

Becoming Socially Acceptable:
Using Social Media and the Internet to Inform and
Reach the Community

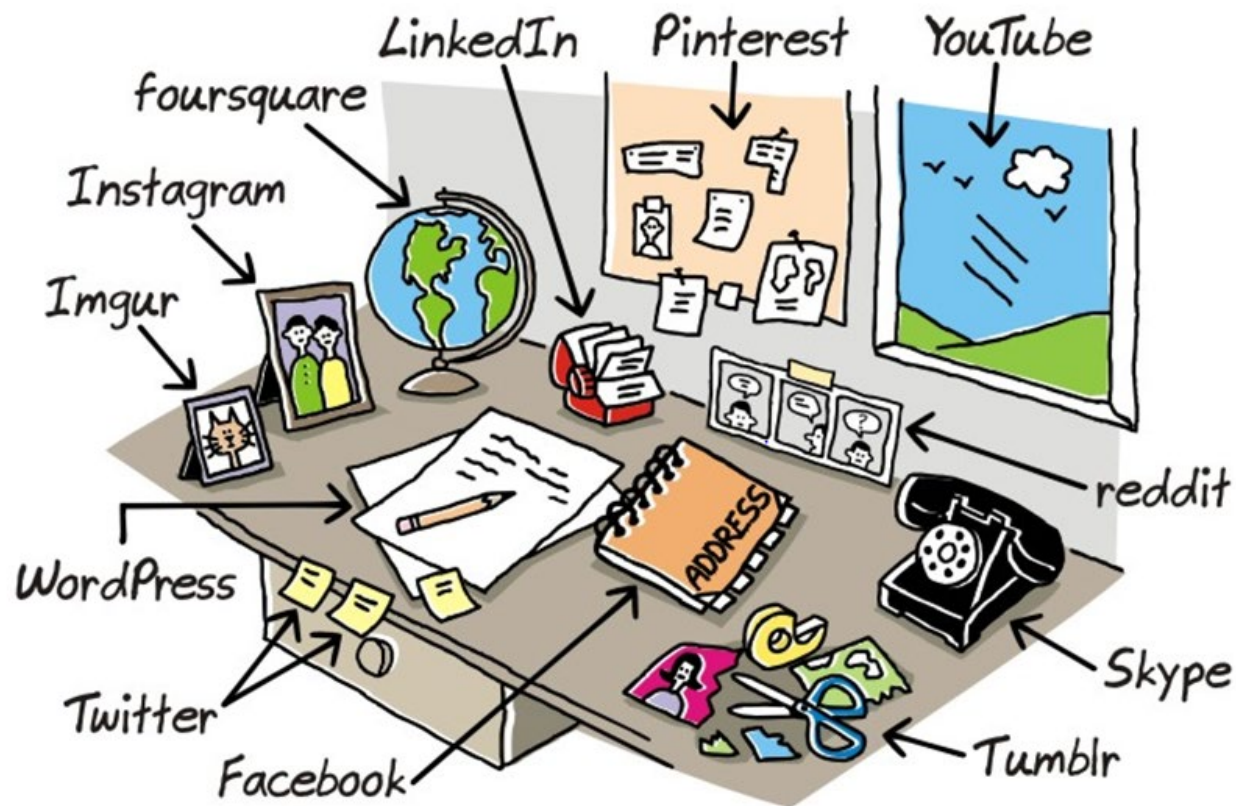


The background of the slide is a collage of various social media logos and brand names. At the top, parts of the LinkedIn logo and the word 'LinkedIn' are visible. Below that, the YouTube logo is prominent. At the bottom, the WhatsApp logo and the word 'WhatsApp' are visible. The logos are in various colors and orientations, creating a busy, digital-themed background.

What is Social Media?

