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# *XYZ Organization Social Media Plan*

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## **Social Media Plan 2011**

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### Goals and Objectives:

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- Increase awareness of XYZ Organization, its mission, and programs;
- Establish foundation for XYZ Organization – prospecting, soliciting, cultivating, and stewarding current and prospective donors;
- Increase participation in XYZ Organization programming;
- Promote and share XYZ Organization events to prospective and current participants;
- Develop and establish XYZ Organization brand locally, nationally, and internationally;
- Develop brand as a center or hub for information related to the XYZ Organization mission;
- Establish connections with similar organizations to share resources.

### Outcomes:

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- Develop Twitter profile, Facebook Page, quarterly e-newsletter, and blog with XYZ Organization branding;
- Reach [x number] Twitter followers by December 31, 2011
- Reach [x number] Facebook Fans by December 31, 2011
- Post a minimum of one blog post per week, totaling four each month through December 31, 2011
- Identify and train social media volunteers
- Establish brand and mission recognition locally, regionally, and nationally
- Recruit donors, board members, and prospective volunteers
- Educate public about XYZ Organization's mission

### Target Audiences

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- Prospective board members, staff, and volunteers
- XYZ Organization current and prospective individual donors
- Institutional funders locally and nationally
- Corporations and service organizations locally and nationally
- Nonprofit leaders, staff, volunteers, and funders who may be able to provide support to XYZ Organization
- Academic institutions and programs related to nonprofit leadership and management
- Participants in XYZ Organization programming and services

## Social Media Outlets and Strategies:

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Implement new strategies in targeted social media tools to leverage awareness as well as reach goals and objectives. Using social media can help increase an organization's brand awareness, participation and support at a minimal cost. XYZ Organization can increase its visibility and awareness about their programs and mission through the use of social media and online marketing.

## Contributors

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- XYZ Organization staff members
- XYZ Organization board members
- XYZ Organization online marketing intern or volunteer
- Guest bloggers

## Blog

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A blog is an outstanding way to tell your organization's story, share benefits, recognize donors and stakeholders, as well as share professional information that will add value in the sector. A blog is a living and ever-changing source of information related to specific topics. Choosing topics areas and posting regularly are the basic points to starting a blogging strategy. In order to gain support and readers it is critical to promote the blog through relevant networks and other online communication channels. In other words, creating a blog without promoting its existence will not help to create readership and value in the community.

It is recommended that XYZ Organization begin a blog hosted through WordPress.org that can be imported into their existing website or used as a separate link.

- The blog link URL may be: [www.xyzorganization.org/blog](http://www.xyzorganization.org/blog)
- Create a calendar of blog posts and schedule time to create those posts. Posts will go out as needed, preferably on a weekly basis between Tuesday and Thursday every week.
- Topics for blogs include, but are not limited to:
  - XYZ Organization program announcements
  - XYZ Organization leadership and organizational news (i.e. new staff members, staff, board and volunteer profiles, planning processes)
  - Resources related to the XYZ Organization mission
  - Funding news, fundraising pitches, and impact of donations
  - Organizational spotlights – staff, board, volunteers, case studies
  - Guest opinions
  - Research and trends
  - Partner news and announcements
- Use bit.ly and HootSuite (or other shortening and tracking program) to post and track blog posts on Facebook, Twitter, when sharing across networks. Twitter is another helpful tool to schedule, recurring tweets related to the blog.
- Add other social media widgets to XYZ Organization blog, statistical recording, and email sign up. Examples include FeedBurner and FeedBlitz. RSS Feeds.
- Market and share blog links across individual networks of organizers, volunteers, nonprofit online community (Nonprofit Alltop, Chronicle of Philanthropy). Research other examples such as charity: water and Kiva Loans

- Promote blog postings through social media community on LinkedIn Groups, Facebook Page, Twitter community, website, e-newsletter, and other online nonprofit communities such as Chronicle of Philanthropy and Alltop Nonprofit

## Twitter

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Using Twitter will allow XYZ Organization to add value and be seen as a resource for valuable information in the local and national communities regarding their mission. This can be done by posting original tweets about XYZ Organization, news from the community and retweeting other relevant posts. Using tools like Hootsuite, XYZ Organization can manage tweets and information sent through Twitter, WordPress, and their Facebook Page/Cause.

