

# CHAPTER 1

## Setup

The beginning of every social media journey is an exciting time, whether you've been tasked with creating a program from scratch or adding a new twist to an existing one. The low barrier to entry of social platforms means nonprofits can begin engaging their supporters right away, so making sure things are in order from the start can make a big difference.

Before you take your organization and supporters on this journey, it's important to get things set up properly. In a perfect world, you'll already have a strategy in place, a social media policy rolled out to your staff, and all of your accounts created and beautifully branded. Since that isn't always the case, it's always a good idea to look at how other nonprofits have setup their programs.

Tactics like branding your Twitter page, setting up your Facebook uniform resource locator (URL), integrating social media into your web site, and other topics covered in this chapter will ensure a better social experience for your supporters and make life easier for your organization. Think of these setup tasks as the first few steps on the journey—steps you need to take in order to reach your final destination.

Even if you've already started the journey, it's always a good idea to look back, review, and refine the social experience you're providing. Sometimes a nonprofit will start a social program simply because someone told them they needed to, and this can lead to wrong turns. This chapter will help you stay on track and get the most out of your social media efforts.

Are you ready to begin? Let's go. . .



## Claim Your User Name on Facebook

Creating a unique user name allows you to promote your Facebook presence via a short URL. Instead of saying “find us on Facebook,” you can provide potential supporters with a link that leads them directly to your page. This comes in especially handy in conversations and print marketing materials. With the ever-expanding world of Facebook, be sure to grab your unique URL as soon as possible, before someone else does!

**What You Need** A Facebook page with at least 25 likes

### How to Do It

1. Visit [facebook.com/username](https://facebook.com/username).
2. From the interface, choose which page you would like to select a user name for.
3. If your desired name is not available, try and try again—maybe an acronym will work instead!

**A Closer Look** Things you should know about Facebook user names:

- Make it easy to remember. Think clear, descriptive, and simple when selecting your user name. If you have a Twitter account, you should consider using the same handle. If your organization’s name is long, you may want to use an acronym (if it is easily recognizable.) Generic words like “flowers” or “pizza” are not available for use at this time.
- Make sure you are 100 percent positive that the name you choose is the name you want forever before you click “Confirm.” Changing your Facebook user name once submitted is not an option, even if you misspelled it.
- Usernames are not transferable. This is a good thing! It protects Facebook from the creation of fake accounts and protects users from “squatters” who are merely setting up an account to claim a name and retain it for future use or sale.
- Facebook has a process for protecting intellectual property rights. If you go to select your user name and it is already taken, the only protection you have is if you are the legal

trademark owner for the term. Facebook offers a user-name intellectual property-infringement form that you must fill out to reclaim your name.



## Brand Your YouTube Channel

If your nonprofit is using YouTube to host videos and engage supporters, taking the time to brand your organization's channel should be part of the plan. You may be posting your videos on Facebook or your blog, but people will still be visiting your YouTube channel. That's why it's so important to have your organization's brand well represented. YouTube offers additional branding options through its Nonprofit Program that can turn your channel into a great destination.

**What You Need** A YouTube account, a YouTube Nonprofit Program membership, and someone to design your graphics

### How to Do It

1. Create a YouTube account for your organization if you haven't already done so.
2. Apply for YouTube's Nonprofit Program by visiting [www.youtube.com/nonprofits](http://www.youtube.com/nonprofits), and pressing the "Apply" button.
3. Determine the overall look and feel of your YouTube channel, including incorporating your organization's branding, colors, and so on.
4. Design the header, avatar, and background.
5. Go to "Channel Design" and change the colors and modules you want to use on your channel.
6. Access the "Branding Options" section of your channel and upload your icons and banners.

**A Closer Look** A well-branded YouTube channel can be an important social media outpost for your organization, so take the opportunity to make it look as professional as possible. The YouTube Nonprofit Program provides many benefits, several of which involve branding and design.

Once your YouTube channel has been accepted into the Nonprofit Program, you can begin customizing your channel. YouTube's Channel Design section will help you set the colors and

styles of your channel, which should match your organization’s web site and branding standards as closely as possible. You can then upload custom icons, backgrounds, and banners to complete the design.

Because there are so many ways you can customize your YouTube channel, be sure to look around at what other nonprofits have done. Imitation is the sincerest form of flattery, right? Here are four nonprofits that have well-branded YouTube channels that you should check out:

- United Way Worldwide has a really solid, great-looking channel. It features a header linking to its web site, perfectly matched styles, and a great youth-focused background image. [www.youtube.com/unitedwaypsas](http://www.youtube.com/unitedwaypsas)
- Boys and Girls Clubs of America takes a simple approach with its channel, featuring a design that matches its web site. A current campaign is featured in the header, which is a great way to encourage supporters to take action. [www.youtube.com/bgcastaff](http://www.youtube.com/bgcastaff)
- The Nature Conservancy has a well-branded header on its channel, which also contains two HTML buttons called “How You Can Help” and “About Us.” A Google Checkout donation option is also included near the bottom of the channel, which is another great benefit of YouTube’s Nonprofit Program. [www.youtube.com/natureconservancy](http://www.youtube.com/natureconservancy)
- America Jewish World Service has done a great job combining a custom header with the background graphic to create a seamless design. The organization also uses a second banner in the left column to drive traffic back to its web site. [www.youtube.com/ajwstv](http://www.youtube.com/ajwstv)

In the end, you just need to strike a balance between being creative and professional. And while creating a great-looking channel is important, don’t overlook producing compelling videos that people actually want to watch (see Tactic 41).



### Claim Your Venue on foursquare

Claiming your venue on foursquare is easy to do, and the reason for doing it is just as simple—to become the “manager” of the

venue. Once you claim your venue, foursquare offers organizations a free set of tools to help attract and retain supporters. By becoming the manager, you will be able to edit venue information, including name and address, and will also have access to analytics and offer specials. The approval process generally takes 7 to 10 days and is relatively painless. (If you don't have a physical location, see Tactic 4.)

