmouth Middle School Science Teacher, Dana. These eggs can take up to a year to hatch, and once they do we will raise them to adult size and release them in the Bay. We are hoping this is the start to a promising raise and release program for these critters! Stop by the Exploration Center & Aquarium - Save The Bay this weekend to say hi! [#Dogfish](#)



Have Two-Way Conversations

- Allow people to post to wall
- Respond to posts by your followers
- Respond to posts on others' pages
- Turn on notifications



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ge Messages Notifications Insights Publishing Tools Settings Help

General	Shortcuts Page is pinned to shortcuts Edit
Messaging	Page Visibility Page published Edit
Edit Page	Page Verification Page is verified Edit
Post Attribution	Visitor Posts
Notifications	<input type="radio"/> Allow visitors to the Page to publish posts
Page Roles	<input checked="" type="checkbox"/> Allow photo and video posts
People and Other Pages	<input type="checkbox"/> Review posts by other people before they are published to the Page [?]
Preferred Page Audience	<input type="radio"/> Disable posts by other people on the Page
Apps	Save Changes Cancel
Partner Apps and Services	Reviews Anyone can review the Page Edit
Instagram Ads	Messages People can contact my Page privately. Edit
Featured	Tagging Ability Other people can tag photos posted on my Page. Edit
Crossposting	Others Tagging this Page People and other Pages can tag my Page. Edit
Page Support Inbox	Page Location for Frames Other people can use your Page's location for photo and video frames. Edit
Place Tips	Country Restrictions Page is visible to everyone. Edit
Payments	Age Restrictions Page is shown to everyone. Edit
Activity Log	Page Moderation No words are being blocked from the Page. Edit
	Profanity Filter Turned off Edit
	Similar Page Suggestions Choose whether your Page is recommended to others Edit
	Page Updates Page posts are automatically published when you update the Page buttons, description or contact info. Edit

Have Two-Way Conversations

- Allow people to post to wall
- Respond to posts by your followers
- Respond to posts on others' pages
- Turn on notifications



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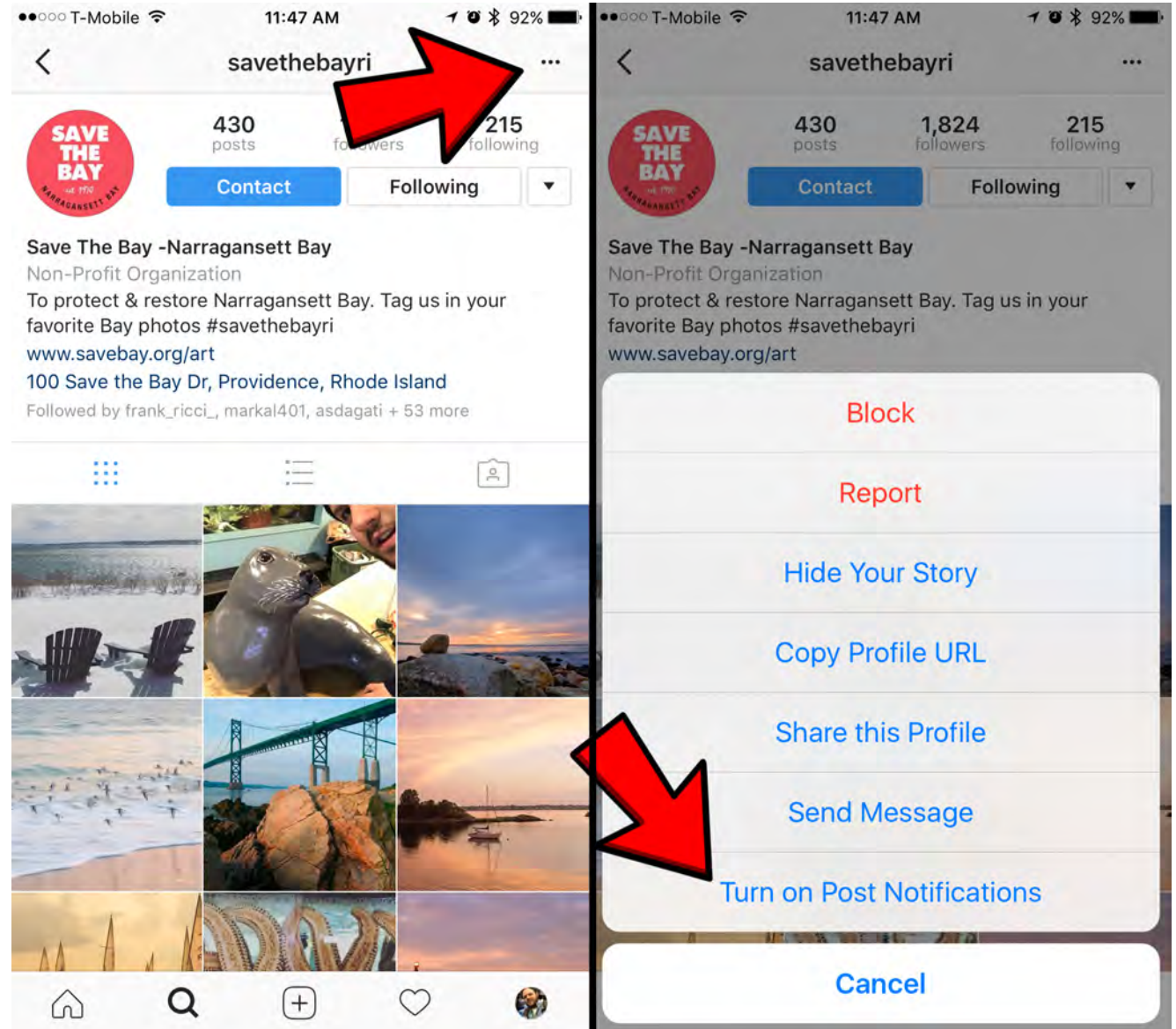


Have Two-Way Conversations

Set notifications to alert you when someone has engaged.



