



# Online Social Networking Guide

Using Social Networking Sites to  
Enhance Online Marketing

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*\*Compilation of research conducted by Claire Potter with the Arkansas Arts Council and Crystal Iverson, Smith Pharis, Claire Potter, and Lauren Walstad with the Southern Methodist University Arts Administration Program.*

## What is Online Social Networking?

Online Social Networking exists to connect people through the Internet based on common interests, personal relationships, information sharing, and for anything else you can imagine. Recently, there has been a shift in how people connect online and more and more people are micro-blogging or “life-streaming” by constantly communicating with private or public audiences about charitable causes, political and pop culture issues, special interests, or even what they had for breakfast. This intimate, constant level of connection allows for people to receive information every day from an infinite number of sources, and facilitates a different kind of interaction and commitment to another person, or in many cases, an organization.

With a 12.4% increase in the number of users of social networking sites from January to June 2008 and with 45% of all Americans showing interest in social networking sites as of April 2009, it is clear that social networking is becoming more and more of an accepted and utilized online resource.<sup>1</sup> With over 100 artists who use Twitter to communicate to fans, Twitter is becoming a location for people to promote themselves and their work.<sup>2</sup> Additionally, the demographics of online social networking sites users are changing – Facebook’s largest growing population is users over the age of 55.<sup>3</sup>

In a survey conducted by the Nonprofit Technology Network, with nearly 1000 respondents, 74.2% use Facebook and 30.4% have one or more social networks linked to their website.<sup>4</sup> Nonprofit organizations with a page on Facebook have on average 5,454 fans and 80% of these organizations commit ¼ of one full-time staff member’s time to manage the social networking portion of marketing. More than 50% of nonprofits intend to increase staff time dedicated to social networking within the next calendar year.<sup>5</sup>

In the 20<sup>th</sup> century one person could effectively influence only 2 people, but in the 21<sup>st</sup> century one person can influence at least 14.<sup>6</sup> Much of this larger sphere of influence can be attributed to the rise of the Internet and consequently, the explosion of online social networking and online marketing tools.

### What does this imply for your organization?

Online Social Networking is an exciting, fast-paced, far-reaching, and free venue for nonprofit organizations to increase awareness about their missions. While there are great benefits to using a free, extensive marketing tool, there are also inevitable drawbacks. Just like any other great marketing tool, online social networking must have goals, strategy, and implementation plans in order for it to be a successful tool for your organization. Because of the nature of the online universe, it is also important for organizations to keep up with the latest changes, applications, and tools available for communicating to target audiences. In order to reap successful results of a social networking presence, an awareness of changing trends and an ability and willingness to adapt are essential.

Awareness of the tumultuous world of the Internet and social networking is equally essential for your organization to make best use of other online tools that will increase

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awareness and commitment of your target audiences. Therefore, one aspect of your online presence should be to “link” everything together so that audiences can connect to your organization in multiple places online, and therefore become more and more committed to your organization.

### **How can this OSN Guide help you reach your goals?**

This Online Social Networking Guide will provide you with information about the current climate of social networking in the United States and what this implies for you as a nonprofit organization. You will understand the basic language and demographics of some of the most widely used and influential online sites. A cost-benefit analysis of the online sites will help guide your decisions about which sites will be the most helpful for your organization. Similarly, this booklet will include suggestions and implementation plans for what you should put on your online sites in order to maximize impact.

After moving through this guide you will have the basic skills needed to start using social networking sites and other online tools. You will know how to set a strategy and manage your organization’s practices in order to reach the goals your organization has set for social networking. This booklet will provide guidelines for how nonprofits should best use social networking to meet their goals and resources that will facilitate your organization’s online efforts and also help keep you up to date with the latest changes in the online networking universe.

Hopefully once you go through this Online Social Networking Guide you will feel confident and prepared to move your marketing efforts into a new online arena. If your goals are clearly set, you have a plan to manage them, and you are committed to this new media of marketing, you should quickly see the results of your hard work as more and more people become aware of your organization, become committed to it, and give of themselves to make the goals of your mission a reality.

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## COST/BENEFIT ANALYSIS OF UTILIZING SOCIAL NETWORKING SITES

### Costs:

- Difficult, but not impossible, to control who links to the site
  - This will require staff time to view pages of new “fans,” “followers,” etc. and ensure they meet the standards of the organization
- Cannot control the privacy levels of your “fans”
- It takes staff time & dedication to set up the site and to update it frequently with new information
- Social networking sites move through a life cycle, so you must be aware of where they are in the cycle and what new tool is coming up
- Staff must be committed to looking at the most productive and efficient ways to use the social networking tools to meet marketing goals

### Benefits:

- Cost efficient marketing tool (free in most cases)
- Similar to traditional nonprofit grassroots marketing approaches
- Potential to focus on targeted markets by looking at typical users
- Users & “fans” opt-in to become members
  - Completely voluntary and is therefore a higher level of connection to the organization
- National and local competitors/comparable organizations are already using these tools
  - There is an opportunity to be the first movers in Arkansas to some of the sites
- Little training is required for site startup and upkeep
- Future target audiences (children) will be accustomed to using these sites as they grow from users into buyers
- Current & future customer base are utilizing these sites already
- Sites are versatile, ever expanding, and easy to navigate & obtain information
- Prepare for the future:
  - More and more users are joining and using these sites every month and this could become a major mode of communication between organizations and constituents.

## DEMOGRAPHIC INFORMATION<sup>7</sup>

This section discusses various trends of social network users including:

	Page
• Average number of users per month	7-8
• Age	9
• Gender	10
• Income level	11
• Education level	12
• Have children/do not have children	13

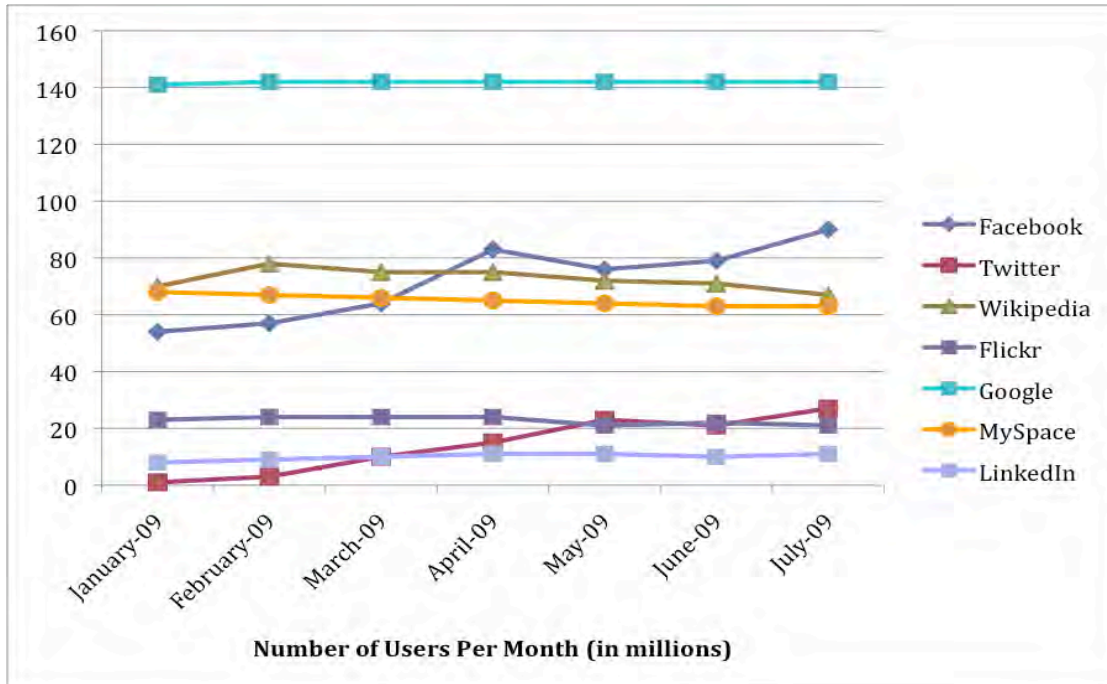
All demographic information is an average of usage over the life of the networking site **as of June 2009**. The information will be helpful to locate which social networking sites your target audiences use most often and therefore help you focus your resources on the most profitable places.

*All statistical data cam from Quantcast.com.*

*\*\*It will be helpful to **track the latest trends** (site visitation, demographics, etc.) on social networking sites **on [Quantcast.com](http://Quantcast.com)**. See "Additional Resources" on page 72 for more information.*

Online Site	Ranking by Number of Visits in U.S.	Number of U.S. Visitors/Month (millions)
Google.com	1	140.1
Facebook.com	4	90.8
Wikipedia.org	8	67.2
MySpace.com	9	62.7
Twitter.com	25	26.5
Flickr.com	31	20.8
LinkedIn.com	65	11.2

## Number of United States Users Per Month on Social Networking Sites



\*July-09 is an estimate

**Google:** Because Google is in maturity the number of users has leveled off, but Google still maintains the number 1 spot as the most visited site on the Internet.

**Facebook:** Despite the fact that other social networking sites are growing and Facebook is an "older" site, it still continues to grow and experiences periodic surges in usage, such as June 2009.

**Wikipedia:** Wikipedia is in maturity and therefore has maintained a steady number of visitors over the past few months. During the summer the site has had a decrease in visits, perhaps due to the site's link to educational schedules. (Fewer students use the site in the summer.)

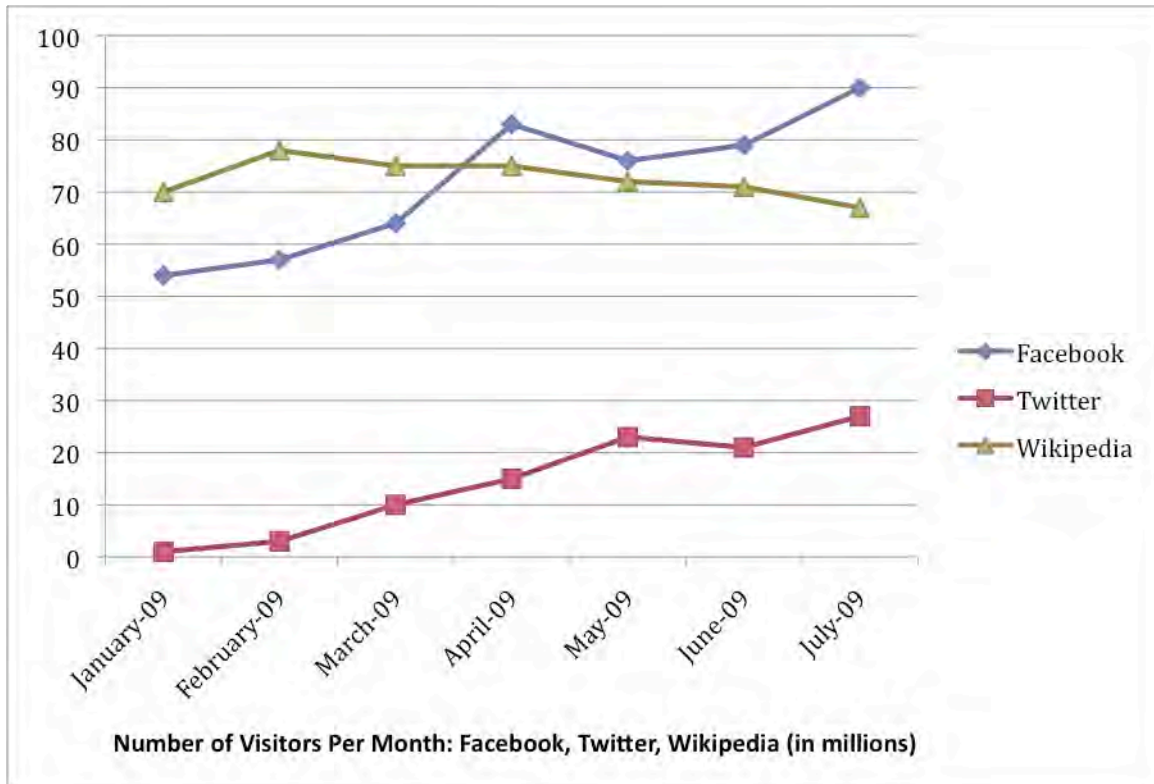
**MySpace:** Much like Google, MySpace is in the maturity stage and therefore has leveled off in number of visitors per month. In fact, MySpace is facing slight decreases in users per month likely due to the popularity of other social networking sites.

**Flickr:** Flickr has also experienced a leveling effect on its number of users, which could be attributed to site maturity.

**Twitter:** Twitter has experienced extreme growth in the past few months likely due to its adoption by popular icons and political figures and the ease of use of the new applications and tools associated with the site.

**LinkedIn:** For a network that is targeted towards the more highly educated, business professionals, LinkedIn has done well at accruing a steady average of around 9 million users a month.

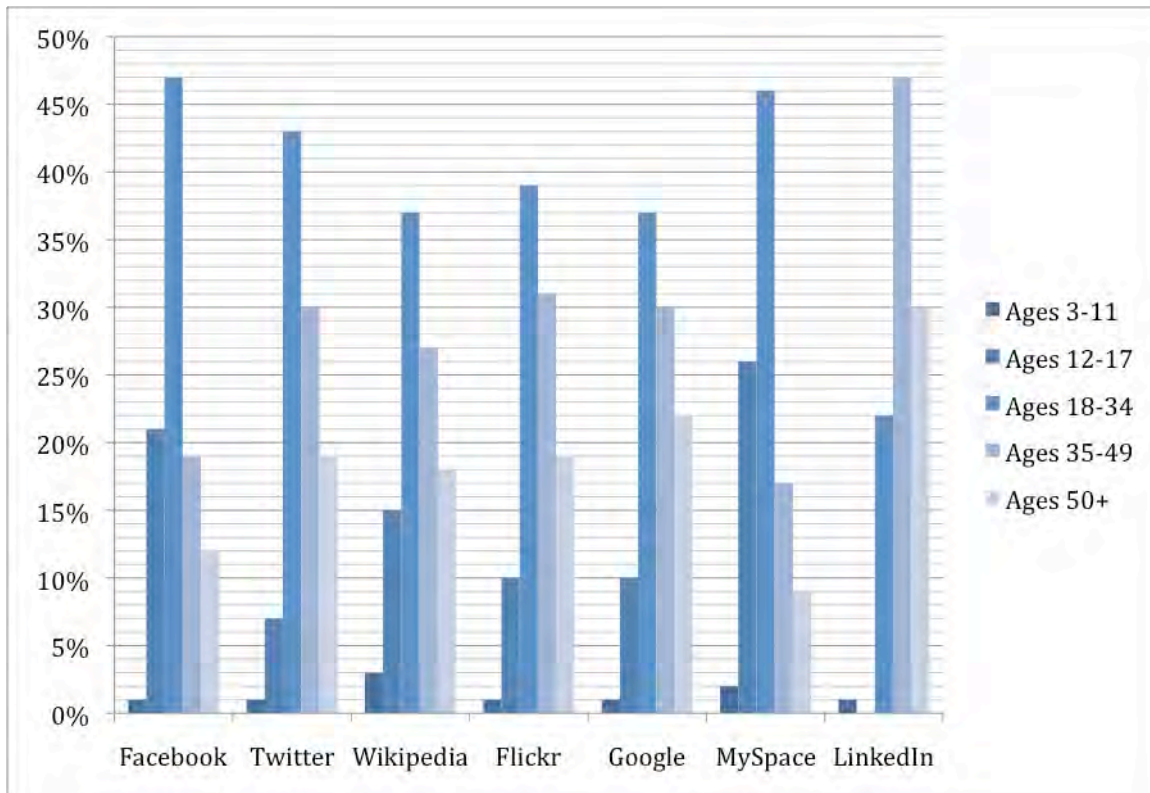
## A Closer Look at Facebook, Twitter, and Wikipedia



\*July-09 is an estimate

With a more detailed look at Facebook, Twitter, and Wikipedia the growth and decline in number of visitors is more apparent. Specifically you can see that both Facebook and Twitter have greatly increased in popularity since the beginning of the year. Wikipedia has experienced a slight incline and decline.

### Average Age of Users on Social Networking Sites



**Facebook:** While the largest current group of users is between the ages of 18 and 34, the fastest growing age group is the 50+ users, who have grown over 500% since January 2009. The second fastest growing age group is 35-49, who has grown around 200% since January 2009.<sup>8</sup>

**Twitter:** Twitter is dominated by the typical early adopter age group, 18-34, but of the social networks also has one of the largest followings from the 35-49 age group and early on has a significant following by the 50+ age group.