**What You Need** A foursquare account and a physical venue

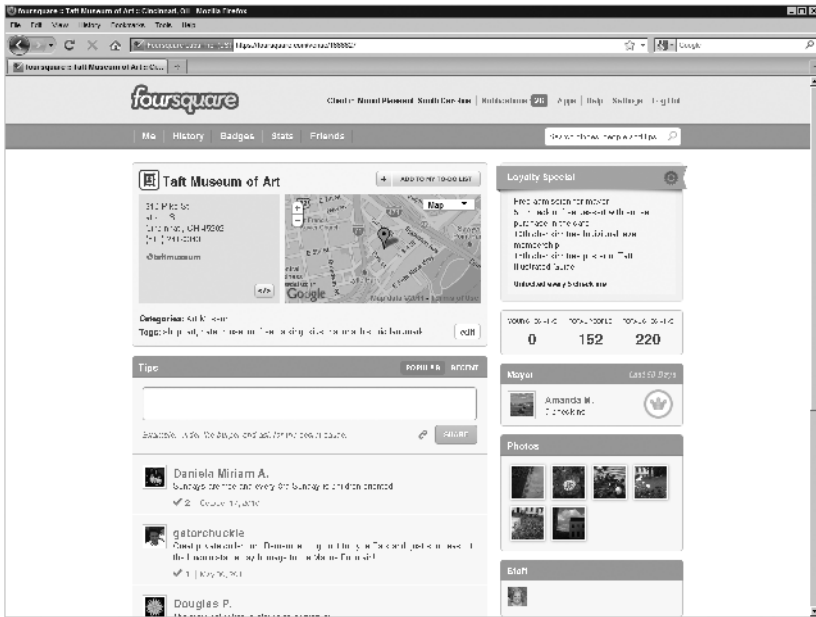
**How to Do It**

1. Log in to foursquare. *It is a best practice to create a separate business account to link to a venue as manager information is public.*
2. Search for your venue.
3. In the upper right-hand corner, you will see “Do you manage this venue? Claim here.”
4. Click “Claim here” and complete a simple series of questions.

**A Closer Look** Social media staffers at The Taft Museum of Art claimed their venue on foursquare to learn more about who was coming and going from the museum (see Exhibit 1.1). According to Tricia Suit, the Museum's marketing and communications manager, the process was simple. And, since it was free to do, they didn't have to cut through any institutional red tape to do it. “I think the hardest part was trying to develop the ‘offer’,” says Tricia, “imagining what people would want and how they could achieve it.” (For more on offers, see Tactic 61.)

Foursquare provides Museum staff with a new way to interact with visitors. Since foursquare is integrated with the organization's Twitter account, staff members are able to track when people are at the Museum and offer them specials in real time. “I noticed on Twitter a guest had checked in and was at the café,” says Tricia. “I told her to tell the chef that Tricia said to give her a

The Taft Museum of Art ([www.taftmuseum.org](http://www.taftmuseum.org)) welcomes people of every background to experience a world-renowned collection of Anna and Charles Taft's treasures in a beautiful historic house.



**Exhibit 1.1 Taft Museum of Art's foursquare page**

Source: Courtesy of the Taft Museum of Art; © 2011, Foursquare Labs, Inc. All of the foursquare® logos and trademarks displayed in these screenshots are the property of Foursquare Labs, Inc.

free iced tea. Through foursquare, I was able to have a conversation with her and help create a unique visitor experience, not just a virtual one.”

## **4 Create a Branded foursquare Page**

Foursquare gives you the ability to create a custom page that will serve as a foursquare homepage for your nonprofit’s brand. This page allows your organization to customize the look and feel, add tips for followers, share links to key resources, and create a custom URL. The ability to leave tips is very useful because you can leave notes for your followers that engage them in the real world, which is great for advocacy-based nonprofits! If you plan on using foursquare in your social media plans, creating a branded page is a great way to build up your community.

**What You Need** A foursquare account, a Twitter account, artwork, and a graphic designer for layout

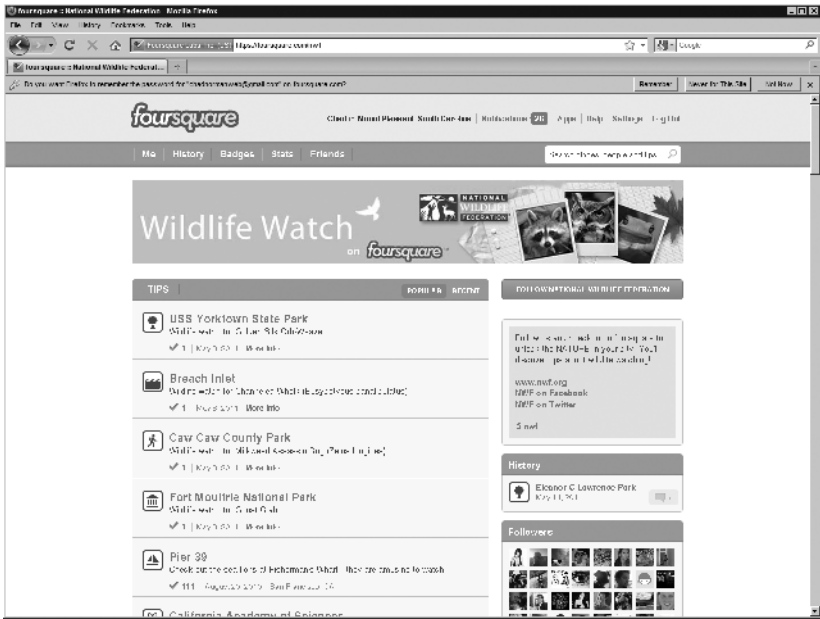
**How to Do It**

1. Create a foursquare account for your nonprofit if you don't already have one. This needs to be the same name you used on Twitter (e.g., [twitter.com/yourorg](https://twitter.com/yourorg) and [foursquare.com/yourorg](https://foursquare.com/yourorg)). You cannot request a foursquare name that you do not have on Twitter.
2. Create a header image for your foursquare page. It must be  $860 \times 130$ , less than 200KB, have a transparent background, and include a foursquare logo.
3. Create a page gallery image. This is to represent your page in the gallery, and must be  $185 \times 185$  and less than 200KB.
4. Visit [www.foursquare.com/business](http://www.foursquare.com/business) and click "Brands."
5. Click "Create a Page," and fill out the form.
6. Wait for confirmation that your page has been created, which can take a couple of weeks.
7. Begin adding tips for your followers.

**A Closer Look** The National Wildlife Federation (NWF) does a fantastic job of reaching out to supporters no matter where they are. This drive to engage supporters out in the real world extends to foursquare, where NWF has built a branded page (see Exhibit 1.2). When asked how this effort began, Danielle Brigida, manager of social media at NWF, says, "I was really hoping to provide direct ways to connect people with nature while it was most relevant to them, and that is why we created the branded page of wildlife watching tips. The more we can connect with an audience that is actually out in nature, the better."

When you visit the NWF foursquare page, you'll notice the custom banner right away. The logo and imagery in the header creates continuity with NWF's web site and gives loyal supporters confirmation

The National Wildlife Federation ([www.nwf.org](http://www.nwf.org)) is inspiring Americans to protect wildlife for their children's future.



**Exhibit 1.2 National Wildlife Federation’s foursquare page**

Source: Courtesy of the National Wildlife Federation; © 2011, Foursquare Labs, Inc. All of the foursquare® logos and trademarks displayed in these screenshots are the property of Foursquare Labs, Inc.

that they are in the right place. The branding also continues on the right, where NWF has included links to its web site, Facebook page, and Twitter profile.

