

Untangling Web 2.0

Aug. 12, 2009 | North Park University Axelson Center for Nonprofit Management

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- **Wikipedia's definition of "social media"**

http://en.wikipedia.org/wiki/Social_media

- **Who's Networked?**

In 2005, **8 percent** of online adults had a profile on a social network site. Today, **35 percent** do.

- 75% of online adults 18-24
- 57% of online adults 25-34
- 30% of online adults 35-44
- 19% of online adults 45-54
- 10% of online adults 55-64
- 7% of online adults 65 and older

Source: Pew Internet & American Life Project

<http://www.pewinternet.org/Reports/2009/Adults-and-Social-Network-Websites.aspx>

- **Social Media Helps You To ...**

- Tell your story – you are the media
- Focus on relationships with current – and potential – members, advocates & donors
- Increase transparency – share more about your fundraising, successes and day-to-day activities
- Share information – educate others about your organization/ issues and learn from others
- Mobilize your base to action as advocates or ambassadors for your cause
- Build a more meaningful community

- **So ... Where Do I Start?**

- **Have I answered the 5 W's:** Why, Where, Who, What, When?
 - **Why* am I doing this? – identify organization's specific goals
 - **Where* are my constituents? – identify communication tools/social media networks they use most
 - **Who* is going to do this? – identify staff with the knowledge and, most important, enthusiasm
 - **What* are they going to do? – outline clear, specific tasks that support your goals
 - **When* are they going to do it? – decide how new responsibilities fit in with current duties, and who will be responsible outside of regular work hours, if necessary
- Do I have the time to invest in building connections and community – and the patience to stick with it?
- Can I handle working with emerging technologies – or find someone who can?
- Am I willing to let go of editorial control?
- Do I have an exit strategy?

- **Wait, How Much Time Does it Take?**

See Beth Kanter's post on time and resources:

http://beth.typepad.com/beths_blog/2008/10/how-much-time-d.html

- **How Have Donors Changed?**

- The vast majority of online donors is in its 20's and 30's and is very comfortable with Web 2.0 technology.
- Most Web 2.0 donors also don't want to receive your print materials.
- They want "Thank You" wall comments and public compliments.
- On average, when they donate they will provide you their e-mail address 75% of the time. Remember to use it.
- They give in smaller amounts, more often, and to many nonprofits that they have never heard of before until they saw them on social networks.

Source: Heather Mansfield, Change.org

Read Heather's excellent article: Five Things Your Nonprofit Needs to Know About Web 2.0 Donors

http://nonprofits.change.org/blog/view/five_things_your_nonprofit_needs_to_know_about_web_20_donors

- **Fundraising - Case Studies**

Nonprofit Social Network Fundraising

Presentation by Justin Perkins, director of Nonprofit Services at Care2.com, featuring research on social network fundraising and use of new media for nonprofit marketing

<http://www.slideshare.net/elperko/social-networking-fundraising-presentation>

Fundraising 2.0: A New Model for Fundraising on Facebook Using an Old Skool Tool: Cause-Related Marketing, by Jonathan D. Colman, associate director of digital marketing, Nature Conservancy

<http://www.slideshare.net/jcolman/fundraising-on-facebook-a-new-model-for-fundraising-on-facebook-using-an-old-skool-tool-causerelated-marketing-presentation>

Twestival: Are Fundraising Groundswells A Massive Opportunity or Distraction for Nonprofit Organizations, by Beth Kanter

http://beth.typepad.com/beths_blog/2009/02/twestival-are-fundraising-groundswells-a-massive-opportunity-or-distraction-for-nonprofit-organizati.html

- **Fundraising - Articles & Resources**

Online Fundraising: A Startup Guide – 10 Online Fundraising Basics You Need to Know, by Joanne Fritz

<http://nonprofit.about.com/od/onlinefundraising/tp/onlinefundraisinghub.htm>

When Characters Count: Advice for Charities on Making the Most of Twitter, by Caroline Peterson