**Wikipedia:** Surprisingly, Wikipedia canvases a similar collection of age groups as Twitter.

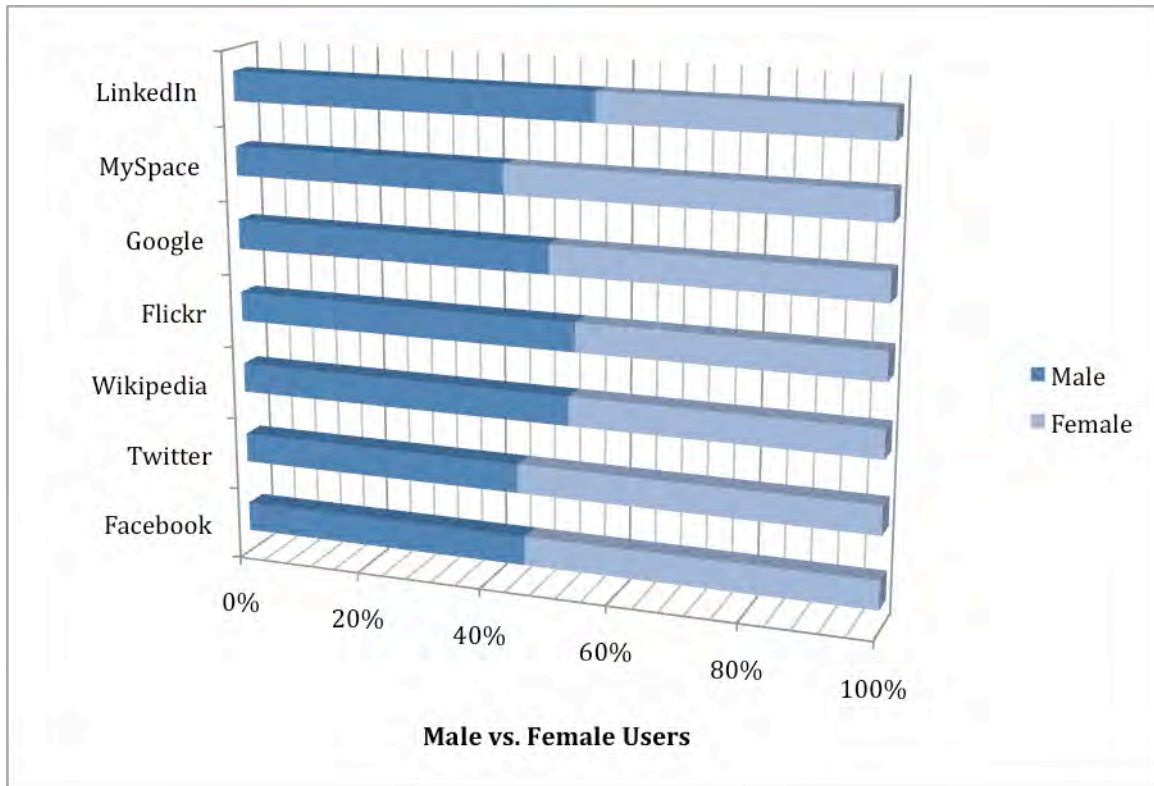
**Flickr:** Flickr covers the 18 – 50+ age segments in a similar way as Wikipedia and Twitter.

**Google:** Google can serve as the baseline to show the basic percentages of age group that look to the Internet for information.

**MySpace:** Unlike the other networking sites, MySpace has a very large following from the 12-17 age group and overall attracts a younger audience.

**LinkedIn:** Because LinkedIn targets established professionals, it is no surprise that the largest age groups are 35-49 and 50+. However, there is a significant percentage of users age 18-34 who are starting careers and looking for connections higher up in organizations.

## Gender Ratios for Social Networking Sites



	Male	Female
Facebook	46%	54%
Twitter	45%	55%
Wikipedia	53%	47%
Flickr	54%	46%
Google	50%	50%
MySpace	43%	57%
LinkedIn	57%	43%

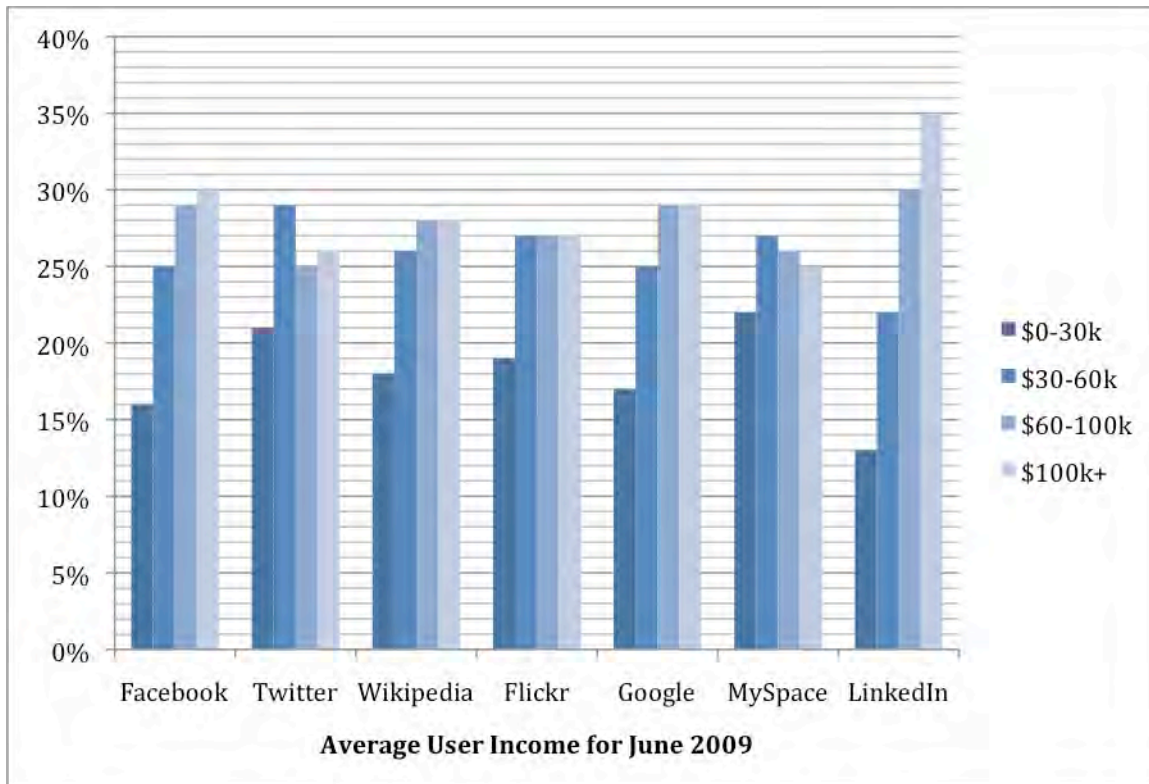
**Facebook/Twitter/MySpace:** All of these sites are slightly dominated by females.

**Wikipedia/Flickr:** Both are slightly dominated by males.

**LinkedIn:** This site is more dominated by males.

**Google:** Has an equal number of male and female users.

### Income Levels for Users of Social Networking Sites



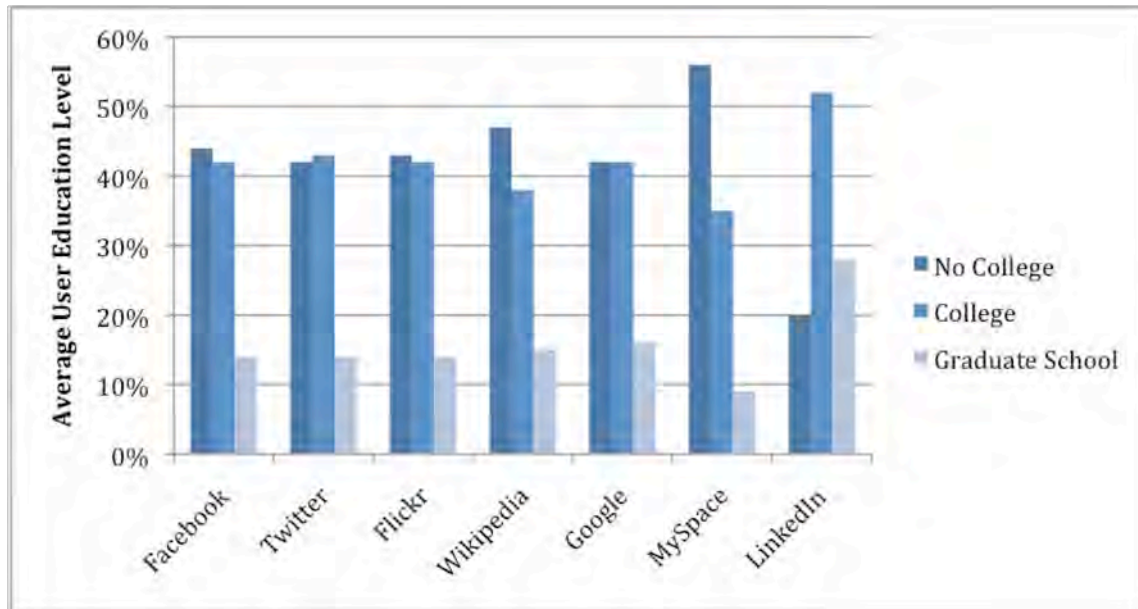
**Facebook/Wikipedia/Flickr/Google:** All of these sites have more users in the higher income brackets than the other sites (with the exception of LinkedIn). Of these, Facebook has the largest percentage of users with \$100k+ household income.

**Twitter:** The largest percentage of users fall in the \$30 - \$60k bracket. This corresponds with the large percentage of users in the 18-34 age group because many people in this age group are starting careers or are still in lower income brackets.

**MySpace:** The overall lower income levels of MySpace users reflect the overall lower education levels and lower user age.

**LinkedIn:** Because LinkedIn is geared towards professionals, the income percentages reflect the different stages of users' careers. However, the largest percentage of users makes over \$100k annual income.

## Education Level of Users of Social Networking Sites



	No College	College	Graduate School
Facebook	44%	42%	14%
Twitter	42%	43%	14%
Flickr	43%	42%	14%
Wikipedia	47%	38%	15%
Google	42%	42%	16%
MySpace	56%	35%	9%
LinkedIn	20%	52%	28%

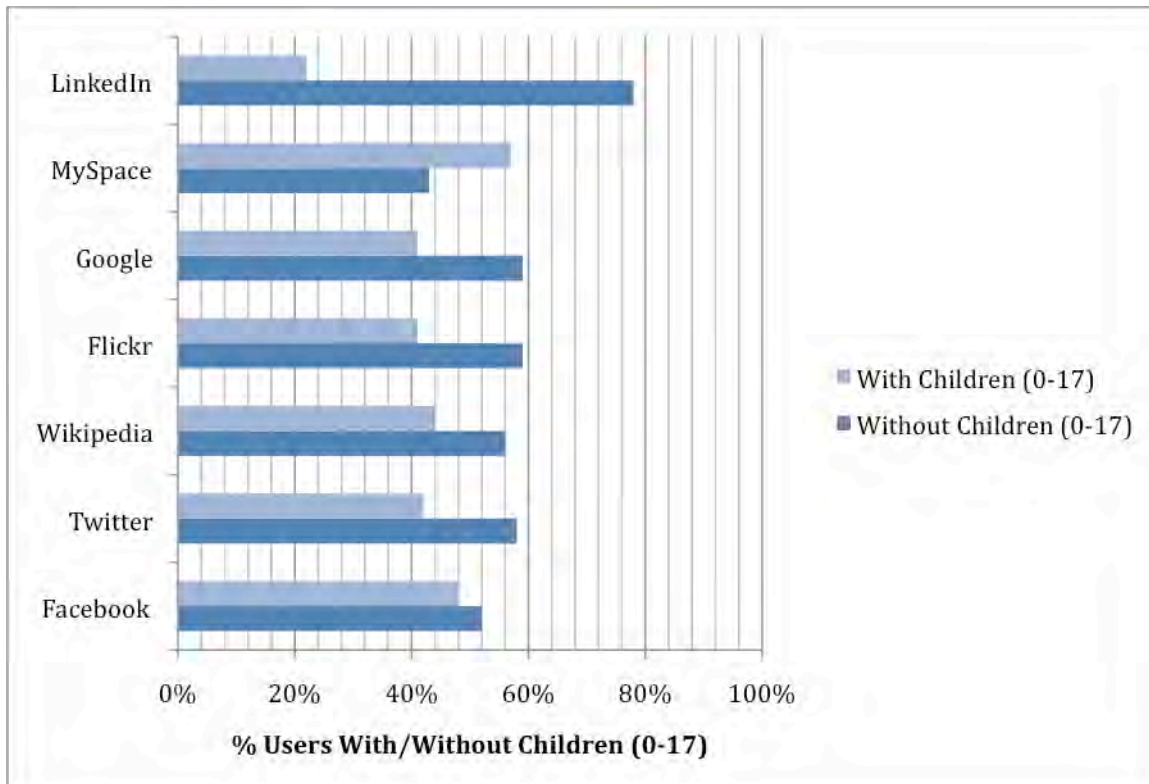
### Facebook/Twitter/Flickr/Wikipedia/Google:

All of these sites have roughly the same education levels with the majority of users having at least a college education and less than 20% having a graduate level education.

**MySpace:** MySpace has the least educated users with more than 50% having no college and only 9% having graduate school education.

**LinkedIn:** By far, LinkedIn has the most educated users with 28% having a graduate education and only 20% having less than a college education.

**Percentage of Users With Children (0-17) and Users Without Children (0-17)**



**Facebook:** The close percentage of those with children (0-17) and those without (both around 50%) reflects the large percentage of users in the 18-34 age bracket, the 34-49 age bracket, or the 50+ age bracket. Facebook is getting older rather than getting younger in terms of user age.

**Twitter/Wikipedia/Flickr/Google:** All of these sites have over 50% users without children (0-17) and roughly 40% of users with children (0-17).

**MySpace:** Surprisingly, MySpace has a much larger percentage of users with children (0-17), perhaps because families choose MySpace as a place to share about their family.

**LinkedIn:** Not surprisingly, nearly 80% of LinkedIn users do not have children ages 0-17. This could be attributed to the older age of many LinkedIn users whose children are over the age of 17 or to the fact that some business professionals might not have families.

## MARKETING STRATEGY

Below are some basic marketing goals and measurements of success for each of the online sites discussed in this guide. For those sites that require more extensive set-up, basic content implementation plans are included.

This is only a basic overview to *guide* you as you consider how these sites might help you reach your organization’s online marketing goals. In order to be successful in your online marketing, your organization needs to establish more specific goals, implementation plans, and measurements of success that are inline with your strategic plan, overall marketing goals, and corporate culture.

### Facebook

#### **Marketing Goals:**

- To broaden awareness about organization
- Online venue to interact with target audiences
- Publicize organization’s events
- Communicate news
- Guide people to organization’s main website

#### **Content Implementation (Facebook):**

Significance	Features
Essential	General Information Photo Link to Website and other networking sites Events
Supplemental	Create Photo Albums/Flickr “Friend” other area/regional organizations Link to other websites associated with your organization (Think about what your audience members would find interesting) Add: Videos, Discussion Boards, Polls, Boxes, etc.

#### **Measurements of Success:**

- Number of “Fans”
- Create a survey on SurveyMonkey.com or through the Facebook application (Polls) and place the link to it on Facebook. Include in the survey a question of whether or not the “fan” has visited the organization, donated, would be a volunteer, etc.
- How often “fans” post to discussion board and what they are discussing
  - Example: If people post consistently about an event, it can be assumed that they are attending that event.

## Twitter

### Marketing Goals:

- To broaden awareness about the organization's events
- Guide people to organization's website
- Increase general interest in your organization's mission (providing information about the art form, major artists, new artists, biographical information, other similar organizations around the region, etc.)

### Content Implementation (Twitter):

Significance	Features
Essential	"Tweeting"
Supplemental	Link to Website and other networking sites Photos "Follow" Competitors for Ideas*

\*Following competitors' Twitter accounts will allow you to see what kinds of information they are posting, what kind of events they are having, etc.

### Measurements of Success:

- Number of followers
- Create a survey on SurveyMonkey.com and place the link to it on Twitter. Include in the survey a question of whether or not the "follower" has visited the organization, donated, etc.
- Use Hootsuite.com to track activity on urls and twitpics that are you in your tweets. (See "Managing Social Media" section on page 25 for more information)

## Wikipedia

### Marketing Goals

- Strengthen overall web presence
- Provide another online information source about the organization
- Guide people to organization's main website

### Content Implementation (Wikipedia):

Significance	Features
Essential	Photo of Location Brief History Link to Website and social networking sites Description of Organization (Music Directors, Musicians, exhibitions, galleries, actors, etc.)

	Directions to Organization
Supplemental	List of public programs offered Building information Highlight differentiating features

**Measurements of Success:**

- Having Wikipedia page appearing in top three Google search results when searching with keywords of your organization.

**Flickr**

**Marketing Goals**

- Strengthen overall web presence
- Provide another place for people to find information about your organization (specifically photos and videos of your organization)
- Have more intimate interaction with people online (sharing, mapping location, creating “stuff” with your photos and videos)
- Link to organization’s main website

**Measurements of Success**

- You can easily see “activity” on your account: which pictures have been marked by users as Favorites, and any comments, notes, or tags that were put on the photos
- You can purchase an upgraded version of Flickr that comes with additional applications and tools, including the ability to look at the statistics of views of your photos and videos. This provides detailed information about who your viewers are, where they come from, and what interests them.

**Google**

**Marketing Goals**

- Strengthen overall presence on the web
- Increase the number of visitors to your main webpage
- Make it easier for people looking for information about your organization to find it more quickly

**Measurement of Success**

- Have your main webpage at the top of the Google search when your chosen “keywords” are typed into the search engine.

