Crawl, Walk, Run, Fly: Assessing Your Agency Social Media Maturity of Practice

Beth Kanter
November, 2014
Beth Kanter: Master Trainer, Author, and Blogger

http://bethkanter.wikispaces.com/knight-nj

@kanter
Raise Your Hand If Your Strategy Goal Is ....

- Educate about the value of the arts
- Influence arts policy
- Build capacity of arts orgs or artists
- Improve relationships
- Increase awareness
- Increase traffic referral
- Increase engagement
- Change behavior
- Increase dollars
- Increase action
Is your arts agency using any of these social media platforms?

- Facebook
- Twitter
- LinkedIn
- Blogger
- YouTube
- Pinterest
- Instagram
What’s your job responsibility with social media?

• Develop social media strategy

• Implement social media strategy

• Both
What is your burning question?
Assessing Your Agency: Social Media Maturity of Practice

Agenda
- Overview Assessment Framework
- Strategy
- Networked Mindset and Social Culture
- Data Informed

OUTCOMES
- To leave the room with one idea to improve your practice

FRAMING
- Interactive
- Co-Learning
Networked Nonprofits

Simple, agile, and transparent organizations and leaders. They are experts at using networks, data, and learning strategically to make the world a better place.
If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward.”
## Maturity of Practice: Where is Your Organization?

<table>
<thead>
<tr>
<th>CRAWL</th>
<th>WALK</th>
<th>RUN</th>
<th>FLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Strategy Development</td>
<td>Linking Social with Results and Networks</td>
<td>Ladder of Engagement</td>
<td>Network Building</td>
</tr>
<tr>
<td>Culture Change</td>
<td>Pilot: Focus one program or channel with measurement</td>
<td>Content Strategy</td>
<td>Many champions and free agents work for you</td>
</tr>
<tr>
<td></td>
<td>Incremental Capacity</td>
<td>Best Practices</td>
<td>Multi-Channel Engagement, Content, and Measurement</td>
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<td></td>
<td></td>
<td>Measurement and learning in all above</td>
<td>Reflection and Continuous Improvement</td>
</tr>
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</table>
Where is your agency now? What does that look like?
What do you need to get to the next level?
Maturity of Practice: Crawl-Walk-Run-Fly

<table>
<thead>
<tr>
<th>Categories</th>
<th>Practices</th>
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<tbody>
<tr>
<td>CULTURE</td>
<td>Networked Mindset</td>
</tr>
<tr>
<td></td>
<td>Institutional Support</td>
</tr>
<tr>
<td>CAPACITY</td>
<td>Staffing</td>
</tr>
<tr>
<td></td>
<td>Strategy</td>
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<tr>
<td>MEASUREMENT</td>
<td>Analysis</td>
</tr>
<tr>
<td></td>
<td>Tools</td>
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<td></td>
<td>Adjustment</td>
</tr>
<tr>
<td>LISTENING</td>
<td>Brand Monitoring</td>
</tr>
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<td></td>
<td>Influencer Research</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>Ladder of Engagement</td>
</tr>
<tr>
<td>CONTENT</td>
<td>Integration/Optimization</td>
</tr>
<tr>
<td>NETWORK</td>
<td>Influencer Engagement</td>
</tr>
<tr>
<td></td>
<td>Relationship Mapping</td>
</tr>
</tbody>
</table>

1. Crawl
2. Walk
3. Run
4. Fly
Survey Response: Integrated Social Media Strategy

- Consideration of communications strategy with SMART objectives and audiences and strategies for branding and web presence. Social Media is not fully aligned.

- Strategic plan with SMART objectives and audiences for branding and web presence, include strategy points to align social media for one or two social media channels.

- Strategic plan with SMART objectives and audience definition. Includes integrated content, engagement strategy, and informal champions/influencer program and working with aligned partners. Uses more than two social media channels.

