Social Media and Donor Relations: a Strategy for Success

Lynne M. Wester
@donorguru
What happens in an INTERNET MINUTE?

- 293,000 Facebook statuses are updated
- 30 new victims of identity theft
- 204 million emails sent
- 136,000 photos uploaded
- 694 Uber rides
- 47,000 app downloads
- $119,760 in sales
- 123,060 posts to Instagram
- 120 new LinkedIn accounts
- 13,300+ hours of music
- 547,200 new tweets
- 1,040 million Vine loops
- 2.4 million Google search queries
- 300 hours of video uploaded
- 104,300+ Skype calls
- Spotify
- Amazon
- Twitter
- LinkedIn

EXCELACOM ©2015 Excelacom, Inc.
Older adults learn to Skype with help from Penn State students

- 85% say being online makes life easier
- 90% access the internet daily
- 54% of over 60s actively use social media
- 22% own an iPad or other tablet device
- 79% own a desktop PC
- 52% are proficient with technology
What Kind of Social Animal Are You?

Turtle
- Profile locked down (or not present)
- Share content with family and personal friends
- Little benefit to your organization/professional

Jelly Fish
- Profile open to all
- Share content & engage frequently with little censoring
- Potential decrease in respect

Chameleon
- Profile open, curated connections
- Engagement Strategy: Purpose, Audience, Persona, Tone
- Increased thought leadership for you and your organization

Based on “When World’s Collide” Nancy Rothbard, Justin Berg, Ariane Ollier-Malaterre (2013)
“Social media is like a cocktail party: listen, then respond”

Photo Credit: The Dana Files
**COMMUNICATIONS**

- Brand in control
- One way / Delivering a message
- Repeating the message
- Focused on the brand
- Educating
- Organization creates content

**SOCIAL MEDIA**

- Audience in control
- Two way / Being a part of a conversation
- Adapting the message / beta
- Focused on the audience / Adding value
- Influencing, involving
- User created content / Co-creation
The Rule of Thirds

- 1/3 your content
- 1/3 other's content
- 1/3 personal interaction
• 80% not about you
• 20% about you
Choose the right team
to engage
Passion is a must!
Timeliness and Frequency

Create a solid content plan and stick with it
Connect

Be the conduit between your audience and valuable content and resources
Relevance

Before you link to content, make sure it is relevant and adds value to your audience.
Help start a Givalanche of good.

- Share & ask your friends and family to chip in.
- As others give, your gift will snowball into a Givalanche.
- We'll keep you updated as your Givalanche grows!

Share to get the Givalanche rolling:

- Facebook
- Twitter
- Email
You can help make an even bigger difference by showing your support for Planned Parenthood and asking your friends and family to join you. Just use the links below to spread the word on Facebook and Twitter.

Donate to Planned Parenthood

We all deserve the right to make our own health care choices. That's why I just joined Planned Parenthood in the fight to make sure everyone can access the care they need, no matter where they live, no matter what. Stand with us.

Share on Facebook  Share on Twitter  Send an Email

Or copy the link below and share it with your friends:

https://secure.ppaction.org/site/Donation2?df_id=12913&12913.donation=foil
Help Us Thank You!

Optional

Share your social media handles with us to receive special recognition for your participation.

TWITTER
Donorguru

INSTAGRAM

SNAPCHAT

NO, THANKS  SUBMIT

#RPiDay15
3.1415926
Give Now and Complete the Circle by
The Anatomy of a Good Post

1) “Why should I care?”
2) “Which community is this meant to delight?”
3) Attractive graphics, useful info
4) Timing
5) Short, punchy copy
6) Tagging
I'm the 979th member to join @watsi's Universal Fund! Join me and have your first donation matched: watsi.org/universal-fund

Join Watsi's Universal Fund

Join the Universal Fund with a recurring donation and automatically fund life-changing healthcare for a new Watsi patient every month.

View on web
Congratulations to all of our fine 49ers who completed their degrees this spring! UNC Charlotte Class of 2014 aren’t the only ones that completed their degrees, our 49er alumni from across the land have too!

Did you complete a degree this spring? If so, what is your newest alma mater?

Say your goodbyes to RDH one last time! Special meals are planned all next week before we say goodbye to the beloved dining hall http://ow.ly/w3b8l

Farewell, RDH! Special meals planned | Auxiliary Services | UNC Charlotte aux.uncc.edu

For more than four decades, the Residence Dining Hall, RDH, has served as the “kitchen table” to tens of thousands of UNC Charlotte students.