In the Tips section of this page, you can see what NWF is really doing with its foursquare presence. Staff members know that supporters love wildlife and are often visiting outdoor attractions, so they have left tips at hundreds of locations around the world. When supporters check in at these locations, they will receive a tip relating back to NWF’s mission. This could be a reminder of a great bird-watching spot nearby, or simply pointing out a local hiking trail.

“Whenever I’m investigating a new tool, I make sure to consider the time, functionality, and the organizational goal I’m addressing,” Danielle says. “In this case, the time it would take to create a foursquare page and upload tips seemed very reasonable, and I was also connecting people to nature in a fun, new way.”

The benefit to NWF supporters is clear—more wildlife tips when and where they need them! Location-based services like



foursquare are making social marketing more real time every day, and for some nonprofits, this can be a great tool for awareness.



## Create a Custom Twitter Background

One of the best things about Twitter is that you can use your organization's profile, not just its avatar, to tell a story. Twitter allows users to select either a pre-designed theme or customize their profiles with a unique color scheme and background image. The background of your page essentially becomes your organization's billboard. Consistency is key here—by tying in your Twitter presence with your organization's brand story, it will simply serve as another channel supporting your overall web presence.

**What You Need** A Twitter account, artwork, and a graphic designer for layout

### How to Do It

1. Create a Twitter background that reflects your organization's brand, incorporating brand colors, strong images that portray what you do, and a call to action (i.e., sign up to volunteer at [Mynonprofit.org](http://Mynonprofit.org).)
2. From a technical design perspective, it is best to design up to a 1600 × 1200 pixel image at 72 dpi that is no larger than 800KB. (Experiment with what works.) Be sure to focus your graphics on the left side of the image (you have about 200 pixels on that side to work with.)
3. Log in to Twitter and navigate to "Settings" from the upper right-hand drop-down menu.
4. Click on "Design" and select "Change Background Image."
5. Click "Choose File," select the file from your computer, and click "Save Changes."

**A Closer Look** Highveld Horse Care Unit's Twitter profile ([twitter.com/hhcu](http://twitter.com/hhcu)) is a great example of a simple, elegant, and effective branding application on Twitter (see Exhibit 1.3). One visit to the organization's profile and you will not only quickly understand what it does, but also what its staff wants you to do. The mission is clearly



**Exhibit 1.3** Highveld Horse Care Unit's Twitter page

Source: Courtesy of the Highveld Horse Care Unit; Twitter

stated in the profile section, and the custom background helps visitors relate to the mission.

The design reflects the organization's brand color palette. The logo is used as an avatar and in the sidebar. Although the organization primarily deals with animal cruelty, the designer chose an uplifting photo that portrayed the brand reward—healthy horses. The design also incorporates a bit of whimsy with a horse walking off the right side of the screen.

Although it is great to engage and interact on Twitter, it is also a best practice to lead people to where they can learn more—your organization's web site. HCCU does a great job of providing a clear call to action for its Twitter visitors. On the left side of the screen,

The Highveld Horse Care Unit (HCCU; [www.horsecare.org.za](http://www.horsecare.org.za)) is the largest equine welfare organization in the Southern hemisphere.

visitors are presented with the organization's web site and are encouraged to "Sign Up, Log On, and Help."



## Brand Your Facebook Page

Often, your Facebook page provides the first impression for new supporters, so it's important that your organization's brand is visually represented by more than just its logo. On Facebook, you can use a tall profile picture to display more branding and messaging on your page, such as photos or program callouts. Creative use of the photo strip and custom tab design can really bring your Facebook page together visually and align it better with your other web channels.

**What You Need** A Facebook page, photos, artwork, logo, and a graphic designer for layout

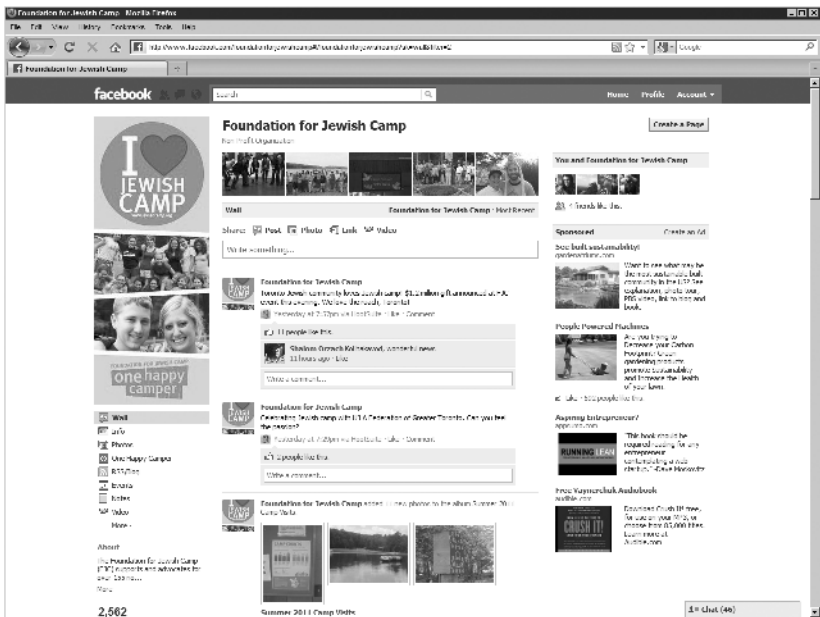
**How to Do It** To visually brand your organization's Facebook page, you will need to:

1. Use an image editor or graphic designer to create a Facebook profile picture that includes visual branding elements, such as your organization's logo, color, tagline, photos, and other imagery. While you can use the maximum size of 180 pixels × 540 pixels, keep in mind that you don't want to push your page's navigation too far down the page by making a really tall image.
2. Upload this image to Facebook by pressing the "Edit Page" and clicking on the "Profile Picture" link. Here, you can browse to your new image and upload it.
3. Set the Profile Thumbnail to display part of the image that will look good as a square icon, such as your logo. You can do this by clicking the "Edit Thumbnail" link directly under your uploaded profile picture on the Profile Picture screen.
4. Make sure the photos in your page's photo strip reflect your brand and mission. If you see a photo you don't like, simply hover over it and press the X button. This will remove it from the rotation.
5. Create custom tab content that visually reflects your brand.

**A Closer Look** The Foundation for Jewish Camp is a great example of an organization doing more with its Facebook profile picture than simply uploading its logo. In fact, the organization doesn't use its logo at all!

