#SOCIALMEDIA NONPROFIT

JANET FOUTS with BETH KANTER FOREWORD BY GEOFF LIVINGSTON

> 140 Bite-Sized Ideas for Nonprofit Social Media Engagement

> > BOOK 01

A THINKaha BOOK

140 Bite-Sized Ideas for Nonprofit Social Media Engagement

Book Excerpt

By Janet Fouts with Beth Kanter Foreword by Geoff Livingston, Co-founder of Zoetica

BOOK EXCERPT Table of Contents

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Foreword

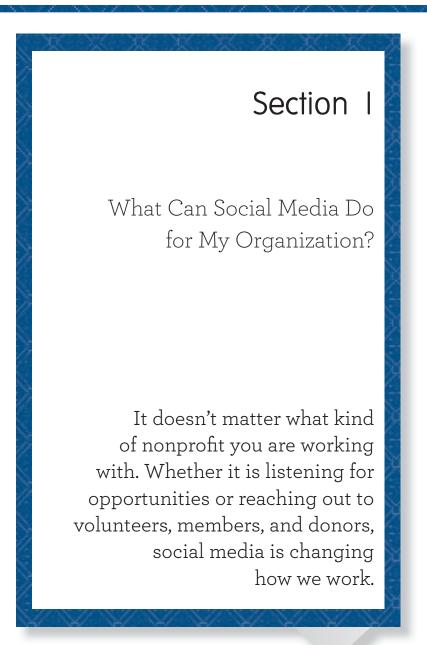
Never before in the history of civilization have we experienced the transparency in public discourse as we do today. The Social Web revolutionizes the way we discuss important societal issues. Nonprofits have the most to gain from new communications technologies like social networks, blogs, and other social media forms. They can best add value to the new public discourse on major international, national, and local problems.

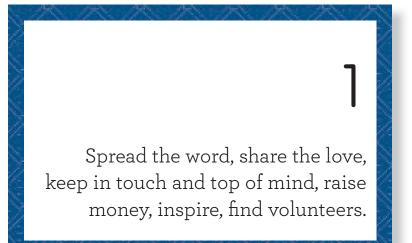
As a result, creating grassroots movements and fundraising can be ignited when a strong community

embraces an issue. Whether it's embracing donors, tackling big issues, or organizing volunteers, causes can take this tool set and make it part of a larger, more incredible effort to change the world. In this handy book, you'll find great sound bytes to get digital and achieve success with your cause. And remember, like brick-and-mortar relationships, social is organic. That means it requires time.

Geoff Livingston

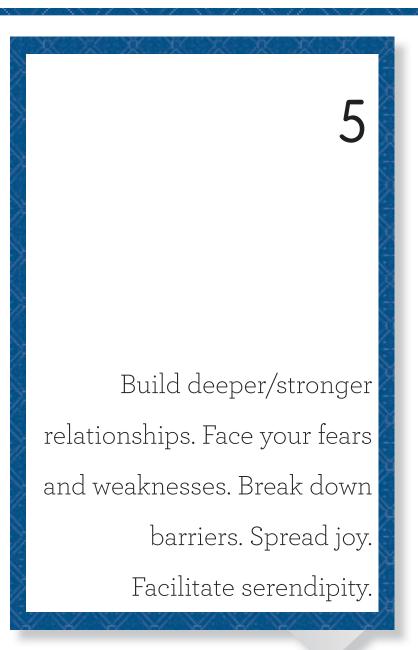
Co-founder of Zoetica, Nonprofit Communication Services <u>http://zoeticamedia.com</u>

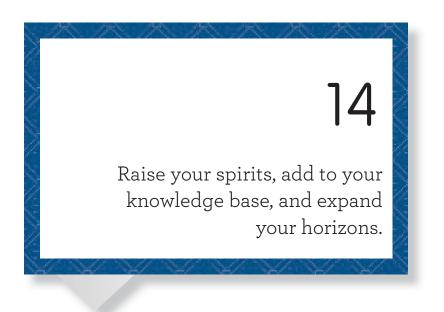


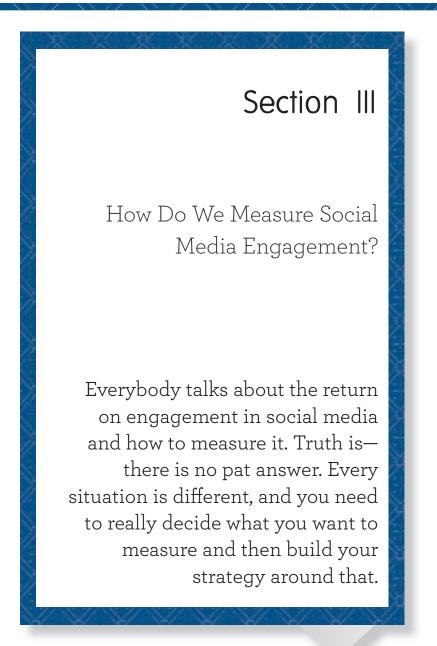


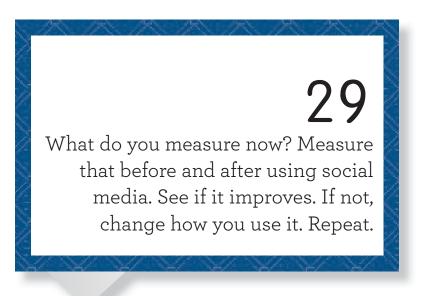
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You already communicate, campaign, fundraise, serve, and build community locally. With social media, you can do that with the world!









