

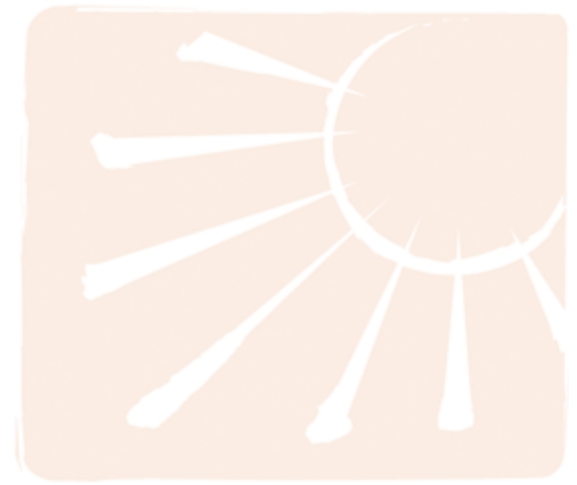
Harnessing the Conversation Social Media & WAP



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Today's Agenda

- What is Social Media?
 - Background & demographics
- What's the Message?
 - What social media is good for
 - What it's not good for
- How to Use Social Media
 - 4 core platforms



What is Social Media?

- Online, interactive communication
- Can include:
 - Social Networking Websites
 - Blogs, Microblogs and Online Journalism
 - Multimedia Platforms
 - Internet-based Discussion Forums
 - Online Games

Social Media Landscape



Role of Social Media

- Communicate with audiences *where they are*
- Participate in online dialog/conversation
- Get out in front of and control the message
- Brand exposure
- Drive traffic to your website and other social media platforms

Social Media: What We Know

- Strengths

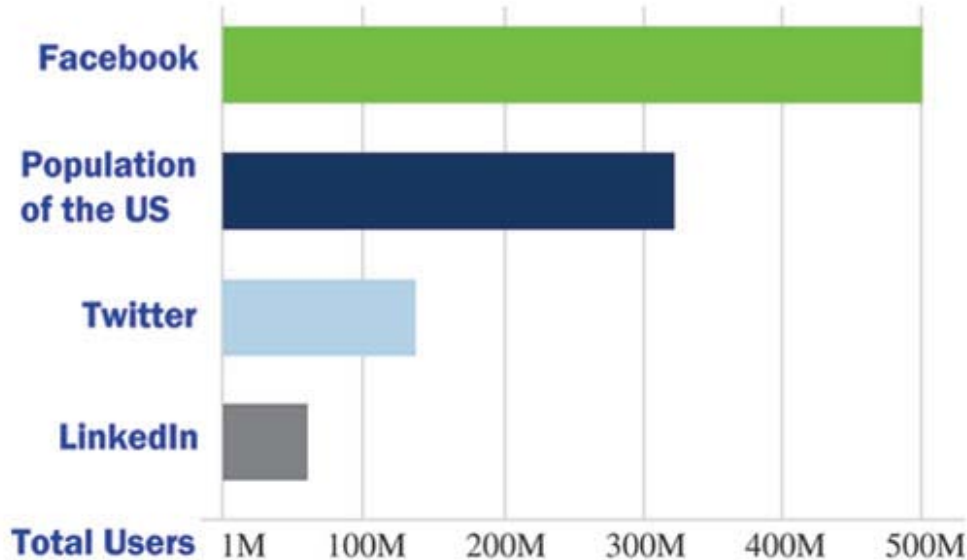
- Users will advocate within platform and repeat messages that resonate
- Users expect a genuine conversation between users and between organization & users

- Weaknesses

- Users rarely leave some platforms
- Short posts mean less nuance

Who's Using Social Media?

SOCIAL MEDIA USERS



- Social media platforms are some of the most popular websites online

Social Media Users: The Myth

- Most people assume social media is primarily used by people 15-25.



Social Media Users: The Reality



- The fastest growing audiences for social media, including Facebook and Twitter are Americans over 35.
- These are often business executives, potential donors, decision makers, voters, and opinion leaders.