During early 2011, the Foundation's Facebook profile picture featured the logo of its One Happy Camper program, along with supporting photos (see Exhibit 1.4). Joelle Berman, communications manager at the Foundation, says, "Our One Happy Camper program takes center stage on our Facebook page in order to attract our largest target audience: parents (and mainly mothers) who have not yet sent their children to Jewish camp."

The Foundation for Jewish Camp ([www.jewishcamp.org](http://www.jewishcamp.org)) unifies and galvanizes the field of Jewish overnight camp and significantly increases the number of children participating in transformative summers at Jewish camp, assuring a vibrant North American Jewish community.



**Exhibit 1.4** The Foundation for Jewish Camp's Facebook page

Source: Courtesy of The Foundation for Jewish Camp; Facebook

The organization has also continued that design on the One Happy Camper custom tab, where the visual continuity goes from profile picture to page content. Regarding this continuity, Joelle says, “By creating a custom landing page, a custom profile picture, and a custom tab that mirrors our web portal for the program, we are able to make the Facebook experience and the program enrollment experience seamless.”

You can take this even further by creating custom tab icons that match your brand, tying in your profile picture with your five featured photos, and by making sure your avatar (the little icon that appears by your posts in people’s news feeds) looks great.



## Add Multiple Administrators to Your Facebook Page

You want to make sure your organization’s Facebook page has multiple administrators (admins) for the same reason a hotel gives you two keys when you check in: In case you lose one! Having more than one admin protects you from the perils of a key staff member going on vacation, leaving the organization, getting hit by the proverbial bus, or having his or her personal profile suspended (and your page along with it). It also allows you to spread the workload around by providing access to other stakeholders, and lets you give credit to admins on your page.

**What You Need** A Facebook page and more than one administrator

### How to Do It

1. Find a co-worker or two who want to be administrators on your Facebook page, or at least serve as a backup for you.
2. Visit your organization’s Facebook page and press the “Edit Page” button in the upper right, then access the “Manage Admins” section.
3. Enter a Facebook user’s name or e-mail address in the blank field, which should be directly under your name and profile picture. If you are not Facebook friends with the person you are trying to add, you will need to enter his or her e-mail address.

4. Add as many admins as you need, then press the “Save Changes” button.
5. Display your admins on your Facebook page by clicking on the “Featured” link, and clicking the “Add Featured Page Admins” button.
6. Train your admins on Facebook best practices and how their new status changes how they can interact with Facebook.

**A Closer Look** At most nonprofits, the social media program was started by one staff member because he or she was passionate about engaging the community. As social media programs grow and other staff members become involved, the need to manage access to each social media account grows as well.

Why should you have multiple admins?

- To share the workload. If you have a very active Facebook community, it will take a lot of time and energy to keep up with the comments and other activity. Using multiple admins will lighten the workload.
- In case you lose your admin. It’s no fun to plan for things like this, but if your only admin leaves the organization, gets fired, or has his or her personal account suspended on Facebook, you may lose access to your Facebook page.
- You have different roles for different admins. As the manager of your social media program, you may be focused more on branding, ads, and metrics, leaving the day-to-day activity to another team member.
- You serve multiple time zones. If your organization’s supporters span the country or even the globe, you need to ensure that someone is monitoring the Facebook page as often as possible. Having admins in different time zones will help keep you covered.



## Set and Display Rules for Your Facebook Community

Having an open community is a great way to create dialogue around your mission and bring your supporters closer together. However, that low barrier to entry can also invite trouble—especially if your organization is controversial in any way. When setting up

your Facebook page, it's a good idea to include the rules of your community and outline your commenting policy on the Info tab. By making this information accessible to each visitor, you can nip most cases of abuse in the bud while setting clear expectations for those that slip through the cracks.

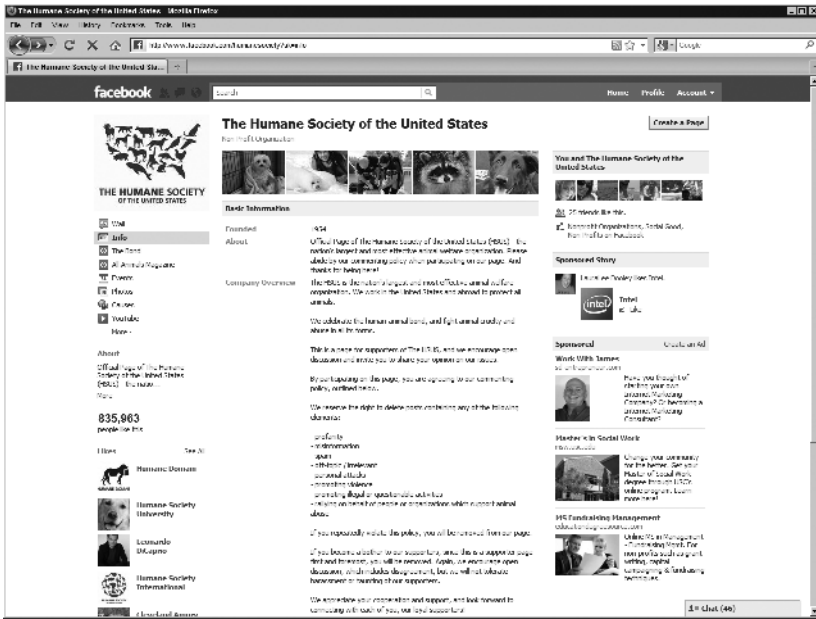
**What You Need** A Facebook page

**How to Do It**

1. Determine what types of behavior and comments you want to cover in your rules. These should include things like profanity, spam, attacks, misinformation, illegal activity, and so on.
2. Create a designated point of contact at your organization for the community to reach out to if there are issues. This can be a staff member, or a special e-mail account can be created (e.g., Facebook@YourOrg.org).
3. Draft the policy using clear and concise language. Remember, this is a commenting policy on a Facebook page, not a long legal document. Keep it short and to the point.
4. Review the policy with internal stakeholders. This group should include appropriate representatives from around the company, as well as someone from your legal team.
5. If possible, review the policy with a small group of your most avid supporters. Gaining the perspective of community members may shed light on an unseen issue with the policy.
6. Roll out the policy onto your Facebook page with an announcement on your wall and provide an e-mail address for people to send questions and feedback.

**A Closer Look** The Humane Society of the United States (HSUS) attracts a large, active, and engaged community of supporters to its Facebook page, but also a small opposition that posts unwanted and

The Humane Society ([www.humanesociety.org](http://www.humanesociety.org)) of the United States seeks a humane and sustainable world for all animals, and is America's mainstream force against cruelty, exploitation and neglect, as well as the most trusted voice extolling the human-animal bond.



**Exhibit 1.5** The Humane Society of the United States' Facebook Info tab

Source: Courtesy of The Humane Society of the United States; Facebook

inappropriate content. Over time, the HSUS’s social media staffers discovered that moderating a Facebook page took time and effort, especially having to explain why they were removing a comment or post each time.