Social media are forms of electronic communication (such as websites for social networking and microblogging) through which users create online *communities* to share information, ideas, personal messages, and other content (such as videos).

vintage social networking



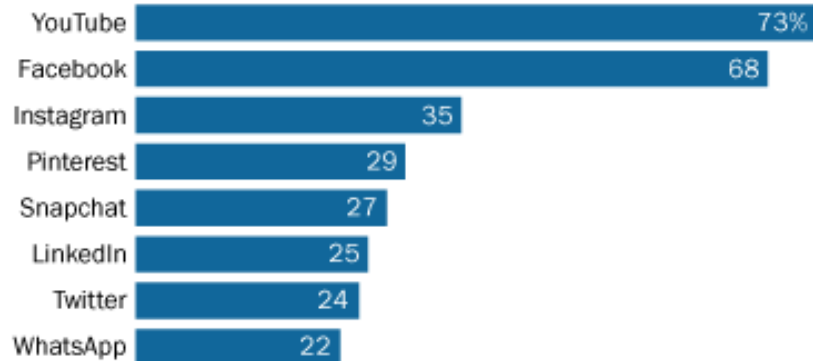
Approximately **2.5 billion** users used social networking sites and apps in 2018.

We will discuss some of the most popular social media sites that are being explored by the

- Instagram
- Twitter
- Facebook
- Snapchat
- LinkedIn
- Youtube
- Pinterest

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use ...



Source: Survey conducted Jan. 3-10, 2018

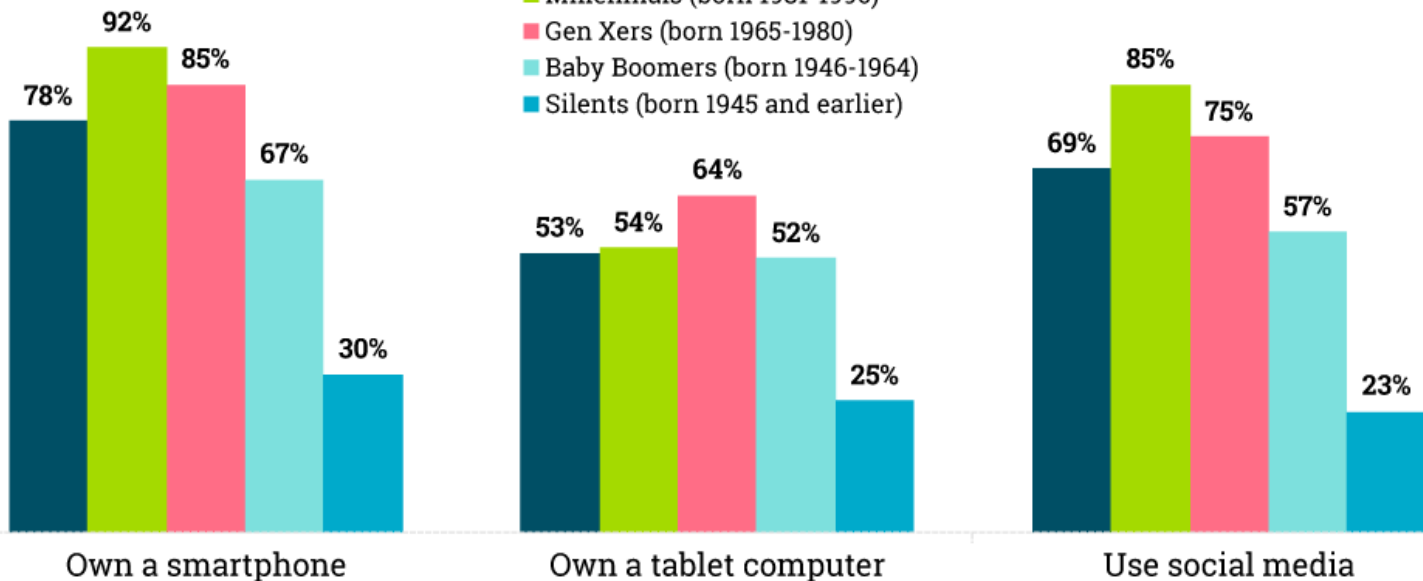
Who is using social media?

Mobile and Social Adoption, by Generation

As of January 2018



- Overall (18+)
- Millennials (born 1981-1996)
- Gen Xers (born 1965-1980)
- Baby Boomers (born 1946-1964)
- Silents (born 1945 and earlier)



Published on MarketingCharts.com in May 2018 | Data Source: Pew Research Center

Based on a survey of 2,002 US adults (18+), including 1,502 cell phone interviews, conducted from January 3-10, 2018.