<http://philanthropy.com/free/articles/v21/i09/09001401.htm>

Effective Fundraising with Facebook Causes, by Susan Gordon

<http://www.nten.org/blog/2009/06/18/effective-fundraising-facebook-causes>

Using Facebook and MySpace for Advocacy and Fundraising: Interview with Carie Lewis, HSUS

<http://www.wildapricot.com/blogs/newsblog/archive/2007/08/16/interview-with-carie-lewis.aspx>

Crowded Roads Ahead for Charity 2.0, by Caroline McCarthy

http://news.cnet.com/8301-13577_3-10302991-36.html?tag=mncol

**with more discussion at Beth's Blog:*

http://beth.typepad.com/beths_blog/2009/08/crowded-roads-ahead-for-charity-20-how-do-address-scaling-and-cause-fatigue.html

Social Media Provide Untapped Opportunity to Engage High Dollar Non-profit Donors, According to Community Philanthropy 2.0 Research Study, by Jennifer McClure

<http://www.newcommreview.com/?p=1433>

Convio: The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors

<http://my.convio.com/?elqPURLPage=104> (free resource; email required)

- **Marketing - Articles & Resources**

Building Your Online Presence on a Tight Budget: Q& A Discussion with Beth Kanter & Jonathan Colman

http://philanthropy.com/live/2008/07/tight_budget/

10 Tools and Strategies to Market Your Nonprofit on a Shoe-String Budget, by Allyson Kapin

<http://www.frogloop.com/care2blog/2009/7/14/10-tools-and-strategies-to-market-your-nonprofit-on-a-shoe-s.html>

FACEBOOK

<http://www.facebook.com>

Who's on Facebook?

2005: 5.5 million active users

2009: 250 million active users

- **Set-up tips**

<http://www.facebook.com/nonprofits>

<http://www.facebook.com/FacebookPages>

- **Best Practices for Nonprofit Organizations, by Heather Mansfield**

<http://www.diosacomunications.com/facebookbestpractices.htm>

- **Nonprofits on Facebook**

Red Cross: <http://www.facebook.com/redcross>

Humane Society: <http://www.facebook.com/humanesociety>

HS Causes: <http://www.facebook.com/humanesociety>

HS Steward campaign: <http://apps.facebook.com/causes/98845?m=3f1cca43>

HS Michael Vick campaign: <http://apps.facebook.com/causes/7963?m=3f1cca43>

ONLINE VIDEOS

2006: 33 percent of adult Internet users watched online videos

2009: 62 percent of adult Internet users watched online videos

- 89 percent of people age 18-29
- 68 percent of people age 30-49
- 41 percent of people age 50-64
- 27 percent of people age 65 and older

Source: Pew Internet & American Life Project

<http://www.pewinternet.org/Reports/2009/13--The-Audience-for-Online-VideoSharing-Sites-Shoots-Up.aspx>

YOUTUBE

<http://www.youtube.com>

Hundreds of millions of videos watched every day

Every minute, more than 10 hours of video is uploaded

- **Nonprofit tips**

<http://www.youtube.com/nonprofits>

- **Videos**

Father Involvement PSA: <http://www.youtube.com/watch?v=9A2Ap3DyvLg>

Chicago Coalition for the Homeless: <http://www.youtube.com/user/chicagohomeless>

**longest video popular with viewers*

Miriam's Kitchen: <http://www.youtube.com/watch?v=mMNTpPj4ES4&feature=channel>

** unique premise*

- YouTube Embed: <http://www.miriamskitchen.org/100bowls>

Chicago Red Cross: Video Embed

<http://www.chicagoredcross.org/general.asp?SN=1513&OP=3275&IDCapitulo=VF223FBDFD>

**compelling pitch*

TWITTER

<http://www.twitter.com>

March 2006: Twitter launches

March 2009: 8 million users

June 2009: 20 million users

I Have 140 Characters. What Do I Say?