So instead of discussing their policy on their Facebook page, they decided to simply post it (see Exhibit 1.5). Carie Lewis, director of emerging media for HSUS, says, “Social media opened the doors of two-way, two-sided communication, so we realized we needed some protection. We put together a clear, brief, fair commenting policy that protects us from harm, but not from disagreement.”

By posting its commenting policy on the Info tab, HSUS provides new members with clear expectations of how the community works, what type of content is appropriate, and what will happen if the guidelines are ignored. Posting the policy also helped admins, as they no longer had to explain why they were taking an action. If a user was upset, the admin could just point him or her to the policy. This also helped executives buy in to the open nature of the Facebook page.



Carie adds, “In the end, we want our page to be a safe place for members to learn what we’re doing and connect with each other. There will always be disagreements, tough questions, and complaints, but this is a place to address those in a timely and transparent way.”

The HSUS states that by participating on its Facebook page, visitors are agreeing to the commenting policy. The policy plainly says that content will be removed if it contains profanity, misinformation, spam, off-topic content, personal attacks, violence, or illegal or questionable activities. It further says that the person may be removed from the page if the abuse continues. The organization also provides a special e-mail address to contact if a visitor has questions, which is a nice touch. The full policy can be seen on the Info tab at [www.facebook.com/humanesociety](http://www.facebook.com/humanesociety).



## Allow Supporters to Post Content on Your Facebook Page

A healthy portion of engagement is a key ingredient to any thriving social community. Opening up your Facebook page enables your supporters to post content on your wall and leave comments on your photos and videos. This is critical if you are soliciting feedback, wanting your supporters to interact, or just hoping to be there when someone needs you. Before you jump in the user-generated content pool, remember that opening up may expose your organization’s brand to a negative comment from time to time.

**What You Need** A Facebook page and a commenting policy

### How to Do It

1. On your organization’s page, press the “Edit Page” button.
2. On the “Manage Permissions” tab, locate the “Posting Ability” section.
3. Mark each of the checkboxes that correspond to the activity you want your supporters to be able to do. These three activities are: write or post content to the wall, add photos, and add videos.
4. In the “Moderation Blocklist” field, type in the terms you want to prevent users from posting. Think of this as your spam filter.

5. Set the “Profanity Blocklist” as needed.
6. Press the “Save Changes” button.

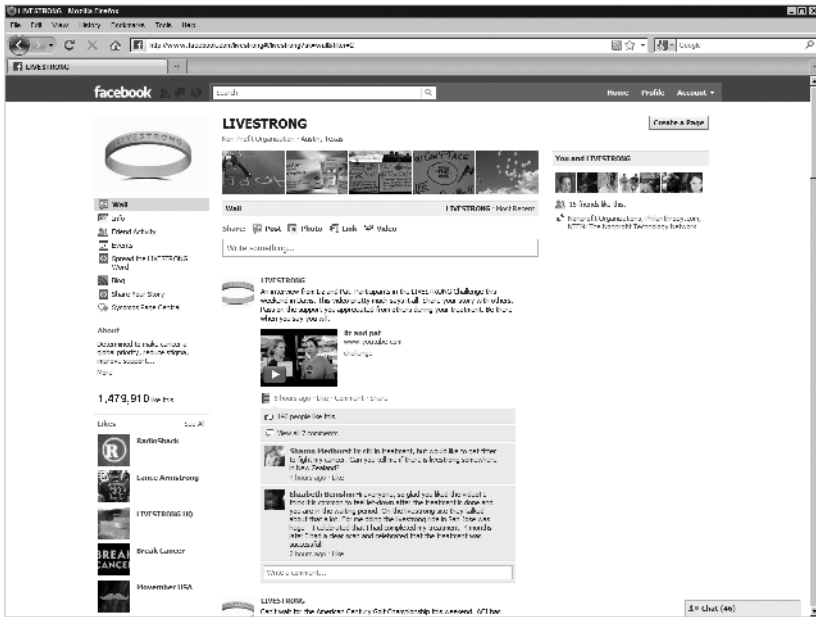
**A Closer Look** Having an open Facebook page isn’t the right move for everyone, but if you have a loyal supporter base that likes to engage with your brand, consider allowing the members to contribute to your page. Hearing and seeing your mission from a supporter’s point of view can be a wonderful way to introduce new people to your organization, and this is an easy way to get the ball rolling.

On the Lance Armstrong Foundation’s LIVESTRONG page, supporters have been allowed to leave wall posts, photos, and videos for years (see Exhibit 1.6). Brooke McMillan, LIVESTRONG’s online community evangelist says, “We wanted to create a safe and welcoming place for people to share their cancer stories and ask questions. This helps us disseminate our materials and educate people on how we can help them throughout their cancer journey.”

When you visit the organization’s page, you don’t just see posts from the LIVESTRONG staff. You also see supporters thanking the organization for a job well done and sharing their stories about recovery. You’ll see photos posted from various events around the country. And, you’ll see people sharing moments in their own lives, like a photo of their yellow LIVESTRONG bracelet against a scenic trail background.

Together, all of this content tells the LIVESTRONG story in a way only social media can—by weaving together a tapestry of mission-related images and words that will hopefully move the next visitor to take an action. Brooke says, “Facebook and other social media platforms have continuously stayed in the top three referring sites to our web site and cancer services. Having an open dialogue has helped us share our mission and allow us to fulfill it.” Social media let us all tell our stories, so let your supporters tell theirs!

In the fight against cancer, the Lance Armstrong Foundation ([www.livestrong.org](http://www.livestrong.org)) believes that unity is strength, knowledge is power, and attitude is everything. Its mission is to inspire and empower people affected by cancer.



**Exhibit 1.6 LIVESTRONG'S Facebook page**

Source: Courtesy of LIVESTRONG; Facebook



## Monitor Facebook Page Activity with Alerts

Being responsive to the activity on your organization's Facebook page is a lot of work, but it is important if you want to develop an engaged community. The best way to make sure you don't miss a single comment, like, or post is to set up notifications for you and your staff. Facebook can be configured to send page administrators e-mail notifications for certain actions, and third-party tools can be used to provide real-time updates of page activity. These alerts help you stay on top of your Facebook page's activity and respond in a timely manner without having to monitor your page all day long.

**What You Need** A Facebook page and an e-mail account

### How to Do It

1. Access your organization's Facebook page and press the "Edit Page" button.

2. Click the “Your Settings” link in the left navigation.
3. In the “E-mail Notifications” sections, mark the “Send notifications to (your e-mail) when people post or comment on your page” checkbox.
4. Press the “Save Changes” button.
5. To receive weekly page updates via e-mail, you can:
  - Start on the screen from step three above.
  - Click the “View all e-mail settings for your pages” link.
  - Scroll down to the Pages section, and mark the “Weekly Page updates for admins” checkbox.
  - Scroll to the bottom and press the “Save Changes” button.