Instagram

- 59% of 18–29 year olds use Instagram.
- 33% of 30–49 year olds use Instagram.
- 18% of 50–64 year olds use Instagram
- 8% of people 65+ use Instagram

Tips for Instagram

- ★ Post 2 to 3 times a day if post is relevant
- ★ Upload short 3-15 sec. videos
- ★ Use hashtags to gain followers.
 - #peace
 - #MondayMotivation
 - #TBT (throwback Thursday)
 - #MOCO





CRCMC
CONFLICT RESOLUTION CENTER
OF MONTGOMERY COUNTY

on Instagram

@CRCMCPICS



Photos to inspire people to give to the organization.



Photos of conflicts & other services that we provide that show a unique perspective of our organization.



Nonprofits that use Instagram:

PETA

PETA- Call to action to protect animals and advocate for animals rights.

PENCILS OF PROMISE

Pencils of Promise- Showcase the importance of donating money to nonprofits and to publicly thank donors.

unicef 

UNICEF- Methods their followers can use to make a difference and showcase their impact on the world.



Snapchat

- **53% of Snapchat US users are under 34 years old**
- **28% of Snapchat US users are 18-24 years old**

Nonprofits that use Snapchat:

GREENPEACE

Greenpeace USA- Promote climate change awareness and use Snapchat to talk about ways to protect the environment.



Human Rights Campaign- Engage and encourage their followers to advocate for human rights.



Nonprofits that use Snapchat:

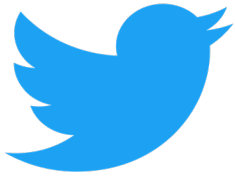


Ocean Conservancy®

Ocean Conservancy- Educate followers about different issues affecting them through emojis, stickers and photos.



DoSomething.org- They empower the youth community to donate to a variety of causes. They catch the attention of young people through their funny and whimsical videos.



Twitter

- **36% of 18–29 year olds use Twitter.**
- **23% of 30–49 year olds use Twitter.**
- **21% of 50–64 year olds use Twitter.**
- **10% of 65+ year olds use Twitter.**

Important lingo to know about Twitter

- Tweet
- Retweet
- Feed
- Handle
- Mention
- Direct Message (DM)
- Hashtag (#)





@CRCMCTWEETS

on Twitter

We use Twitter to post about our upcoming events and help others in the community learn more about what we do.





Nonprofits that use Twitter:



Operation Smile- Update followers about the progress being made to treat children with cleft lip and cleft palate with safe surgeries.



ONE Campaign- Showcase work on ending extreme poverty and preventable diseases (particularly in Africa).



Planned Parenthood Action Fund- Educate followers on current topics such as women's rights, voting, etc.



Facebook

- 88% of 18–29 year olds use Facebook.
- 84% of 30–49 year olds use Facebook.
- 72% of 50–64 year old use Facebook.
- 62% of 65+ year old use Facebook.

A Few Tips For Facebook

AND NOW, OUR BEST PRACTICES!

**POST
1-2
TIMES A DAY**

Post more and your engagement will drop and Facebook will show your posts to less of your fans.

BEST TIME OF DAY TO POST

8-10 AM 12-2 PM
5-7 PM

Facebook is downtime so used more on the way into work, around lunch and at the end of the day.

ENGAGEMENT IS HIGHER ON THURSDAYS & FRIDAYS

M T W THURSDAY FRIDAY S S

When the weekend is near, people sneak a peek on Facebook! Sorry employers, it's true!

PHOTOS GET MORE ENGAGEMENT

Everybody loves a photo! Images get 40% higher engagement rate so make the effort to get visual!

SATURDAYS ARE BEST FOR SHARING

M T W T F S S

During the week people only have time to like or comment. At weekends they're happy to share.