- Strategic plan with SMART objectives and audience definition. Includes integrated content, engagement strategy, and formal champions (Internal/external) influencer program and working with aligned partners. Uses more than three social media channels. Formal process for testing and adopting social media channels.
SMARTER SOCIAL MEDIA: POST FRAMEWORK

POST

Flickr Photo: graceinhim
COMMUNICATION STRATEGY – Summer 2013

Contents
Guiding Communication Plan .......................................................... 1
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Guiding Communication Plan

MentalHealth.gov is a consumer-oriented website with the grounding principle of providing mental health information and resources. The site also supports the national dialogue on mental health, a White House Initiative aimed to increase understanding about mental health and how it affects youth.

The website operates under a representational, federated governance structure that encompasses federal departments and agencies involved in mental health services. Agencies that contributed initial website content include SAMHSA, NIH and CDC. MentalHealth.gov will refer to other agencies for additional resources and information in the future.

The website is committed to meeting and exceeding all applicable legal, ethical, accessibility, privacy, record-keeping, and security standards. In order to ensure that all information is accessible, our communications tools and materials must be compliant with Section 508 of the Rehabilitation Act.

The following communications strategy serves as an initial planning tool, and will be adjusted over time to accommodate the needs of the website’s partners, stakeholders and audience.

Who is MentalHealth.gov trying to reach?
Our core audience includes youth, educators/people who work with young people, and family members. Through partnerships with Federal and non-Federal Partners, the site provides information and access to mental health expertise and services.

What are we trying to accomplish?
Our mission and core messages guide our communications approach and help us to meet the needs of our core audience.

MISSION
• Help parents, young people and those who work with young people identify and talk about mental health challenges
• Assist people in finding help when needed
• Connect people with local conversations about mental health
• Serve as the primary point of reference for Federal social media outreach and engagement activities on these topics.

CORE MESSAGES
1. It’s okay to talk about mental health.
2. Help is available and effective.
3. Get help if you need it.
4. If you know someone is struggling, help them get help.

PEOPLE TECHNOLOGY OBJECTIVES STRATEGY

What tools should we use?
We will leverage a variety of traditional and social media tools to communicate our core messages to the core audience.

Through various communication platforms, we will promote key content such as:
- National dialogue and related events
- Resources on mental health
- Resources for specific audiences
- Definitions and descriptions of disorders
- Facts on mental health
- Local organizations that can help communities and individuals access services, treatment and support

How do we effectively communicate with our audience?

• Plan communication strategies for both expected and unanticipated events to ensure the website and social media properties are up-to-date and accurate.
• Coordinate on a regular basis with Federal Partners (via the Editorial Board).
• Listen to the conversations occurring in social media about mental health to ensure information meets the needs of our core audience.
• Amplify the messages of national dialogue partners and related “Community Conversations” to make the biggest impact possible from our collective efforts.
• Connect people to local resources—either to start a conversation about mental health or find help for themselves or someone they care for.
• Innovate in our use of social media, so we continually test and evaluate the effectiveness of our approach.
Communication Platforms

We will utilize the standard ASPA Digital Communications Division approved social media platforms to communicate our core messages, as well as promote key content and events. We will also utilize traditional media to further communicate our messages to the core audience as well as new media.

We will continually monitor new technologies for further reaching our audiences, which may include using new social media platforms or traditional media techniques.

The following table reflects the ASPA-run social media and traditional media channels. This does not reflect our partners’ social media platforms, which will be used to amplify core messages, and promote “Community Conversations” and other locally-based events.