**How do you reach
these users?**



What We Know Works

- Engage in conversation & storytelling
 - Active participation key to social media movement-building
- Set realistic expectations
 - Cultivate supporters and build relationships
 - Track participation
- Embrace empathy
- Integrate, don't simply replicate
- Feature direct calls to action

What Doesn't Work

- Technical, jargon-heavy prose
- Focus on bureaucratic systems rather than people
- Depressing themes that accentuate “business as usual”
- Regurgitated information from press releases, reports, or other proposals

Harnessing the Message



- Use frames and values-based messaging to win over readers and audiences

What is Framing?



- People use mental shortcuts to organize information – like file folders
- Over time these shortcuts become durable models for thinking about issues
- Social media creates and reinforces these models, or frames
- Calling up the right frame can alter a person's reaction

NASCSP Frames, Broadly

- Frames should include top-level values that resonate for wide audiences.
- For NASCSP, these include:
 - *Security*
 - *Access/Equity*
 - *Opportunity*

WAP Frames

- Frames set the stage for values-based messaging.
- For WAP, these values include:
 - *Economic Security*
 - *Job Security*
 - *Safe Homes*
 - *Green Living/Sustainability*
 - *Opportunity*
 - *Equity*
 - *Health*

Values-Based Messaging

- Values-based messaging takes the frames and translates them into easy-to-understand messages.
- Messages should evoke the potential of organizations, communities, families and individuals.
- Language should be consistent, clear and resonate.

What Makes a Good Social Media Message?

- True
- Believable
- Emotional—connects to people's core values
- Supported by facts
- Spoken/written by a real person
- Is about "you"
- Repeated
- Has an action call
- Framed to win



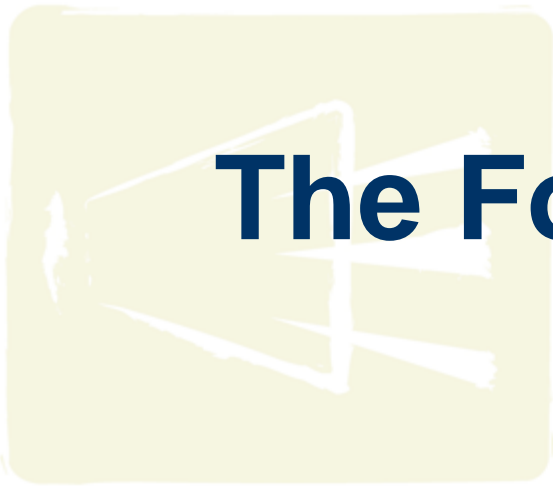
Sample WAP Messages

- WAP makes homes more environmentally friendly by reducing their carbon footprints. (***Green Living/Sustainability***)

- Weatherization creates high-quality green jobs that cannot be exported. (***Job Security***)

- WAP allows all recipients to more easily afford their utility bills and avoid falling into debt from energy costs. (***Economic Security***)


The Four Core Platforms





facebook®

- Leading social networking website
- About 500 million users
- Founded in 2004
- Facebook describes itself as “a social utility that helps people communicate more efficiently with their friends, family, and coworkers.”



Strengths

- Awareness building
- Driving conversation and feedback
- Driving traffic
- Event attendance
- Fundraising

Weaknesses

- Message control
- Online advocacy
- Consistency



- Recommendations:
 - Balance between professional standards and conversational tone
 - Brief open-ended posts
 - At least 1 per week, ideally 2-3 per week
 - Posts that spur discussion by asking questions
 - Monitor discussions/brand closely

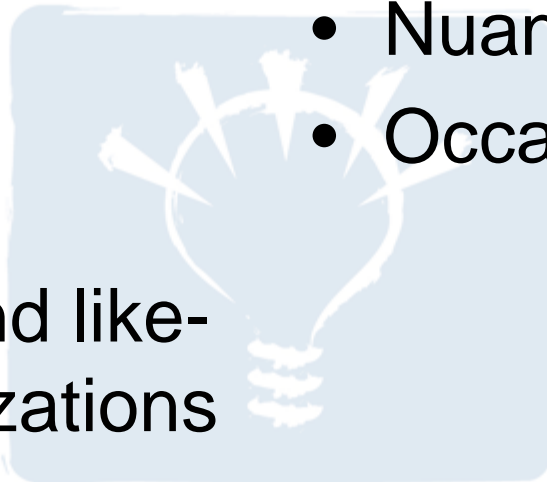


- Microblogging website
- Users create 140 character updates known as “tweets”
- Founded in 2006
- Describes itself as “A real-time information network powered by people around the world that lets you share and discover what’s happening now.”