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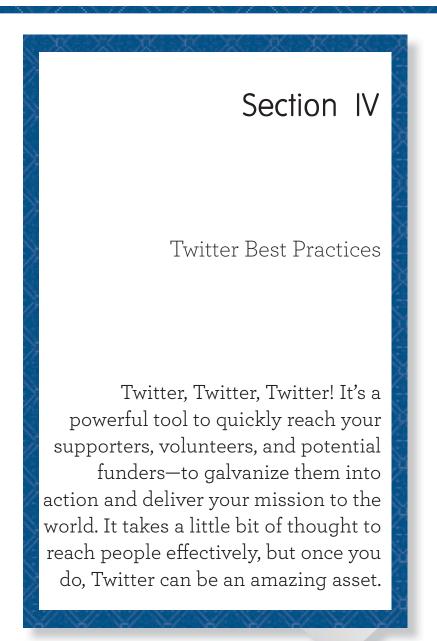
Focus on level of engagement, not raw numbers; leaders and creators, not sign-ups; movement and conversion across the Web.



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Measuring a relationship is hard and social media *is* about relationships. Define metrics that address the interactions you want to inspire.





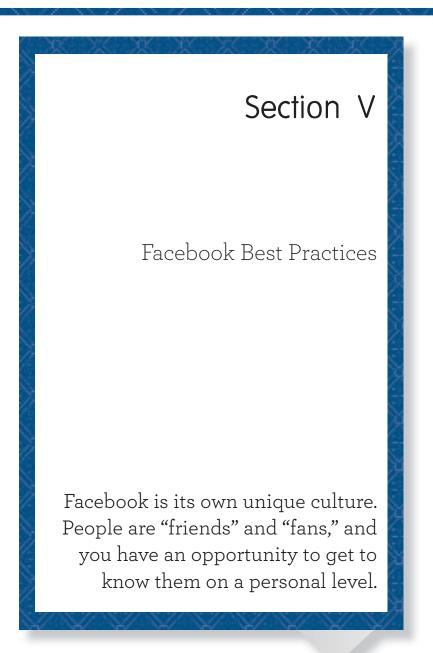
44 Remember that Twitter is a two-way conversation: listen to your followers and respond to their ideas to keep them engaged!

140 Bite-Sized Ideas for Nonprofit Social Media Engagement





Share things your constituents care about, not just your stuff. Become a trusted source. Earn the right to talk about yourself.





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Embrace that fact that others want to explore, become invested in, and share your venture/mission; don't be scared to share your story!



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Be protective of your personal privacy. Avoid oversharing on a public fan page.



About the Authors



Janet is a fifteen-year veteran of social media and online marketing. She co-founded one of the first online communities for the restaurant industry in 1996 and since then has pursued her passion for social media with zeal. With Janet at the helm as senior partner, Tatu Digital Media has evolved into a successful and award-winning Web design and strategy firm.

Janet shares her expertise in social media in a number of venues ranging from her personal blog (<u>http://www.janetfouts.com</u>) to a number of industry specific blogs and as lead coach of The Social Media Coaching Center (<u>http://www.socialmediacoachingcenter.com</u>), providing step-by-step tutorials and social media training on a group or one-on-one basis.

As a social media coach, she works with individuals, groups, and corporations to create effective and efficient social media campaigns and helps them understand the tools and resources available for successful social media engagement.

Janet's book 'Social Media Success!' was published in November 2009. In this book she shares real-world examples and practical techniques that are applicable to all types of businesses from entrepreneurs and start-ups to small businesses and corporations.



Beth is the author of "Beth's Blog: How Nonprofits Can Use Social Media" (http://beth.typepad.com), one of the longest running and most popular blogs for nonprofits, and co-author of the forthcoming book, 'The Networked Nonprofit,' to be published by J. Wiley in 2010. Beth is the CEO of Zoetica, a company that serves nonprofits and socially conscious companies with toptier, online marketing services. A much-in-demand speaker and trainer, she was the keynote speaker for the Cambodian Bloggers Conference in Phnom Penh; The Connecting Up Conference in Brisbane, Australia; Minnesota Council on Nonprofits; Making Media Conference in Chicago; and others. She has presented about nonprofits and social media at some of the leading social media industry conferences including O'Reilly's Graphing Social Patterns, Gnomedex, SWSX, Blogher, and Podcamp.

Beth curated NTEN's "We Are Media: Nonprofit Social Media Starter Kit," an online community of people from nonprofits who are interested in learning and teaching about how social media strategies and tools can enable nonprofit organizations to create, compile, and distribute their stories and change the world. Beth contributed a chapter to 'Managing Technology to Meet Your Mission: A Strategic Guide for Nonprofit Leaders,' edited by NTEN both published in 2009. In 2009, she was named by *Fast Company Magazine* as one of the most influential women in technology and one of *Business Week's* "Voices of Innovation for Social Media." She is the 2009 Visiting Scholar for Social Media and Nonprofits for the Packard Foundation.

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