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## MANAGING SOCIAL MEDIA

While understanding the mechanics and “how to” of the social media sites is vital to the success of your online marketing, equally important is the strategy, plan, and management of social media. Just like any other form of marketing, online tools need to be managed so that your message is clear, directed, and consistent, and most importantly supports the mission of your organization. This section is a compilation of articles and research about managing social media and provides general tools and tips that should guide you through the management process of developing and maintaining your social media marketing plan.

### Is Social Networking Right of You Right Now?:<sup>9</sup>

\*\*For more information about these potential risks and opportunities visit [http://www.idealware.org/articles/should\\_you\\_social\\_network.php](http://www.idealware.org/articles/should_you_social_network.php)

Because social media is a commitment of time and energy of staff that are likely already stretched thin, it is important when considering social media to ensure that it is right for your organization right now. Below Brett Bonfield provides **6 basic reasons NOT to pursue** online social marketing at this point in the life of your organization.

1. You are still trying to get a handle on your basic software infrastructure.
2. Your target audiences aren't using social networking tools.
3. You don't have time to experiment with something that might not work.
4. You're not willing to deal with technologies that don't work as well as they could.
5. You're not ready to invest in gaining a real understanding of the medium.
6. You want clear editorial control over your brand and message.

While there are inherent risks and costs that go into instituting social media, it's also important to consider the **opportunities available through social networking**. Again, Brett Bonfield sums these opportunities up quite well in his article “Should Your Organization Use Social Networking Sites?”

1. Establishing a simple Web presence.
2. Promoting specific actions or petitions.
3. Consolidating existing, unofficial social networks related to your organization.
4. Informal outreach that blends the personal and professional.

5. Researching VIPs, potential employees, and others.
6. Strengthening relationships between people who already know each other.
7. Encourage and respond to constituent feedback quickly.

### Setting Goals:<sup>10</sup>

\*\*For an online tool to help you set social media goals, consider using [Goalforit.com](http://Goalforit.com). To read more about Goalforit visit <http://mashable.com/2009/07/11/social-media-goals/>.

“Understanding what you want out of social media and having smart goals can mean the difference between frustration and enjoyment.”<sup>11</sup>

While having increases in numbers of “fans” on Facebook or “followers” on Twitter seems like you are doing everything right with your social media, that may or may not be true. Of course, looking at the number of people connected to you through social media can give you a strong sense of the strength of your online presence, what is perhaps more important is not the *quantity* of online connections to users, but the *quality*. To sum it up, “the value of social media drops dramatically if your accounts and activities are filled with people that don’t engage with you and don’t share what you have to say.”<sup>12</sup>

- ✓ As a nonprofit, your goals of social media should be related to *why* you want to communicate through social networks and *how* you choose to engage and interact with the people on your social networks.
  - Why are you online communicating on social networks?
  - Who in your organization is going to communicate online?
  - What will they say?
  - How will they interact with people online?
  - What will their “online personality” reflect, invoke, or convey?
- ✓ Be creative with your goal setting. Instead of counting the number of new “fans” each day, make your goal communication oriented. For example, make it a goal to participate in a discussion on the discussion board of your site or another nonprofit site about an issue related to your organization’s mission.

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## Managing Communication: Emotions, Personality, and “what to say”:<sup>13</sup>

What many nonprofits face when looking at doing online social media is frustration about how to use the tools, thinking it is pointless or not working, or unsure about what to say online. Sarah Evans, Sharlyn Lauby, and Ben Parr on [Mashable.com](http://Mashable.com) make several suggestions for “what to say,” how to manage your online social media personality, and how to communicate effectively to your audiences.

- ✓ **Be aware of your emotions** as you communicate on social media. Written word can be interpreted many different ways so in a frustrated moment you might write one thing that seems positive, but your true emotions will show through to your readers.
- ✓ **Reach out.** Communicate messages directly to people. Ask questions. Ask for help. It’s about building relationships.
- ✓ **Help others out.** If someone poses a question, answer it. Be aware of the needs of your contacts online and provide for those needs. It could be as simple as making sure that the time and directions to an event are easy to find. It could be giving advice to a struggling nonprofit that is similar to yours. To overemphasize, it’s about building relationships.
- ✓ **Be authentic.** There is nothing worse than nonprofit leaders stepping outside of the organization’s mission by assuming a personality or acting in a way that does not reflect the organization itself. Just like any other kind of written media, once it is “on paper” it cannot be taken back. When communicating online, be authentic.

“Your online personality is not only part of your overall brand, it becomes an interactive experience for you and your business. So, who is the face or voice of your brand and what do they share? It’s a very important decision in and of itself.”<sup>14</sup>

- ✓ **Be human.** You should also not be mechanical in all of your messages. Certainly some will contain factual information, but be sure to add discussion-oriented information.<sup>15</sup>

“Social media for business is about return on engagement. Connect with people, build opportunities through dialogue which would not have otherwise occurred, then connect them with your business.”<sup>16</sup>

- ✓ **Be consistent.** When setting up biographies and photos on different social networks, it is wise to stay consistent in order to further develop your online

social media personality. What you say in your biography about your organization will be highly visible and is therefore important in order to reflect your personality. Similarly, the photo you choose serves much like a logo for your organization online and should be chosen wisely so it reflects your organization's personality.

Research has shown that profiles and pages with photos of actual people are subconsciously more attractive to users online so consider an image of a person that reflects your organization's personality.<sup>17</sup> Likewise, make sure the image looks good in a thumbnail photo (small photo for Facebook page and account photo for Twitter profile) because when people search for your organization or "follow" you on Twitter a thumbnail size photo will appear. If people are very familiar with your logo however, this may be the best option.

- ✓ **Bring value.** Talk about subjects that are of interest to the people connected to you online. Consider topics of general interest to your audience that are perhaps not necessarily associated with an activity at your organization, but the general mission and purpose of the organization. Talk about things that your audience cares about.
- ✓ **Consider your audience.** Consider all groups of people connected to you online: volunteers, program participants, board members, potential donors, past donors, potential board members, the list goes on... Consider all constituents online when posting information and messages online and be sure not to exclude anyone.
- ✓ **Understand the concept of community.** A community is based on sharing and giving to one another. Consider this concept as you communicated with people in your "online community."

"The essence of community is the idea that it exists so that you can support others and they, in turn, can support you. You need to learn how to balance personal and professional information, and the important role that transparency plays in building a community."<sup>18</sup>

- ✓ **Leave a legacy.** One thing that makes social media unique is the ability to leave a highly accessible legacy. What you say on social networks will remain there for as long as the network is in existence and finding old information you have written is not hard to do. Essentially, everyday you are creating an archive for your organization of your online personality and communication through online networks. Make sure that what you say online reflects the brand of your organization today, and more importantly tomorrow.

“What you share, post or tweet today should reinforce your brand tomorrow. Think about each message you share via social media as an email, which has gone public to your entire organization and all of your stakeholders. Now, imagine if they are reading this email and RESPONDING to it. That’s part of the power of your social media brand.”<sup>19</sup>

- ✓ **Social Media Policy.** If using social networking becomes a consistent part of your online marketing, you might consider writing a Social Media Policy. For some basic guidelines, visit <http://mashable.com/2009/06/02/social-media-policy-musts/>.

## FACEBOOK

Facebook has a myriad of applications, tools you can add to your Facebook page (often for free), to help businesses/nonprofits do better business on Facebook itself and in general. Additionally, Facebook provides applications that allow you to connect your social networking tools easily, support causes that interest you, and track your statistics. Because of the sheer number of applications and the very specific needs of your organization, below is simply a list of websites for you to visit in order to help you determine which applications would be helpful in improving your organization's online social media presence.

### ✓ Business Specific Applications:<sup>20</sup>

○ <http://mashable.com/2009/01/22/business-facebook-apps/>

- Blog Promotion
  - Streaming of your blogs and other organization's/people's blogs onto your page, etc.
- Self Promotion
  - Professional Profiles, Business Cards, etc.
- Communication
  - Teleconferences, Connection to smart phones
- Networking
  - Connection to LinkedIn, Tools to help introduce you to people
- Collaboration
  - Improve work among employees
- Audio/Visual Tools
- Miscellaneous Business Tools

### ✓ Embedding Facebook Activity onto your Website:<sup>21</sup>

○ <http://mashable.com/2009/07/08/facebook-fan-boxes/>

- Allows you to put the latest activity from your Facebook page onto a page on your website – encouraging visitors to your site to become your fan on Facebook.

✓ Audience Specific Content Sharing<sup>22</sup>

○ <http://mashable.com/2009/06/24/facebook-publisher/>

- Allows you to share updates with custom groups of people, your entire network, or publicly. To publicly post on a public domain means anyone on Facebook could see your updates.

✓ Facebook Causes:<sup>23</sup>

○ <http://mashable.com/2009/06/25/facebook-cause-pages/>

○ <http://www.washingtonpost.com/wp-dyn/content/article/2009/04/21/AR2009042103786.html>

- Allows you to "support" causes that interest you or put your own "cause" on Facebook for others to "support." Supporting does not require a monetary donation and therefore has not always been a huge moneymaker for most nonprofits.

✓ Surveys:

- There are several different applications that allow you to make surveys and distribute them through Facebook. Once you have created a page go the bottom left of any page and click on "Applications." Use the "search" toolbar on the left side of the page to help you find the tool that is best for you.

✓ Connect to other organizations:

- You can become "fans" of other local or regional organizations by searching for them on Facebook. You can also put links to similar organizations on your Boxes tab. This creates community, connection, and potentially collaboration.

\*\*For many, many more applications that might interest you and your organization click on "Applications" at the bottom left of any Facebook page and start searching for new, creative ways to promote your organization!

## TWITTER

Just like Facebook, Twitter has an enormous amount of applications and special features that allow you to create messages and do things on Twitter and other sites that increases the impact you can have on your “followers.” This section briefly summarizes some of the main features and applications and provides websites that will help you best utilize these tools. Additionally, this section will provide you with tips about your Twitter profile and “tweeting” that should help maximize your organization’s presence on Twitter.

### Twitter Features:

- ✓ Retweet (RT):
  - Retweeting is taking what someone else said in a tweet and resending it to your followers, giving the original person the adequate credit for the statement.
  - Purpose: To show respect or support for one of your followers or to encourage conversation and further support from your followers.
  - How to:<sup>24</sup> Type “@\_username” of the organization/person you want to retweet in your “what are you doing?” box.
  - What makes a RT different:<sup>25</sup>
    - <http://mashable.com/2009/07/02/how-to-get-retweeted/>
- ✓ Finding Followers:
  - Finding followers is simply looking for people on Twitter who might be interested in following your organization because of interests, location, etc.
  - Basic How to: Click “Find People” at the top of the page.
  - Specific How to: To find people with more specific characteristics (i.e. interests listed in profiles) use [search.twitter.com](http://search.twitter.com).
- ✓ Increasing Number of Followers
  - Use: [Mrtweet.net](http://Mrtweet.net) or [Twellow.com](http://Twellow.com)
  - “How to” increase:<sup>26</sup>
    - <http://tweetalize.com/2009/03/growing-your-twitter-followers/>
- ✓ RSS Feed to Your Twitter Account<sup>27</sup>
  - Supplements Tweets
  - Can Use [Feedly.com](http://Feedly.com)<sup>28</sup>

- ✓ Make your profile picture an image of a person
  - Makes your profile more personal<sup>29</sup>
- ✓ Build Strong Relationships<sup>30</sup>
  - Schedule times to tweet
  - 40/60 Rule: only spend 60% of your time on Twitter tweeting

#### Twitter Tools/Applications:

- ✓ [Hootsuite.com](https://hootsuite.com)
  - Tracks statistics on all urls or tinyurls in your tweet
  - Allows you to create tweets but send them later
  - Stores favorite tweets for you to RT later
  - Hooks up to ping.fm (a tool to link social networking sites together)
- ✓ [Tweetlater.com](https://tweetlater.com)
  - Automatically send a direct message to new followers
  - Automatically follows those who follow you and unfollow those who unfollow you
  - Not Free
- ✓ [Twitterlocal.net](https://twitterlocal.net)
  - Helps you find people in your area (down to within 5 miles) who you could consider following who might be interested in your organization
- ✓ [Tweetdeck](https://tweetdeck.com)
  - Consolidation tool that does what most all other tools do, all in one central location
  - Cannot track stats on urls and tinyurls like hootsuite.com

## Twips:

Below is a summary of Heather Mansfield's "10 Twitter Tips for Nonprofit Organizations" that summarize basic Twitter usage very clearly. For more detailed information about these tips visit [change.org](http://nonprofits.change.org/blog/view/10_twitter_tips_for_nonprofit_organizations) and search twitter tips or visit [http://nonprofits.change.org/blog/view/10\\_twitter\\_tips\\_for\\_nonprofit\\_organizations](http://nonprofits.change.org/blog/view/10_twitter_tips_for_nonprofit_organizations)<sup>31</sup>

1. Authenticity before marketing. Have personality. Build community.
2. Be nice. Be thankful. Reply and Retweet!
3. Follow everyone who follows you.
4. Use "Favorites" to organize the chaos and feature your most important Tweets!
5. Don't tweet about your coffee (unless it is fair trade), the weather, or how tired you are. Provide value to your followers, not chitchat!
6. Don't only Tweet your own content.
7. Send messages, but not via auto-responders.
8. Don't worry about those that "unfollow" you.
9. Limit your Tweets to 5 per day, and no more than 6!
10. Twitter is what you make of it. You get out of Twitter what you put into it. This is the same of all Web 2.0 social networking sites.

You can develop a strong sense of which tweets are effective, how many is too many, and some interesting tweeting tips if you follow organizations similar to yours. After following 32 nonprofit arts organizations from all over the United States and in a variety of different disciplines for a week, below is a summary of tips for more effective tweets for arts lovers.

- ✓ Don't put too many posts too close together. If your follower does not follow many people then all your posts will show up at once and be overwhelming - space them out, especially if they all have to do with similar types of events/ideas.
- ✓ Put information that you think will be interesting to your audience, not just information about your organization. For example, mention birthdates of major artists or musicians, talk about a national holiday of a country greatly represented in your museum, or give facts about the home country of a major composer you are performing during the season.
- ✓ If you want to increase interest about a particular artist or exhibit then continue throughout the day to put up tidbits of information about the artists so that people continue to learn more and so that many different people can find the artist/exhibit interesting for one reason or another.

- ✓ Mention other arts organizations in your city in your posts, especially when you are collaborating - just put the @ symbol in front of the organization's Twitter username.
- ✓ Include a twitpic of image you are discussing in the post or even better a link to your organization's webpage – or both!
- ✓ Use tinyurl.com to minimize long links - especially directions.
- ✓ Do an interesting give-away associated with your organization and talk about it on Twitter.
- ✓ Send a direct message to a new follower, which takes them to your webpage for more information about your organization.
- ✓ Retweet after concerts/performances/exhibits to share other follower's responses to the performance.
- ✓ If you have an event that is geared towards a Twitter-based audience, give live, consistent feed throughout the event to encourage folks to join in on the fun next time.
- ✓ Use Twitter to supplement other types of marketing, such as direct mail, and ask people if they received your information and if not, give them a way to get it.
- ✓ Encourage people to take surveys through Twitter. Give them an incentive!

### Interesting Tweets from Arts Organizations:

Below are some interesting tweets from a variety of arts organizations. Let these tweets inspire your tweeting creativity!

- New York Philharmonic:
  - Tomorrow evening is our first free Summer Parks Concert of '09, in Central Park! Bring your cell to vote for the encore! <http://bit.ly/OqaX1>
  - Magnolia Bakery is offering FREE delivery for cupcakes to our 7/14 & 7/17 Central Park Concerts- Sweet!!!

