Building your online community & social media presence for impact & social change

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Founder, OCTribe
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You will learn...

- **Case Studies**
  Examples of effective social media use and community-building by nonprofits

- **Targeting**
  How to use Twitter for research by targeting people on certain issues in a region

- **Branding**
  How to manage your personal and professional brand

- **Backchannel**
  How to extend the audience of an event and grow your community via a backchannel strategy

- **Advocacy**
  How to affect policy via campaigns on social media
01

SOCIAL MEDIA FOR IMPACT

- Community Building & Management
- Influencing Policy through Advocacy Campaigns
- Nonprofits on Social Media
Types of Communities:
- Communities of practice
- Project or event based communities
- Q&A communities

All communities are either synchronous or asynchronous.
Ways to Promote Your Community

Define the community you’re participating in.

Share it with others, who may be interested.

Broadcast the message of your community to others, who may be unaware.

Host events offline and online.

Use hashtag to amplify your community.
Help Your Community Help You Manage

Find star members to sustain the activity and moderation.

Identify, highlight and thank the most active members.

Give them exclusive access.

Ask them to moderate.
Alternative places to build virtual community
(e.g. Second Life, Webinar, Live-chat)
INFLUENCING POLICY THROUGH ADVOCACY CAMPAIGNS
Advocacy Campaigns:

#DVAM, VAM, DVAW, DOMA, YesAllWomen, BringBackOurGirls
Before jumping into a community, listen. Learn their voice. Each community has their own etiquette & terminology.

Using community-specific language is important to remain credible, so you don't appear to be an outlier.

Example: Don't use the word "victim" when communicating with DV agencies.
5 STEPS to TRANSLATE EVALUATION FINDINGS to INFOGRAPHICS

PLAN STEP 1: Define your purpose
Why am I creating this piece? What do I hope it will accomplish?

PLAN STEP 2: Know your audience
Who is my target audience? What knowledge level do they have of the subject?

PLAN STEP 3: Establish your key message
If my audience can only take one point away from my piece, what should it be?

PLAN STEP 4: Translate your data/findings
What data/findings best support my key message? How can I communicate it in a way that is most understandable and relevant to my target audience?

CREATE STEP 5: Create your infographic

Does "hashtag activism" ...work?
6 Viral Online Petitions that Caused Grassroots or Legislative Change
First Woman Moderator in 20 Years Chosen for Presidential Debates

Documentary "Bully" Rating Changes from R to PG-13 by MPAA

"Saudi Women for Driving" Gains Support from Hillary Clinton
Increased Regulations on Puppy Mills Enacted by Congress

Miami Mayor Holds Commitment to Fully Fund Public Libraries

2.1 Million People Support EPA's Standards for Clean Air Protection
3 NONPROFIT INFLUENCERS, WHO DO IT WELL
<table>
<thead>
<tr>
<th>Nonprofit Orgs</th>
<th>Edutopia</th>
<th>Beth Kanter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook 86,919 likes</td>
<td>Facebook 525,165 likes</td>
<td>Facebook 16,214 likes</td>
</tr>
<tr>
<td>Twitter 722,000 followers</td>
<td>Twitter 468,000 followers</td>
<td>Twitter 404,000 followers</td>
</tr>
<tr>
<td>YouTube 1,306 subscribers</td>
<td>YouTube 30,826 subscribers</td>
<td>YouTube 429 subscribers</td>
</tr>
<tr>
<td>Google+ 12,577 followers</td>
<td>Google+ 345,003 followers</td>
<td>Google+ 376,299 followers</td>
</tr>
<tr>
<td>Pinterest 17,962 followers</td>
<td>Pinterest 63,192 followers</td>
<td>Pinterest 9,992 followers</td>
</tr>
<tr>
<td>LinkedIn 1,519 followers</td>
<td>LinkedIn 8,585 followers</td>
<td>LinkedIn 337,250 followers</td>
</tr>
</tbody>
</table>
YOUR SOCIAL MEDIA PRESENCE

- Personal Branding
- How to Maximize Your Social Presence
- How to Know You’re Talking to the Right People
55% of faculty use social media for self-promotion or professional networking.

2014 survey of 8,000 higher ed faculty, Babson Research Group & Pearson.
PERSONAL BRANDING FOR ACADEMICS

Does your department provide faculty & students with an optimized e-portfolio page?

Does it include your CV, speaker’s profile, research topics, publications and social links?

CC image: research-scholars-students, jonny goldstein
Design your online presence to control what can be found about you and to allow others to discover you.
COMMON TENSIONS

Personal vs. Professional:
Where do you draw the line and not overshare?

