



# Social Media Marketing for the Not For Profit Sector

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Marketing is Business Development



# Agenda Outline

- What is Social Media Marketing
- Why does your organisation need it
- How to engage in this new form of conversational marketing
- Managing your Social Media networks
- Delivering the right message about your organisation
- How to incorporate Social Media into your Marketing Strategy
- How to use Social Media to fundraise
- Who is doing it well – successful Not For Profit Social Media Campaigns



# Social Media

Social media are web-based and mobile technologies for interactive dialogue, collaboration and sharing

- Social Networking Sites (i.e. Facebook)
- Blogs/Microblogs (i.e. Twitter)
- Content Communities (i.e. YouTube)
- Collaborative Projects
- Virtual Worlds



# What is Social Media Marketing

The methodical use of marketing on social media channels with integrated communications techniques to achieve specific promotional objectives for an organisation



# Why does your organisation need it?

1. Spread awareness for a cause
2. Generate passion and advocacy
3. Expand volunteer network
4. Mobilise people & supporters
5. Raise funds
6. ....



# How to engage in this new form of conversational marketing

- Develop & agree on defined objectives
- Understand your target audience
- Engage & interact with passion for the cause and for social media
- Use your blog or web presence as your social media hub
- Measure KPI's that indicate progression towards your goals



# Managing your Social Media networks

- Social media education and policy enforcement
- Take one social media bite at a time
- Genuine transparency in response interactions
  - Reach out and lend a hand to others
- Governance and reputation management



# How to incorporate Social Media into your Marketing Strategy

- Develop an overall marketing strategy to support your organisations objectives
- Analyse the social media communication channels for use in projects
- Prepare marketing plans using integrated programs and campaigns



# How to use Social Media to fundraise

An example from the Lance Armstrong  
Foundation

# Lance Armstrong Foundation uses twitter for...

- Press releases
- Public relations
- “customer service”
- NOT exactly an audience well cultivated for solicitation



**LIVESTRONG**

Cancer is the leading disease killer among 20 to 39 year olds -Survival rates for young adults have not increased since 1975

*about 21 hours ago from TweetDeck*

Our own Doug Ulman @liverstrongceo interviews CNN's Sanjay Gupta @sanjayguptaCNN Thanks for all u do for LIVESTRONG!  
<http://tiny.cc/vzOOz>

*12:32 PM Apr 3rd from TweetDeck*

@Robert\_Hale Doug told me that you had some questions. I'll be glad to help. DM me.

*10:40 AM Apr 3rd from TweetDeck*

LIVESTRONG Board Member and #cnn chief medical coorespondant @sanjayguptaCNN is in the building! #followfriday

*10:32 AM Apr 3rd from TweetDeck*

@LeanaMay I love Hut's!

*10:19 AM Apr 3rd from TweetDeck*

@britishbulldog <http://twitpic.com/2rg49> - is that you? That's surreal.

*5:55 AM Apr 3rd from TwitPic*

Have/Had cancer? Lost your job? Having issues with insurance? Crushed by bills from treatment? Call 866-235-7205 Check  
<http://tiny.cc/BuCHw>

*5:51 AM Apr 3rd from TweetDeck*

@cb2008 <http://twitpic.com/2rdio> - GOOD LUCK MOM! Call us if you have questions about what to expect after surgery. Hugs to you both!

*5:38 AM Apr 3rd from TwitPic*

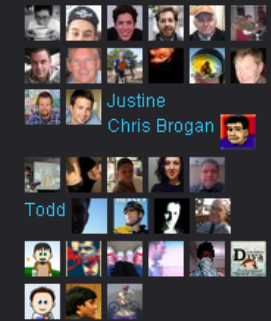
Name LIVESTRONG  
Location Austin  
Web <http://www.livest...>

12,865 following 13,044 followers 870 updates

Updates

Favorites

Following



View All...

# Quick Case in Point – open letter “advice” to the **LIVESTRONG** foundation

- *Shoot short video of Lance making specific impassioned appeal to his twitter audience.*

Good morning! I slept like a rock!! Feeling quite a bit better today.  
5:06 AM Mar 27th from TwitterBerry

---

A short video message from me to you all. <http://tinyurl.com/c5d9krj>  
5:06 PM Mar 26th from web

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@taylorphinney wins the pursuit at the World Championships in Poland!!! Yes!!  
11:32 AM Mar 26th from TwitterBerry

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Lance has already communicated with his followers in this way.

Hundreds of comments poured in within days.

### Videos

More videos: 26 Videos



0:50 / 2:04

ENLARGE EMBED LS

Exclusive Post-Op Interview with Lance

## **Quick Case in Point – open letter “advice” to the LIVESTRONG foundation**

- *Shoot short video of Lance making specific impassioned appeal to his twitter audience.*
- *Video needs to state a goal, ask for a specific amount, and automatically kick to a donation page with a specific, small gift pre-filled on the form. No “Click to Donate” buttons!*
- *Ask Lance to tweet it out 6 times over 3 days varying the time of day it’s tweeted and the subject line “update” that goes with it...share progress, celebrate benchmarks, express goal, give thanks, etc.*
- *Ask Lance to tweet as normal the rest of the day.*
- *LIVESTRONG twitter admin needs to follow progress and thank individual donors publicly, using twitter.*
- *Headline the next day (prediction)...*

**Quick Case in Point – open letter “advice” to the  
LIVESTRONG foundation**

*“LIVESTRONG Raises Hundreds  
of Thousands in Three Days  
Using Just Twitter”*

*What won't be mentioned in the headline -- the months of acquisition and cultivation work Lance Armstrong has done in the preceding months to make this solicitation effective.*

*But...*

*Lance Armstrong isn't doing acquisition and cultivation. Lance Armstrong is simply in conversation with his followers.*

*(that's the best kind of cultivation)*



# Who is doing it well – successful Not For Profit Social Media Campaigns

- Greenpeace – Send a Whale
- Action Aid – Project Toto
- Mission Australia – Anti-poverty petition
- Movember
- Twestival
- Red Cross – Make a Statement
- World Vision – Youth Decide
- Salvation Army – 32,000 to go
- Amnesty International – Justice Campaign
- National Breast Cancer Foundation – Choose Pink



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