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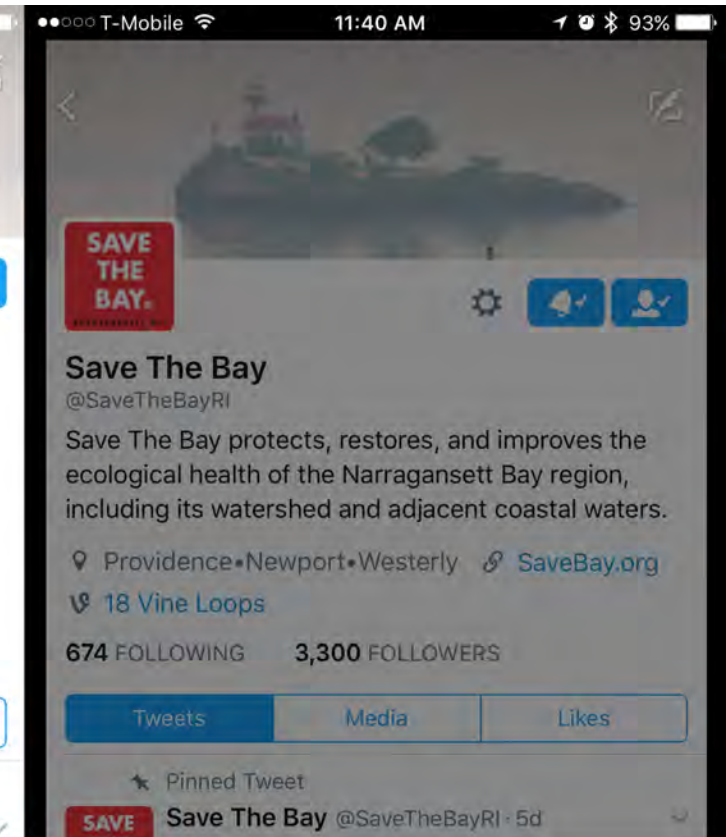


Have Two-Way Conversations

Set notifications to alert you when someone has engaged.



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Account notifications

None

All Tweets

Only Tweets with live video

Social Media Scheduling

- How often to post?
- What to post?
- When to post?

Social media is 24/7. But we don't have that kind of time.



1x/day - 3x/week



3x/day – 1x/day



Consistency



1x/month



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CONSISTENCY IS KEY

Social Media Scheduling

Once a year, or every 6 months – build out a long-term social media calendar



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[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

Free Social Media Templates for Excel:
<https://www.smartsheet.com/social-media-templates>

Social Media Scheduling

Monthly - add short-range social media posts



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smartsheet Go beyond basic spreadsheets with the power of Smartsheet
Online Collaboration · Multiple Views · File Attachments · Alerts & Notifications Try Smartsheet for Free

MONDAY 7

TWITTER					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
12:30 AM					
4:30 AM					
8:30 AM					
12:30 PM					
4:30 PM					
8:30 PM					

FACEBOOK					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
2:30 AM					
6:30 AM					
10:30 AM					
2:30 PM					
6:30 PM					
10:30 PM					

INSTAGRAM					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
8:00 AM					
12:00 PM					
8:00 PM					

GOOGLE+					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
8:00 AM					
12:00 PM					
8:00 PM					

LinkedIn					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS

Social Media Calendar + Ready

Free Social Media Templates for Excel:
<https://www.smartsheet.com/social-media-templates>

Social Media Scheduling

- How often to post?
- What to post?
- When to post?



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Social Media Scheduling

- How often to post?
- What to post?
- When to post?

Use tools to schedule posts ahead of time.

