

# #SOCIALMEDIA NONPROFIT

TWEET

**JANET FOUTS with BETH KANTER**  
FOREWORD BY GEOFF LIVINGSTON

140 Bite-Sized Ideas for Nonprofit  
Social Media Engagement

BOOK 01

A THINKaha BOOK

# #SOCIALMEDIA NONPROFIT **tweet**

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**

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Foreword by Geoff Livingston

Section I: What Can Social Media Do for My Organization?

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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

<http://zoeticamedia.com>

## Section I

### What Can Social Media Do for My Organization?

It doesn't matter what kind of nonprofit you are working with. Whether it is listening for opportunities or reaching out to volunteers, members, and donors, social media is changing how we work.



1

Spread the word, share the love, keep in touch and top of mind, raise money, inspire, find volunteers.

2

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

5

Build deeper/stronger relationships. Face your fears and weaknesses. Break down barriers. Spread joy. Facilitate serendipity.

14

Raise your spirits, add to your  
knowledge base, and expand  
your horizons.

## Section III

### How Do We Measure Social Media Engagement?

Everybody talks about the return on engagement in social media and how to measure it. Truth is—there is no pat answer. Every situation is different, and you need to really decide what you want to measure and then build your strategy around that.

29

What do you measure now? Measure that before and after using social media. See if it improves. If not, change how you use it. Repeat.

30

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

31

Don't expect immediately  
measurable growth, this will grow  
organically over time.

32

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

43

You may feel it's not working, only to find a week or a month later a new influx of interest that was growing out of sight.

## Section IV

### Twitter Best Practices

Twitter, Twitter, Twitter! It's a powerful tool to quickly reach your supporters, volunteers, and potential funders—to galvanize them into action and deliver your mission to the world. It takes a little bit of thought to reach people effectively, but once you do, Twitter can be an amazing asset.



44

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

45

People WANT to become  
engaged in your venture.  
LET THEM! Help others  
become invested in  
your mission.

46

Be friendly, generous, helpful, and listen more (a LOT more) than you tweet.

47

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

## Section V

### Facebook Best Practices

Facebook is its own unique culture. People are “friends” and “fans,” and you have an opportunity to get to know them on a personal level.

58

Ask questions. Post photos, videos, and events. Share things your audience cares about.

59

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

60

Don't group a bunch of posts together at the same time—stagger so as not to overwhelm.

61

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

62

Have a sense of humor AND a sense of purpose. Encourage questions and respond with answers.

63

Grow your fans organically: engage with positive stories and insightful commentary.

## 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 (<http://www.janetfouts.com>) to a number of industry specific blogs and as lead coach of The Social Media Coaching Center (<http://www.socialmediacoachingcenter.com>), 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 top-tier, 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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