- @quirk Prospect park was amazing... thanks to nature and the NY Phil, which is so much more than a group of Phils with harmonicas.
- Getty Museum:
  - 1 of best-known 20th-c art historians, Englishman #KennethClark born on this date in 1903 <http://tr.im/s47y>
  - Le 14 juillet, la fête nationale française! Édouard Manet, Rue Mosnier with Flags, 1878 <http://tr.im/seeR> #BastilleDay
- Union Theater
  - Hey Jazz Fans -- if you haven't already, take our survey! Free Ice cream is in it for you! <http://sn.im/n5fzo>
- LA Chamber Players
  - LACO brochures just went out. Check your mailbox. Didn't get one? Call us at 213 622 7001 x 215.
- Guthrie Museum
  - Congratulations to Gretchen and Jeremiah - winners of the WHEN WE ARE MARRIED Dream Wedding Giveaway! <http://tinyurl.com/lhrhkb>
- Dallas Museum of Art
  - A newly engaged couple in C3! The guy used his art installation to propose! #latenights <http://flic.kr/p/6FJeQ9>

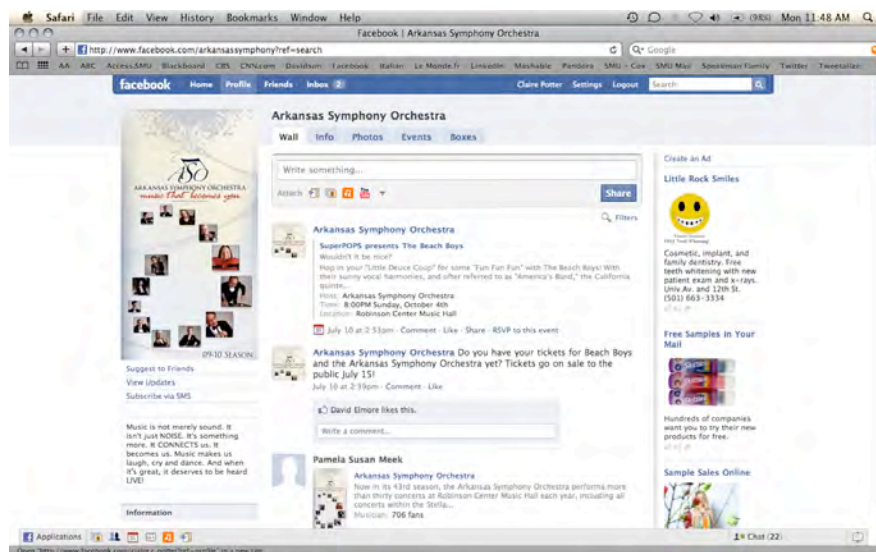
## BASICS OF SITES

### FACEBOOK

**Description:** “Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. Similarly, organizations or business can create pages with descriptions, notifications of events or special offers, photos, and many other features. The organization’s pages can have fans that are able to see information about the organization, its latest events, etc.”<sup>32</sup>

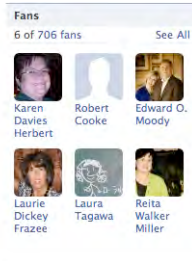
#### Glossary of Facebook “Language”:

- **Page:** Webpage profile of Organization
  - Can Include:
    - General info. (Mission, location, link to organization’s website)
    - Upcoming event information
    - Online discussions (between organization and “fans”)
    - Photos
    - Notes (added by organization)
    - Videos
    - Links to press releases, news articles, local news media, other online social networking sites (i.e. Twitter)
    - “Wall”



Example of Page: Arkansas Symphony Orchestra

- **Fans:** People outside of the organization who want to support and be aware of the organization's activities
  - Can participate in online discussions with organization or other fans about experiences
  - Can view all information posted on site
  - Can write on "Wall"



Sample List of Fans: Arkansas Symphony Orchestra

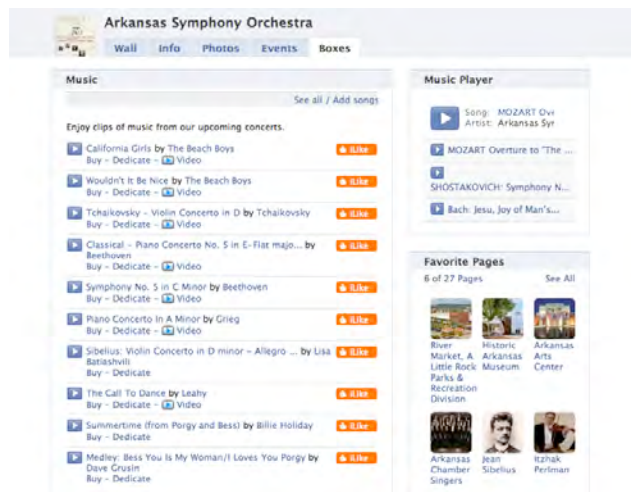
- **Wall:** Series of short comments about organization from the organization and its fans



Example of Wall: Arkansas Symphony Orchestra

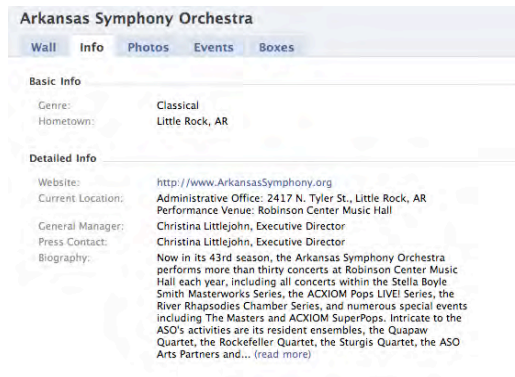
## Basic Features:

- **Boxes:**
  - Create small boxes of information for your fans to navigate through more easily. For example, you could create a box for favorite links (such as information about artists, other organizations, etc).
  - Create a place for a discussion board where you and your fans can discuss the latest exhibition or concert.
  - Post audio and video files of upcoming concerts to give your fans a taste of what is to come.
  - Look at other nonprofits similar to your organization for more ideas about how to use Boxes or visit the Help Center at [Facebook.com/help](https://www.facebook.com/help).



○ **Info:**

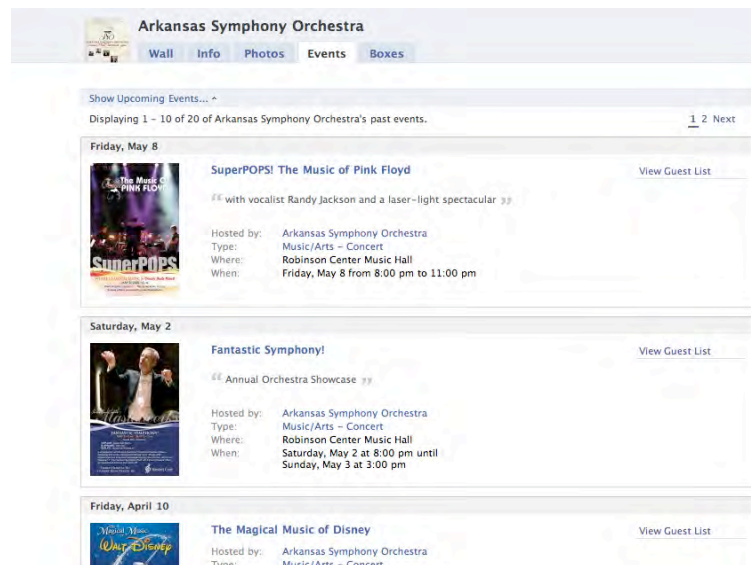
- Post general information about the organization: physical address, organization’s website, brief history, staff information, etc.



Example of Info Tab: Arkansas Symphony Orchestra

○ **Events:**

- Advertise about upcoming events, opening night, etc.
- The organization can create a place for fans to RSVP to events, see the guest list (only those on Facebook), or find more information about the event.



○ **Photos:**

- Display images from various events, of the organization’s venue, the artists, etc.
- This feature has the ability to compile images into albums so that you can organize your photos in a logical, easy to use fashion.
- Fans can also post photos from events if you allow them to – which is a great way to increase interaction between your “fans” and your organization.



Example of Photo Tab: Arkansas Symphony Orchestra

**Wall:** See Glossary of Facebook “Language” above.

*\*\*All examples taken from the Arkansas Symphony Orchestra Facebook Page.*

**Profile of Facebook and Cost Overview:**

Typical Users	Initial Setup Time	Daily Update Time
All ages, races and types of people	5 days Depends on how many pictures and features used (approximately \$480 dollars in opportunity cost capital (\$12/hour))	30 Minutes - 1 Hour Could be more or less depending on traffic on the site, how many people are posting, what needs to be updated, etc. (\$6-\$12 per day)

Opportunity Cost/minute	E-mail constraints	Cost of Setup
Approximately \$.20 per minute based on a \$35,000 salary, this is the cost of time it will take away from other projects. However, opportunity cost could be more or less depending on the worth of other projects that are being left undone by time attributed to Facebook.	In order to set up most social networking sites, you will need a valid e-mail. You may want to set up a new e-mail for this purpose and have a designated staff member check it daily. This also will take about 10 minutes a day if there is high traffic on the site. (\$2.00)	Free (besides Opportunity Cost of Capital)

Number of Members	What is needed?
Over 200,000,000 active members	Verified e-mail address to set up, dedicated person to update site, pictures and information to make it effective

**Potential Risks**

In order to be effective, you must have fans who want to be informed by you. However, if those fans do not have security features enabled, it will be nearly impossible to stop other viewers from looking at their pictures and sites and adding them as friends. Your organization will have no control over the content of other people's pages. (See below for more legal and copyright information)

## Legal Issues – Copyright and Content

### **User Content Posted on Site<sup>33</sup>**

“You are solely responsible for the photos, profiles (including your name, image, and likeness), messages, notes, text, information, music, video, advertisements, listings, and other content that you upload, publish or display (hereinafter, "post") on or through the Service or the Site, or transmit to or share with other users (collectively the "User Content"). You may not post, transmit, or share User Content on the Site or Service that you did not create or that you do not have permission to post.”

Facebook monitors content and reserves the right to delete any content without notice if it is deemed offensive, illegal or that might violate the rights, harm or threaten the safety of users or others.

By posting user content on any part of the site, you grant Facebook a license to use, copy, publicly display, reformat, translate and distribute the content for advertising or anything else related to the site. This means that if you upload content, Facebook is allowed to reformat it, translate or use it in any advertising or promotional material [however use of your material for promotions is highly unlikely since there are over 200 million users.] If you remove your content, the license will expire but Facebook may still retain archived copies of the content. Facebook does not assert ownership over your user content; you retain full ownership of user content and any associated intellectual property rights.

### **Copyright Complaints**

“We respect the intellectual property rights of others and we prohibit users from uploading, posting or otherwise transmitting on the Facebook website or service any materials that violate another party's intellectual property rights. When we receive proper Notification of Alleged Copyright Infringement as described in our [Facebook Copyright Policy](#), we promptly remove or disable access to the allegedly infringing material.”

### **Facebook Pages**

“Facebook Pages are special profiles used solely for commercial, political, or charitable purposes. You may not set up a Facebook Page on behalf of another individual or entity unless you are authorized to do so.”

In addition to these Terms of Use, Facebook Pages are subject to and governed by certain [Additional Terms Applicable to Facebook Pages](#). The Additional Terms Applicable to Facebook Pages control in the event of any conflict between them and the Terms of Use.

### **Inappropriate Conduct<sup>34</sup>**

“While we believe users should be able to express themselves and their point of view, certain kinds of speech simply do not belong in a community like Facebook. Therefore, you may not post or share Content that:

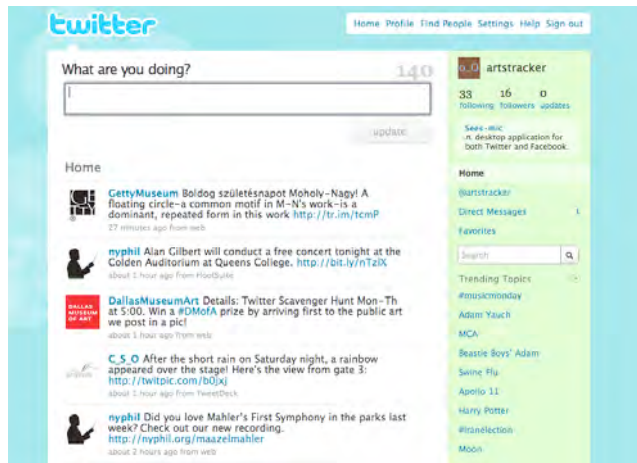
- Is obscene, pornographic or sexually explicit
- Depicts graphic or gratuitous violence
- Makes threats of any kind or that intimidates, harasses, or bullies anyone
- Is derogatory, demeaning, malicious, defamatory, abusive, offensive or hateful”

## TWITTER

**Description:** Twitter is a free social networking and “micro-blogging” service that enables its users to send and read other users' updates, known as “tweets.” Tweets are text-based posts of up to 140 characters in length, which are displayed on the user's profile page and delivered to other users, known as “followers,” who have subscribed to them. Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can also add tweeted pictures by using Twitpic.<sup>35</sup>

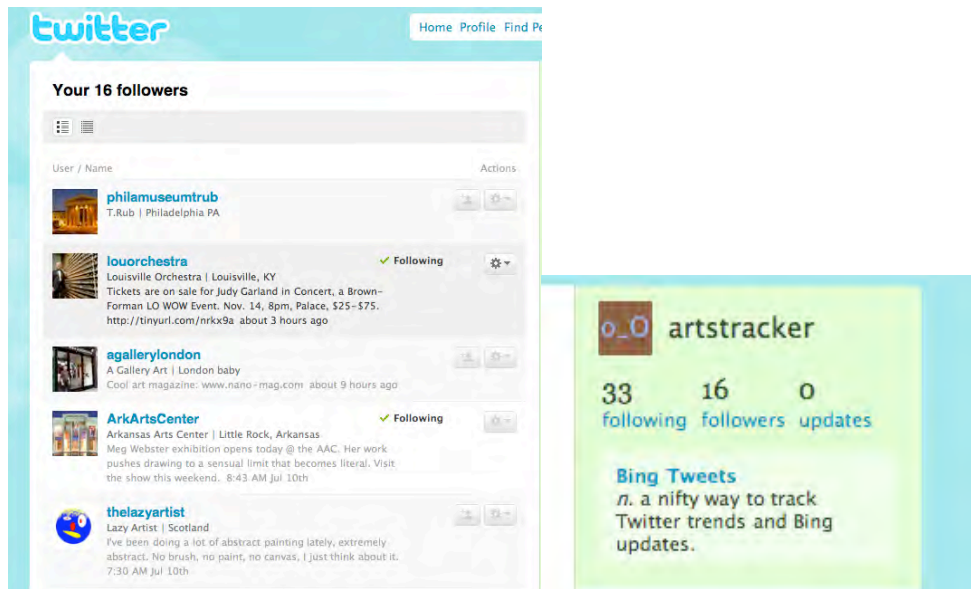
### Glossary of Twitter “Language”:

- **Page:** Webpage profile of organization
  - Can include:
    - Photos
    - Can put links to sites or pictures
    - Website link in Biography section
    - Tweets!



Sample Twitter Main Page: Artstracker

- **Followers:** People who choose to see the updates/event announcements that your organization posts on the Twitter page

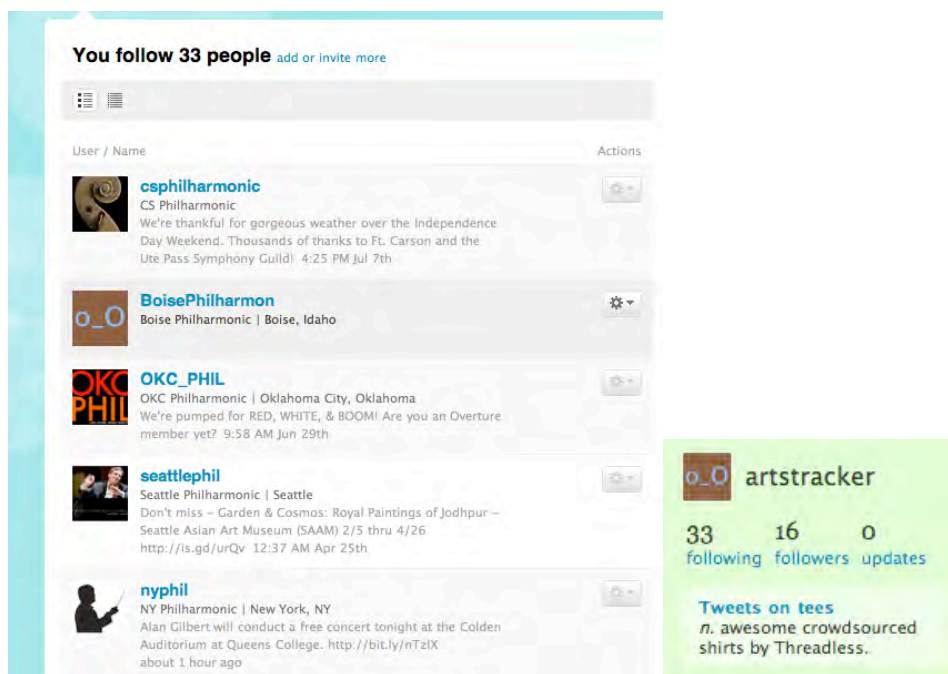


Sample List of Followers



Number of Followers (shown on main page)

- **Following:** People or organizations that you choose to follow. Their "tweets" will appear on your home page.

