

Social Media

Content Drives Engagement

137 Remember the four C's when using social media: creative, current, consistent and concise.

Sherra Robinson, Outreach Director
Western Heights Dental Community Outreach, Inc.

138 Changing the message on social media content doesn't always mean more people will look/comment. Have new fresh content and engage with your audience once in awhile.

Greg De Benedictis, VISTA Outreach Associate
Streetside Stories

139 You must provide equal value for time to the recipient of any campaign. Too many Facebook posts are worse than too few.

Cullen McGough, Communications Coordinator
Maine Cancer Foundation

140 Make sure that you have a steady content stream before you fully engage in social media.

Mark Dessauer, Communication Director
Active Living By Design

Friend, Not Foe

141 Never fear failure in social media. Try, try, and try again. Push the boundaries of what social media can do to brand and connect with your constituents.

Hubert Yee, Social Media Marketeer

142 I'm an old-school print and broadcast copywriter. My big lesson was don't be afraid of web 2.0 and embrace social media. It's the way of the world, and I had to get over my sweet self!

Susan Bodiker, Creative Director
Orion Advertising

It's a Team Effort

143 Make sure you outline every little detail possible about social media messaging to staff members before you give them the keys to tweet/post. While you may know it (because you've worked on it,) others may be exposed to social media for the first time.

Greg De Benedictis, VISTA Outreach Associate
Streetside Stories

It's About Them, Not About You

144 Don't forget your audience. You'll miss opportunities writing social media and online content to appeal to only one age group, but people of all ages use the Internet.

Nicole Limpert, Social Media Manager
Catholic Charities of Madison, Wisconsin

Just Do It!

145 Regarding social media—just do it! You will make mistakes, but you will also figure out how to effectively target your constituents and turn them into advocates for your organization!

Baret Walker, Director of Development
Escuela de Guadalupe

Meet Your Audiences Where They Already Are

146 It used to be enough to go to each village, stop at the store and talk with whoever was around; go to the church, the post office, the school and put up some flyers; and give a few key people in the community information to hand out. That was the original "social media."

Suzanne Jamison
Jamison Management and Development

More Than Just Chatter

147 Watch Twitter for opportunities. In earned-media reporters follow Twitter and it's an easy way to get in touch with them. I have connected with reporters via twitter—some of them who had not answered email or phone call pitches. I also learned of video contests via Twitter and was able to get some amplification of videos that way.

Liz Rose, Communications Director
Campaign for America's Future

Move Traffic to Home Base—Your Website

148 Integrating social media and third-party donation systems into your own website can be powerful.

Luke Miller
Virtual Abode Ltd

Planning Is Powerful

149 We're still learning how to make social media useful. Perhaps the greatest lesson is that it is not "free." It does take focused, dedicated time and thought to do well. Many of our non-profit clients just use Twitter only now and then, when they have time; this is not a strategic approach and the medium can be so much more useful than an afterthought. Meanwhile, it is equally important to appreciate that social media, even employed properly, is not a cure-all for all mission communications; it is one of a number of useful tools.

Susan Liehe, Senior Associate
Richard Male and Associates

- 150 Define several categories around which you can develop social media posts, then set up a regular posting schedule for each and stick to it. The planning takes time but actually makes the task of establishing and maintaining a social media presence easier.

Laurie Wozniak, Communication Officer
Episcopal Diocese of Western New York

Relationships Are the Heart of Good Marketing

- 151 A social media “presence” is nothing without dialogue. Work harder to launch and nurture client, donor and stakeholder conversations on your Facebook page, in your Twitter feeds, and on your site.

Nina Rubin, Director of Parent Advocacy
GA Charter Schools Association

- 152 Social media (specifically Facebook and Twitter) can position us differently with audiences.

Kathryn Bauchelle, Program Director
Literacy Advance of Houston

The Voltage of Video

- 153 Video has become an expected component of marketing, outreach and social media participation.

Marissa Huth, Communications Coordinator
Raising Special Kids