

# *Social Media: Understanding the Powerful Ways to Engage & Grow Your Online Community*

## Raising your League's Profile



# Social Media

REAL interactions in real time

## What is it?

Any technology that people use to share content including:

- news
- experiences
- opinions
- insights
- perspectives
- media

## Why invest ?

- Facebook
  - 845 million active users
  - 483 million daily active users
- Twitter
  - around half a billion profiles
  - over 100 million in the US
  - 175 million tweets every day



**BECAUSE IT  
IS FREE!!**

# Social Media Users are Active Members of their Communities

Social media users are considerably more likely than non-users to have:

- Volunteered for a community organization (69% versus 49%);
- Participated in a group related to a community issue (57% versus 43%);
- Donated money to a charitable cause (89% versus 81%);

Source: Heartland Monitor Poll, June 2012

# Facebook 101

- Connect/reconnect with friends and family
- Make personal connections and have fun
- Strategy – connect supporters to your organization
- Share and engage
- Easy, light, fun. Include media with all posts





# Twitter 101

- Share exciting content in short 140-character bursts.
- The link reigns supreme!
- Strategy – Don't get too personal
  - good content
  - drive traffic to your website
  - get people to Retweet your content
  - follow people who have lots of followers
- Retweet, Thank and create good Twitter karma
- Leave room for others to ReTweet you
- Statistics, quotes, links. Be creative!


# Tweets

 **LWV of the US**  
League of Women Voters® [www.lwv.org](http://www.lwv.org) **@LWV** our handle

STATEMENT: Right to Vote Under Attack  
short URL, we used bit.ly [bit.ly/Jz6nFe](http://bit.ly/Jz6nFe) #voters #election #voterID  
#votingrights #photoID

← Reply 🗑️ Delete ★ Favorite

hashtags - 5 total in this tweet

 **LWV of the US**  
League of Women Voters® [www.lwv.org](http://www.lwv.org) @LWV

TAKE ACTION - Join the million other voices in asking @EPAgov to adopt strong carbon standards! [bit.ly/IoOhG2](http://bit.ly/IoOhG2)  
#cleanair4kids

← Reply 🗑️ Delete ★ Favorite

mention - we've "tagged" another user by using their handle

# Social Media is a cocktail Party

- Mingle and chat
- Laugh and listen to amazing stories
- Don't be a wallflower
- Do not oversell or come on too strong
- Each “party” (social network) has its own etiquette and rules



# How should social media be used?



**Integrate**

**Amplify**

**Repurpose**

**Build community**

**Learn**



# Social media is a tool – it is not a silver bullet

- Good product/Compelling cause
- Integrate



## Not all social media channels are right for every nonprofit

- Pick and choose
- Quality over Quantity

# Resources

- [League of Women Voters New Media Facebook Group](#) (private)
- [Facebook Marketing](#)
- [M+R Strategic Services Labs](#)
- [Beth Kanter Blog](#)
- [New Organizing Institute Blog/Tip of the Day](#)
- [Salsa Labs](#)