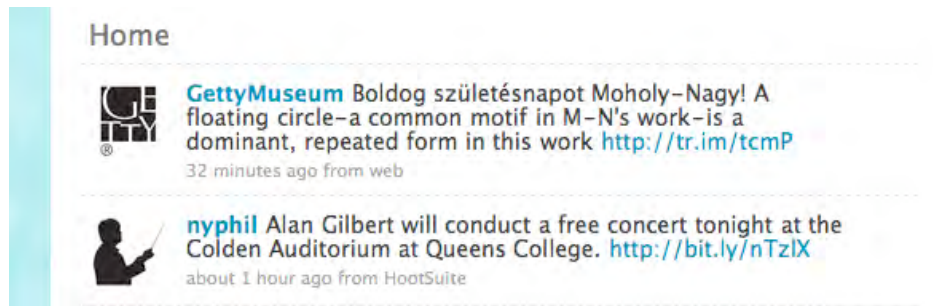


Sample List of Those You are Following

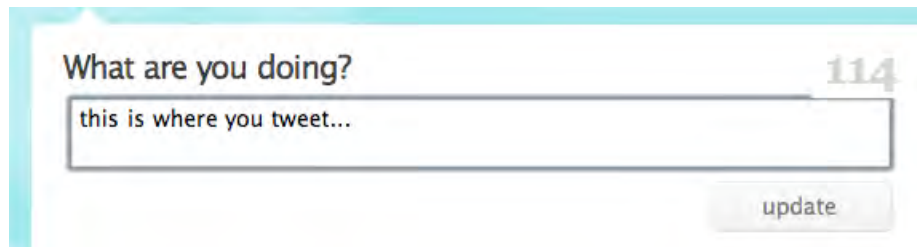


Number of Those You Follow (shown on home page)

- "Tweets":
  - Status updates (140 characters or less)
  - One character can be a letter OR a space OR anything other typed information



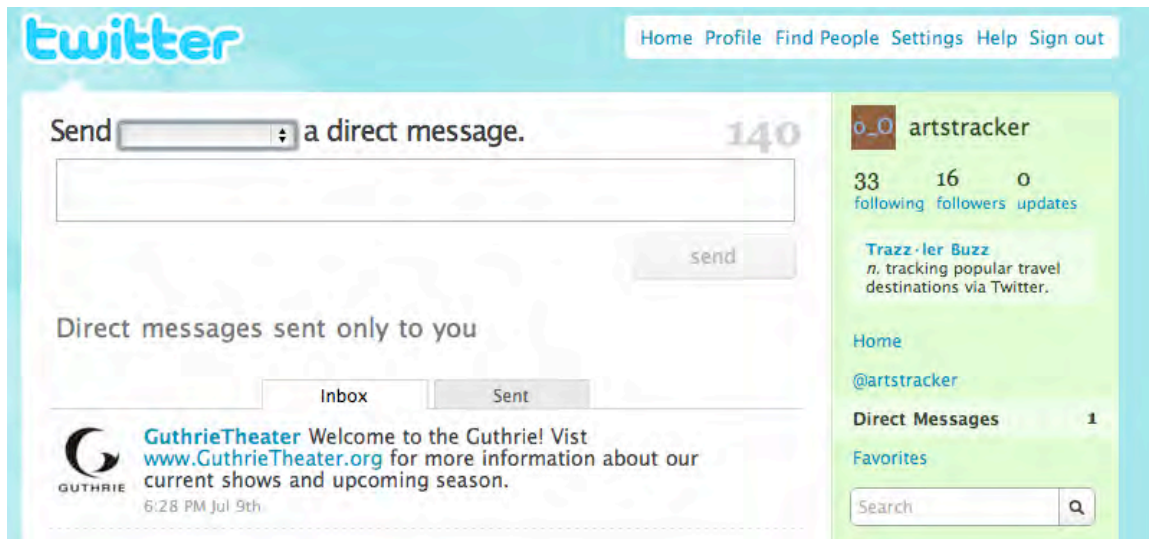
Tweets from Organizations/People You Follow



Where YOU Tweet to all of Your Followers

## **Basic Features:**

- **Direct Messages:**
  - Where you can send a direct message (only to one follower) – it still must not exceed 140 characters
  - Inbox for all direct message from your followers



- **Favorites:**
  - This feature allows you to select posts from your followers that are your favorite or that you want to look at again at a later time.
  - This is a great feature to remind you of followers that you want to write back, or Retweet (more on this specific feature in “Managing Social Media” section on page 24) – It is a similar feature to marking an email unread so you can find it again more easily.



- **Search/Find People:**
  - “Find People” on the toolbar at the top of the page



- More on finding followers and additional tools for searching in the “Managing Social Media” section on page 24.

o **Settings:**

- This feature allows you to include more detailed information about your organization including a short bio, an email, your location, a profile photo, etc.
- Security settings are also located under settings (see Legal Issues below for more information)
- "Settings" is located on the toolbar at the top right of the home page



o **Tinyurl.com:**

- Because you are only allowed to have 140 characters this site will shorten your links so they take up less space in your Tweet
- Go to tinyurl.com and enter your long URL in the box at the top of the page. Click "Make TinyURL." Copy and paste URL into your Tweet message

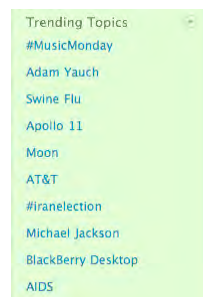
**Welcome to TinyURL™**

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.

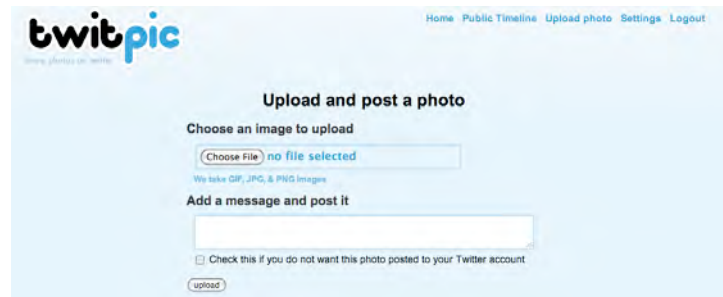


o **Trending Topics:**

- A list of topics (located on the right side of the page) that are discussed the most on Twitter
- The list is updated daily
- If you watch the list and see a topic that relates directly to your organization, take advantage of the trending topic and include it in your tweets



- Twitpic.com:
  - Allows you to put a link to a photo into your Tweet
  - Go to twitpic.com and log in with your Twitter username and password. Click "Upload photo."
  - Choose a photo from your computer by clicking on "Choose File"
  - Add the rest of your tweet in the message box and post your tweet
  - Your photo will appear as a link on the Tweet for your followers to click on



The screenshot shows the Twitpic website interface for uploading a photo. At the top left is the Twitpic logo with the tagline "Share photos on twitter". At the top right are navigation links: Home, Public Timeline, Upload photo, Settings, and Logout. The main heading is "Upload and post a photo". Below this is the section "Choose an image to upload" with a "Choose File" button and the text "no file selected". A note below says "We take GIF, JPG, & PNG images". The next section is "Add a message and post it" with a text input field. Below the input field is a checkbox labeled "Check this if you do not want this photo posted to your Twitter account". At the bottom is an "upload" button.

**Profile of Twitter and Cost Overview:**

Typical Users	Initial Setup Time	Daily Update Time
Slightly female, age 18-34, college educated, medium income	2 hours (approximately \$24 in opportunity cost of capital (\$12/hour))	1 hour a day, but in order to make it effective, this would have to be done throughout the day, instead of all at once.

Opportunity Cost/minute	E-mail constraints	Cost of Setup
Approximately \$.20 per minute based on a \$35,000 salary, this is the cost of time it will take away from other projects. However, opportunity cost could be more or less depending on the worth of other projects that are being left undone by time attributed to Twitter.	In order to set up most SNS, you will need a valid e-mail. You may want to set up a new e-mail for this purpose and have a designated staff member check it daily. This also will take about 10 minutes a day if there is high traffic on the site. (\$2.00)	Free (besides Opportunity Cost of Capital)

Number of Members	What is needed?
2,200,000 active members	Verified E-mail address, ability to create content in less than 140 characters, availability of content applicable to Twitter, and time dedicated to update page multiple times during the day.

**Potential Risks**

Tweeting uninteresting or unnecessary information will lead to loss of followers' incentive to follow. "Overtweeting" will annoy followers but "undertweeting" will make it difficult to maintain their interest. See "Managing Social Media" section on page 26 for Tips on Tweeting.

## Legal Issues:

### Copyright<sup>36</sup>

“We claim no intellectual property rights over the material you provide to the Twitter service. Your profile and materials uploaded remain yours. You can remove your profile at any time by deleting your account. This will also remove any text and images you have stored in the system.”

“We encourage users to contribute their creations to the public domain or consider progressive licensing terms.”

## WIKIPEDIA

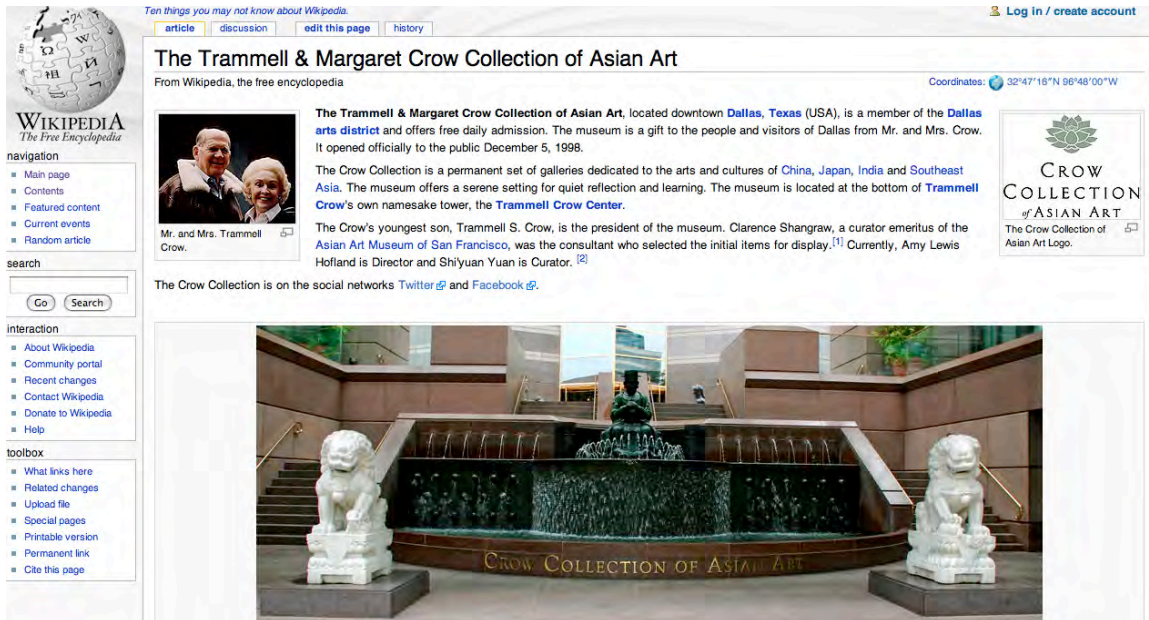
**Description:**<sup>37</sup> “Wikipedia is a free, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its name is a portmanteau of the words wiki (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning 'quick') and encyclopedia. Wikipedia's 12 million articles (2.8 million in the English Wikipedia) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone who can access the Wikipedia website. Launched in January 2001 by Jimmy Wales and Larry Sanger, *it is currently the most popular general reference work on the Internet.*”

“Unlike traditional encyclopedias such as Encyclopædia Britannica, no article in Wikipedia undergoes formal peer-review process and changes to articles are made available immediately. No article is owned by its creator or any other editor, or is vetted by any recognized authority. Except for a few vandalism-prone pages that can be edited only by established users, or in extreme cases only by administrators, every article may be edited anonymously or with a user account, while only registered users may create a new article (only in English edition). Consequently, Wikipedia “makes no guarantee of validity” of its content.”

“Content in Wikipedia is subject to the laws (in particular copyright law) in Florida, where Wikipedia servers are hosted, and several editorial policies and guidelines that are intended to reinforce the notion that Wikipedia is an encyclopedia. Each entry in Wikipedia must be about a topic that is encyclopedic and thus is worthy of inclusion. A topic is deemed encyclopedic if it is “notable” in the Wikipedia jargon; i.e., if it has received significant coverage in secondary reliable sources (i.e., mainstream media or major academic journals) that are independent of the subject of the topic. Second, Wikipedia must expose knowledge that is already established and recognized. In other words, it must not present, for instance, new information or original works. A claim that is likely to be challenged requires a reference to reliable sources. Within the Wikipedia community, this is often phrased as “verifiability, not truth” to express the idea that the readers are left themselves to check the truthfulness of what appears in the articles and to make their own interpretations. Finally, Wikipedia does not take a side. All opinions and viewpoints, if attributable to external sources, must enjoy appropriate share of coverage within an article. Wikipedia editors as a community write and revise those policies and guidelines and enforce them by deleting, annotating with tags, or modifying article materials failing to meet them.”

## Glossary of Wikipedia Language:

- **Article:** Webpage profile of organization
  - Basic information about your organization on Wikipedia (basically a home page for your organization on Wikipedia)
  - The tab will bring you to the main page of the Wikipedia information for your organization



Example Article Page: The Trammel & Margaret Crow Collection of Asian Art

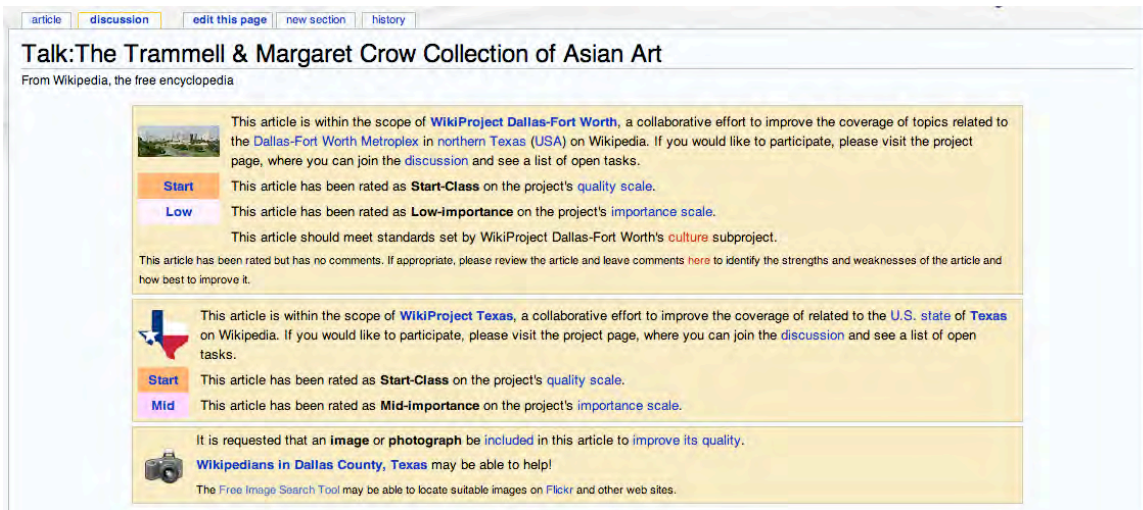
- **Contents:**
  - Table of Contents for your organization's Wikipedia page
  - Located on main page and allows for quick reference for finding specific information

Contents <span>[hide]</span>
1 History
2 Permanent Collection
3 Past Exhibitions
4 The Trammell Crow Center <ul style="list-style-type: none"><li>4.1 Driving Directions</li></ul>
5 The Lotus Shop
6 References
7 External links

Example of a Content Box: Crow Collection of Asian Art

○ **Discussion:**

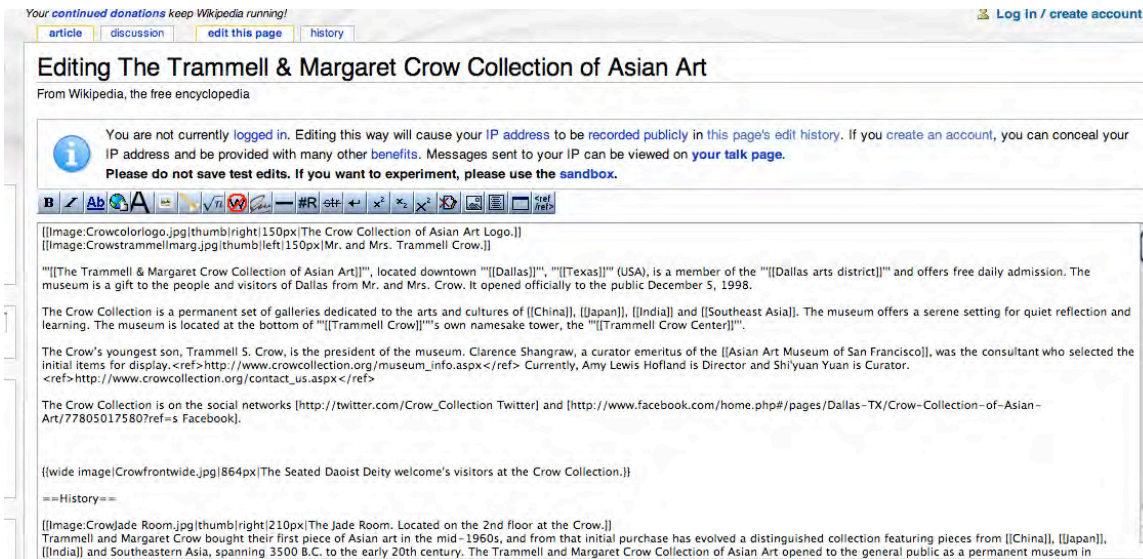
- Used to coordinate among multiple authors or editors
- For nonprofits these discussions are typically between other nonprofits or organizations within your state or within a certain discipline trying to improve your site or improve collaboration for a certain cause



Example of a Discussion: Crow Collection of Asian Art

○ **Edit this Page:**

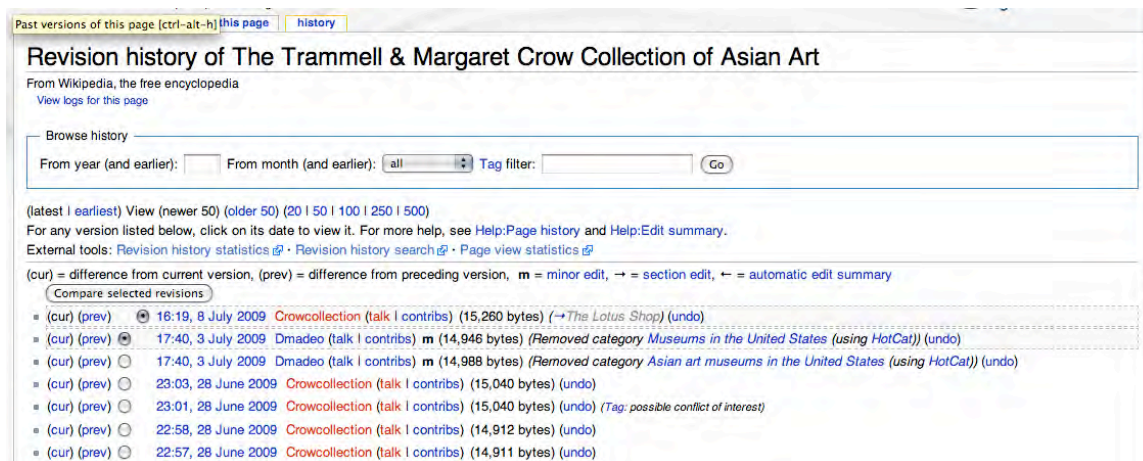
- Where your organization can update information



Example of Edit Page: Crow Collection of Asian Art

- **History:**

- Records all past revisions to an article
- Can compare old and new versions, restore content, etc.