- Facebook built-in scheduler
- Tweetdeck
- Hootsuite
- SproutSocial
- Buffer



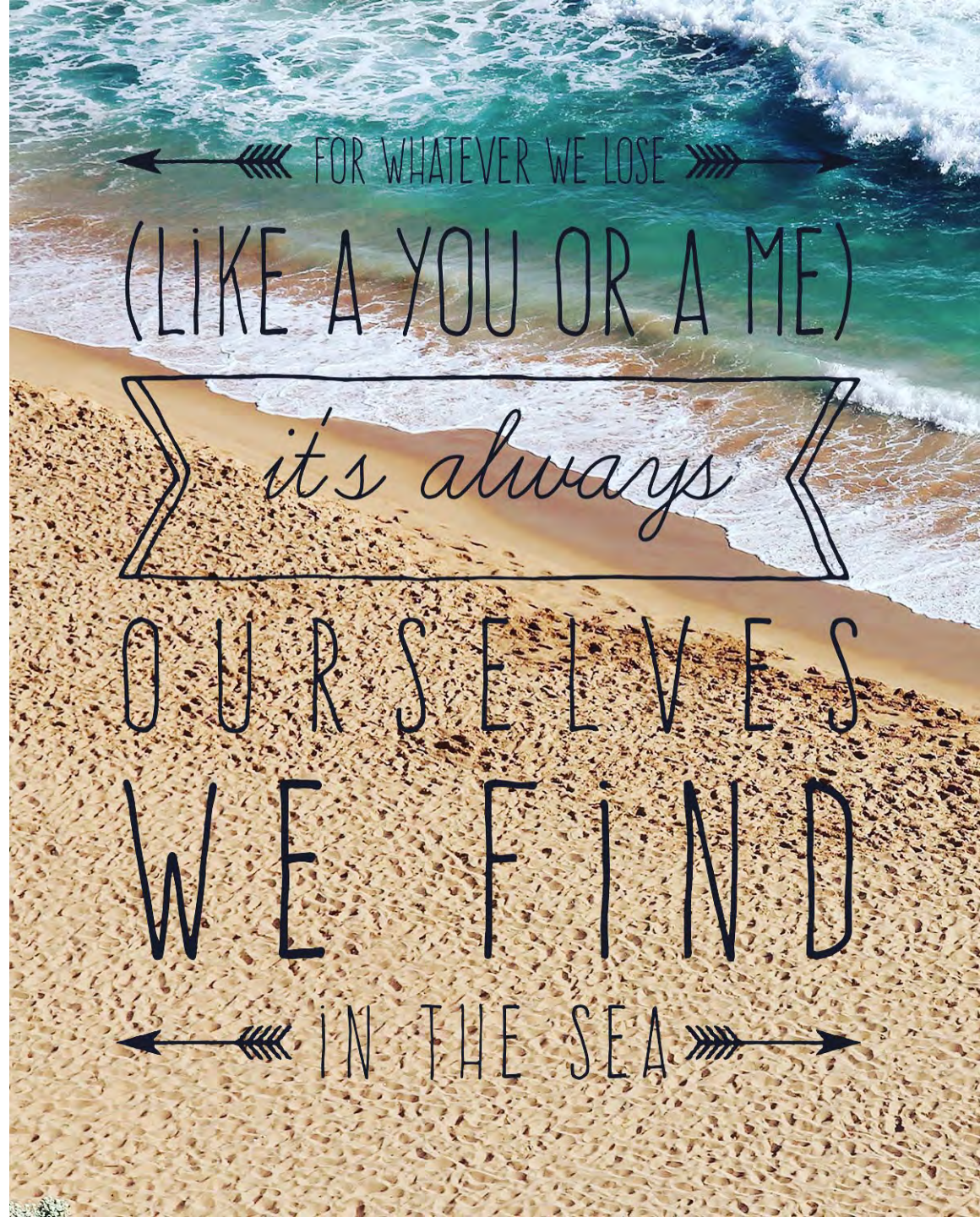
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Social Media Scheduling

- How often to post?
- What to post?
- When to post?



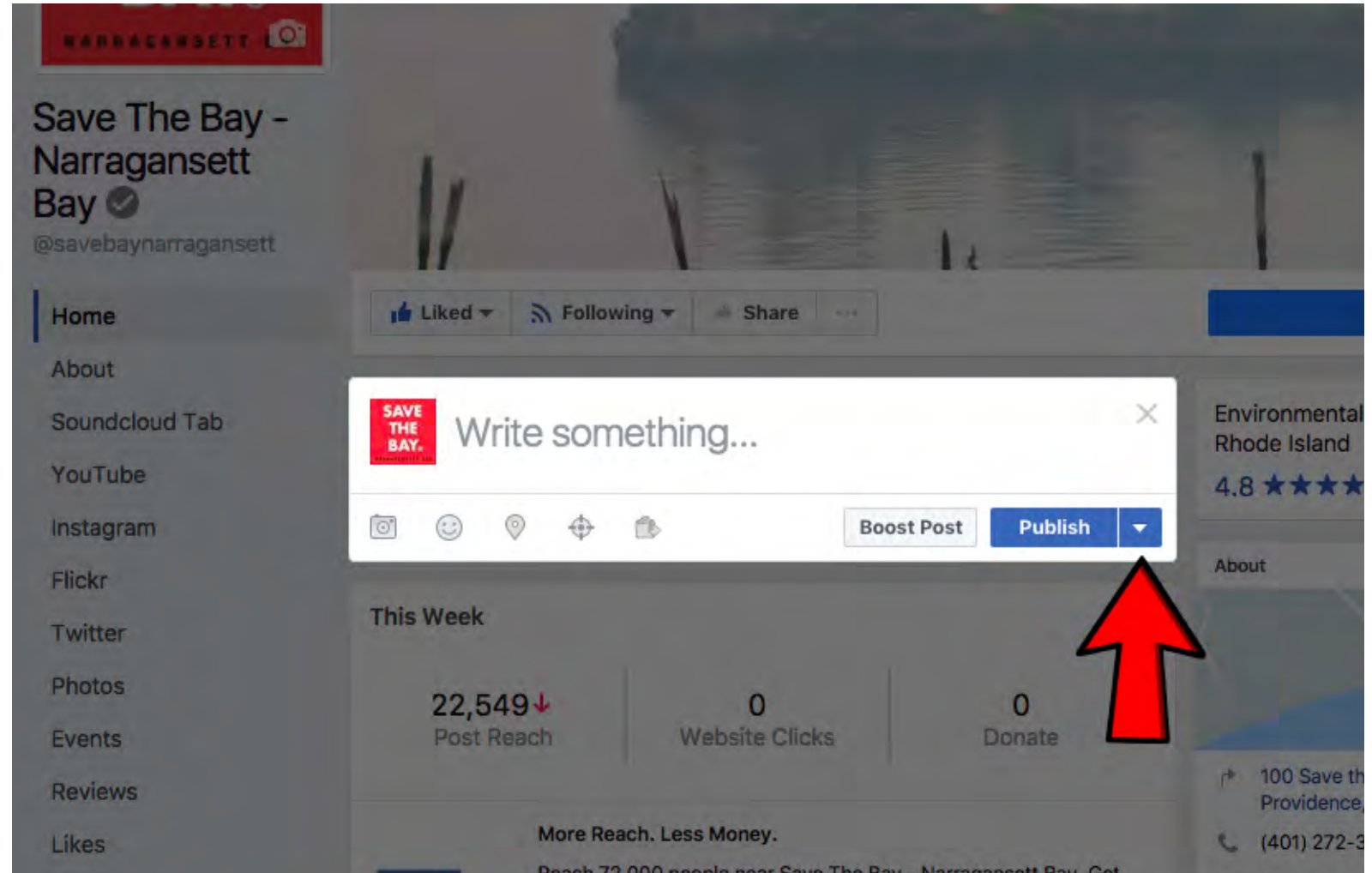
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Use tools to schedule posts ahead of time.