<table>
<thead>
<tr>
<th>COMMUNICATION CHANNEL</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Help Identify Mental Health Problems</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>x</td>
</tr>
<tr>
<td><a href="http://www.mentalhealth.gov">www.mentalhealth.gov</a></td>
<td></td>
</tr>
<tr>
<td>GovDelivery</td>
<td>x</td>
</tr>
<tr>
<td>Twitter</td>
<td>x</td>
</tr>
<tr>
<td><a href="http://www.twitter.com/mentalhealthgov">www.twitter.com/mentalhealthgov</a></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>x</td>
</tr>
<tr>
<td><a href="http://www.facebook.com/mentalhealthgov">www.facebook.com/mentalhealthgov</a></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>x</td>
</tr>
<tr>
<td><a href="http://www.youtube.com/playlist?list=PL2GeO-xTcGl7FBxPv4jYbD4qDfF7bQfVz">www.youtube.com/playlist?list=PL2GeO-xTcGl7FBxPv4jYbD4qDfF7bQfVz</a></td>
<td></td>
</tr>
<tr>
<td>Treatment Locator</td>
<td>x</td>
</tr>
<tr>
<td>personal/consumer/mentalhealth.gov</td>
<td></td>
</tr>
<tr>
<td>Storify</td>
<td>x</td>
</tr>
<tr>
<td><a href="http://www.storify.com/mentalhealthgov">www.storify.com/mentalhealthgov</a></td>
<td></td>
</tr>
<tr>
<td>TRADITIONAL MEDIA</td>
<td></td>
</tr>
<tr>
<td>OS Blogs/Op-Eds</td>
<td>x</td>
</tr>
<tr>
<td>OS Press Releases/Statements</td>
<td>x</td>
</tr>
<tr>
<td>Broadcast/Print/Radio</td>
<td>x</td>
</tr>
</tbody>
</table>
PEOPLE: Artists and people in their neighborhood

OBJECTIVES:
Increase **engagement** by 2 comments per post by FY 2014
Content analysis of conversations: Does it make the organization more accessible?

Increase **enrollment** in classes and attendance at events by 5% by FY 2014
10% students/attenders say they heard about us through Facebook, Instagram, or Twitter

STRATEGY
Show the human face of artists, remove the mystique, get audience to share their favorites, connect with other organizations.

TOOLS
Focused on Facebook, Twitter, and Instagram to use best practices and align engagement/content with other channels which includes flyers, emails, and web site.
POST: PEOPLE - KNOW YOUR AUDIENCE

• Who are they?
• What social channels do they use?
• What are they currently seeking?
• What are they sharing on social channels?
• What influences their attitudes?
• What influences their decisions?
• What’s important to them?
• What do they care about?
• What makes them act?
POST: DEFINE YOUR AUDIENCE

**CONSUMERS**
- Arts Attenders
- Arts Donors
- Arts Advocates

**INFLUENCERS**
- Policy makers
- Journalists
- Civic/Biz Leaders

**ORGANIZATIONS**
- Grantees
- Arts Nonprofits
- Artists
Consumers: The Landscape of Social Media Users in the US

Social media sites, 2012-2013
% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Service</th>
<th>% of Internet users who....</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Any Social Networking Site</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Facebook</td>
<td>67</td>
<td>Women, adults ages 18-29</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6</td>
<td>Adults ages 18-29</td>
</tr>
</tbody>
</table>
A More Fun Way To Think About Social Channels

State of the Internet: CATS! COATTIES!!!!!!CATSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS
The Most Important Social Media Sites for Nonprofits

- Facebook: 95%
- Twitter: 64%
- YouTube: 38%
- LinkedIn: 26%

Source: Nonprofit Marketing Guide
Diagram showing the percentage of nonprofits using various social media platforms:

- Instagram: 30%
- Pinterest: 29%
- Google+: 24%
- LinkedIn: 28%
- YouTube: 28%

Source: Nonprofit Marketing Guide
### Uses of Social Media

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check for breaking news</td>
<td>78.5%</td>
</tr>
<tr>
<td>Check what other news orgs do</td>
<td>73.1%</td>
</tr>
<tr>
<td>Find ideas for stories</td>
<td>59.8%</td>
</tr>
<tr>
<td>Keep in touch with audience</td>
<td>59.7%</td>
</tr>
<tr>
<td>Find additional information</td>
<td>56.2%</td>
</tr>
<tr>
<td>Find sources</td>
<td>54.1%</td>
</tr>
<tr>
<td>Monitor discussions on SNS about own field</td>
<td>46.5%</td>
</tr>
<tr>
<td>Follow someone in my field of work</td>
<td>44.4%</td>
</tr>
<tr>
<td>Post comments on work-related SNS</td>
<td>36.2%</td>
</tr>
<tr>
<td>Reply to comments on work-related SNS</td>
<td>32.0%</td>
</tr>
<tr>
<td>Verify information</td>
<td>24.7%</td>
</tr>
<tr>
<td>Meet new people in my field</td>
<td>21.9%</td>
</tr>
<tr>
<td>Interview sources</td>
<td>20.0%</td>
</tr>
<tr>
<td>Other</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

Source: Washington Post
Summarize Your Insights: Use Personas

**RESEARCH**
- Analytics
- Audience Data
- Survey
- Interviews

**PERSONA**
- Name
- Define Needs
- Segment
- Create
Share Pair: Social Media Strategy

• What is your biggest challenge developing or executing an integrated social media strategy?
• What is one insight or success story that your agency has gained from its social media strategy?
• What’s one small step you can take to improve results?
Networked Mindset: A Leadership Style

- Leadership through active social participation as personal brand to support organizational goals
- Listening and cultivating organizational and professional networks to achieve the impact
- Sharing control of decision-making
- Communicating through a network model, rather than a broadcast model
- Openness, transparency, decentralized decision-making, and collective action.
- Being Data Informed, learning from failure
Feeding Hope and Inspiration

Second Harvest Food Bank Executive Director Willy Elliott-McCrea sees the benefits of working together to end hunger and malnutrition in our county.

WHAT'S HAPPENING

Engaging Youth

What do you give a kid who has few opportunities for constructive after-school activities? Tools and the freedom to design cool projects!

Read about a teen-led success story in Watsonville
Community Foundation Santa Cruz County

Charity Organization · Estate Planning · Education
Helping people do good in Santa Cruz County and beyond!

735 likes · 102 talking about this · 185 were here
Social Media Policy

• Encouragement and support

• Why policy is needed
  • Cases when it will be used, distributed
  • Oversight, notifications, and legal implications

• Guidelines
  • Identity and transparency
  • Responsibility
  • Confidentiality
  • Judgment and common sense

• Best practices for personal use in service of organization as Champion
  • Brand
  • Voice
  • Links to Org Strategy

• Dos and Don’ts for Personal Use from Legal

• Additional resources
  • Training
  • Operational Guidelines
  • Escalation
Philanthropy 831 is our blog about the people and organizations invested in the future of Santa Cruz County. Join the conversation!

Blogging 101

Posted by: Lance Linares on 2/8/2013

Some of you've asked me about my forays into the blog-o-sphere.

I have to say I was apprehensive at first.
Not because I'm a perfectionist, but because I wanted to make it worth the time.

With help from Luis, our communications officer, I've come up with a system that works.

The key is to spend more energy on what I want to share with you and less time laboring over the words and the editing.

My reasons are simple:

▷ I'm a convert. I understand people don't read like they used to, especially online. We tend to scan blogs, often while doing other things. Blogs are more like one panel comic strips than short stories or novels.
▷ Blogs are a great way to connect and generate traffic.
▷ I'm willing to ask for help and trust the advice. Here at work, I know Luis understands my intent and style.

I FIND IDEAS EVERYWHERE

From colleagues, family, from things I hear, see or do. I've gotten past thinking it needs to be perfect or profound.
Leadership Conversations
Our CEO @LanceLinares doesn't need prompting anymore. He's tweeting to connect. @farra @kanter pic.twitter.com/D0KlnKP6oS
We provide resources for people to do good.

We're your local community foundation in Santa Cruz County, California.