On Facebook



OCT 8 **CRCMC 9th annual Peacemaker Gala**
Public · Hosted by Conflict Resolution Center of Montgomery County (CRCMC)

★ Interested

Monday, October 8, 2018 at 6:00 PM – 8:30 PM EDT
about 2 months ago

Conflict Resolution Center of Montgomery County (CRCMC) [Show Map](#)
4805 Edgemoor Ln, Bethesda, Maryland 20814

Conflict Resolution Center of Montgomery County (CRCMC)
November 12 at 6:33 AM · 🌐

Happy Veteran's Day! Thank you for your service and for strengthening our community peace by peace. #moco #mondaymorning #peace #veteransday



👍 Like 💬 Comment

Conflict Resolution Center of Montgomery County (CRCMC)
6 mins · 🌐

CRCMC December Newsletter



WEB-EXTRACT.CONSTANTCONTACT.COM
CRCMC December Newsletter

👍 Like 💬 Comment ➦ Share

Post photos and updates about any upcoming events and post inspiring messages to encourage others to donate.



Nonprofits that use Facebook:



Compassion International- Get people involved in their fight against poverty and educate others on the issue.



RED- Post about progress towards fighting AID's and getting others involved in their fight.



Invisible Children- Get others involved in helping to protect African children and update on the progress of the mission.



- The YouTube [nonprofit program](#) provides free advertising for nonprofits. This program is part of the larger Google Nonprofits program that provides free ad grants to charities and nonprofits that qualify. It includes not only the YouTube program, but also up to \$10,000 in free ad grants.
- To be eligible to receive this charitable help from Google, your organization must have 501(c)(3) status from the IRS.

Step 1 - sign up for google nonprofits

Step 2 - get your nonprofit approved

Step 3 - locate or make a youtube ID for the company



On Youtube





- LinkedIn allows nonprofits to share organic and sponsored updates
- Staff members can update their profiles, allowing people to see the company's page and the employers staff when the profile is clicked on.
- Allows nonprofits to find new employees, volunteers and recruit new board members.
- LinkedIn allows employers to get updates on their employees



On LinkedIn

Connect with

- Volunteers
- Partner Non-Profits
- Employees
- Job Openings

The screenshot shows the LinkedIn profile for the Conflict Resolution Center of Montgomery County (CRCMC). The profile header includes the CRCMC logo, the name "Conflict Resolution Center of Montgomery County (...)", "268 followers", and "7 connections work here. See all 33 employees on LinkedIn →". Below the header are buttons for "Following" and "See jobs". The "About us" section describes the organization as a non-profit dedicated to providing quality dispute prevention, resolution, and education. The "Company details" section lists the website as <http://www.crcmc.org>, the company size as "2-10 employees", and specialties including mediation, youth programs, dialogue circles, community conferencing, IEP facilitation, group facilitation, and conflict resolution education.



Google+

- Google+ allows nonprofits to communicate with the community about what their nonprofit does and how to help.
- Able to use hashtags that can be about their work and help publicize the hashtag and the nonprofit itself.

A screenshot of a Google+ post from the official Google+ page. The page header shows the Google+ logo, a verified checkmark, a grid icon, and the tagline "Real-life sharing, rethought for the web". A green "Pages" button is in the top right. Below the header are five navigation icons: a circular logo with red, blue, and black rings; a blue silhouette of a person's head; a yellow speech bubble with a video camera icon; a blue square with a white border and a green mountain icon; and a colorful four-pointed star. The main content area has tabs for "Posts", "About", and "Photos". The selected "Posts" tab shows a post from "Google+" at 3:32 PM, marked as "Public". The post text reads: "Tomorrow, Wednesday, on +Good Morning America, +Google+'s own Vic Gundotra will be a guest, talking Google+. Set your DVRs, TiVos, VCRs and whatever recording devices are your favorite. Don't miss it." Below the text is a quote from "Good Morning America" about a live hangout on GMA with Vic Gundotra and other guests. At the bottom, there are interaction options: "+56", "19 shares" (listing users like Anowanul Kabir, Azmara Landinez, Brian Worhatch, Cindy Ronzoni, Eden Soto), and "31 comments" (listing users like Warren Day, Cindy Ronzoni, Taco Goulooze, Shah Auckburaully, Roberto). A comment from "Warren Day" is visible, asking if Google forgot to take down the Halloween orange G+ logo.