**A Closer Look** The easiest way to get Facebook notifications is via e-mail, which will send you an update each time someone leaves a post or comment on your organization’s page. If your organization is using Facebook Events, e-mail notifications can also be turned on to monitor activity on those pages as well (this can be done via the “Notifications” tab in your account settings).

Weekly page updates provide a snapshot of activity over the past week, including number of active users, number of wall posts and comments, and total visits. These e-mails are really just summaries of your Facebook Insights data, but are still useful if you don’t actually view your user data on a regular basis, which is something you should be doing (see Tactic 91).

Using social media management tools is a natural evolution at any organization, whether it’s moving from an iGoogle dashboard to Radian6, or switching from posting on Twitter.com to scheduling in CoTweet. Facebook management tools can be very beneficial if you’re busy and need to schedule updates, but also if you feel the need to monitor your pages activity in real time.

If you’re looking for something more robust than e-mail notification, companies like MediaFeedia.com do real-time Facebook monitoring. MediaFeedia will send you real-time updates as people leave comments and posts on your page. You can view the comment in your e-mail, which easily links back to Facebook if you want to reply (and you should, but that’s a whole other tactic!). If your social strategy calls for you to be quick to respond when your supporters reach out, these alerts can really help.



## Use Commenting Tools that Authenticate with Social Accounts

Creating discussions around your organization's best blog and web site content is an effective way for your supporters to feel more involved with your mission, provide feedback, and engage as a community. Commenting tools that allow users to log in with their social media credentials (e.g., Facebook, Twitter, LinkedIn, etc.) make it much easier for people to participate in a discussion. Commenting systems like Disqus can be used in place of the native functionality in platforms like WordPress, or be used to add comments to systems without them.

**What You Need** A web site or blog, access to these files, a commenting tool that supports social media log-ins. *We recommend the Disqus commenting system and will use it as the example moving forward.*

### How to Do It

1. Determine what content you would like your supporters to comment on. A blog is a natural place, but also look for areas of your web site, press room, and microsites.
2. Create a Disqus account and grab the code snippet to place on your web site.
3. Insert the code snippet into your blog or web site where you would like to see the comments appear, typically near the bottom of the page.
4. Configure the Disqus account to allow users to log in with Facebook, Twitter, OpenID, and so on.

**A Closer Look** Using a third-party commenting tool like Disqus can turn your web site and blog content into an opportunity to interact with your supporters. Adding commenting to popular areas of your web site, in addition to your blog, provides new places where your community can engage with you and your mission.

Based out of northeast Ohio, ideastream is a nonprofit organization bringing Public Broadcasting Service (PBS) and National Public Radio (NPR) to the local area. Supporters of PBS and NPR are very loyal and active, so it makes sense to see commenting throughout ideastream's web site. By using Disqus,

ideastream allows users to comment on their blog posts, but also to start conversations around their programming, events, and other key content. This is a great way to engage supporters and build community.

One of the key benefits of using Disqus is that it allows users to log in with their social media credentials to leave comments. This makes it really easy for people who want to leave a comment under their own names, but don't want to create a new account at ideastream's web site. ideastream allows users to authenticate with Facebook, Twitter, Yahoo!, Disqus, and several other methods. Disqus also provides additional functionality some native tools may not have, like live threaded discussions and image uploads.

Disqus also allows ideastream to customize the look and feel of the comments through cascading style sheets (CSS), ensuring that it matches the rest of the web site. This lets designers create links that are the proper color and fonts that match the rest of the web site. This is an important step when using any third-party tool, as you want your web site to look like one cohesive platform.



## Add a Facebook Like Button to Your Web Site or Blog

The Facebook “Like” Button provides your supporters one of the easiest ways to connect with your organization and share your content and brand with their friends. Whether it's from a Like Box or a Like Button, the act of pressing Facebook's ubiquitous button can generate a lot of impressions for your nonprofit, because each click shows up in a supporter's news feed for all their friends to see. Connecting your web site and Facebook can be as easy as putting a Like Box on your home page and putting a Like Button on your blog posts.

**What You Need** A Facebook page and access to your web site or blog files.

### How to Do It

1. Visit [developers.facebook.com/docs/plugins/](https://developers.facebook.com/docs/plugins/) and click the “Like Button” or “Profile Box” link.
2. Customize the widget and press the “Get Code” button.
3. Insert the code into your web site or blog template.

**A Closer Look** Implementing the Facebook Like Box on your web site or blog is as easy as it sounds, and the widget can be put places like your home page, contact page, or in a page gutter. It can also be integrated into a blog template, or any web property that receives a lot of traffic. The Facebook Like Box can be configured to show visitors if their friends have connected with your organization, display recent updates, and connect people via the Like Button.

The Like Button can also be used to promote your best content, like blog posts, campaign pages, and program microsites. Adding a simple Like Button to these pages helps visitors share the content with their networks. Many people remain logged into Facebook, and the button can be set up to show them which of their own friends have already liked the content.

In fact, Facebook tools can be deeply integrated into your web site if you're willing to get your hands dirty. For instance, the Like Button is very easy to install using the iFrame method—you simply select the features you want, press the “Get Code” button, and paste the code on your site. But if you want greater integration between your web site and the Facebook platform, your need to take a look at the XFBML method. XFBML lets users leave an optional comment that posts to Facebook, as well as automatically resizes the Like Button to fit your site. XFBML involves using the JavaScript SDK, so you may need access to a developer to help write the code.

Greenpeace USA uses the Like Button throughout its web site. You can see the button, along with the total number of likes and the names of your friends who have liked the content, at the top of many key pages, such as the organization's “Volunteer” page. Greenpeace USA also implemented the smaller “Box Count” style button on many other pages, as it takes up less real estate and can be mixed in with other social sharing tools. This decision to include the Facebook Like button is helping the organization promote its content, reach new supporters, and achieve its mission.



### **Add a Twitter Follow Button to Your Site**

Similar to the Facebook Like button, the Twitter Follow Button is designed to “increase engagement and create a lasting connection with your audience.” When you see a Twitter Follow Button on a

site, you can instantly follow the organization's Twitter account without having to leave the page (if you are logged in). If you are not logged in to Twitter, a box pops up where you can quickly log in without having to leave the page. It's a great way to increase your followers right from your site without having to worry about them wandering off into Twitterland.