Social Media Scheduling

- How often to post?
- What to post?
- When to post?



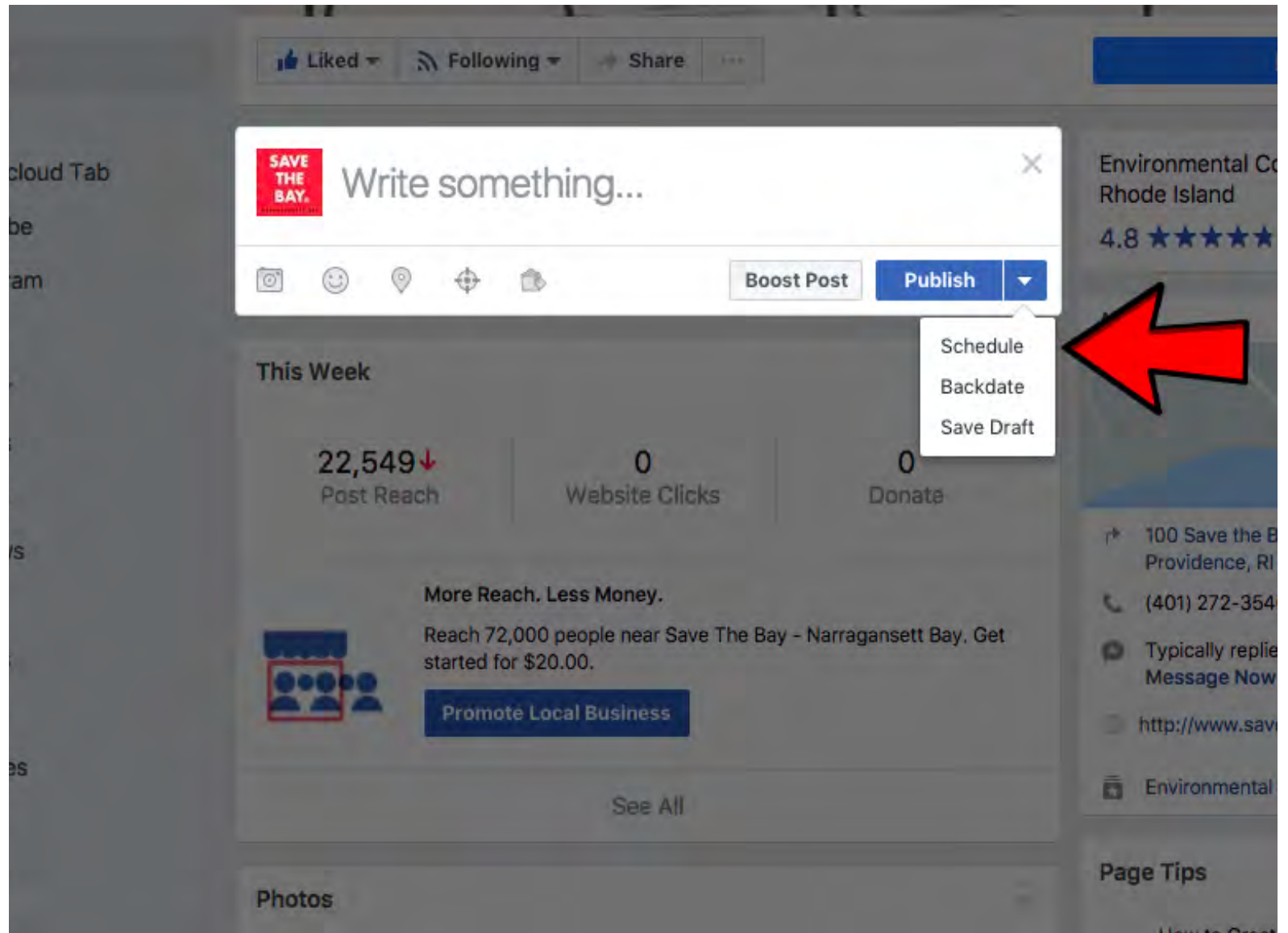
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Social Media Scheduling

- How often to post?
- What to post?
- When to post?

