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# **Harnessing Social Networking for Nonprofit Success**

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facebook



twitter



## Today's Agenda...

- What is Social Networking?
- Why do I Need Social Networking?
- Who is in a Social Network?
- How can I use a Social Network?
- When should I use a Social Network?
- Questions & Wrap Up

All slides, links & more can be found at  
<http://csis.pace.edu/wntc/index.htm> or  
<http://nyconsocialmediainfo.wikispaces.com/>

## Have You Heard?

- Wikis
- Bloglines & GoogleReader
- Blogs
- Facebook & MySpace
- Flickr
- Twitter
- Delicious
- Others?



facebook



twitter



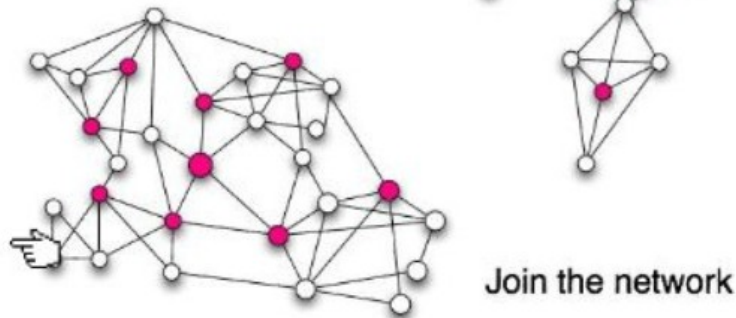
# What is Social Networking?

“Online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.”

[Social Networking in Plain English](#)