Example of An Article's History: Crow Collection of Asian Art

- **Login/Create an account:**

- In order to update content and track your changes you should create an account on Wikipedia
- The Login/ Create Account is in the upper right corner of the screen



- **Watchlist:**

- You can keep track of your organization's article and track any changes that are made to it from outside your organization.
- Wikipedia has computer systems, called bots, which help manage common errors and vandalism on the sites.
- Joining a watchlist is not necessary to monitor your content – you can make checking the Wikipedia page a once a week task or twice a month task in order to make sure that the content has not been altered.

*\*\*All examples from the Crow Collection of Asian Art Wikipedia Page*

## FLICKR

**Description:**<sup>38</sup> Flickr is a free online site created in 2004 for basic photo and video sharing. Flickr was bought by Yahoo! in 2005 and now has more than 20 million visitors per month in the United States alone. With Flickr you can create a membership for your organization and upload, edit, and organize your photos or videos so that you can easily share them with others either on Flickr or through Facebook.

Flickr also allows you to “map” where your photos were taken. For example, if your symphony orchestra went on tour you could put pictures on Flickr and also show *where* those pictures were taken. When other Flickr users search for organizations near their location, your organization will appear in their search. The goal, of course, is to create broader awareness and a deeper connection with your audience and what better way to do this than through photos and videos.

Flickr also has an application that allows you to create “stuff” from your photos and videos to share with others. This might be one way to create a unique gift for some of your board members, participants in your organizations, or for any other special member of your organization.

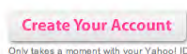
The goal of Flickr is to have a place to organize your photos and videos that will also allow you to connect with your audience and people interested in your organization. Anyone can get on the Flickr site and search for your organization simply by typing in the name of your organization. Also, Flickr syncs easily with Facebook and will help keep your videos and photos organized on the site. Using Flickr creates an online location to organize visual media that at the same time enhances the image of your organization and increases the scope of your online media.

*For more information about Flickr follow the online tour on [Flickr.com](http://Flickr.com).*

One good way to make your online presence stronger and more efficient is to link your Flickr account to your Facebook account.

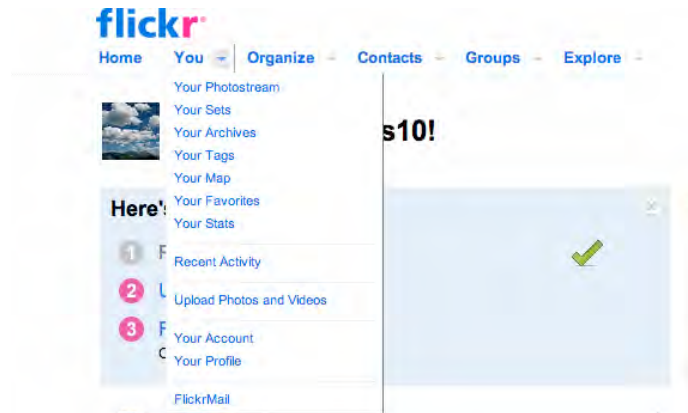
### How to link Flickr to Facebook:

1. Go to [Flickr.com](http://Flickr.com) and click on “Create your account”



2. Follow the steps: Take thought in creating your username and hyperlink to your account. Be aware of privacy settings.

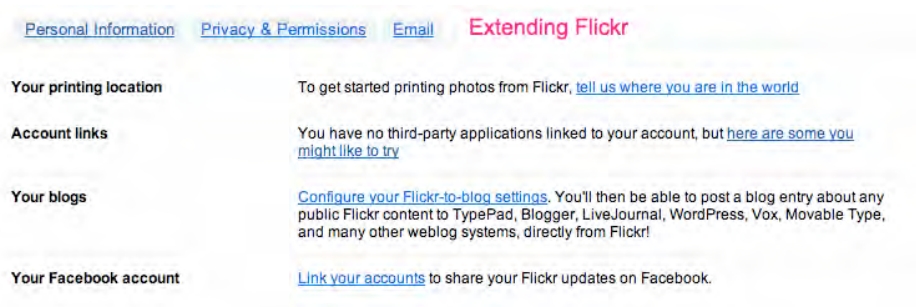
3. Once you have created the account go to the home page of your account. Click on the down arrow next to "You" in the toolbar. Scroll down and click on "Your account."



4. In the toolbar next to "Personal Information" click on "Extending Flickr."



5. On this page click on find "Your Facebook account" and click on "Link your accounts"



6. Once your accounts are linked all updates to your photos and videos on your Flickr account will feed onto your Facebook Newsfeed and Albums.  
\*\*For more information about how to link Flickr and Facebook, consult [Flickr.com](http://Flickr.com) or [Facebook.com/help](http://Facebook.com/help).

## GOOGLE

**Description:** Because most people turn to the Internet for information, it is important that your organization be aware of its overall presence on the web. The number 1 site that people use for finding information is [Google.com](http://Google.com). Therefore, it is essential that your organization do its part to ensure that when someone searches for the name of your organization, your main website is the first link that pops up on the search.

### Basic Google Tips:<sup>39</sup>

**Tip #1:** Make sure your web page is very **clear and easy to use**.

**Tip #2:** Come up with **keyword phrases** that would often be used to search for your organization and put them on your pages.

- If people often refer to your organization with an abbreviated name or with an acronym it might be a good idea to make these key phrases on your pages in order to ensure that when people search for your organization they actually arrive at your home page, no matter which version of your organization's name they search under.
- To help develop key phrases, ask someone outside the organization to tell you what they would use to search for your organization online.
- Try your best to stick to one subject per page and therefore one key phrase per page.

**Tip #3:** Be aware of the **density of keyword phrases** on each page.

- Density refers to how often the keyword or phrases are used on the page, so use them as often as possible while allowing the text to still flow naturally.
- Make your first paragraph on your webpage strong and loaded with your keyword phrases.

**Tip #4:** Make sure that you or your external web master is putting **title tags** on each of pages (<title> </title> tag in HTML).

- Title tags put names on your pages and make your pages more appealing to click on.
- Use keywords in titles when it is appropriate.

**Tip #5:** Use **hyperlinks** to improve your ranking (links to your webpage and from your webpage).

- Make sure you have words in all of your hyperlinks (NOT "click here")
- Link to other organizations similar to yours, link to other resources that would be associated with your organization, etc.
- ALWAYS link your social networking sites to your website and your website to your social networking sites

## MYSACE

**Description:**<sup>40</sup> “MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally.”<sup>41</sup> In the past few years MySpace has been overtaken by Facebook as the most popular online site. MySpace now holds the number 8 slot as the most visited online site. The age of users of MySpace has decreased and the largest age group of users is now between ages 12-17. When considering using MySpace it is important to remember this younger age group of user as well as the fact that many MySpace users have a page solely to promote their own personal music. MySpace has faced issues in the past with security, use of MySpace pages in a way inappropriate for children, and has been talked about as a more scandalous online networking site. Consider the decreasing age of the user, other criticisms of MySpace, and the fact the MySpace has “hit a plateau” in terms of number of users, when looking at MySpace as a social networking tool.

## LINKEDIN

**Description:** LinkedIn is a professional network designed to help people stay in touch, reconnect with one another, discover inside connections when job hunting, and share advice within an industry. LinkedIn has grown 187% since June 2008 making it one of the top two fastest growing social networking sites in the country, second to Facebook.<sup>42</sup> LinkedIn provides a network to more than 43 million professionals from over 200 different countries around the world. More and more social media news articles are being written about LinkedIn as it becomes more and more of a powerful tool online.<sup>43</sup>

“When you join, you create a profile that summarizes your professional expertise and accomplishments. You can then form enduring connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections’ connections, and the people they know, linking you to a vast number of qualified professionals and experts. Through your network you can:

- Manage the information that’s publicly available about you as professional
- Find and be introduced to potential clients, service providers, and subject experts who come recommended
- Create and collaborate on projects, gather data, share files and solve problems
- Be found for business opportunities and find potential partners
- Gain new insights from discussions with likeminded professionals in private group settings
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings to find the best talent for your company”<sup>44</sup>

For more information about how to optimize LinkedIn, visit these sites:

- How to use LinkedIn to improve branding:<sup>45</sup> <http://mashable.com/2009/07/27/custom-company-profiles/>
- How to build a personal brand:<sup>46</sup> <http://mashable.com/2009/07/27/custom-company-profiles/>
- Using social media for enterprise business:<sup>47</sup> <http://mashable.com/2009/06/30/social-media-enterprise/>

## DETAILED "HOW TO" FACEBOOK

This section of the guide will walk you through the initial steps of setting up your organization's Facebook page. The layout tutorial of a Facebook page will help you get familiar with the organization and layout of Facebook.

### Facebook Layout Tutorial<sup>48</sup>

#### Tabs

The layout of a Facebook Page is flexible. You can add up to 6 visible tabs to your Page, and more that can be exposed by the user.

#### Profile Picture

You can use a JPG, GIF or PNG.

#### Blurb Box

This short blurb can be a tagline, motto, greeting and/or a space to share more information about your business, organization or product. Can be up to 130 characters.

#### Application Boxes

You can also include up to 4 application boxes on your Wall/Info tab in the left-hand 200 px column

#### Status

Update your Page's status. Can be up to 160 characters, not including the Page name



Left column  
(static) 200 px

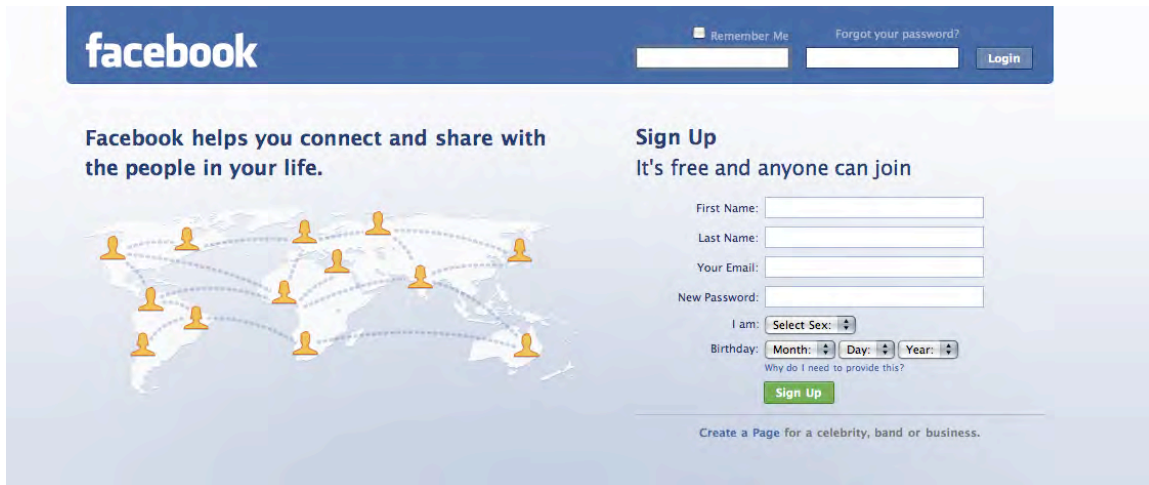
Main column  
540 px

## Facebook "How To"

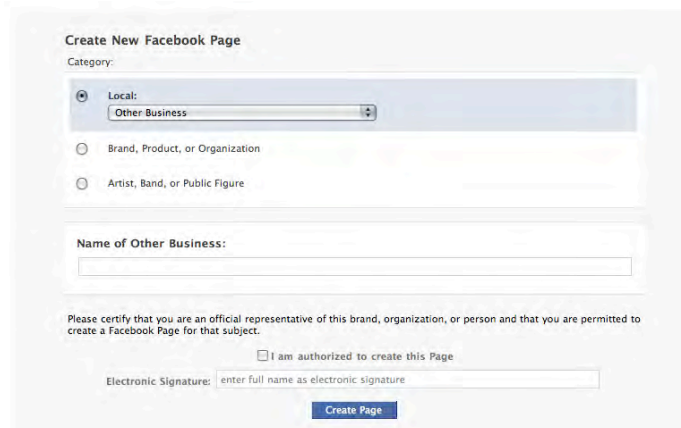
\*\*The screen shots following the direction are what you see *after* you complete each step.

### How to Set Up An Account

1. Go to [Facebook.com](https://www.facebook.com).



2. Click on "Create a page" under the green "Sign Up" button at the bottom right of the page.

A screenshot of the "Create New Facebook Page" form. The title is "Create New Facebook Page". Below it is a "Category:" section with three radio button options: "Local:", "Brand, Product, or Organization", and "Artist, Band, or Public Figure". The "Local:" option is selected, and a dropdown menu below it shows "Other Business". Below the category section is a text input field labeled "Name of Other Business:". Underneath is a small text block: "Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject." Below this is a checkbox labeled "I am authorized to create this Page". At the bottom, there is an "Electronic Signature:" label followed by a text input field containing the placeholder text "enter full name as electronic signature". A blue "Create Page" button is at the bottom right of the form.

3. Select a category that best suites your organization. Enter the name of your organization. Click the box to authorize that you can create the page. Sign with your electronic signature. Click "Create Page."

**Create New Facebook Page**

Category:

Local

**Brand, Product, or Organization:**  
Non-Profit

Artist, Band, or Public Figure

**Name of Non-Profit:**  
Sample NPO

Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject.

I am authorized to create this Page

Electronic Signature: Susie Sample|

[Create Page](#)

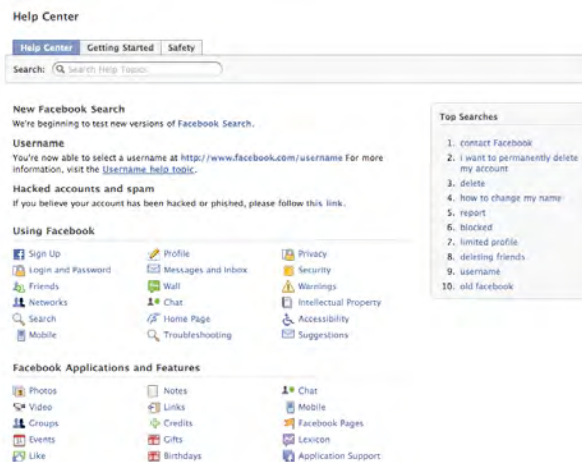
For further instruction for how to set up the application and features on Facebook it is best to go to the professionals and visit Facebook's Help Center.

## How to Access the Facebook Help Center

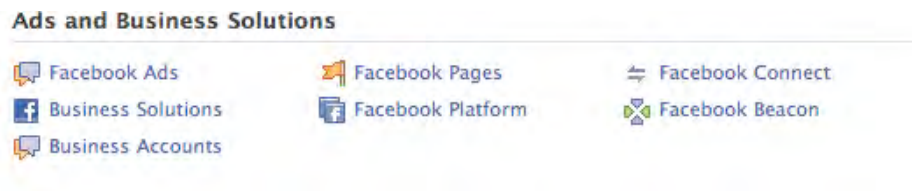
1. Once you have created a page on Facebook and are logged on, at the bottom of your home find "Help Center."