**What You Need** A Twitter account and a web developer

**How to Do It**

1. Visit <http://twitter.com/about/resources/followbutton>.
2. Enter your organization's user name and select what type of background will be used.
3. Select whether you would like your organization's follower count displayed beside the button. (If you have a lot of followers, this may add to the credibility of your account.)
4. Select your preferred language.
5. Preview the button on the right-hand side.
6. Copy and paste the code into the hypertext markup language (HTML) for your web site wherever you want the button to appear.

**A Closer Look** With so many widgets, buttons, plug-ins, and boxes available, your web site's design and true purpose could easily get crowded with all of the social elements. So, how do you tastefully incorporate these great tools while maintaining design integrity and aesthetic? The answer is, strategically. Headers and footers are great places to include buttons. Some organizations opt to build a dedicated page to serve as a social media directory. Just remember, your web site is precious real estate—be sure to use space accordingly!

The Twitter Follow Button can easily be added in the footer or sidebar of your web site, but think of all of the other places it can be (selectively) used:

- Alongside a Twitter box
- Blog sidebars
- Top or bottom of blog posts
- On your "About us" page
- Donation confirmation pages
- Press room
- On a custom tab on your Facebook page





## 14 Include the ShareThis Sharing Button

You have great content, right? Well, you don't expect it to share itself do you?! The ShareThis Sharing Button makes it easy for visitors to your site or blog to share content on a variety of social networks and directly with each other. Users can add comments when they share, adding their own thoughts on the content, and making it even more relevant for their networks.

**What You Need** A web site or blog with shareable content and a web designer

### How to Do It

1. Visit [Sharethis.com](http://Sharethis.com) and click "Get the Button."
2. Select the type of site you will be adding the button to (a web site or blog).
3. Choose a button type and style.
4. Register to get the code (it's free!).
5. Paste the code onto your blog or site wherever you want the button to appear.
6. Add the script tag anywhere on the page (ShareThis recommends putting it in the header).

### A Closer Look

**Who's sharing what?** In June 2011, ShareThis released a study<sup>1</sup> taking a look at the activity of 300 million people a month who share links with a ShareThis button on more than a million web sites. According to the study, sharing now produces an estimated 10 percent of all Internet traffic and 31 percent of referral traffic to sites from search and social web sites. Facebook accounts for the lion's share of sharing with 38 percent of the pie, while e-mail and Twitter come in second and third with 17 and 11 percent. The remaining 34 percent comes from blogs and bookmarking sites, and so on.

**Calls to action spur sharing** The Nature Conservancy wrote a blog post on its "Cool Green Science" blog (<http://blog.nature.org/>) in

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<sup>1</sup>Erick Schonfeld, "ShareThis Study: Facebook Accounts For 38 Percent Of Sharing Traffic On The Web," June 6, 2011, <http://techcrunch.com/2011/06/06/sharethis-facebook-38-percent-traffic>.

early 2010 asking readers a simple question—What Should We Call What Nature Provides Us? The simple 72-word post was among the most popular of the year. Besides the slew of comments the post received, readers shared it with their social networks via a series of social buttons, including the ShareThis Sharing Button. The organization chose to provide a variety of sharing options that resulted in more than 400 total shares of the post.



## Create a Flickr Pro Account

Flickr is a powerful photo platform for storing, sorting, searching, and sharing your organization’s photos online. With a free Flickr account, users can upload two videos and 300MB worth of photos each calendar month. Through a program called “Flickr for Good,” for a small fee, nonprofits can upgrade to a Flickr “pro” account and enjoy unlimited uploads, storage, bandwidth, sets and collections, access to original files, stats on the account (see Exhibit 1.7), ad-free browsing and sharing, and high definition (HD) video playback.

**What You Need** Photos or videos showcasing your organization’s work and as little as \$6

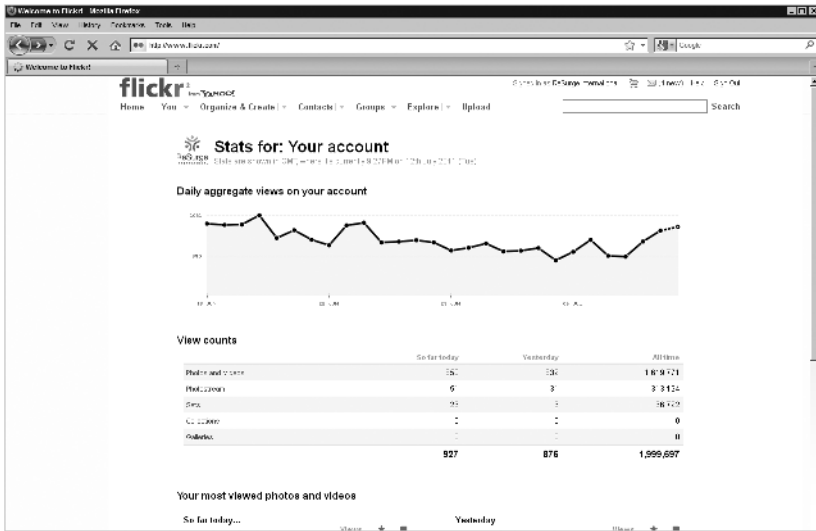
### How to Do It

1. To participate in the Flickr donation program, apply for a nonprofit pro account at [Flickr.com/good](http://Flickr.com/good) with either TechSoup (for U.S.- or Canada-based nonprofits) or one of the international partners on the site.
2. Select a package. Pro accounts are available in two or five-packs and range from a \$6 admin fee to a \$15 admin fee. (The regular rate for a pro account is \$24.95 per year.)<sup>2</sup>

### A Closer Look

ReSurge International ([www.resurge.org](http://www.resurge.org); formerly Interplast) provides free reconstructive surgeries for the poor and builds year-round medical access in underserved areas.

<sup>2</sup>“Flickr for Good,” [www.flickr.com/good](http://www.flickr.com/good).



**Exhibit 1.7** ReSurge's Flickr Stats page

Source: Courtesy of ReSurge International; Reproduced with permission of Yahoo! Inc. ©2011 Yahoo! Inc. Flickr and the Flickr logo are registered trademarks of Yahoo! Inc.

An early adopter, ReSurge International joined Flickr in 2005 and has built a very active pro account with more than 10,000 photos. A participant in the Flickr for Good program, the organization uses photos to share its story. Through photos, staff can share how the organization is changing people's lives in very dramatic and immediate ways, connecting supporters to their work.

According to Sara Anderson, ReSurge International's chief communications and advocacy officer, when the organization first joined Flickr, staff had two goals in mind: Organize the photos and use the platform for social networking.

The organizational features (sets and tags) have helped ReSurge International clearly sort thousands of photos, making it easier for supporters and staff to find exactly what they're looking for. In addition, Flickr's social properties have made it easy for the organization to integrate photo feeds into other social properties like Facebook, blogs, and even a planned iPhone application.