# Why do I Need Social Networking?

**... change power relationships**





facebook

Blogger

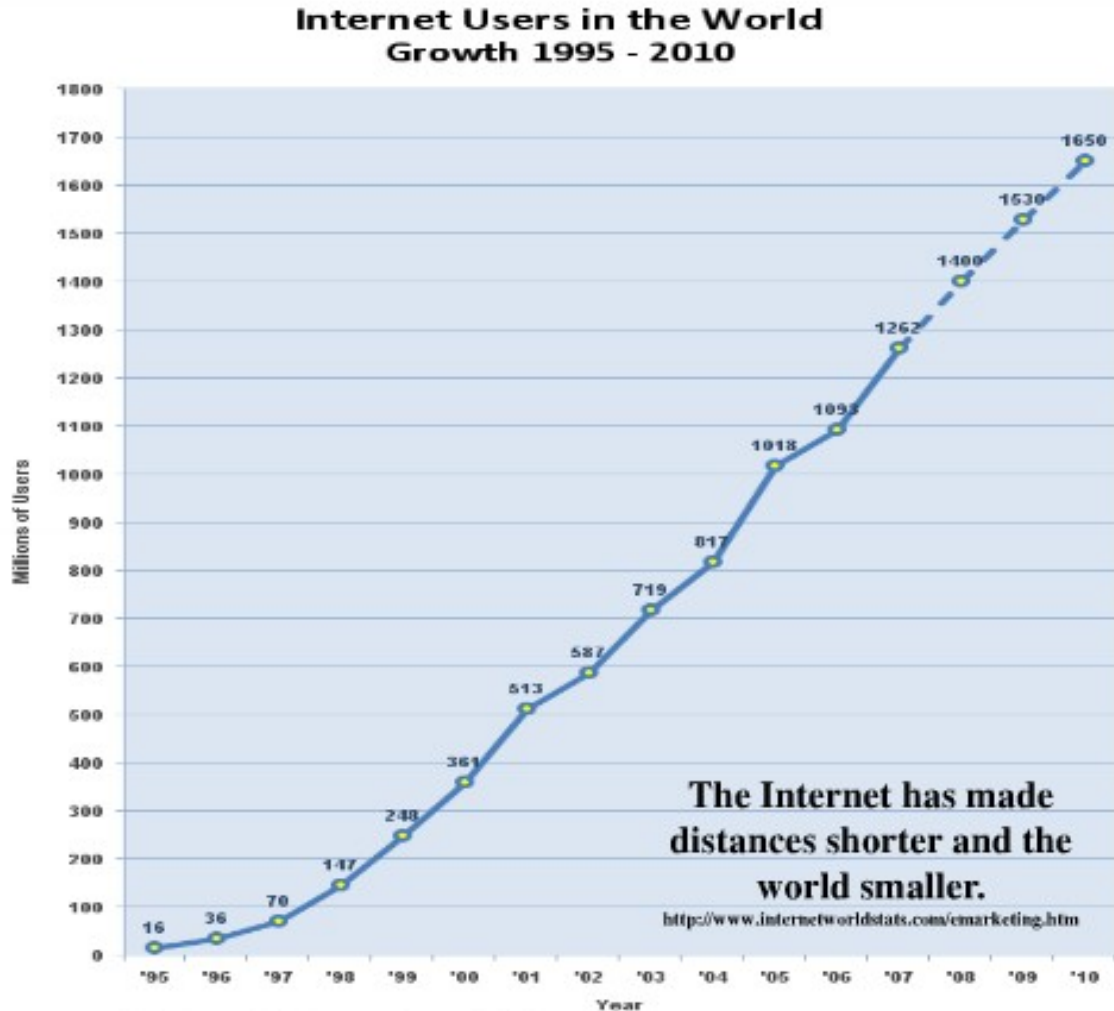
twitter



del.icio.us

# Who is in a Social Network?

## Video: Students T

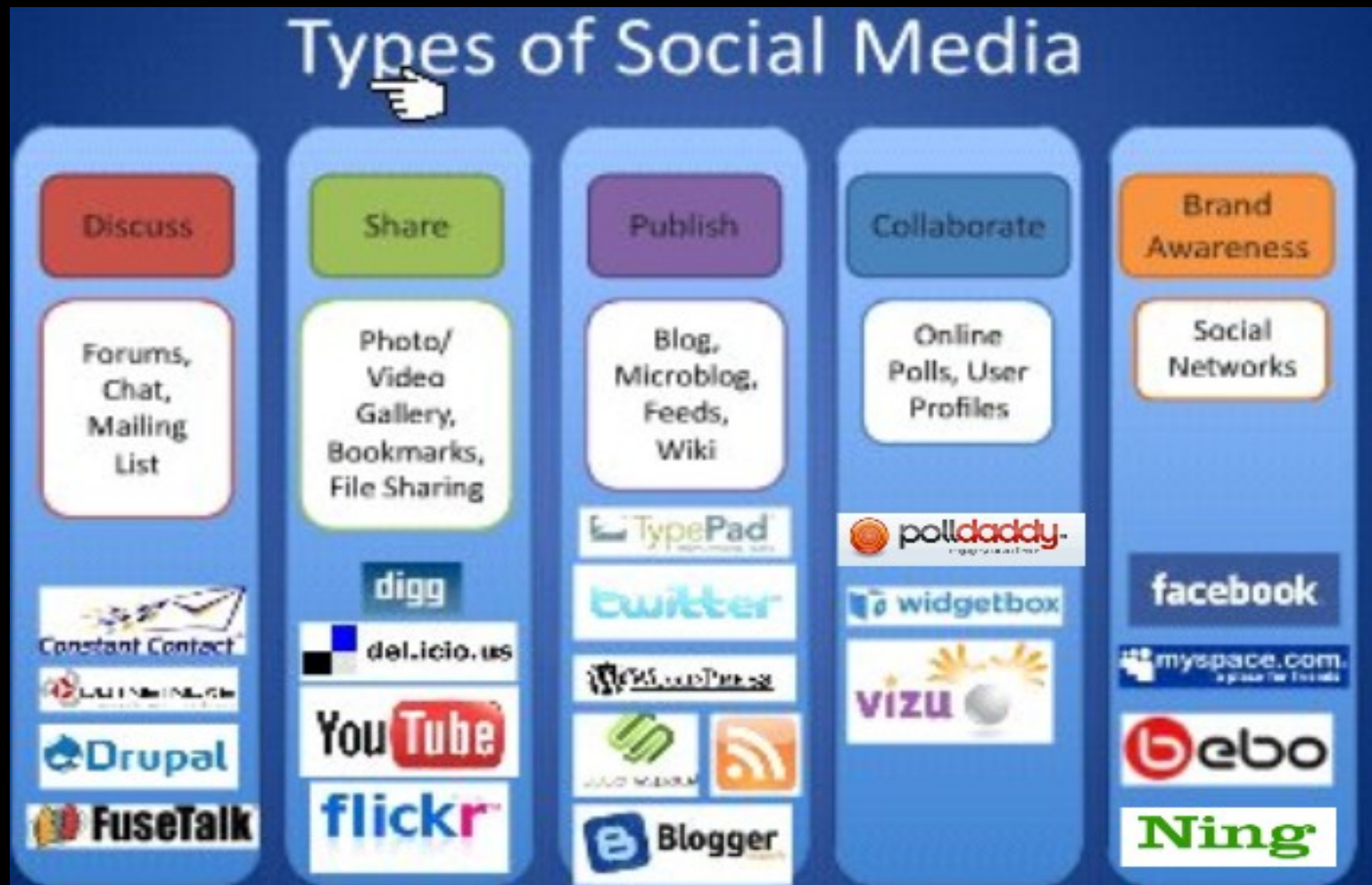


Source: [www.internetworldstats.com](http://www.internetworldstats.com) - January, 2008  
Copyright © 2008, Miniwatts Marketing Group

