



LEVERAGING SOCIAL MEDIA ON EBAY GIVING WORKS

November, 2013



USING TWITTER



YOUR TWITTER PROFILE

- Write a succinct description of yourself including interests and other key facts
- Upload a recognizable headshot
- Twitter allows a link to one site in your profile; enter your most important external site such as your nonprofit's homepage



CONVERSATION TOPICS



Be Visual:

- Include relevant pictures, videos, presentations
- Pictures generate the highest click through rates



Be Trendy:

- Tweet about hot topics in your area of interest
- Retweet (RT) exciting or interesting information



Be Interactive

- @reply key followers and peers
- RT quality content and insights from others

BE A PART OF TRENDS: HASHTAGS, LINKS & RETWEETS

- **Hashtags:** Use hashtags to associate your tweets with a particular topic. Hashtags can link your tweet to a trend, discussion or event
- **Links:** Use links to share something thought-provoking you have read or written elsewhere
- **Retweets:** A reposting of someone else's tweet. This allows you to share interesting tweets to your followers
 - **There are two ways to retweet:**
 1. Click the "retweet" button underneath a tweet to rebroadcast it to your followers exactly as it appears
 2. Copy and paste the tweet with the letters "RT" in front of the original tweeter's name into a new tweet. This is useful if you want to offer some commentary before the "RT"

THINGS TO AVOID WHEN TWEETING

Posting unrelated content



Ingrid Lunden @ingridlunden

13 Jul 12

one of our cats likes to sleep under the lavender and rosemary in the garden. he smells so nice when he comes in!

#randomcatobservation

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Posting inappropriate material



Anthony Crupi @crupicrupicrupi

13 Jul 12

Pro Tip: Get drunk & mumble those poems you wrote in the 7th grade over repetitive calliope music. Take a bow: You just invented The Doors!

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Poorly constructed or unclear posts



Kramer Levin @kramerlevin

11 Apr 11

Avoiding the Trap Door of Retaliation

<http://www.kramerlevin.com/news/Detail.aspx?id=bb356891-db6c-4492-aca5-5f69f45c4aca>

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Reply Retweet Favorite More

- Post relevant information for your followers
- Be authentic, but remember everyone can read your posts
- Be brief, but still construct your posts so your followers can easily read and understand what you are communicating

CONTRIBUTE TO THE CONVERSATION

Participate in threaded conversations and insert your opinion

The screenshot shows a Twitter thread with the following tweets:

- kim yi dionne @dadakim** (13 Nov): "@texasinafrica @ninamunk now I'll likely read it in time to assign it for next semester!"
- Laura Seay @texasinafrica** (13 Nov): "@dadakim @ninamunk Woot! It's a page-turner. I seriously finished it in two flights." (Expanded)
- kim yi dionne @dadakim** (23h): "@texasinafrica @ninamunk I think you know what I'll be reading on the flight back from Baltimore!" (Expanded)
- Nina Munk @ninamunk** (23h): "If you do assign my book @dadakim I'd love to visit your class. (You just happen to teach at my alma mater...) @smithcollege @texasinafrica" (Expanded)
- kim yi dionne @dadakim** (22h): "@texasinafrica is amazing for connecting me to @ninamunk! Yes, we'd love to have you when we discuss your book! I'll work out details soon." (Expanded)
- Laura Seay @texasinafrica** (22h): "@dadakim @ninamunk JEALOUS!" (Expanded)

- Often the most provocative dialogue happens on Twitter
- Remember to be respectful of others in your industry, but don't be afraid to take part
- Dialogue helps build community and credibility in your industry

ELEMENTS OF A PERFECT POST

Tone: Establishing a tone of voice that is authentic to you

Style: Short (140 characters or less), simple, clear and easy to understand

Syntax: Must be attention grabbing if it's to compete with other tweets in a feed

Relevant / Timely: Get to know your followers and you will be able to make posts more relevant – if it resonates with them personally, they are far more likely to engage

Visuals: Attaching a photo, video or link can help make posts stand out in the feed and will help drive engagement

CTA (Call to Action): If you want them to do something you have to tell them (e.g. “Watch this” or “Check this out”)

USING FACEBOOK

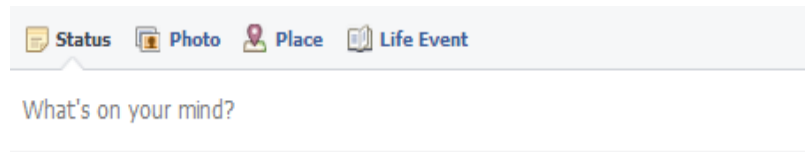
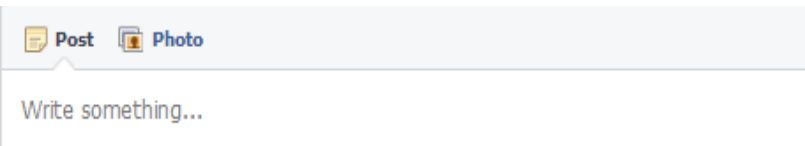