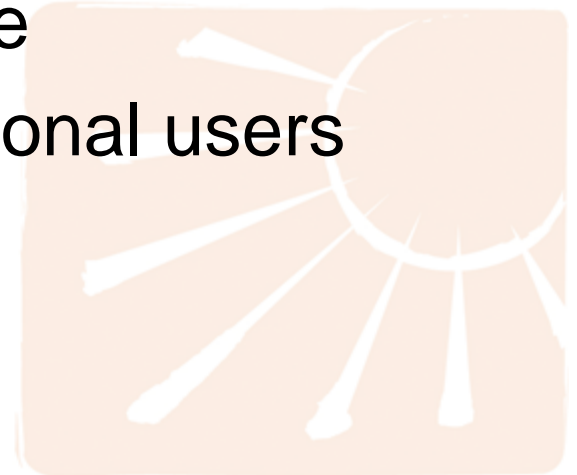
Strengths

- Broadcasting messages
- Engaging with constituents and like-minded organizations
- Providing real-time updates
- Connecting with the media



Weaknesses

- Nuance
- Occasional users





- Recommendations:

- Use personal tone or designate a spokesperson to tweet
- Use the @ symbol to engage in conversation
- Use posts to link to longer articles and multimedia
- Post at least 3-5 tweets per week, ideally 5-7 per week
- Follow like-minded groups, orgs, individuals and journalists



Broadcast Yourself™

- Leading video sharing website
- Over 2B videos online
- Founded 2005 & bought by Google in 2007
- Describes itself as “the world’s most popular online video community, allowing millions of people to discover, watch, and share originally-created videos.”



Broadcast Yourself™

Strengths

- Awareness building
- Sharing video
- Embedding video on external site

Weaknesses

- Online community building



Broadcast Yourself™

- Recommendations:

- Create a nonprofit channel for your organization
<http://www.youtube.com/nonprofits>
- Videos should genuinely reflect organization's mission
- Demonstrate work in action
- Highlight people helped or interviews of key volunteers/staff
- Professional recording software and studio equipment not required
- Launch channel with 3 videos
- Add new videos at least quarterly, ideally monthly

Blogs



- Vary from online journalism hubs to web-based journals
- Gradually developed out of bulletin boards and email lists
- Tracked by services such as Technorati

Blogs

Strengths

- Provide opportunity for commentary
- Connect with the media
- External/third-party validation
- Direct access to primary audiences, including advocates and potential donors

Weaknesses

- Message control
- Occasional users
- Time intensive

Blogs

- Recommendations:

- Blog outreach

- Maintaining lists of bloggers
 - Leveraging relationships
 - Persistent, open communications

- Collaborative storytelling

- Send stories to NASCSP that include:
 - Program successes
 - Interviews with beneficiaries, volunteers, or staff
 - Interesting news, events, or media

Before You Get Started

- Some questions to ask yourself:
 - Am I planning on using social media for strictly professional uses?
 - Does my agency have a social media policy?
 - Can also be included in non-disclosure agreements or privacy policies.
 - If so, what are the guidelines for using social media in a professional context?
 - What ethical issues must I consider?
 - HIPPA, confidentiality, etc.

About Social Media Policies

- If your agency does not have a policy, consider writing one. It should contain guidance on:
 - Editorial approval processes
 - Diversity & multicultural concerns
 - Professional vs. personal use
 - Tone and messaging
 - Confidentiality
 - Financial transparency (if appropriate)

Social Media Without Access

- If your agency restricts access to social media altogether consider:
 - **Support:** provide NASCSP's how-to guides to grantee organizations or individuals.
 - **Track:** when not in the office, use personal accounts to monitor what others are saying about your issues.
 - **Collaborate:** send your successes to NASCSP who can use social media to get the message out.