About Advertising Developers Careers Terms Find Friends Privacy Mobile Help Center

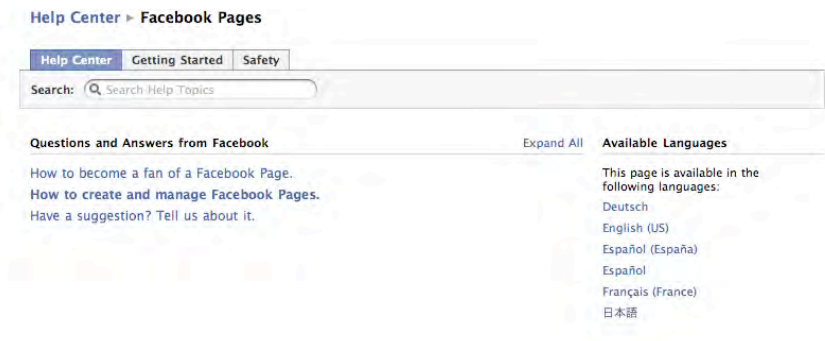
2. Click on "Help Center."



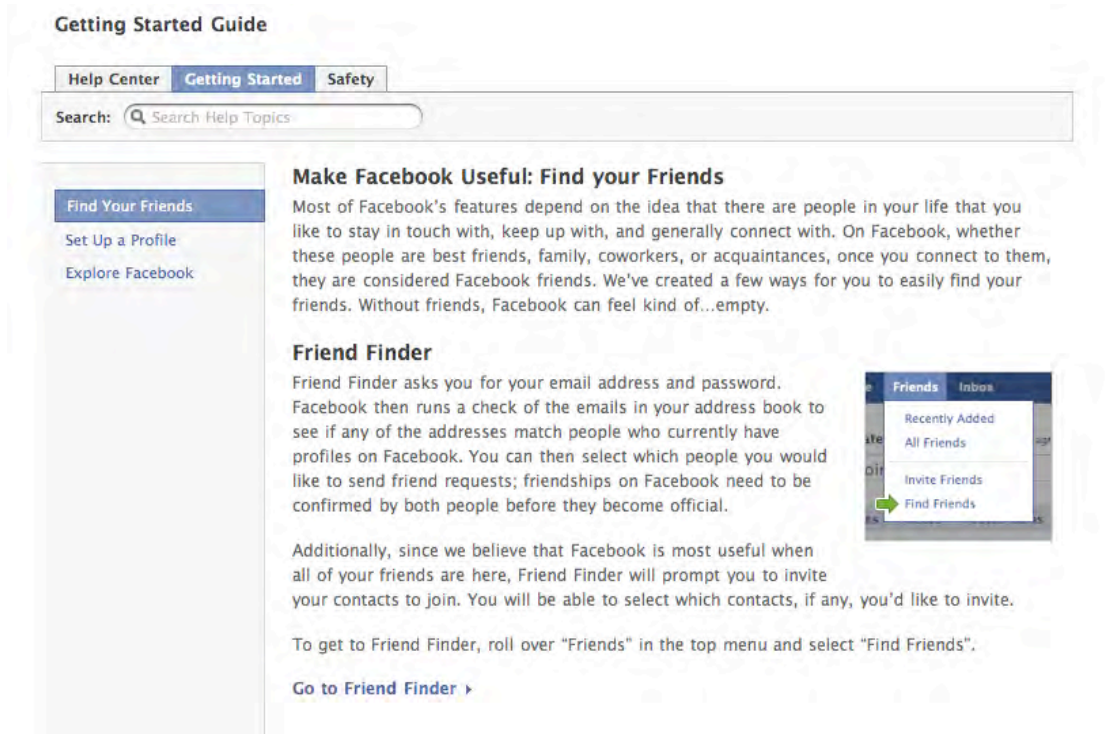
3. Find "Ads and Business Solutions" section and find "Facebook Pages."



4. Click on "Facebook Pages."



5. Click on the tab "Getting Started." In this section you will find information about how to update your profile, change your picture, and find people on Facebook, among other things.



***To set up your wall, boxes, info section, or any other part of Facebook, refer back to the help center. It will guide you through all of these processes and help you use your Facebook profile to its fullest potential.***

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## DETAILED “HOW TO” TWITTER

This section of the guide will walk you through the initial steps of setting up your organization’s Twitter account.

### Twitter “How To”

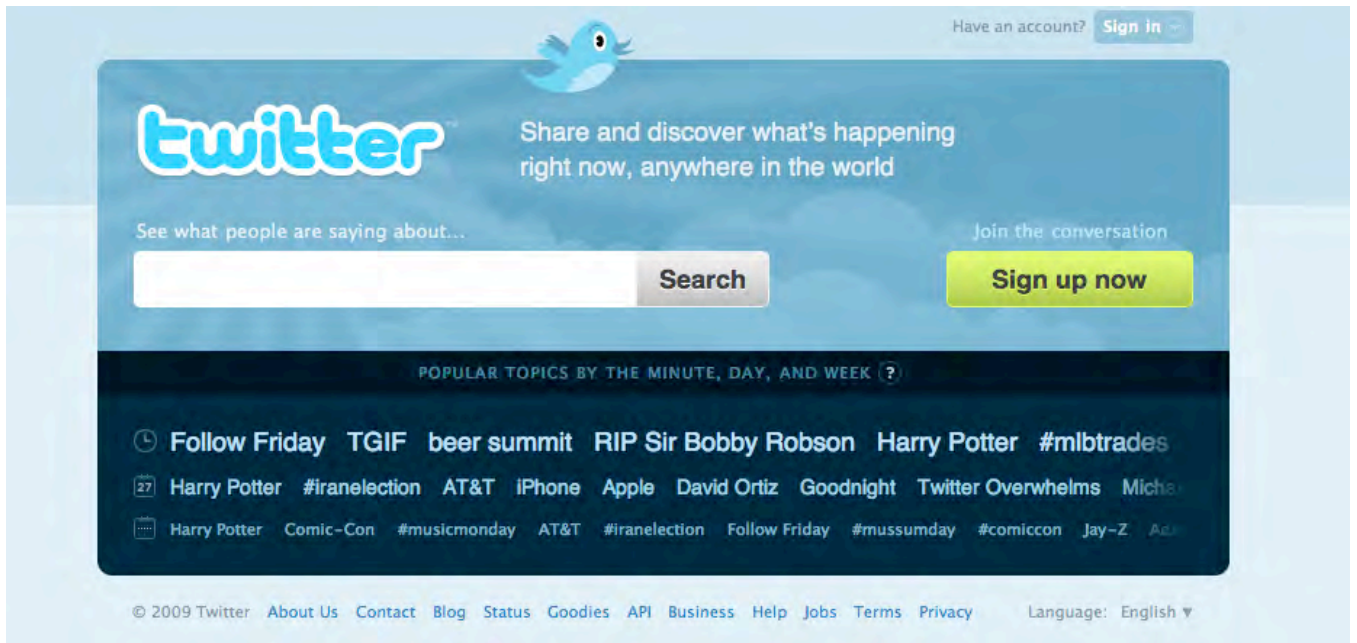
This is step-by-step guide for setting up and using your own Twitter account:

	Page
• How to Set Up an Account	60
• How to Tweet	64
• How to Find people to Follow	65
• How to add Tweets to your Favorites	67
• How to send a Direct Message	68
• How to adjust your Settings	69

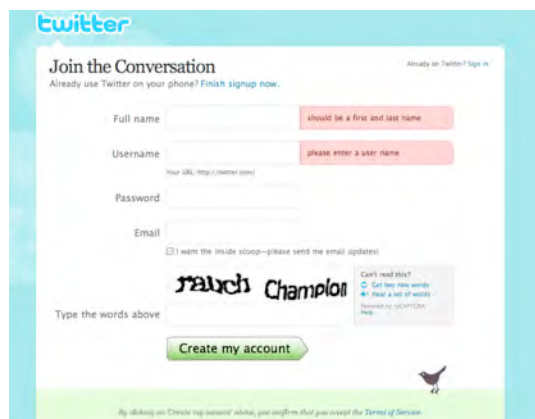
**\*\*The screen shot following the direction is what you see *after* you complete each step.**

## How to Set Up An Account

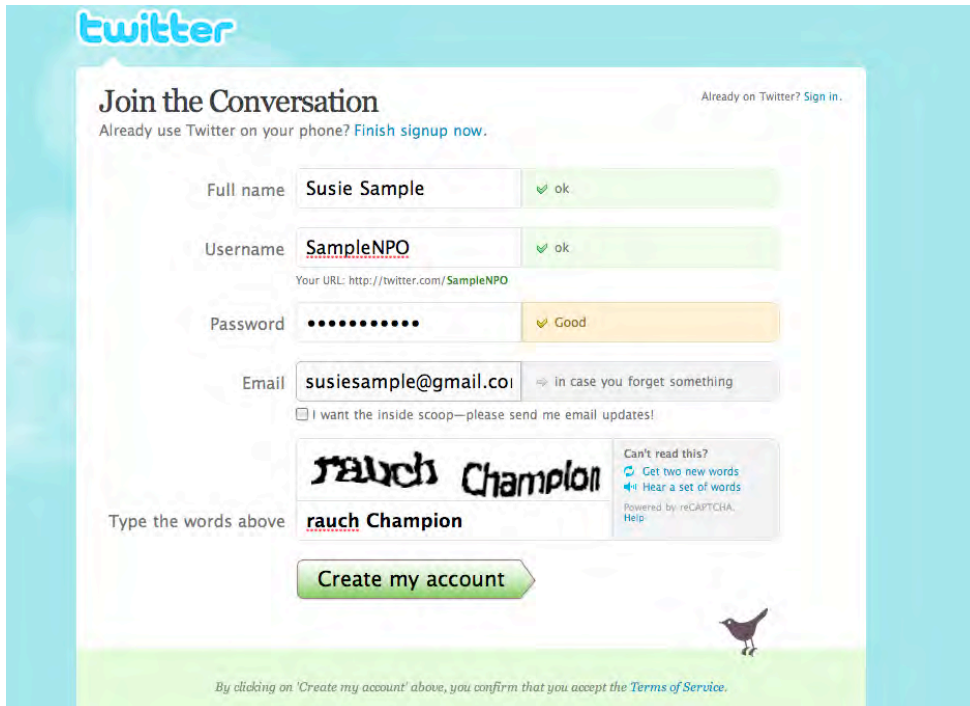
1. Go to [Twitter.com](https://twitter.com).



2. Click on the yellow "Sign up now" box on the right of the page.



3. Fill in the information:
  - a. Your name (or the person who will be using the account)
  - b. A username (your organization's name or some derivation of the organization's name that would be easily recognizable)
  - c. A password
  - d. An email to be associated with the account (you might consider creating an email solely for Twitter and/or Facebook)
  - e. Type the words you see in the box
  - f. Note: If you want frequent updates from Twitter about the latest application, features, etc. click the box under where you entered an email address



twitter

### Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name  ✓ ok

Username  ✓ ok

Your URL: <http://twitter.com/SampleNPO>

Password  ✓ Good

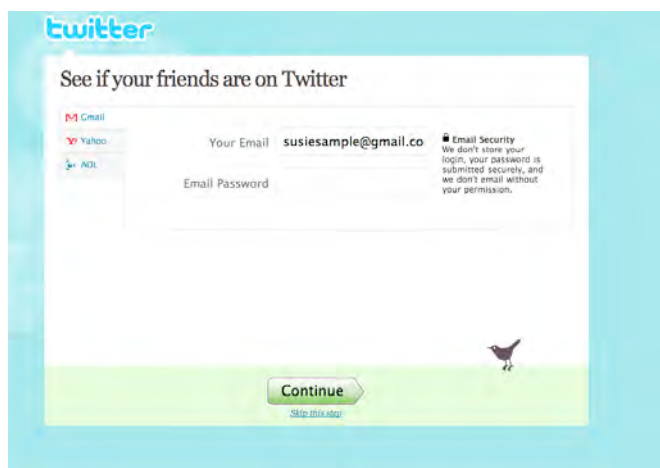
Email  ⇨ in case you forget something

I want the inside scoop—please send me email updates!

Type the words above  Can't read this?  
[Get two new words](#)  
[Hear a set of words](#)  
Powered by reCAPTCHA.  
[Help](#)

By clicking on 'Create my account' above, you confirm that you accept the [Terms of Service](#).

4. Click "Create my account."



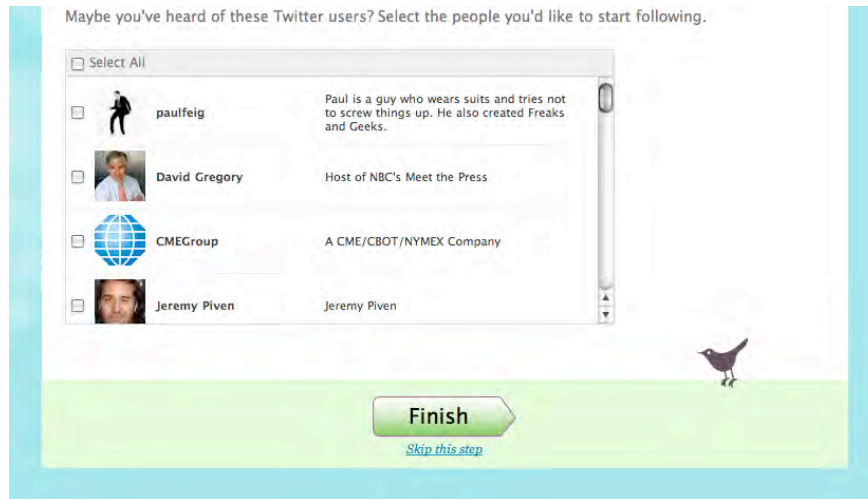
5. This step is optional. **If you have a Gmail, Yahoo, or AOL account** then you can have Twitter access the people in your address book that you might want to follow or that might want to follow you. If you want to search your address book, enter your email password to your email account. Next, you will see a list of email addresses of people that are in your address book that are on Twitter. Unclick the box to the left of a name if there is a person you DO NOT want to automatically be connected on Twitter to people in your address book.

**If you do not have Gmail, Yahoo, or AOL accounts** click "Skip this step" at the bottom of the page and continue with step 6.

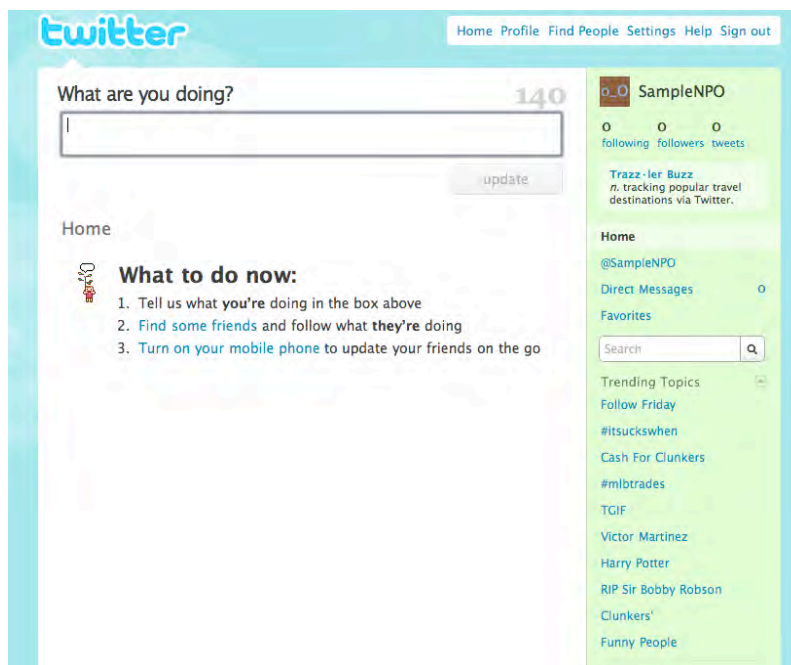
6. Once you have chosen people to follow from your address book OR once you have clicked "Skip this step" another page will come up with names of the most followed people or businesses on Twitter. You can choose to follow these people, or you can opt out.



7. If you DO NOT want to follow ANY of the suggested people on Twitter, click the box next to "Select All" and it will deselect all of the suggested Twitter users or you can click "Skip this step." You can also deselect each user one by one by clicking to the left of each users photo.

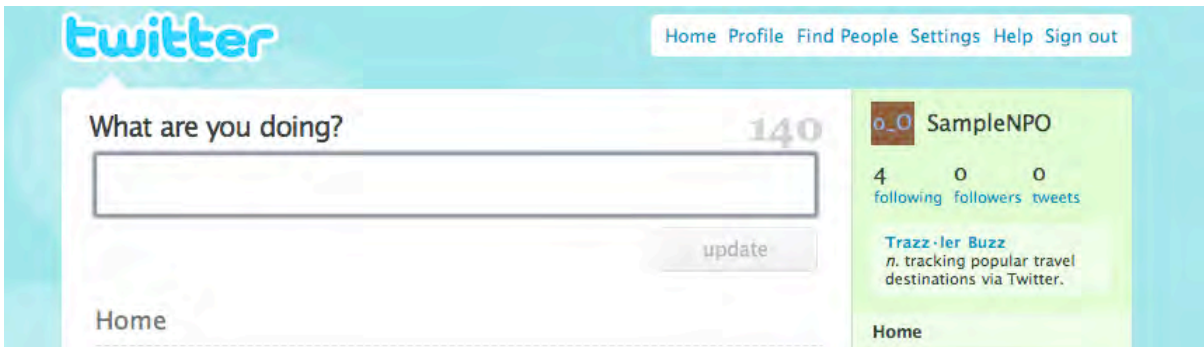


8. Click Finish. Now you are all set up on Twitter and ready to look for followers, find people to follow, and tell others what you are doing at your organization!