YOUR FACEBOOK PROFILE



- **Cover photo:** (optional) upload a high resolution photo to provide a header image that sits behind your profile picture. Users often upload more artistic photos that act as a backdrop and speaks to your interests
- **Profile picture:** Use a recognizable photo of yourself so that people can identify you
- **Your full name:** if you want people you know to find you, it is important to use a name they recognize
- **Location:** Put in your location to help people from your area find you
- **Compelling content:** Populate your Facebook page with fun, appropriate photos, life events and status updates

SHARING ON FACEBOOK



- **Wall posts:** This is the most common way to communicate on Facebook and a great way to share something with a specific individual
 - Be aware that wall posts are public to all of your friends
 - This term is synonymous with posting to someone's Facebook timeline
- **Status:** Like tweets, Facebook status updates, are posts on your own wall that can be used to provide bite-sized, yet powerful content that helps spread information
 - Keep your updates fresh, interesting and insightful
 - Multiple ways to post: text, check in, photo, video, or link

FACEBOOK LEVELS OF ENGAGEMENT

Viewing: This lowest level of engagement consists of simply looking at the posts in your newsfeed

Liking: You can click the “like” button if you want to mark your approval of any type of post. Your friends may see what you liked on their newsfeeds



Commenting: When you comment you are actively responding to the material. It is another way of letting people know what you think, or adding your voice to the conversation

Sharing: If you see something someone else has posted that you like, you can click “share” to repost it or for all your Facebook friends to see

BLOG POSTS



WHY SHOULD YOU BLOG?

- Share your thoughts in a longer form than Twitter or Facebook
- Write about current issues facing the nonprofit industry
- Develop a deeper community experience by connecting through commenting and sharing of information with similar nonprofits
- Blogs compliment other social platforms by creating larger posts of thoughtful content to be shared across your social channels

ANATOMY OF A GREAT BLOG POST

- **Clear Headline** – Be concise and include keywords
- **Brevity** – Posts should be no more than 300-500 in length
- **Images** – Break up text and visual content, use screenshots, photos and infographics
- **Link** – Linking to other sources such as articles, people and websites makes your content more engaging
- **Tag** – Tag your content by providing keywords to enhance search engine optimization
- **Be Yourself** – Use an authentic voice
- **Point of View** – Have a point of view to share

SOCIALIZING EVENTS



BEFORE THE EVENT

Drumming up Attention

- Engage with attendees on Twitter
 - ✓ Use event hashtag
 - ✓ Meet up with others using event hashtag offline
- If hosting a panel or speaking, have users tag their tweets with a hashtag and answer questions via Twitter
- Write a blog post describing the purpose of the event and talk about your expectations



RSA Conference @RSAConference

22 Jul

Register for #RSAC Europe now and save €400 on a full delegate pass. Just 5 days left! rsac.me/14PH7PE

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← Reply ↻ Retweet ★ Favorite *** More



Mashable Social Good @socialgood

19 Sep

Keep up with the speakers and organizations attending Social Good Summit by subscribing to our Twitter list bit.ly/169DTha #2030NOW

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DURING THE EVENT

Real-Time Content

- Check the event hashtag on Twitter to see what others are saying
- Share real-time content on Twitter
 - ✓ Commentary
 - ✓ Pictures
 - ✓ Videos
 - ✓ Quotes from speakers
- Use LinkedIn Mobile to make immediate connections with other attendees or speakers



Joshua Corman @joshcorman

29 Jun 12

2 talks into #SuitsAndSpooks - both non InfoSec and both outstanding. Making me think. 3rd starting now.

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Mashable Social Good @socialgood

23 Sep

Sarah Ingersoll is speaking about the largest free mobile resource for mothers @mytext4baby #2030NOW pic.twitter.com/1Aeh5RskjK



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Reply Retweet Favorite More

AFTER EVENT

Reflections

- Write a blog post wrap up on your nonprofit website
- Thank attendees and participants on Twitter
- Tweet about your key takeaways
- Connect with new contacts on Facebook



Mashable Social Good @socialgood

24 Sep

Thank you everyone for tuning into the Social Good Summit. It's been an inspiring three days. Let's keep the #2030Now conversation going!

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← Reply ↻ Retweet ★ Favorite *** More