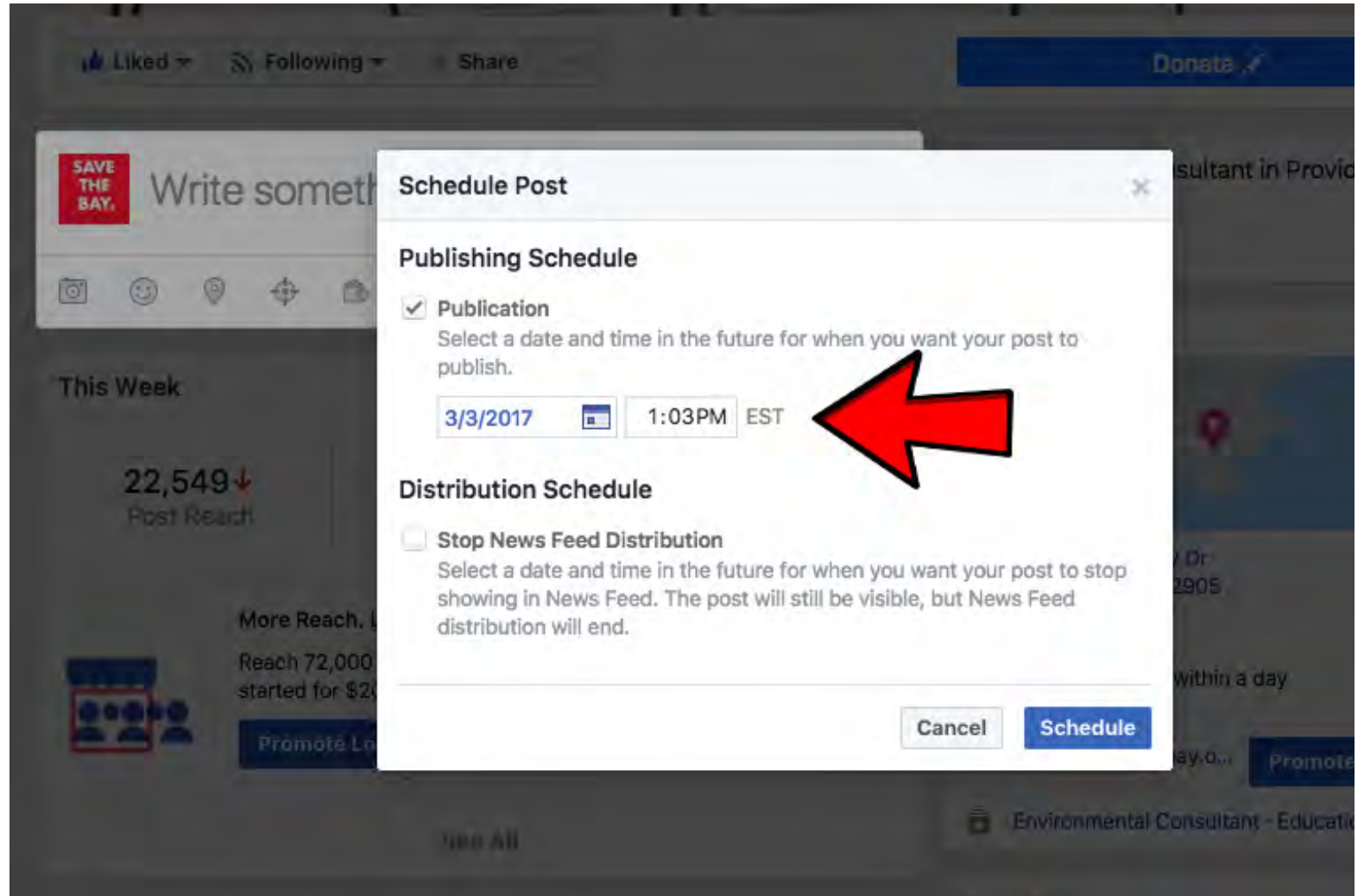


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Social Media Scheduling

- How often to post?
- What to post?
- When to post?



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Social Media Scheduling

- How often to post?
- What to post?
- When to post?



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The screenshot displays the Twitter mobile app interface. At the top, there is a 'New Tweet' button. Below it is a search bar labeled 'Search Twitter'. A navigation menu on the left lists various tabs: '@ Mentions', 'User', 'Home', 'Scheduled', 'Save The Bay...', '"Narragansett...", '"save the bay"', '#narragansett...', '#savethebayri', and 'Likes'. A red arrow points to the '@ Mentions' tab. The main content area shows a list of tweets. The first tweet is from Sarah Cody (@SarahCodyMedia) mentioning @SaveTheBayRI. Below it is a tweet from 'The Bay' (@SaveTheBayRI) mentioning @SarahCodyMedia and @FOX61News. Another tweet is from 'placido r olivo' (@remax_richard) mentioning @SarahCodyMedia and @FOX61News. A promotional tweet from 'Save The Bay' (@SaveTheBayRI) is also visible, advertising a 'TUES MARCH' event at Whole Foods. At the bottom, there is a banner for 'TUES MARCH' with logos for 'SAVE THE BAY.', 'ecoRI news', and 'WHOLE FOODS MARKET'. The banner lists three locations: 301 N Main St Providence, RI; 261 Waterman Providence, RI; and 255 Hartford Cranston, RI. On the right side, there is a user profile for 'User @SaveTheBayRI' with a retweet of a tweet from 'Mystic Aquarium' and another from 'What's Up Newport'.