* Be yourself

* Listen to others

* Reply & Retweet: Twitter is a two-way conversation

Every tweet leads to "Ambient Awareness" (see Clive Thompson article below)

- **Search Twitter** for people, organizations and topics: <http://search.twitter.com>

- **Twitter directories**

Twellow: <http://www.twellow.com>

Twellohood: <http://www.twellow.com/twellohood>

Nearby Tweets: <http://nearbytweets.com>

Tweet Congress: <http://tweetcongress.org>

Twitter Packs: <http://twitterpacks.pbworks.com/Non-Profits>

- **Follow for nonprofit news & tips:** <http://twitter.com/nonprofitorgs>

- **Organize the people you're following**

Try Tweetdeck: <http://tweetdeck.com> -- or Seismic: <http://seismic.com>

**I like using the Seismic web-based version, though the organization options are more limited than the desktop application.*

- **Remember:** You can also post to Twitter through iGoogle (Twitter gadget) or Gmail, and of course through a Twitter application on your cell phone.

- **Related Articles**

How Twitter Will Change the Way We Live, by Steven Johnson

**Very good look at "the big picture"*

<http://www.time.com/time/business/article/0,8599,1902604,00.html>

Brave New World of Digital Intimacy, by Clive Thompson

<http://www.nytimes.com/2008/09/07/magazine/07awareness-t.html?pagewanted=all>

A Non-Fanatical Beginner's Guide to Twitter, by Deanna Zandt

<http://www.deannazandt.com/2009/02/26/a-non-fanatical-beginners-guide-to-twitter/>

Teens Don't Tweet; Twitter's Growth Not Fueled By Youth, by David Martin & Sue MacDonald

**Notes on growth by age demographic*

http://blog.nielsen.com/nielsenwire/online_mobile/teens-dont-tweet-twitters-growth-not-fueled-by-youth/

Forum Discussion on How Nonprofits Are Using Twitter

<http://philanthropy.com/forums/index.php/topic,736.0.html>

FLICKR

<http://www.flickr>

- **Why/How-To**

Excellent primer by Beth Kanter on how nonprofits can use Flickr

<http://www.techsoup.org/learningcenter/internet/page8291.cfm>

More info and examples

<http://bethkanter.wikispaces.com/flickr>

SOCIAL MEDIA ROI

- Measure THIS! An Intro to Social Media ROI, by Deanna Zandt

<http://www.deannazandt.com/2009/07/22/measure-this-an-intro-to-social-media-roi/>

- Dollars Per Facebook Donor is Not the Right Metric for Success by Beth Kanter

http://beth.typepad.com/beths_blog/2009/04/hello-washington-post-dollars-per-facebook-donor-is-not-the-right-metric-for-success.html

- ROI (Results on Insights): Nonprofit Examples of How Listening Returns Value by Beth Kanter

http://beth.typepad.com/beths_blog/2009/01/roi-nonprofit-examples-of-how-listening-returns-value.html

- What's the Payoff? How Charities Can Figure Out How Much Time and Money to Invest in Social Networking -- Q&A Discussion with Beth Kanter

<http://philanthropy.com/live/2009/07/payoff/index.shtml>

HELP?

- **Reports & Data**

Pew Internet: <http://www.pewinternet.org>

- **Articles & Tool Assessments**

TechSoup: <http://www.TechSoup.org>

NetSquared: <http://www.NetSquared.org>

IdealWare: <http://www.IdealWare.org>

- **Slideshows on Social Media**

SlideShare: <http://www.Slideshare.net>

- **Webinars**

DIOSA Communications (Heather Mansfield): <http://www.DIOSACommunications.com>

The KBuzz: <http://www.TheKbuzz.com>

Charity HowTo: <http://www.CharityHowTo.com>

- **Sites to Follow**

Or: How to keep up with changing tools and information ...

- Mashable: <http://mashable.com>

The ultimate social media guide; might be too techie, but worth subscribing to monitor headlines

- NP Communicator: <http://communitymediaworkshop.org/npcommunicator/>

Blog on nonprofit communications by the folks at Community Media Workshop

- Beth's Blog: http://beth.typepad.com/beths_blog/

The ultimate in coverage of social media for nonprofits

- Wild Apricot: <http://www.wildapricot.com/blogs/newsblog/default.aspx>

Covers issues and trends in web technologies that help organizations do more with less

- Lifestacker: <http://lifestacker.com/>

Daily tips for getting things done, includes lots of useful (and fun) information