## Who is in a Social Network? (con'td)

- More than 200 million active users; half of those users log on to Facebook **at least once each day**
- The fastest growing demographic is those **35 years old and older**
- **More than 1 billion pieces of content** (web links, news stories, blog posts, notes, photos, etc.) shared each week
- Over **235,000 “Causes” on Facebook**
- Three nonprofits have raised more than \$100,000 and 88 had raised over \$10,000
- Over 25 million people on twitter (no definitive number right now.)
- 1,000 tweets per minute. 5,000 during the inauguration.
- About 230,000 videos on YouTube tagged “nonprofit”

# How can I use Social Networks?







facebook



twitter



Language: English



# Blogger™

Sign in to use Blogger with your Google Account

Username (Email):  Password: (?)

Remember me (?)

**SIGN IN**

## Create a blog. It's free.

 **Your blog.** Share your thoughts, photos, and more with your friends and the world.

 **Easy to use.** It's easy to post text, photos, and videos from the web or your mobile phone.

 **Flexible.** Unlimited flexibility to personalize your blog with themes, gadgets, and more.

**CREATE A BLOG**

It's easy, and only takes a minute.

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facebook



twitter



1 CREATE ACCOUNT CHOOSE TEMPLATE

# 1 Create a Google Account



This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please [sign in first](#)

Email address  
(must already exist)

You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.

Retype email address

Type in your email address again to make sure there are no typos.

Enter a password

Must be at least 8 characters long.

[Password strength:](#)

Retype password

Display name

The name used to sign your blog posts.

Word Verification

rednesses

Type the characters you see in the picture to the left.

Acceptance of Terms

I accept the [Terms of Service](#)

Indicate that you have read and understand Blogger's Terms of Service

CONTINUE



facebook



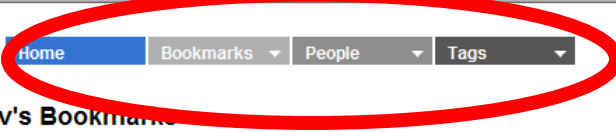
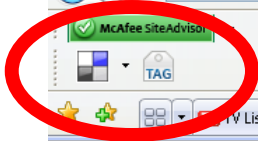
twitter



valeriev's Bookmarks on Delicious - Windows Internet Explorer

http://delicious.com/valeriev?settagview=cloud

Yahoo! Search



What's New? Signed in as valeriev | Inbox | Settings | Help | Sign out

Search these bookmarks Search

delicious Home Bookmarks People Tags

valeriev's Bookmarks Bookmarks | Network | Tags | Subscriptions | Inbox

See more bookmarks in Popular, Recent, or look up a URL.

valeriev Type a tag

Bookmarks 627

Sorted by Most Recent

07 MAY 09 The White House - Press Office - President Obama to Request \$50 Million to Identify and Expand Effective, Innovative Non-Profits

WASHINGTON – President Barack Obama, in his FY2010 budget, will ask Congress to provide \$50 million in seed capital for the Social Innovation Fund to identify the most promising, results-oriented non-profit programs and expand their reach throughout the country.

EDIT | DELETE

ccsnews funding government policy

05 MAY 09 Parkside Resort Hotel - Cheap Online Hotel Reservations

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williamsburg

Williamsburg, Virginia vacation rental by owner: 3 bedroom House rental that sleeps 8. Stay in the Heart of Williamsburg

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williamsburg

Williamsburg, Virginia vacation rental by owner: 5 bedroom House rental that sleeps 16. Private Oasis with Hot Tub - 10 Minutes to Busch Gardens

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williamsburg

04 MAY 09 Economic Bright Spot: Nonprofits Searching for Top Talent | Encore: Work That Matters in the Second Half of Life

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ccsnews tougheconomy leadership