Social Media Scheduling

- How often to post?
- What to post?
- When to post?



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The screenshot displays the Twitter interface. On the left is a sidebar with navigation options: Search Twitter, Mentions (@SaveTheBayRI), User (@SaveTheBayRI), Home (@SaveTheBayRI), Scheduled (All accounts), Save The Bay... (@SaveTheBayRI), "Narragansett..." (@SaveTheBayRI), "save the bay" (@SaveTheBayRI), #narragansett... (@SaveTheBayRI), #savethebayri (@SaveTheBayRI), Likes (@SaveTheBayRI), Add column, Collapse, Accounts, Settings, and a profile card for Save The Bay (@SaveTheBayRI). The main area is titled "New Tweet" and shows a "From" field with a "SAVE THE BAY" logo, a "Tweet" text area containing "What's happening?", a "140" character count, and a "Tweet" button. Below the text area are options for "Add images", "Schedule Tweet", and "Direct message". On the right, the "@ Mentions @SaveTheBayRI" section shows several tweets. A red arrow points to the "Schedule Tweet" button in the "New Tweet" window. One of the mentioned tweets is from "Save The Bay @SaveTheBayRI" (3h) with a "SAVE THE BAY" logo, containing text about a supermarket sweep and a promotional graphic for "TUES MARC" at Whole Foods. The graphic lists two locations: 301 N Main St, Providence, RI and 261 Waterman St, Providence, RI; and 1 Cranston Cross Rd, Cranston, RI and 255 Hartford St, Bellingham, RI. Other tweets include one from Sarah Cody (@SarahCodyMedia) and another from Sarah Cody (@SarahCodyMedia) mentioning Newport seals.

Social Media Scheduling

- How often to post?
- What to post?
- When to post?



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Search Twitter

Mentions @SaveTheBayRI

User @SaveTheBayRI

Home @SaveTheBayRI

Scheduled All accounts

Save The Bay... @SaveTheBayRI

"Narragansett..." @SaveTheBayRI

"save the bay" @SaveTheBayRI

#narragansett... @SaveTheBayRI

#savethebayri @SaveTheBayRI

Likes @SaveTheBayRI

Add column

Collapse

Accounts

Settings

Save The Bay @SaveTheBayRI

1 31 PM

March 2017

S	M	T	W	T	F	S
					4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	
26	27	28	29	30	31	

Remove

Stay open

140 Tweeted 4 Mar 2017

Add image

1:31pm · 4 Mar 2017

What's happening?

Your scheduled Tweet will send even if TweetDeck is not running at the time.

@ Mentions @SaveTheBayRI

Sarah Cody @SarahCodyMedia 1h
We did @SaveTheBayRI ! Great trip. Thanks for the hospitality !

Save The Bay @SaveTheBayRI
Thanks for coming out, @SarahCodyMedia and @FOX61News! Looks like you had quite the time! #TGIF #Newport
Tweet attached

in reply to Sarah Cody

placido r olivo @remax_richard 3h
@SarahCodyMedia @FOX61News @SaveTheBayRI Nice view

Save The Bay @SaveTheBayRI 3h
On March 7, shop like it's Supermarket Sweep! 5% of your @WholeFoods Market total benefits @SaveTheBayRI & @ecoRInews