To build a following, XYZ Organization will need to follow others and promote their Twitter account across all their online communications tools like their blog. On a weekly basis, XYZ Organization should actively search for accounts related to its geographic location and topic area to follow. It is a good idea to retweet (RT) relevant information from those XYZ Organization follows on Twitter in an effort to build online relationships, gain followers, and enhance XYZ Organization's credibility and brand-recognition in the community.

- Sample Twitter account: <http://twitter.com/XYZOrg>
- Identify 1 – 2 tweeting staff or volunteers.
- Use hashtag (to be determined) when tweeting original information (i.e. #xyzorg)
- Other relevant hashtags: #nonprofit, #fundraising, #philanthropy, #volunteers
- Begin to build brand expertise by tweeting and retweeting information relevant to the nonprofit sector by tweeting at least 5 x per day (both RTs and original posts (1 – 2)).
- Weekly search for and follow twitter accounts related to XYZ Organization's mission and nonprofit best practices.
- Using Hootsuite, follow others related to nonprofit efforts and local community work by searching hashtags and following RTs.
- Refer to website and blog for ideas on tweets; there are always resources and program news to highlight.
- Use Twaitter, TweetDeck, or other social media management tools to schedule posts and repeating posts.
- Use HootSuite to manage posting to Facebook Page and Twitter account. There is the ability to schedule tweets, but not recurring tweets with start and end dates like Twaitter.
- Encourage all stakeholders to follow XYZ Organization on Twitter and repost tweets through promotion in website, blog, e-newsletters, and other social media.
- Quarterly, evaluate posts and hits to plan for the remaining 2011 social media plan.
- Identify tweeters and bloggers for XYZ Organization programs.

## Facebook Fan Page

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Consider using XYZ Organization Cause in addition to a Fan Page. The same strategies apply for the Cause as a Page. The only difference would be incorporating asks into the posts and that you cannot use HootSuite to post a Cause.

A Facebook Fan Page is another great way to build followers, supporters, and share information with the Facebook community. Why use an additional social media tool when using others such as Twitter and blogging? Every individual has a different way s/he approaches online communications. If there is a target individual or audience that does not use Twitter, for example, sharing that information

on the Facebook Fan Page is a great way to reach a larger audience. Using Facebook provides tools and opportunities that are unique from other social media tools. For example, fans of the XYZ Organization can ask invite others in their network to begin fans, creating viral recommendations for the organization. A Facebook Page is just one more way to share and disseminate resources and brand the organization in the community. Posts to the Facebook Fan Page will show up in the news feed of fan members.

- Recommended: [www.Facebook.com/XYZOrganization](http://www.Facebook.com/XYZOrganization)
- Identify 1 – 3 individuals who will post links and event updates to the Facebook Fan Page. Populating the page will help increase visibility of the organization. Posting 1 – 2 times per day/ 3- 5 times per week is the recommended amount.
- Invite all XYZ Organization friends to join the Fan Page and encourage the fans to ask their friends to become fans.
- Encourage online participation by posting links and asking for feedback from others on the post. Asking direct questions about specific issues from fans is a great way to encourage dialogue as well as solicit feedback and ideas on programming and ideas XYZ Organization is testing out.
- Use viral networks of organizers, stakeholders, and volunteers to increase the following.
- Post new blog links from XYZ Organization as they come out.
- Ask questions from fans to solicit two-way, multi-person conversation. Examples include:
  - Are you planning on attending our upcoming event?
  - What do you most enjoy about XYZ Organization?
  - What XYZ Organization events have you enjoyed and what would you like to see?
  - What do you think makes XYZ Organization unique?
- Promote the Fan Page on blog and website using widgets available through WordPress. Consider purchasing Facebook Ads.
- Create live feed from Twitter to Fan Page through Twitter application on FB.