Like · Comment · Share

Lindsay DePrey, Madeline Kester, Mark Collard and 96 others like this.

Write a comment...

Mark Collard Great memories from my years - plus pizza at the Rat was a bonus!

Unlike · Reply · 3 · April 22 at 7:29pm

Jessica Arenas When I was in school (09-12) - RDH was called “Rather Die Hungry.” I on the other hand, actually liked the food there! Oh and I LOVE MIDNIGHT BREAKFAST at the end of each semester!!!

Unlike · Reply · 1 · April 23 at 10:23am

Shirley Harkey I used to wash dishes in this cafeteria when I was a freshman!

Unlike · Reply · 4 · April 22 at 8:11pm

Avery Keep Rita Rabie Tori Karlek Kate Singleterary

Unlike · Reply · 3 · April 22 at 10:36pm

Shirley Harkey Oh yes. And remember the Rathskeller .......

Unlike · Reply · 3 · April 22 at 8:54pm

Michael Barrett I'

Unlike · Reply · 3 · April 22 at 7:24pm

Kevin McAllister Lousy food was part of my college experience and the RDH was a major player. The chuckwagon, soggy
Want to be featured as our Fan of the Week? Tag Yeshiva University in the description of a picture of you with something YU related and you just might end up on our front page! — with Fiona Guedalia.
Thanks to @OfficialPanini for donating over 1000 World Cup stickers to us to support our project this term, they’re much appreciated!
15 Questions from Sunday’s Hunter M. Via (‘The Walking Dead’) Facebook Chat

Sunday night’s season premiere of “The Walking Dead” drew the largest audience in the show’s history: an impressive 16.1 million viewers tuned in to watch the zombie drama go down. Before that premiere, we were fortunate enough to have Full Sail Film grad Hunter M. Via, a former Editor on the show (and an editor on several other projects, including “Arrested Development” and “Sons of Anarchy”) answer more than a hundred questions about his work on the project and his career as an editor during a live Facebook Q&A. In case you missed it, below are a few of the most popular questions from the chat.
Lynne - thanks again for your support! It means the world to us. — with Helen Knost.
"It’s inspiring. Seeing the stories, seeing the joy and hope it gives people... why wouldn’t I give?" - Alexa, charity: water volunteer and 3-time birthday campaigner

For the rest of the month, we’re introducing you to a different charity: water supporter every day and letting them share why they choose to be generous.

We’re kicking things off today with Tariku, one of the most inspiring 9 year olds we know, who gives "because it’s fun to give away stuff you have a lot of."

Check out Tariku’s incredible story here: https://www.charitywater.org/blog/i-wanted-to-help-kids-to-be-happy-and-not-sad-anymore/
GratiTuesday: "Scholarships mean that I am able to continue attending Whitworth and that I am contributing to my education through my academic accomplishments on campus. To be recognized for my hard work and honored with a department scholarship is truly motivating to me..."

GratiTuesday: Theodore Wisniewski, '16
whitworth125.com
Hadley Way to go Plumbing Services and Lock & Key Services! Both teams reached 💯 giving by the first day of the #BigOrangeFamily campaign. Thank you! Faculty and staff make such a powerful difference on campus. 📸: @utfacilities
Team Rubicon • @TeamRubicon • 19m

Here's some simple ways to help TR:

✓ Volunteer bit.ly/1ajwml1
✓ Donate bit.ly/2yv26ll
✓ Retweet!
THANKS YOU FOR SUPPORTING GIFTED EDUCATION ON
Thank you to all of our alumni and friends who help make UT Austin shine bright!
#UTThanksDay thanksday.utexas.edu

Because of You...
I got to go to 600 field camp!
Thanks!
Dell Medical School  @DellMedSchool  16h

#DellMed’s 1,600 donors have given more than $204M to support our students, faculty, researchers & care teams in their work, including efforts to transform health care in Austin & Travis County. #UTThanksDay

Hear from UT students on the impact of donors: vimeo.com/241773867
All week long, UT is highlighting the priorities of the #VolJourney campaign—launching publicly this Friday!