The Cohen Report: Charities in the Calculus for Paying for Health Care Reform

care in the U.S.? It is worth a

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arra policy ccsnews

http://religion.alltop.com/

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20 religious

- Save a new bookmark
- Create public profile
- Bulk edit
- Tag options
  - View as cloud | list
  - Sort by alpha | count
  - Show tags used at least: 1, 2, 5 times
  - Edit tags: rename | delete
  - Manage tag bundles...
- Learn about options

Tags

- Top 10 Tags
- All Tags

990 accountability accou  
 activism adaptation adopter adver  
 advertising advice advocacy AG aggre  
 animation arra article assessment assoc  
 attorney auction audio audit av  
 basecamp benefits best bestpractices  
 bingncomm blog blogginn blogging blogs  
 board board books branding broof  
 budget buffalo calendar career careers c  
 ccsnew ccsnewmem ccsn  
 ccsnsmembernews census cf07 ch  
 charity cms cobra color communic  
 communications community compens  
 compliance conference conferencing coi  
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 education elearning email employee emp  
 employment engagement entrepreneurial e  
 event examples exemption exhibitor face  
 federalpolicy feed feeds finance fina  
 fiscal flash flickr font fonts  
 foundation foundations foo funds fu



facebook



facebook

VS.



facebook

Remember

Email

Sign Up

Facebook helps you connect and share with the people in your life.

Causes

Browse More Applications

**Causes** Edit | See All

**Featured Cause**

**Feed Hungry Children in Haiti**  
10,238 members  
\$14,810 donated

12 recruited  
\$60 donated  
\$145 raised

[View](#)  
[Donate](#)

Sign up to use this application and connect with your friends.

Sign Up

About this Application

★★★★★ (3.5 out of 5)  
Based on 1348 reviews

Users:  
15,309,722 monthly active users

Categories  
Education, Politics

This application was not developed by Facebook.

About the Developers

-  okay
-  Fred
-  Joe
-  Ryan
-  Josh

Make a difference, on Facebook.

Causes lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits and major presidential campaigns.

New to causes? Browse causes supporting:

- Animals
- Education
- Environment
- International Issues
- Religion
- and much more.



twitter NYCON NYCON NYCON NYCON

Login Join Twitter!

New York Council of Nonprofits, Inc. New York Council of Nonprofits, Inc. New York Council of Nonprofits, Inc. New York Council of Nonprofits, Inc.

Hey there! **NYCouncilINPs** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **NYCouncilINPs's** updates.

Already using Twitter from your browser? Click here.

## NYCouncilINPs

New York Council of Nonprofits  
Statewide Impact

Our CEO & **@NYNP** Fred to interview "Uncharitable" author on 5/12. Interesting take on NFP mktg & public (mis)conceptions.  
<http://twurl.cc/x9g>

10:47 AM May 8th from web

RT **@HarvardBiz**: Three Little Words Every Leader Needs to Learn <http://ow.ly/5D4K>

11:28 AM May 7th from twirl

Still wish I could have gone to NTC, but this "highlights" summary is pretty darn good. Thanks Big Duck! <http://twurl.cc/wxk>

10:18 AM May 7th from twirl

RT **@Peter\_Andrew**: Good debate but actual issue is controlling the cost of health care not who pays for it. <http://twurl.cc/wvx>

8:21 AM May 7th from twirl

Name Valerie Venezia  
Location New York  
Web <http://www.ccsnys.com>  
Bio The New York Council of Nonprofits (formerly CCSNYS). The state association of nonprofits in New York!

461 following 467 followers

Updates 497

Favorites

Following



View All...



facebook



twitter



What are you doing?

140

Text input field for a tweet

Latest: Our CEO & @NYNP\_Fred to interview "Uncharitable" author on 5/12. Interesting take on NFP mktg & public (mis)conceptions. http://twurl.cc/...1 day ago

update

Home



MarketingProfs @chuckhemann @sonnygill Well.. maybe "longed" is too strong a word.. (furiously trying to dig out of this one....) 1 minute ago from web



socialmediaclub @VisitFingerLake: Ha, sorry. Asked as I saw you are in NYC & curious which one you were going to. I think @smcrochester is the 14th though. 2 minutes ago from web in reply to VisitFingerLake



divabat AWW BABY BATS WITH BOTTLES: http://bit.ly/ZWvp5 3 minutes ago from digsbj



MarketingProfs @sass I am! I did! Thank you! 3 minutes ago from web in reply to sass



problogger @mneylon yes I'm sure 'learn' is searched for more than 'discover' in google - but I'm sure more ppl click on 'discover' titles in rss feeds 4 minutes ago from TweetDeck in reply to mneylon



MarketingProfs @sonnygill Shhh.. don't tell anyone... 4 minutes ago from web



problogger @AnnalisaW actually I think it's because it's Monday morning here - perhaps they're trying to connect with customers Mondayitis



NY Council INPs

461 following 467 followers 497 updates

Tin-ker

n. a simple way to discover events people are Twittering about.