6% SAVE THE BAY. MARCH 7 DAY ecoRI news WHOLE FOODS TUES MARCH

501 N Main St Providence, RI 261 Waterma Providence,

Monnet Cross Rd Johnston, RI 255 Hartford Bellingham,

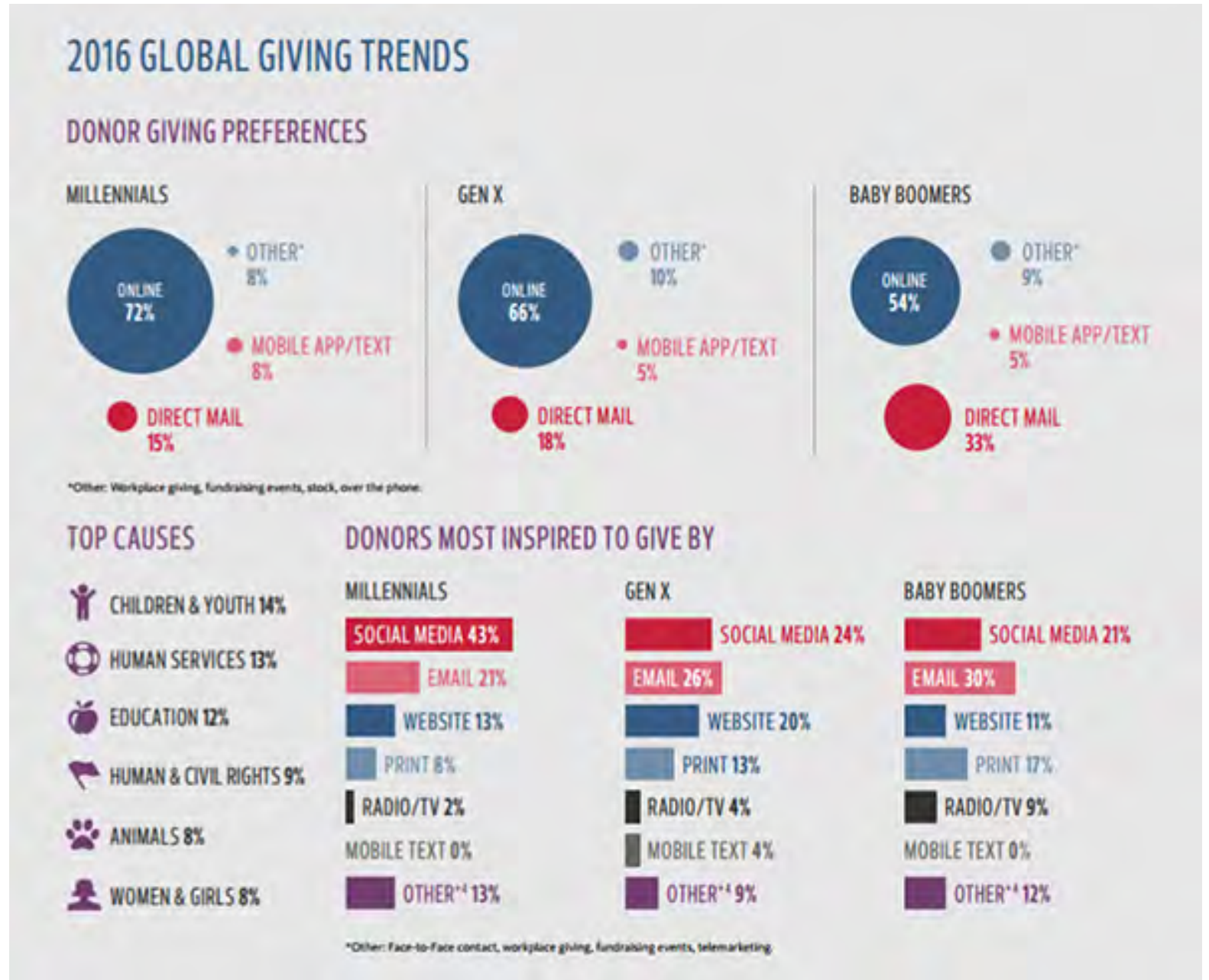
Sarah Cody @SarahCodyMedia 4h
A new side of #Newport: visit #seals that spend winters in the 'City by the Sea'

Fundraising on Social Media

Use DONATE features.

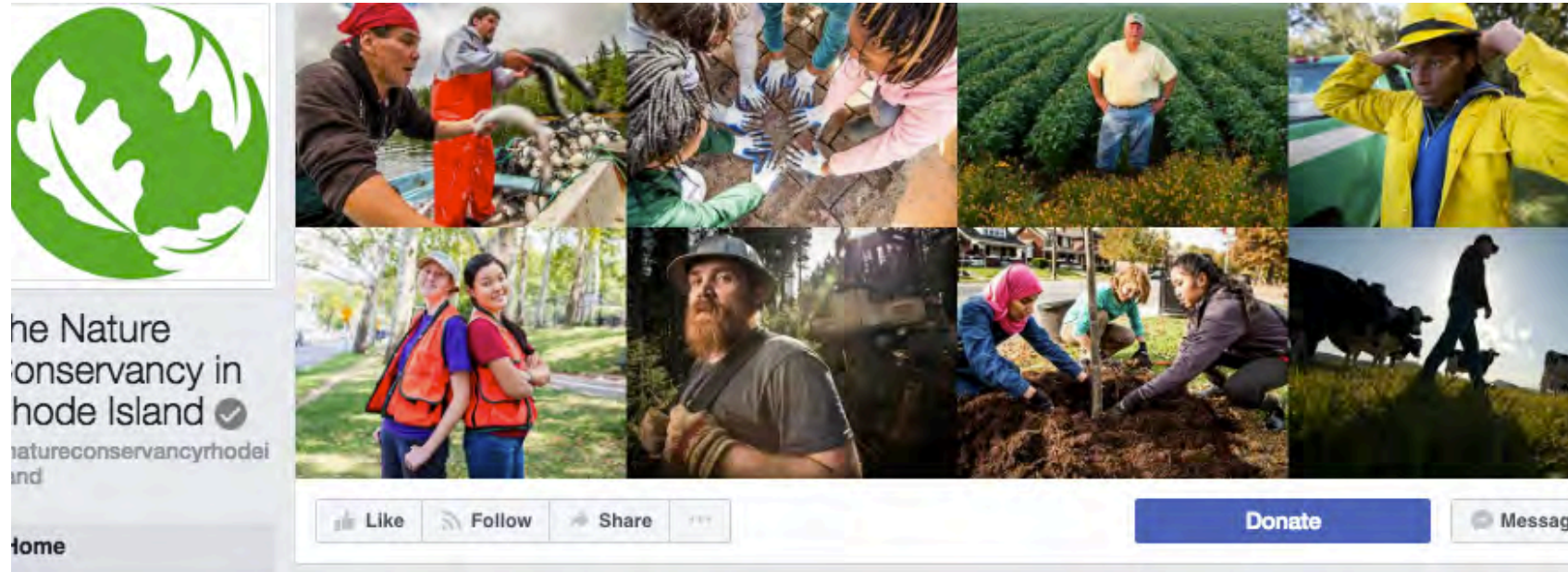


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Fundraising on Social Media

Use DONATE features.