Today, 1,625 decals are on the Student Union windows to represent the undergraduate scholarships awarded last year thanks to private giving in the campaign so far (since 2012).
Thanks @rbc and the RBC Royal Eagles for volunteering your time and energy yesterday in our garden! pic.twitter.com/8hvMg5QiWM

Eddy Williams @CreativeComm77 - Jun 6
@NWRCT It was an amazing experience, thank you for having us! Will definitely be passing by to see the garden. #greenthumb #swimdrinkfish
@donorguru Thank you for GRANTING OPPORTUNITY during #PurdueDayofGiving!
b.bit.ly/1E4ReUY
@donorguru Lynne, thank you for making a #GivingBlueday gift. We appreciate your donation!

#GIVINGBLUEDAY

givingblueday.org

VICTORS FOR MICHIGAN
You're making a difference, one Boiler at a time. Here's a special thank you message.
Calgary Zoo 2012 Annual Report 1.457 million people visited the zoo in 2012. Each day was captured in a photo. Thank you for sharing 2012 with us and with family and friends.

http://www.calgaryzoo.com
Empowering the world to design.
## U.S. Army Social Media Strategy for the week of: ___ Week ___

<table>
<thead>
<tr>
<th>Theme:</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOE:</td>
<td>Strategic Environment</td>
<td>Equip and Train</td>
<td>Equip and Train</td>
<td>Strategic Environment</td>
<td>Soldiers &amp; Families</td>
</tr>
<tr>
<td>Flickr:</td>
<td>Pull 3-5 photos from various sites</td>
<td>Pull 3-5 photos from various sites</td>
<td>Pull 3-5 photos from various sites</td>
<td>Pull 3-5 photos highlighting women in the Army</td>
<td>Pull 3-5 photos highlighting Military Families</td>
</tr>
<tr>
<td>Photo of day:</td>
<td>“Convoy Fights off Insurgent Ambush” 6,075 total views</td>
<td>“The Wall Hanger” 7,373 total views</td>
<td>“In the Early Morning Light” 3,888 total views</td>
<td>“Don’t Look Down” 6,086 total views</td>
<td>Soldier/Family Oriented</td>
</tr>
<tr>
<td>STAND-TO!:</td>
<td>Pain Management</td>
<td>Soldier Athlete Initiative</td>
<td>Comprehensive Soldier Fitness</td>
<td>Women’s Equality Day</td>
<td>Army’s Land War Net</td>
</tr>
<tr>
<td>Goal:</td>
<td>To educate &amp; engage with audience</td>
<td>To promote external Army initiatives &amp; to inform audience</td>
<td>To inform Soldiers &amp; audience of advances in Army technology</td>
<td>To inform/educate audience on Women in Army History</td>
<td>To engage Military families</td>
</tr>
<tr>
<td>Measure of Effectiveness</td>
<td>FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views</td>
<td>FB: 3 posts; 615 likes, 138 comments (aver. per post) Twitter: 3 tweets; 47 re-tweets Blog: 3190 page views</td>
<td>FB: 3 posts; 1105 likes, 163 comments (aver. per post) Twitter: 3 tweets; 50 re-tweets Blog: 3,563 page views</td>
<td>FB: 3 posts; 1133 likes, 131 comments (aver. per post) Twitter: 4 posts; 51 re-tweets Blog: 3,010 page views</td>
<td>FB: 3 posts; 850 likes, 175 comments (aver. per post) Twitter: 3 tweets; 56 re-tweets Blog: 4,392 page views</td>
</tr>
<tr>
<td>Special notes and occasions</td>
<td>Content Text Notes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme</td>
<td>Brown: IN DRAFT, TBS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goal</td>
<td>Purple: GUEST SUB</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communications Platforms</th>
<th>Week of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked In</td>
<td>Monday</td>
</tr>
<tr>
<td></td>
<td>Tuesday</td>
</tr>
<tr>
<td></td>
<td>Wednesday</td>
</tr>
<tr>
<td></td>
<td>Thursday</td>
</tr>
<tr>
<td></td>
<td>Friday</td>
</tr>
</tbody>
</table>

| Twitter                    | Monday  |
|----------------------------| Tuesday |
|                            | Wednesday |
|                            | Thursday |
|                            | Friday  |

| Facebook Page              | Monday  |
|----------------------------| Tuesday |
|                            | Wednesday |
|                            | Thursday |
|                            | Friday  |

| Measure of Effectiveness   | Monday  |
|----------------------------| Tuesday |
|                            | Wednesday |
|                            | Thursday |
|                            | Friday  |
"What would you tell your younger self?"
THANK YOU!

- Lynne M. Wester
- @donorguru
- Connect with me!
- www.donorrelationsguru.com
- lynne@donorrelationsguru.com