Google Ads

- Google offers FREE ads for nonprofits
 - Must have a click-through rate (CTR) of at least 5%.
- Nonprofits will no longer be “capped” at a maximum \$2 cost-per-click (CPC).
- You can receive \$10,000 of in-kind Google ads each month
- Ads are only text based
- Can see when a user searches for something related to the nonprofit
- All campaigns must be keyword-targeted



Creating Google Ads

← → ↻ Secure | https://adwords.google.com/cm/CampaignMgmt?authuser=0&_u=8486182154&_c=6933717365#n.ADGROUP_802454146_FROM-CAMPAIGN-CONSTRUCTION&app=cm ☆ 📄 ⋮

Google AdWords Sales Clinic Client • 924-158-9512 Home Campaigns Opportunities Reports Tools Manager ID: 919-836-6312 michael@smbclix.com ⚙️ 🔔

⚠️ Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

Ad Group #1

Create an ad

Text ad Dynamic search ad Mobile app engagement Call-only ad

Final URL [?]

Headline 1 [?]

Headline 2 [?]

Path [?] / /

Description [?] 0

[Ad URL options \(advanced\)](#)

Preview [?] Mobile | Desktop

Manchester NH Lawyers - Get A Free Consultation

Ad abclawfirmmanchester.com/new-hampshire/law_firm

Do You Need Help With A Legal Issue? Talk To Our Experienced Team Of Lawyers Now

Sample ads [View more](#)

New College Programmes For You - Plan For Your Future

Ad www.example.com/Online_Courses

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Top Three Tips for Social Media

1. Engage With Your Followers (Positive and Negative)

1. Use CTAs (Call To Action)

1. Diversify content



Days of the Week Hashtags

Mobile and Social Adoption, by Generation



As of Ja Social Media Performance

78%

Social Media Followers



26,472

Likes



Facebook Engaged Users and Page Impressions (Final)

Aug 21, 2016 to Aug 27, 2016

Aug 14, 2016 to Aug 20, 2016 (prev.)

7 Days

Twitter Favorites of Last 10 Tweets (@)

26

Favorites

▲ 7 vs 19 (prev.)

YouTube Subscribers (Last 7 Days)

Subscriptions



#Hashtags
For Everyday of the Week

NO BLUE CREATIVE

MONDAY

#MotivationalMonday #MondayBlues #ManicMonday
#MusicMonday #ManCrushMonday (#MCM)

TUESDAY

#TransformationTuesday #Takemeback

WEDNESDAY

#Humpday #WellnessWednesday

LinkedIn Key Metrics (Last 30 Days)

Metric	Last 30 Days
Clicks	1,119
Likes	60

Twitter Retweets of Last 10 Tweets (@)

418

Retweets

▲ 14 vs 277 (prev.)

Instagram Overview

92

89

ers

Mediation and Non Profit Hashtags

Top 10 mediation hashtags

10 mediation hashtags popular on Instagram, Twitter, Facebook, Tumblr

#mediation - 41%

#divorce - 7%

#seecharanscottchambers - 7%

#law - 6%

#attorney - 6%

#justice - 6%

#lawfirm - 6%

#yoga - 6%

#conflict - 6%

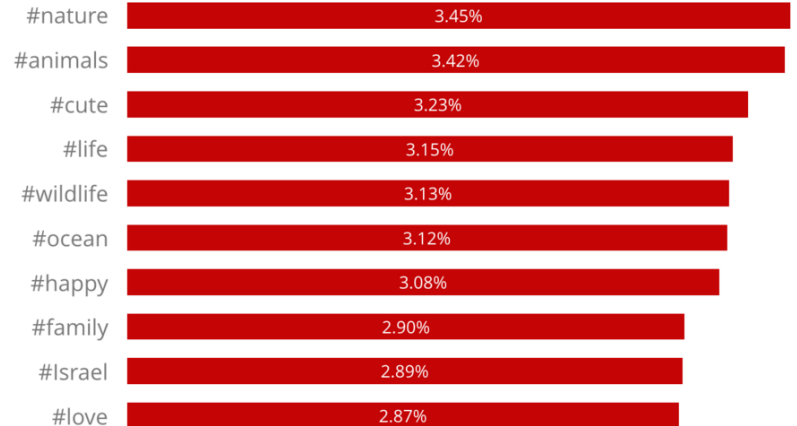
#mediator - 5%

NONPROFITS: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

81.3% of Nonprofits' posts
on Instagram include
hashtags



You Have to Create a Plan

In order to maximize your social media effort you should develop a plan that consist of