We have total assets over $78 million and annually award over $8.2 million... see more

Kim East
Communications Associate at Community Foundation
Santa Cruz County
San Francisco Bay Area | Philanthropy

Previous
Fresno Unified School District, Saltwater Inc. / National Marine Fisheries Service

Education
California State University-Fresno

Send a message
Identity and Boundaries Before Social Media

- Personal
- Private
- Professional
- Public
Social Media: Worlds Collide

- Personal
- Professional
- Private
- Public

Not Working

Working
What Kind of Social Animal Are You?

Turtle
- Profile locked down
- Share content with family and personal friends
- Little benefit to your organization/professional

Jelly Fish
- Profile open to all
- Share content & engage frequently with little censoring
- Potential decrease in respect

Chameleon
- Profile open or curated connections
- Content/Engagement Strategy: Purpose, Persona, Tone
- Increased thought leadership for you and your organization

Based on “When World’s Collide” Nancy Rothbard, Justin Berg, Arianne Ollier-Malaterre (2013)
Ways To Engage: What Is Right Fit?

- Amplifier
- Responder
- Conversationalist
- Content Curator

Adapted from IBM Employee Champion Program
As we celebrate Juneteenth, @AACF reflects on equity in education.
bit.ly/Uh0FyH #arleg

As we celebrate Juneteenth, it’s important to still look at inequalities in our current education system bit.ly/Uh0FyH #arleg

Today we celebrate Juneteenth, but we still have a long way to go to achieve racial equity in education bit.ly/Uh0FyH #arleg
ACLUs Executive Director Udi Ofer wants to know what you want to know! What issues matter to you?

Udi will answer his favorites next week through video! #AMA #tbt

aclunj #aclu

runswithwaves If someone signs to join the Army is there a way to get out of it if they haven't started yet? 2w

danicakesss I would like to ask Udi how NJ livin compares to BK 😅.map 2w

aclunj @danica#JesseyForLife

rebecca_f OMG I love this. Cc @catrinachaoes 2w

catrinachaoes @rebecca_f Sweet! 2w

» LOGIN to Instagram to like or post comment on this photo!

Post comment using Facebook Account.

Add a comment...

Posting as Beth Kanter (Change)

Post to Facebook

Facebook social plugin

Responder
Greetings! I'm on line now and looking at your many questions. Answers beginning now! #2030Now #wef14

7:39 AM - 14 Jan 14
Open and accessible to the world and building relationships. Making interests, hobbies, passions visible creates authenticity.
Tweets links related to organization’s mission and work as a bipartisan advocacy organization dedicated to making children and families a priority in federal policy and budget decisions.
## Professional Learning

Bruce Lesley  
President of First Focus

**October 5, 2011**

**The Huffington Post**  
The Internet Newspaper: News, Blogs, Video Community

**Getting Back to Basics for Our Nation's Children**

---

### SEEK

- Identified key blogs and online sites in issue area
- Scans and reads every morning and picks out best

### SENSE

- Summarizes article in a tweet
- Writes for Huffington Post

### SHARE

- Engages with aligned partners
- Presentations

---

Google reader  
[Link to Google Reader]

Twitter  
[Link to Twitter]

Flipboard  
[Link to Flipboard]

---

[Article Link]
Share Pair: Networked Mindset

- How is your agency leveraging social channels for leadership profiles?
- What do you need to move forward?
SOCIAL MEDIA IS PART OF EVERYONE’S JOB!

I have work to do!

Can finally tweet about our programs from my personal account!
@rdearborn works for UpWell and she LOVES sharks.
Best Practice: Write Down the Rules – Social Media Policy

http://www.bethkanter.org/category/organizational-culture/
Social Media Policy – All Staff Participate

TNT employees Social Media Guidelines

**DOs**
- Know the TNT Business Principles.
- Be yourself, say who you are and who you work for, especially when publicizing TNT.
- If you are using the TNT logo, follow the TNT Brand guidelines.
- State clearly that the views/opinions expressed are your own. Speak in the first person.
- Get your facts right, be truthful. Support your opinions with facts. Cite the sources of your content.
- Add value. Think before posting.
- Use common sense and courtesy. Admit mistakes, apologize if necessary.
- Be respectful of other cultures, religions, values, etc.
- Respect the copyright. Avoid the use of logos, trademarks, music, images, etc. without prior authorization.
- Monitor the reactions to your posts and make sure they are as true, respectful and legal as your own.

