Social Media and YOU
The Benefits!

Presented by Marci Rosenblum
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Why Social Media?

Whether you are part of a nonprofit, small, medium, or giant business, or are an individual entrepreneur, ***your competitors and customers are using social media***, there's no reason you shouldn't be, too. It costs almost nothing, it's **easy** to get started, and it can have an enormous financial impact on your business or organization.

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Statistics

Facebook: 300 million people are active Facebook users

Blogs: 346 million people read blogs; 184 million people are bloggers

YouTube: 100 million viewers per month

Twitter: Over 14 million registered users

TOTAL: Almost 1 BILLION interactions

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Get on Board

- More consumers are connected than ever before, and every second your company is not engaging them in social media is a wasted opportunity.

So get on board…

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Your Customers

- Your customers and your competition are already involved in social media.

Why aren't you?

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Benefits of Social Media for Nonprofits

- **Targeting**: Get your Brand or Organization in front of the right people
- **Informative:** Can be an efficient way to tell your story and get the information out
- **Purpose**: Explain why your Organization or Business does what it does
- **Community**: People want to be part of something good
- **Interactive**: Build and maintain long lasting relationships / friendships

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Facebook

- **Branding** - Facebook can be a great resource for generating brand awareness.
- **Engagement** - Using Facebook applications can be a great way for communicating promotions, contest and events.
- **The Viral Effect** - Take word of mouth to a whole new level. Nothing attracts a crowd like a crowd... Facebook is attracting quite a crowd.
- **Drive Web Traffic** - Facebook can act as a portal point for driving traffic to your site and other online properties.
- **For Sharing** - Photos, logos, presentations, videos, audio and links
- **Client Retention** - provides another potential interception point to build the relationship with your consumer.
- **New Customer Acquisition** - Facebook provides an opportunity to find consumers you may have not otherwise discovered.

Facebook Profile, Group or Fan Page?… do all of them!

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Twitter

- **Cost effective** – FREE and easy way to get messages out in live time.
- A way to **interact** with those interested in a topic or organization
- Great tool for **branding your organization** to the public
- Announce offers or events; **promote** new blog posts and web pages.
- **Keep your readers informed** with links to important news stories.
- **Conversational tool** to respond to inquiries, comments, questions, live events, etc…
- Provides **a voice** for your organization or business
- It's all about building **long lasting relationships**
- **Increase** buzz, sales, and insight

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LinkedIn

- **Opportunity** to share and show who you are
- **Professional networking** with potential donors
- **Promote** projects, fundraisers, opportunities and more
- It's all about building **long lasting relationships**
- **Spread the word** using blogs, PR and articles within LinkedIn

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YouTube

- Great way for people to see who you are and what you do
- Produce stories and event clips that translate well on video
- Set up your branded YouTube channel for video sharing presence for viral marketing
- Connect your video efforts to other online initiatives
- Find way to cultivate community strategically to grow your audience

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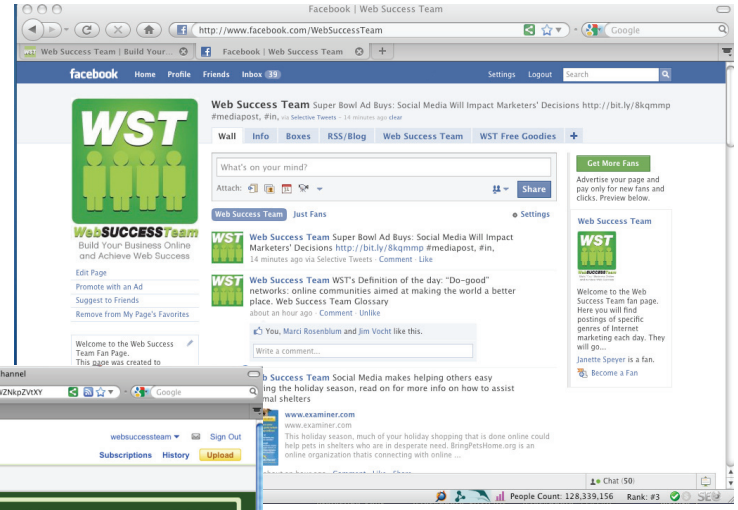
Wrap Up Tips:



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Pick the Right Social Networks

- Don't just pick sites based on the size of the network. Other communities may be smaller but more effective for your organization. ***It may pay to start small***, with one to three social networks, rather than trying to take the entire virtual world by storm all at once.

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Extend Your Reach

- Select a social network, **set up a profile** and then branch out.
- **Create a group and or fan pages** and attract more supporters.
- Make sure **YOU** understand the **rules of the site**.
- For a fee, some social sites will allow you to **become an official sponsor** of a group or community. (This might be worth experimenting with.)
- **Spread the word** through your supporters!

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Activate Your Social Network Supporters

- Turn your “friends” into activists, donors, and volunteers.
- Make sure your social networking pages always feature lots of opportunities to get involved.
- Include donation opportunities on your social networking pages.
- Even if you do not raise much in the short run, it helps to set expectations for the future.
- Be specific when you do ask your friends to do something for your organization.
- And always let people know what happened at an event or with a campaign even if they did not participate. They might get involved the next time!

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