Home

@NYCouncilINPs

Direct Messages 62

Favorites

Search input field

Trending Topics

- Mother's Day
Happy Mothers Day
#familyforce5
Lakers
#startrek
#redwings
#whensweetsgobad
#mothersday
Celebrity Apprentice
Rockets

Following

RSS feed



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**Partnerships**

- [Overview](#) | [Partner Benefits](#) | [Content Partners](#) | [Success Stories](#) | [Qualifications & FAQ](#) | [Nonprofit Program](#)

**Nonprofit Program**

Does your organization have a compelling story to tell? Do you want to connect with your supporters, volunteers, and donors but don't have the funds to launch expensive outreach campaigns?

**YouTube can help.**

Video is a powerful way to show your organization's impact and needs, and with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.

**Availability**

The Nonprofit program is currently only available in the United States and the United Kingdom—choose from the list below to see the requirements for that country. We are continuing to expand the program, so please do check back to see if other countries have been added.

- [United States](#)
 [United Kingdom](#)

**Program Benefits**

- Premium branding capabilities and increased uploading capacity
- The option to drive fundraising through a Google Checkout "Donate" button
- Listing on the [Nonprofit channels](#) and the [Nonprofit videos](#) pages
- Ability to add a [Call-to-action overlay](#) on your videos to drive campaigns

**Tips and Tricks**

- [Read our Nonprofit Tipsheet](#) for more information about how to use your YouTube channel.
- Find out [how to run video campaigns](#) on YouTube.
- [Get advice](#) about making and editing videos without a lot of staff or money.



**Apply Now**

Make sure you're logged into your organization's account before applying.

- 

**Join the YouTube Non-Profits Google Group**

Get YouTube's monthly newsletter for non-profits. (You'll get no more than 1 email per month)



facebook



twitter



6 SixDegrees.org™

TOTAL DONATIONS: \$2,720,917.00

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ARE YOU A NONPROFIT?

Give the Helper's High,  
Buy the Good Card,  
a gift card for charity...

- ✓ You choose the amount
- ✓ They choose the charity
- ✓ Together you make a difference



### Charity Badges

- ▶ Create or Edit a Badge
- ▶ Top 10 Badges
- ▶ Celebrity Badges
- ▶ Get Tips for your Badge
- ▶ Get Tips for your Charity

Buy a Good Card ▶

Redeem a Good Card ▶



### The Today Show



\$55862 | Donors:2655

Charity Share About



Watch my video

Donate

THE 11TH HOUR ANIMAL R

11th Hour Rescue a 501c3 organization strongly opposed to euthanizing wonderful companion animals simply because of overcrowding in

PARADE

Powered by Network for Good

Create a Badge

Six Degrees is a charitable initiative by Kevin Bacon in partnership with Network for Good™

About Six Degrees | News | Are you a Nonprofit?



# How can I use Social Networks? (cont'd)



# When should I use a Social Network?

- When You Have a Goal & Plan to reach it
  - Work backwards from goal
  - Integrate
  - Measure
  - Revamp & Capitalize



facebook



twitter



## 3 Things To Do Tomorrow...

- Set up an account with 1-2 of the following (Facebook, Twitter or YouTube)
  - Why do these without planning?
    - Have to see how easy it is, then you can have the “light bulb” moment.
- Put the bones of a plan together
  - What do you want? What’s your goal?
  - What tools seem to be the right “fit?” What are the right building blocks to get you there?
  - Who can you trust? (who’s the voice?)
  - What (time, attention, resources) can you give it?
  - How will you measure success?
- A little research...
  - (wiki site, links, delicious)
  - Beth’s Blog ([www.bethkanter.org](http://www.bethkanter.org))
  - See who’s on Facebook & YouTube (like you)



facebook



twitter



## Questions and Wrap Up?

All slides, links & more can be found at  
<http://csis.pace.edu/wntc/index.htm> or  
<http://nyconsocialmediainfo.wikispaces.com/>