**DON'Ts**
- Do not post things you would be embarrassed to have your mother/boss see.
- No spam! No covert marketing.
- Do not speak on behalf of TNT (Use a disclaimer if you have your own blog/channel).
- Do not squeeze, modify the TNT logo. Do not associate the TNT logo with inappropriate content.
- Do not lie.
- Don't pick fights. Don't post any defamatory, vulgar, obscene or threatening material.
- Do not share internal information. Refrain from commenting on TNT's business performance.
- Do not cite colleagues/stakeholders, do not post their materials without their approval.
- Do not censor others' opinions.

In case of doubt, questions, suggestions:
- goodideas@tnt.com
- TNT GHO
- goodideas@tnt.com
- TNT Express
- goodideas@tntexpress.nl
- TNT Post

Reacting to posts about TNT

1. You have come across a post about TNT? Is the content/tone positive?
   - **YES**
   - FEEL FREE TO CONTRIBUTE
     - From simply acknowledging your customers (responding to positive feedback, making suggestions) to driving the discussion forward.
   - **NO**

2. Is it spam?
   - **YES**
   - REPORT
     - Look for the 'Report' button or write a personal message to the owner of the online space/ account.
   - **NO**

3. Is the author a 'troll'?
   - **YES**
   - MONITOR ONLY
     - Avoid responding to specific posts. Monitor the situation. If it deteriorates, report to a social media advisor.
   - **NO**

4. Is the posting a rant, joke, intended to ridicule or satirize?
   - **YES**
   - FIX THE FACTS
     - Check the facts for yourself and respond with factual comment that can be seen by everyone.
   - **NO**

5. Does it contain information that is incorrect and you know the right answer?
   - **YES**
   - RESTORATION
     - Apologize if necessary, see what you can do to help and be seen to help. If you are unable to resolve the problem, notify the proper department.
   - **NO**

http://www.bethkanter.org/staff-guidelines/
How social is your agency’s culture? What are some of your challenges?
The Data Informed Nonprofit

You know this chart we’ve based the past three years of strategy on? Call me crazy, but I think it’s sideways.
Data-Informed Culture: It starts from the top!

Do Something.org

Projects of the Day

Poll of the Day

27 percent of young veterans are
More time think about that the data, then collect it.

Tear down those silos and walls around data ...
DO SOMETHING.ORG

PICS for PETS

SAVING AN ANIMAL'S LIFE IS AS SIMPLE AS sharing their picture

GET THE APP

EVERY YEAR, APPROXIMATELY 3 TO 4 MILLION ANIMALS IN SHELTERS ARE EUTHANIZED SIMPLY BECAUSE THEY DON'T GET ADOPTED.

ONE REASON THEY DON'T GET ADOPTED? BAD PICTURES.

Just by taking and sharing a great picture of a shelter animal, you can DOUBLE
Television Without Pretty

Kathie Lee Dropped a Puppy on His Head on Live TV Today

Video

During a Today show segment about a DoSomething.org app that makes pet adoption as easy as smearing fingerprints on your iPhone screen, Kathie Lee Gifford insisted that noted fashion photographer Nigel Barker hand her a dog that he was holding, and then she immediately dropped said dog on his head. Kathie Lee's was not an evil puppy love, but evil did come because of it.

Sometimes it seems like Kathie Lee just can't win, and then she lets her buffoon flag fly, drops a puppy on its head on television, and it becomes clear that Kathie Lee just can't win.
Engagement with a Purpose!