1. Goals
2. Target Audience
3. Content Strategy for Each Platform
4. Content Calendar
5. Metrics to measure you impact



Social Media Calendar

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/NuSC30c577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHev30c5d9R
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjk530bHujZ	<i>(insert video file link)</i>
		3:00 PM	Promotion	Product Launch	Liftmetrix 📊 Hootsuite Impact 🌟 New name and offerings to help you measure and maximize ROI: http://ow.ly/tNx530bKlqN	http://ow.ly/tNx530bKlqN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	<i>(include CTA link)</i>
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to trak key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G5KI30c5d1F
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00	http://ow.ly/aktF30c5d00
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owlys do you see? 🐦🐦	<i>(insert image file link)</i>
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! 📍 @taggio	<i>(insert link to original image)</i>
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			

How Goals Align to Organization Objectives

Organization objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.



Keeping Track of Google Ads

Google AdWords Home **Campaigns** Opportunities Tools

Search

All online campaigns

Campaign: Campaign #1

Last 7 days: Oct 2, 2013 - Oct 8, 2013

Enabled Experiment: **Running** Edit Type: Search & Display Networks - All features Edit Budget: \$30.00/day Edit Targeting: Canada; United States Edit Active bid adjustments: Device

Ad groups Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions Display Network

All but deleted ad groups Segment Filter Columns Search

+ AD GROUP Edit Details Bid strategy Automate Labels

























	Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.
	Ad Group #2	Paused	\$2.09	auto	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
	Ad Group #1	Paused	\$2.09	auto	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
	Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
	Total - Search				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
	Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
	Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0

Show rows: 10 1 - 2 of 2



Keeping Track of Facebook Ads

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
10/16/2013 9:52 am	 Here are 101 tips, tools, apps, and resources to help you increase revenue with Facebook. http://bit.ly/16NfADU			37.7K 	1.1K  488 	\$53.00 Spent
10/02/2013 12:35 pm	 Need an ecommerce solution that can satisfy the needs of small businesses, enterprises, and developers? Say hello			452 	13  8 	Boost
09/30/2013 11:59 am	 Still want keyword data for your website or blog? Here are five ways to get it after Google encrypts search and			912 	56  14 	Boost
09/19/2013 2:21 pm	 Planning to sell products or services online? Here's a great resource guide for all things Shopify for beginners!			35.5K 	120  174 	\$40.00 Complete

Social Media Followers



26,472
Likes



45,322
Followers



6,524
Followers

YouTube Subscribers (Last 30 Days)



LinkedIn Key Metrics (Last 30 Days)

Metric	Last 30 Days	Prev 30 Days	30 Day Trend
Clicks	1,197	1,273	
Likes	602	510	
Shares	77	105	
Followers	11,802	11,438	
New Followers	364	306	
Impressions	163,786	114,130	

Facebook Engaged Users and Page Impressions (Final)

Aug 21, 2016 to Aug 27, 2016
Aug 14, 2016 to Aug 20, 2016 (prev.)

7 Days

Facebook Page: Itsy Bitsy

Engaged Users
19,878
▲ 19%
vs. 16,641 (prev.)

Page Impressions
8,391,834
▲ 9%
vs. 7,688,733 (prev.)

**This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.*

Facebook Page Likes

Aug 21, 2016 to Aug 27, 2016
Aug 14, 2016 to Aug 20, 2016 (prev.)

7 Days

Facebook Page: Itsy Bitsy

Total Page Likes
8,132
▼ -31%
vs. 11,793 (prev.)

New Page Likes
432
▲ 35%
vs. 321 (prev.)

**This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.*

Twitter Favorites of Last 10 Tweets (@:)

26
Favorites
▲ 7
vs 19 (prev.)

Twitter Retweets of Last 10 Tweets (@:)

418
Retweets
▲ 141
vs 277 (prev.)

Instagram Overview

192
Posts

289
Followers

109
Following

#Questions?

#askmeanything



ANSWERING YOUR
#QUESTIONS