"Flickr for Good is a wonderful program," says Sara. "We've been very happy with Flickr and their acknowledgement that the nonprofit sector is important—we're pleased they're supporting it."



## Publish Photos Under a Creative Commons License

One of the most powerful forces in social media is the ability for people to share content easily. For causes, providing media that can be shared by your supporters can really help extend your organization's reach. If you're sharing photos of your mission on Flickr, consider giving them a Creative Commons license. This will allow press, bloggers, and supporters to easily use your photos without needing to obtain your permission first. With Creative Commons licensing, you can customize the copyright to allow people to re-post your images, or alter and remix them into something new—the choice is yours!

**What You Need** A Flickr account and some photos

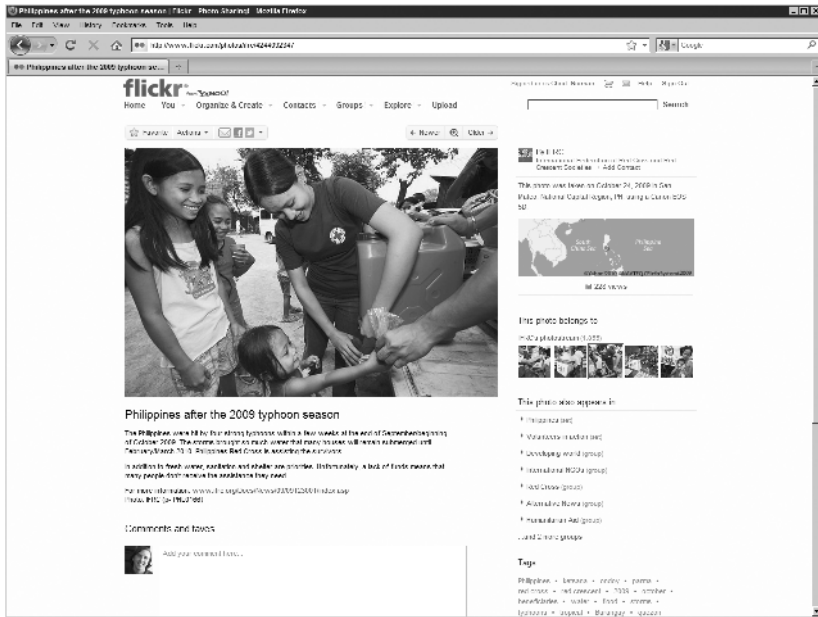
**How to Do It** To set your default license to be more open, you can:

1. Create a Flickr account if you do not already have one.
2. Access your Account Settings, and select the “Privacy & Permissions” tab.
3. In the “Defaults for new uploads” section, click the “edit” link next to the “What license will your content have” option.
4. Select the type of Creative Commons license you would like to use, and press the “Set Default License” button.
5. Upload your photos.

To license photos you've already uploaded to Flickr, you can:

- Click the “Organize and Create” link.
- Select the photos for which you want to change the license.
- Select “Change licensing” from the “Permissions” drop-down list.
- Select the Creative Commons license you wish to use, and press the “Change License” button.

**A Closer Look** After the 2009 typhoon season in the Philippines, The International Federation of Red Cross and Red Crescent Societies (IFRC) put photos of their relief work up on Flickr (see Exhibit 1.8). Amy Greber, the social media officer at IFRC, says, “Our goal was to extend our photos' reach along with the important message they conveyed. We chose to use Creative Commons licenses as a



### Exhibit 1.8 The International Federation of Red Cross and Red Crescent Societies' Flickr photo page

Source: Courtesy of The International Federation of Red Cross and Red Crescent Societies; Reproduced with permission of Yahoo! Inc. ©2011 Yahoo! Inc. Flickr and the Flickr logo are registered trademarks of Yahoo! Inc.

The International Federation of Red Cross and Red Crescent Societies ([www.ifrc.org](http://www.ifrc.org)) is the world's largest humanitarian network, with nearly 100 million members, volunteers, and supporters in 186 National Societies.

means of inviting users worldwide to share our story while ensuring proper acknowledgement of the IFRC.”

The IFRC uploaded these photos so they could be shared, which means people were free to copy, distribute, and transmit the photos with the following conditions:

- The photos must be attributed back to the IFRC,
- The photos could not be used for commercial purposes, and
- The photos must not be altered, transformed, or built upon.

“Creative Commons licenses allow us to open up our photos in good faith, trusting that these images will be used to both promote

awareness of our work and dignify the people and places captured within them,” Amy adds.

This type of Creative Commons licensing works well in situations where you want to get your imagery out there, but also want to protect the rights of your creative work. The flexibility of Creative Commons licensing allows you to tighten and loosen the rights based on your needs. Be sure to check out [creativecommons.org](http://creativecommons.org) to learn more.



## Submit Your Photos to Flickr Groups

With more than 4 billion photos,<sup>3</sup> Flickr is one of the largest photo-sharing sites and has what we think are some of the best social features. Flickr groups allow you to share content and conversation around a particular subject via a photo/video pool, discussion board, and maps. By submitting your photos to Flickr groups related to your cause, you are expanding your reach and awareness and opening yourself up to valuable networking opportunities.

**What You Need** A Flickr account and some photos

### How to Do It

1. Log in to Flickr and search for groups related to your cause at [Flickr.com/groups](http://Flickr.com/groups).
2. Join the group and read the group rules.
3. Click on “Add Something,” and submit relevant photos to the group pool and join the discussion.
4. Be sure to tag the photos too—adding tags helps categorize photos and makes them easier to find in a search.

**A Closer Look** The best part about Flickr is that there is already a built-in community centered around photo sharing. Chances are that many of the members of this community care about your cause and actively participate in groups related to it. As with all social media, the key is to bring the content to them, and with Flickr groups, it is easy to do just that.

<sup>3</sup>Heather Champ, “\$4,000,000,000,” Flickr, October 12, 2009, <http://blog.flickr.net/en/2009/10/12/4000000000>.

The “Global warming—we CAN stop it!!! / Earth in DANGER. . .” ([www.flickr.com/groups/globalwarmingwecanstopit/](http://www.flickr.com/groups/globalwarmingwecanstopit/)) Flickr group was started to increase awareness about global warming. When searching for Global Warming and Flickr, this group comes up first in Google organic search. With more than 1300 members, it is a fairly large group, featuring nearly 6000 items (photos, etc.) and an active discussion board. Nonprofits including Greenpeace USA and United Nations have posted to this group.

As visitors browse through the photos, they can link directly to each organization’s complete photo stream. In fact, this social aspect of photo sharing is the very reason why we recommend doing it. By tagging your photos and submitting them to groups, you are greatly improving the chances that a potential supporter will find your content, and ultimately, support your cause.