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Fundraising on Social Media

Use DONATE features.



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The Nature Conservancy 

Donate now to protect nature!

Today nature is being altered and depleted at rates that far outstrip its ability to recover.

From Alaska to Zambia and beyond, you can stand up for our natural world with The Nature Conservancy. Every acre we protect, every river mile restored, every species brought back from the brink, begins with you. Your support will help take action on-the-ground in all 50 states and 69 countries.

Enter Your Gift Amount

\$50	\$100	\$250	\$500
\$1,000	\$5,000	\$10,000	Other

\$25 minimum

Yes, I would like this to be a monthly gift.

Gift Designation

* Gift Designation:

Use my gift where it is needed most.

Direct my gift to:

Your Billing Information

* First Name:

* Last Name:

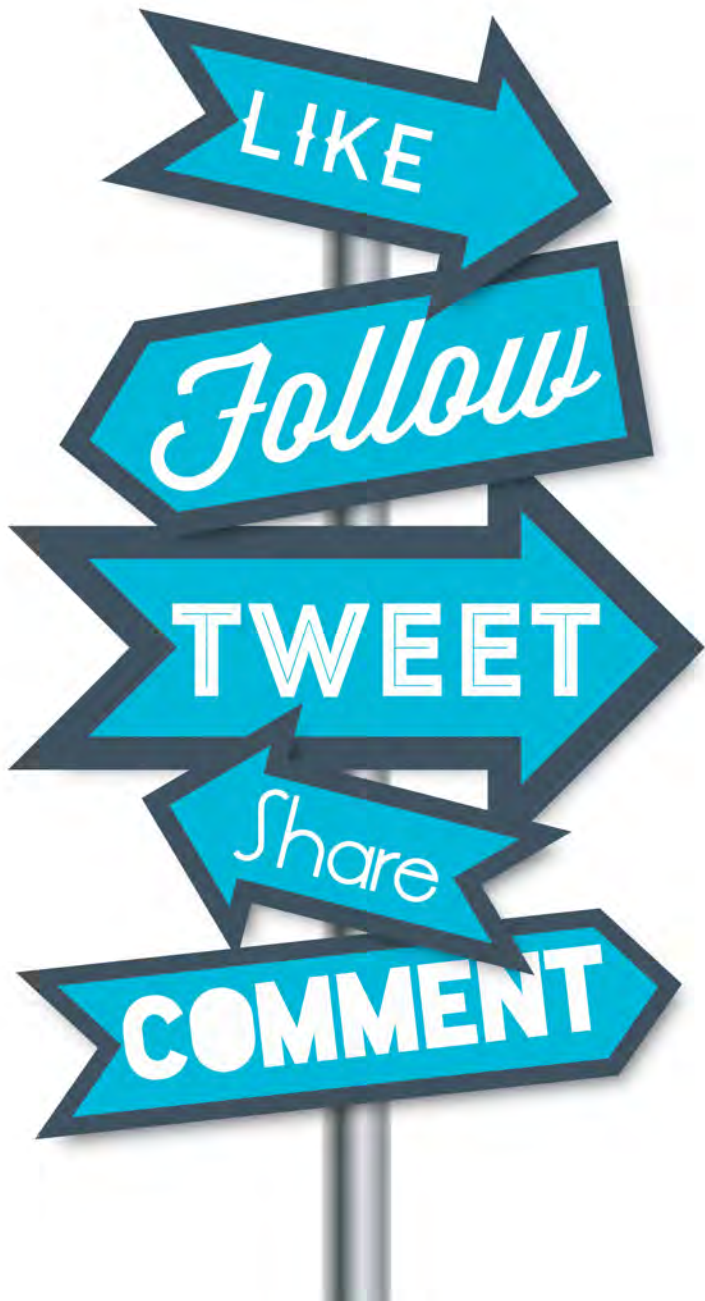
Fundraising on Social Media

Use DONATE features.



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A screenshot of a Twitter post from the verified account Water.org (@Water). The tweet features a dark blue graphic with the text "2X WHAT CAN TRANSFORM 1 LIFE, CAN NOW CHANGE 2." and "\$25 = [two people icons]". It also includes a "Donate now" button and a matching announcement: "All donations made to Water.org the week of October 24-29 will be matched up to \$50K!". The tweet shows 9 retweets and 9 likes. A "Twitter donation" pop-up window is overlaid on the right, displaying a circular graphic with the text "TRANSFORM 1 LIFE, CAN NOW CHANGE 2." and a thank-you message: "Thank you for your donation! Your contribution means a lot. You'll receive a confirmation soon." with a "Spread the word" button.



Questions?

Cindy Sabato, APR
@cmsabato @savethebayRI
#2017LWS

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NARRAGANSETT BAY

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Presentation Sources & Resources

Resources:

- The Charity Social Media Toolkit:
- BethKanter.org
- Socialmedia4nonprofits.org/blog

Sources:

- The Charity Social Media Toolkit
- Pew Research Center
- Small Biz Trends
- Global Web Index
- Global NGO Online Technology Report
- Acenture Interactive Next Generation of Commerce Study
- Abila
- Manoverboard
- Hootsuite
- BethKanter.org
- Nptechforgood.com



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