Staffing & Managing Accounts

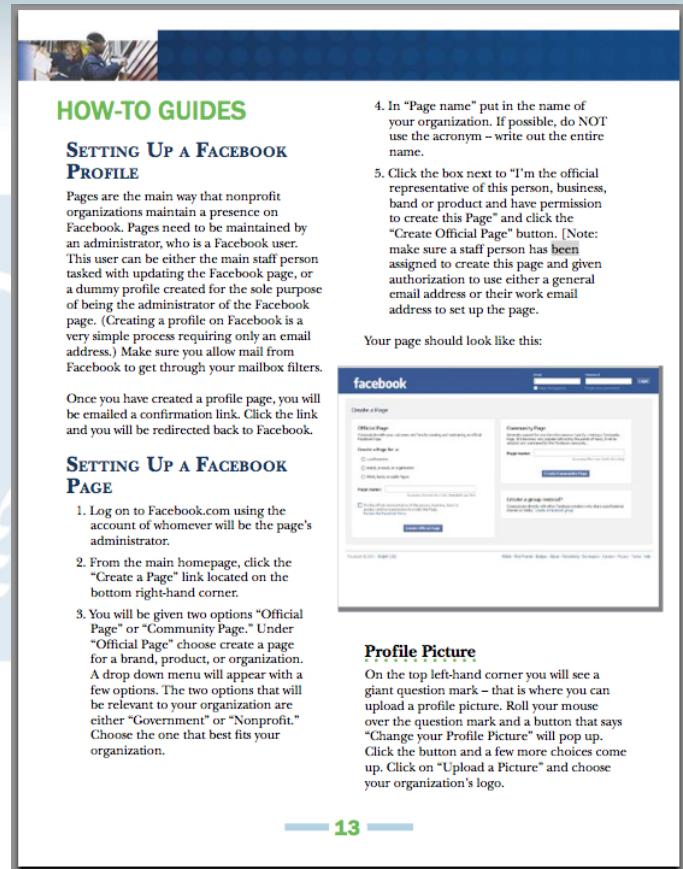
Platform	Set-Up Time	Maintenance
Facebook	2-3 days	2-3 hrs/week
Twitter	2-3 days	1-2 hrs/week
YouTube	1-2 days (up to 3 month response time)	3-4 days/month (+ 0.5 hr/week for comment review)
Blogs	N/A	5 hrs/week

Integrating Communications

- **Connecting**
 - Make sure all info sources connect to one another
 - Consider applications that update across channels
 - Ensure brand consistency across platforms
- **Strengthening**
 - Editorial calendar to guide communications
 - Be selective – play to the strengths of specific tools
 - Encourage multiple connections and points of entry
- **Reinforcing**
 - Learn from your metrics
 - Control your message
 - Bring the conversation back to your issue

Social Media Resource Manual For Download

The WAP social media resource manual is available online



HOW-TO GUIDES

SETTING UP A FACEBOOK PROFILE


Pages are the main way that nonprofit organizations maintain a presence on Facebook. Pages need to be maintained by an administrator, who is a Facebook user. This user can be either the main staff person tasked with updating the Facebook page, or a dummy profile created for the sole purpose of being the administrator of the Facebook page. (Creating a profile on Facebook is a very simple process requiring only an email address.) Make sure you allow mail from Facebook to get through your mailbox filters.

Once you have created a profile page, you will be emailed a confirmation link. Click the link and you will be redirected back to Facebook.

SETTING UP A FACEBOOK PAGE

1. Log on to Facebook.com using the account of whomever will be the page's administrator.
2. From the main homepage, click the "Create a Page" link located on the bottom right-hand corner.
3. You will be given two options "Official Page" or "Community Page." Under "Official Page" choose create a page for a brand, product, or organization. A drop down menu will appear with a few options. The two options that will be relevant to your organization are either "Government" or "Nonprofit." Choose the one that best fits your organization.
4. In "Page name" put in the name of your organization. If possible, do NOT use the acronym – write out the entire name.
5. Click the box next to "I'm the official representative of this person, business, brand or product and have permission to create this Page" and click the "Create Official Page" button. [Note: make sure a staff person has been assigned to create this page and given authorization to use either a general email address or their work email address to set up the page.

Your page should look like this:



Profile Picture

On the top left-hand corner you will see a giant question mark – that is where you can upload a profile picture. Roll your mouse over the question mark and a button that says "Change your Profile Picture" will pop up. Click the button and a few more choices come up. Click on "Upload a Picture" and choose your organization's logo.

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<http://www.nascsp.org/Weatherization-Publications/734/Social-Media.aspx?iHt=37>