Person/Campaign vs. Endorsements:
A retweet is not an endorsement.
Advanced Search

Words
- All of these words
- This exact phrase
- Any of these words
- None of these words
- These hashtags
- Written in:
  - Any Language

People
- From these accounts
- To these accounts
- Mentioning these accounts

Places
- Near this place:
  - California, US

Dates
- From this date

Other
- Select:
  - Positive
  - Negative
  - Question
  - Include retweets

Search
<table>
<thead>
<tr>
<th>Operator</th>
<th>Finds tweets...</th>
</tr>
</thead>
<tbody>
<tr>
<td>twitter search</td>
<td>containing both &quot;twitter&quot; and &quot;search&quot;. This is the default operator.</td>
</tr>
<tr>
<td>&quot;happy hour&quot;</td>
<td>containing the exact phrase &quot;happy hour&quot;.</td>
</tr>
<tr>
<td>love OR hate</td>
<td>containing either &quot;love&quot; or &quot;hate&quot; (or both).</td>
</tr>
<tr>
<td>beer -root</td>
<td>containing &quot;beer&quot; but not &quot;root&quot;.</td>
</tr>
<tr>
<td>#haiku</td>
<td>containing the hashtag &quot;haiku&quot;.</td>
</tr>
<tr>
<td>from:alexiskold</td>
<td>sent from person &quot;alexiskold&quot;.</td>
</tr>
<tr>
<td>to:techcrunch</td>
<td>sent to person &quot;techcrunch&quot;.</td>
</tr>
<tr>
<td>@mashable</td>
<td>referencing person &quot;mashable&quot;.</td>
</tr>
<tr>
<td>&quot;happy hour&quot; near:&quot;san francisco&quot;</td>
<td>containing the exact phrase &quot;happy hour&quot; and sent near &quot;san francisco&quot;.</td>
</tr>
<tr>
<td>near:NYC within:15mi</td>
<td>sent within 15 miles of &quot;NYC&quot;.</td>
</tr>
<tr>
<td>superhero since:2010-12-27</td>
<td>containing &quot;superhero&quot; and sent since date &quot;2010-12-27&quot; (year-month-day).</td>
</tr>
<tr>
<td>ftw until:2010-12-27</td>
<td>containing &quot;ftw&quot; and sent up to date &quot;2010-12-27&quot;.</td>
</tr>
<tr>
<td>movie -scary :)</td>
<td>containing &quot;movie&quot;, but not &quot;scary&quot;, and with a positive attitude.</td>
</tr>
<tr>
<td>flight :(</td>
<td>containing &quot;flight&quot; and with a negative attitude.</td>
</tr>
<tr>
<td>traffic ?</td>
<td>containing &quot;traffic&quot; and asking a question.</td>
</tr>
<tr>
<td>hilarious filter:links</td>
<td>containing &quot;hilarious&quot; and linking to URLs.</td>
</tr>
<tr>
<td>news source:twitterfeed</td>
<td>containing &quot;news&quot; and entered via TwitterFeed.</td>
</tr>
</tbody>
</table>
DRILL-DOWN DEMOGRAPHICS

Twitter Heat Map
This demo continually searches Twitter based on location & query and draws the results as a heat map.
You can hover over data to read the tweets.
MAXIMIZE YOUR PRESENCE

Meet in Person
- Start with a TweetChat
- Connect with people
- Invite them to an in-person meetup or to coffee

Engage Influencers
- Find influencers through tools, such as Little Bird
- Follow them
- Follow related accounts, staff members and key supporters
- Tweet them a question related to their expertise
- Favorite their tweets
- RT them
- Find their content on a different platform and share
- Write a blog post featuring their work
- Add them to a flattering Twitter list

Live Tweet Experts
- Engage with subject matter experts after an on-the-ground event
- Live tweet an expert during an event and follow them
BACK-CHANNELS IN EVENTS

- Follow and participate in hashtags.
- Live tweet the event.
- Archive the event with Storify.

National Domestic Violence Hotline

2013
“How I See DV Week” Campaign
#seeDV
- bit.ly/seeDVweek1
- bit.ly/seeDVweek2
- bit.ly/seeDVweek3
- bit.ly/seeDVweek4

2012
“Why Doesn’t She Leave” TweetChat
#L21DVchat
- bit.ly/L21DVchat
03

CONTENT

- Using Copyright-Free Content
- Becoming a Top-Notch Content Curator
HOW TO USE IMAGES, VIDEO & MUSIC
WITHOUT INFRINGING ON COPYRIGHT
1. Create your own.

2. Pay for them.

3. Use websites with content that's **free** to use, **modify** and **redistribute**.
Free Infographic Tools
www.infogr.am
www.piktochart.com
www.shutterstock.com/s/infographic/search.html

Free Easy, Online Photo Editors
www.usechisel.com
www.canva.com
www.pixlr.com

Interested in learning more on CC?

Creative Commons takes over TechSoup
CONTENT CURATION

HOW TO SORT THE WEB AND SHARE MEANINGFUL CONTENT
Curation is a means to feed content and be viewed as a subject matter expert in a certain field.
 CONTENT CURATION

“Aggregation is a technology, curation is a human practice.” by @sproseilo

1. Content Aggregation
   - Find sources (content creators and publishers) and organize content

2. Content Selection
   - Select the best content, "cherry picking"

3. Content Contextualising
   - adding knowledge, tagging, commenting, rating

CR = Content Creator
PB = Content Publisher

socialbites.com
<table>
<thead>
<tr>
<th>Good Curation</th>
<th>Bad Curation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honor</td>
<td>Degrade</td>
</tr>
<tr>
<td>Study</td>
<td>Skim</td>
</tr>
<tr>
<td>Many Sources</td>
<td>Few Sources</td>
</tr>
<tr>
<td>Credit</td>
<td>Don't Credit</td>
</tr>
<tr>
<td>Transform</td>
<td>Imitate</td>
</tr>
<tr>
<td>Remix</td>
<td>Cut &amp; Paste</td>
</tr>
</tbody>
</table>
Resources


60+ Content Curation Tools - http://bit.ly/60CCT

Creative Commons Takes Over @TechSoup - http://bit.ly/CCTOTS