- Adopt Pet
- Donate to Shelter
- Volunteer at Shelter
- Take photos at Shelter and share online
- Download App
- Promote Campaign
Upwell Campaign Lifecycle

- Big Listening
- Identify Opportunities
- Package Content
- Pair with Action
- Insight Informed
- Improve Practice & Share
- Measure Impact
- Campaigns as Conversations
- Distributed Network
YAY!

SAVE

TERROR

#SHARKWEEK
One Metric That Matters:
Increase Shark Conservation Conversation

- Shark Week 2010: 133,167
- Shark Week 2011: 745,030
- Shark Week 2012: 1,683,670
I know it’s hard to measure engagement, but there has to be a better way.
Go Beyond Just Counting
Measurement Discipline: But Start Small
Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are way up.
Designing the Dashboard on the Wall
### Unmarketing/Communications Objectives, Strategies, Tactics, Measurement and Data:

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
<th>Tactics</th>
<th>Metrics</th>
<th>Goal or Benchmarks</th>
<th>Q1</th>
<th>Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maintain and enhance the drumbeat of conversation about GlobalGiving and its projects on social media</td>
<td><strong>Post engaging messages to Facebook and actively participate in Facebook conversations</strong></td>
<td><strong>Continue to grow our Facebook fan base</strong></td>
<td><strong>Facebook posts per week</strong></td>
<td>average of x lifetime engaged users per post</td>
<td><strong>x</strong></td>
<td><strong>x lifetime total reach</strong></td>
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<td></td>
<td></td>
<td></td>
<td><strong>Facebook applause rate</strong></td>
<td></td>
<td><strong>x</strong></td>
<td><strong>x% virality</strong></td>
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<td></td>
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<td></td>
<td><strong>Facebook conversation rate (the per-post goal is actually that each post meets at least 1 of these 3 metrics, but still taking quarterly averages)</strong></td>
<td><strong>weekly total reach of x people</strong></td>
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<td></td>
<td></td>
<td></td>
<td><strong>Facebook amplification rate</strong></td>
<td><strong>less than x total negative feedback clicks per post</strong></td>
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<td></td>
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<td></td>
<td><strong>Facebook negative feedback rate</strong></td>
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<td></td>
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<td></td>
<td><strong>Number of Facebook page likes</strong></td>
<td><strong>x by the end of 2013</strong></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Number of Facebook page dislikes</strong></td>
<td><strong>number of unlikes are less than x% of fan base</strong></td>
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</tr>
<tr>
<td>2. Post engaging tweets and actively participate in Twitter conversations</td>
<td><strong>Post engaging tweets; achieve the following metrics at least 50% of the time</strong></td>
<td><strong>Continue to grow our Twitter fan base</strong></td>
<td><strong>Number of outbound tweets per week</strong></td>
<td><strong>x</strong></td>
<td><strong>x replies per day</strong></td>
<td><strong>x by the end of 2013</strong></td>
</tr>
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<td></td>
<td></td>
<td></td>
<td><strong>Twitter applause rate</strong></td>
<td><strong>average of x clicks per post</strong></td>
<td><strong>x mentions per day</strong></td>
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<td></td>
<td><strong>Twitter conversation rate</strong></td>
<td><strong>x replies per day</strong></td>
<td><strong>Average of x RTs per day</strong></td>
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<td><strong>Number of Twitter followers</strong></td>
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</tr>
</tbody>
</table>
Learn from Tracking Data

http://www.dogshaming.com
Momsrising: Joyful Funerals
• Success happens by taking the right incremental step to get to the next level, but keep moving forward
• Scale your organization’s social culture with a living social media policy
• Allow staff to leverage their personal passion in service if your strategy and mission
• Get some measurement discipline, but start with small steps
• Go beyond counting your data, learn from it
Thank you!

www.bethkanter.org
www.facebook.com/beth.kanter.blog
@kanter on Twitter