### LinkedIn Group and Profile

Another great way for XYZ Organization to promote its work in the local community is to create a profile on LinkedIn, join relevant LinkedIn Groups and post information that is relevant. This would be similar to the Facebook Fan Page posts. HootSuite does not allow for posting announcements/tweets to a LinkedIn Group, but will post to a LinkedIn Profile. Much like Facebook, LinkedIn is a great way to have online discussion about particular news and topics.

Through the LinkedIn Profile, it is recommended that XYZ Organization join other groups related to the nonprofit field both locally and nationally. This is a great way to promote the organization's news, resources, and programs across other networks that may be interested; in other post links and news related to XYZ Organization to other LinkedIn Groups. Profiles are restricted to joining 50 groups at any given time and having 13 pending approvals for groups. Some recommended groups include:

- Nonprofit Consultants Forum
- Association of Consultants to Nonprofits
- BoardSource
- BridgeStar
- CommonGood Careers
- Nonprofit and Philanthropic Job Board
- Non Profit Network
- Nonprofit Professionals
- Nonprofit Board Forum
- Chronicle of Philanthropy



- Nonprofit Professionals Advisory Group
- Nonprofit Professionals Forum
- On Fundraising, Hosted by AFP
- Social Media for Nonprofit Organizations

Additional recommendations:

- Post news articles, announcements or questions between 3 – 5 times per week
- Post questions or statements that will encourage responses
- Share XYZ Organization-specific links across other groups
- If linking Twitter and LinkedIn Profile, be sure to share Twitter posts on LinkedIn at least once per day.

### News and Link Source Samples

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The resources below will give XYZ Organization great access to the best practices and resources in the nonprofit sector. Be sure to research like-minded and mission-related organizations that could mutually support XYZ Organization.

- Alltop Nonprofit – great links and resources!
- Chronicle of Philanthropy
- Blue Avocado
- Rosetta Thurman
- EDA Consulting Café
- Front Range Source
- Nonprofit Times
- Philanthropy News Digest
- Chrisbrogan.com
- GrantStation.com
- Society for Nonprofit Organizations
- Voiceofsandiego.org
- Sdn.org
- San Diego Business Journal
- Learning Leadership Blog
- Nonprofit Leadership 601
- AFP Blog
- Philanthropy 2173
- The Non-Profit Press
- Harvard Business Review
- Social Media Examiner
- Nonprofit Quarterly
- Stanford Social Innovation Review
- Center for Creative Leadership
- BoardSource
- Stevenson, Inc.
- Getting Attention
- Charity Channel
- Idealware

- Kivi's Nonprofit Communications Blog
- New Grad Life
- Also check local nonprofits for their blogs and e-newsletters

## Managing Social Media

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Most nonprofits, including start-ups and small nonprofits do not have the funding to hire staff to manage their marketing and online marketing. Frequently, these organizations fold these responsibilities into the development role – asking one person to manage up to three jobs. It is recommended that any organization raise funds and set aside funds to hire a contract or part-time individual to manage the marketing and communications function. While social media can be an asset to any organization, it can also be problematic if the wrong messaging is used.

If the organization wants to move forward with pursuing online marketing, but does not yet have the funds to hire someone the first thing to do is to revise the organizational strategic plan and talk with the board about making this a priority. The second is to look for board members, volunteers, or interns to help with this role. Before bringing anyone new into this position, be sure to have drafted a job description and include as many people in the board and staff as possible in the process.

The more ambassadors you have involved in the social media outreach, the more successful your outcomes. This is the same with fundraising efforts. While there is often one person to spearhead the efforts it should be a team approach and all individuals in the organization should be involved and engaged in the process of raising funds. Social media communications is a wonderful way to steward current donors to be sure to connect the fundraising campaigns and success with your marketing efforts.