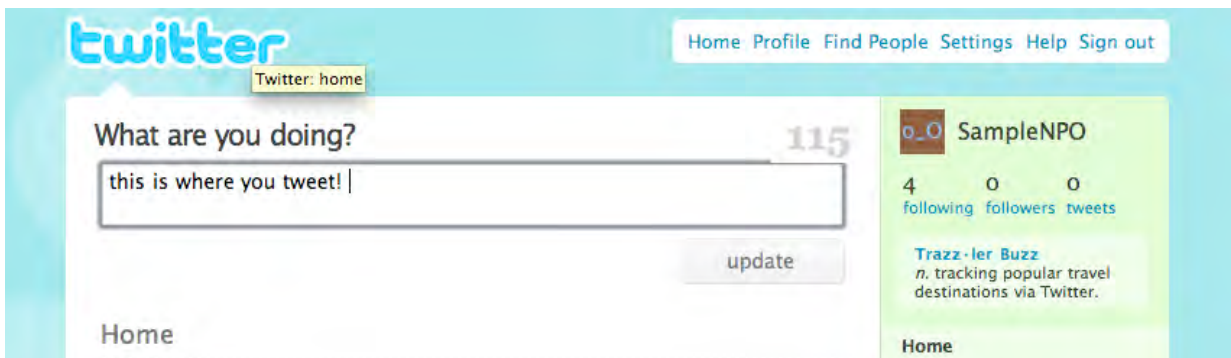


## How to Tweet

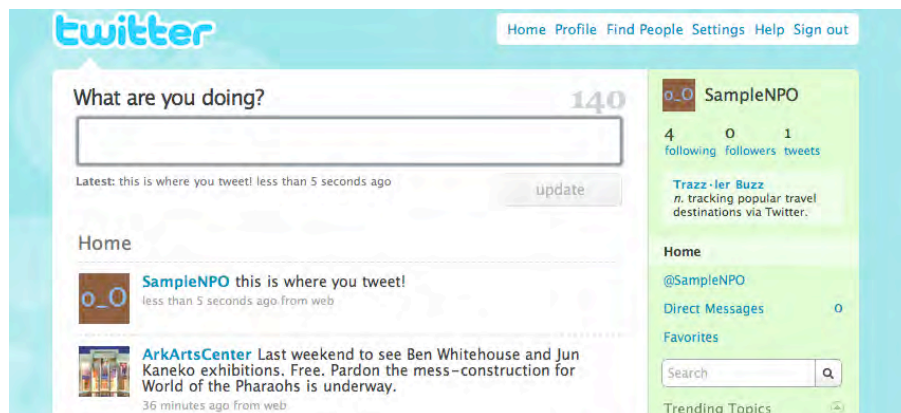
1. Go to your home page and find the “what are you doing?” box.



2. In the box type your message. The number at the top right of the box (140 in the image above and 115 in the image below) will let you know how many characters are still available as you type your message.



3. Once you have completed your message click “update.” Your tweet will appear on your home page and on the right side of your page, you can see how many tweets you have sent out. (In the image below you can see that 1 tweet has been sent.)



## How to Find People to Follow

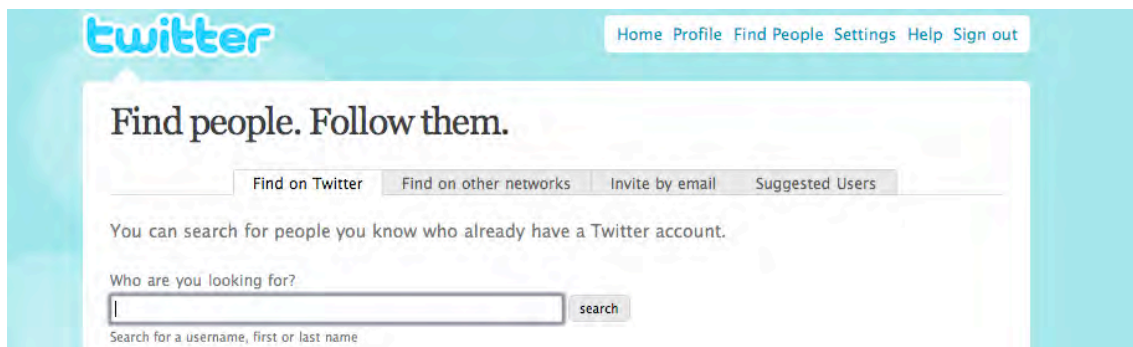
There are several ways on the Twitter page to look for people or organizations that you would like to follow.

1. Look for "Find People" on the toolbar at the top of the page.

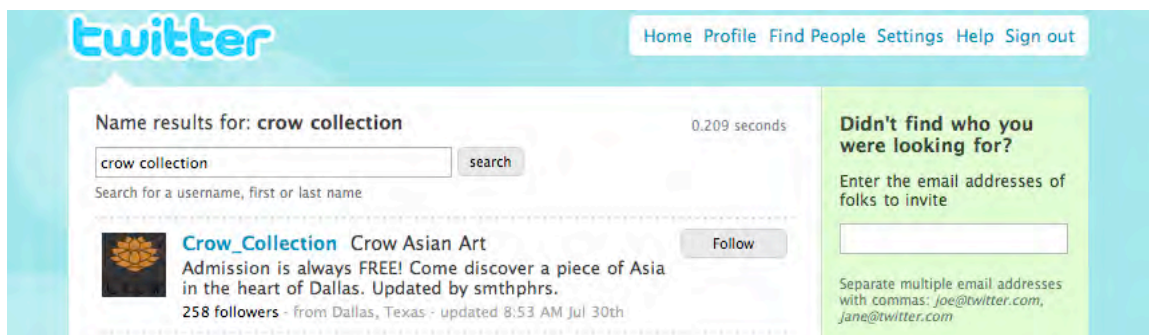


Home Profile Find People Settings Help Sign out

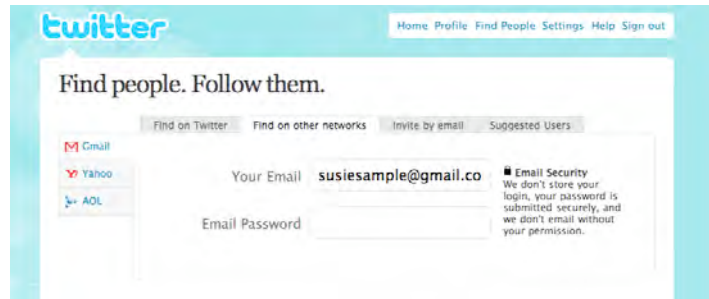
2. Click on "Find People."



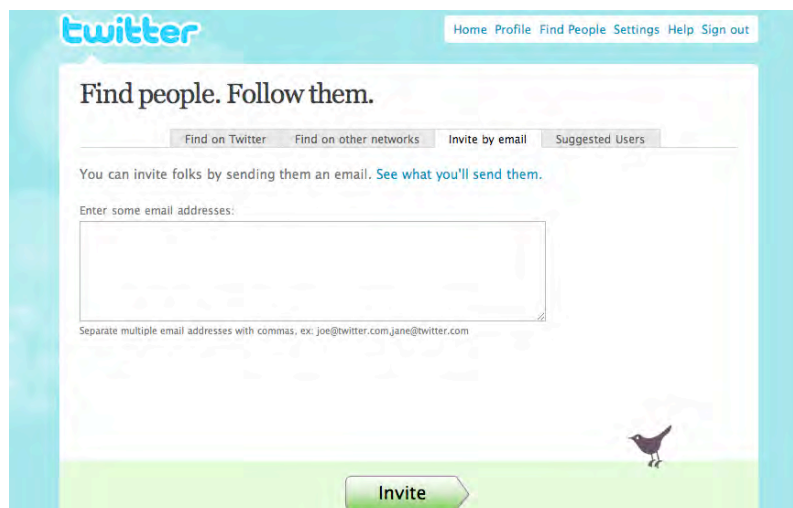
3. You can enter a username, first, or last name in the search toolbar for anyone you would like to find. If they are on Twitter their profile will pop up. Click "Follow" and they will be added to your list of people you are following and you will receive their updates.



4. If you have a Gmail, Yahoo, or AOL account that has people you might want to connect to on Twitter, you can search for those people by clicking the tab "Find on other networks" and entering your password. Follow the rest of the directions and then click "Follow" next to the person/organization you want to follow.



5. You can also invite people if you know their email. Click on the "invite by email" tab. Enter email addresses. Click "Invite."



*\*\*More on finding followers and additional tools for searching in the "Managing Social Media" section on page 24.*

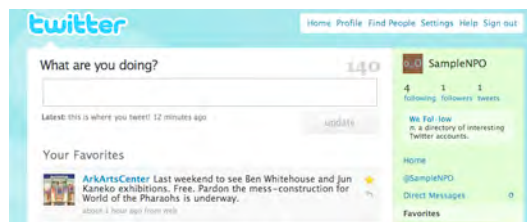
## How to Add Tweets to Your Favorites/Open Your Favorites

If you like a tweet that one of your followers posted and you want to save it as a favorite so you can Retweet it later or to refer back to it:

1. Find the tweet that you want to save and put your mouse over the right side of the box where the tweet is located. A faded star will appear. Click on the star and the tweet will be marked as a favorite. (Click on the trashcan to erase and the back arrow to reply to the tweet)

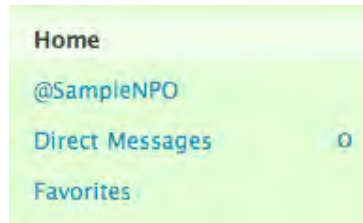


2. To find the tweet in your favorite file, click on "Favorites" on the right hand side of the page and a list of your favorite tweets will pop up.

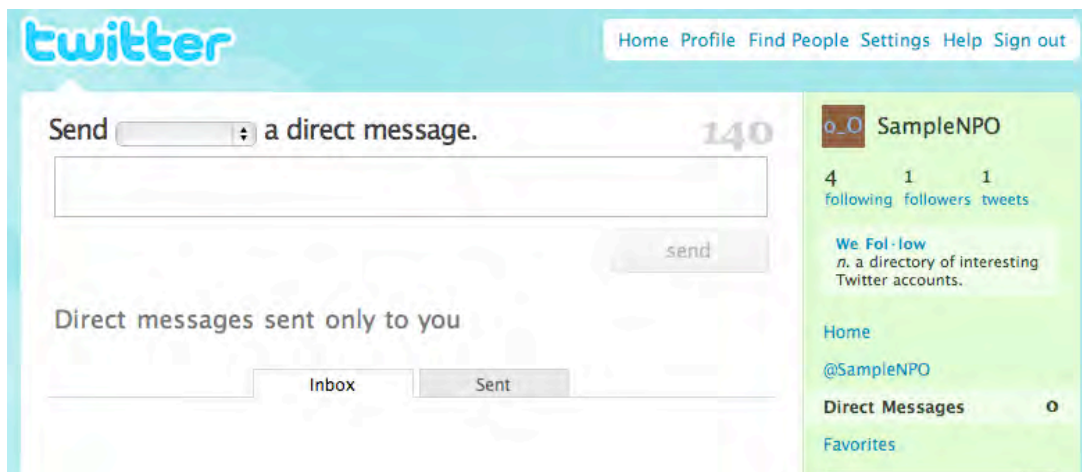


## How to Send a Direct Message

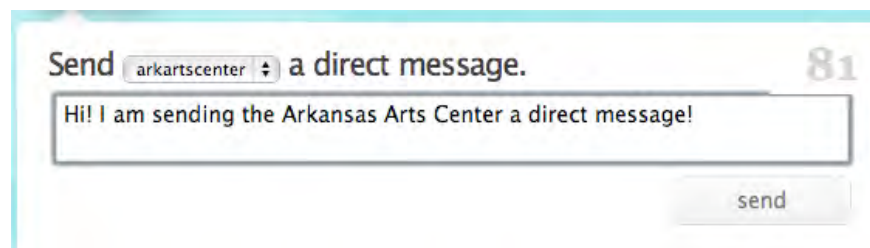
1. Find "Direct Message" on the right hand toolbar of your home page. (The number will tell you how many messages are in your inbox – below there are 0 messages)



2. Click on "Direct Message." Here you can see all direct messages sent to you and you can see where to send a message.



3. In the box at the top of the page type your message. In the drop down menu select which follower you would like to send the message to. Select this follower. Click "Send."



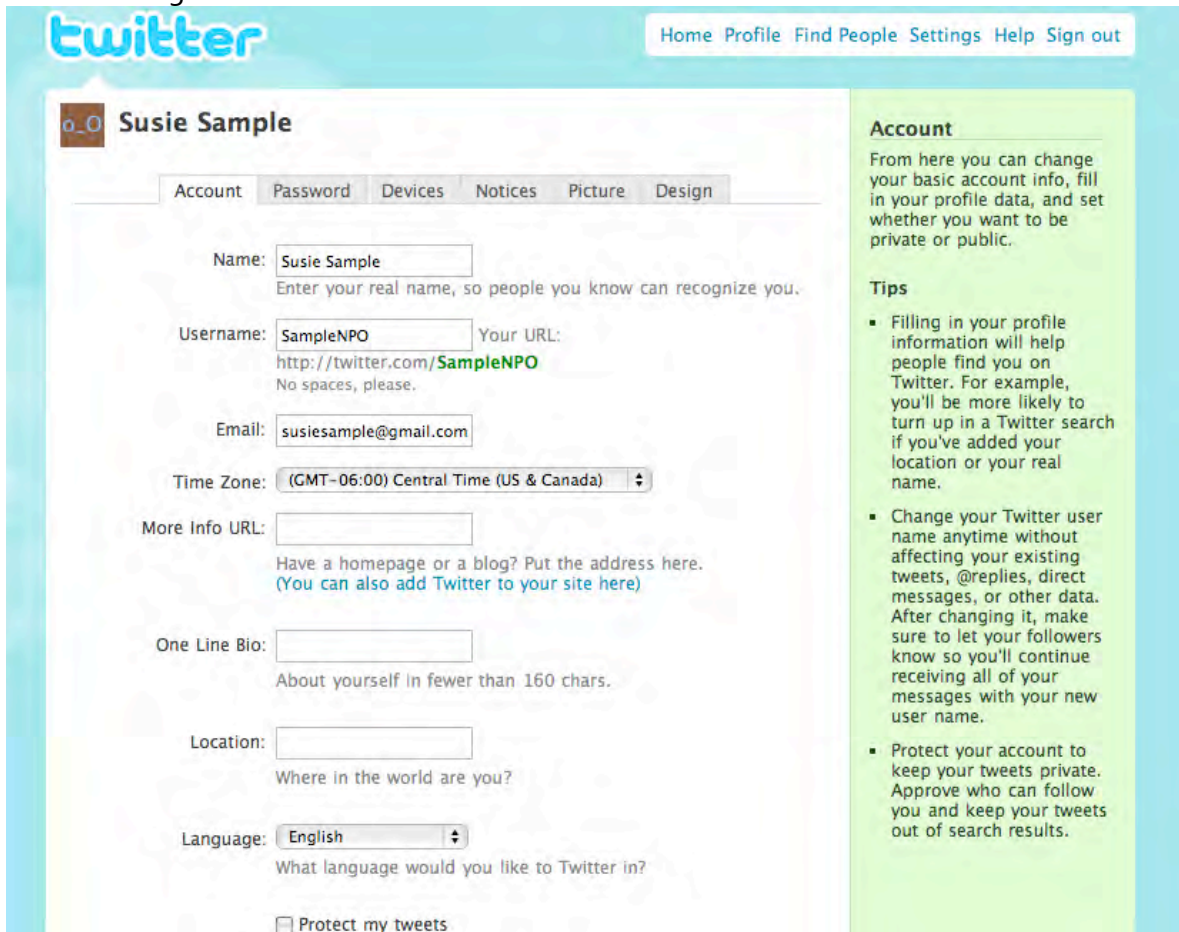
## How to Adjust Your Settings

1. Go to home page and find "Settings" at the top of the page in the toolbar.



Home Profile Find People Settings Help Sign out

2. Click "Settings."



The screenshot shows the Twitter account settings page for a user named 'Susie Sample'. The page has a light blue header with the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. Below the header, there are tabs for Account, Password, Devices, Notices, Picture, and Design. The 'Account' tab is selected. The settings form includes fields for Name (Susie Sample), Username (SampleNPO), Email (susiesample@gmail.com), Time Zone (GMT-06:00 Central Time (US & Canada)), More Info URL, One Line Bio, Location, and Language (English). There is also a checkbox for 'Protect my tweets' which is currently unchecked. On the right side of the page, there is a 'Tips' section with two bullet points: 'Filling in your profile information will help people find you on Twitter...' and 'Change your Twitter user name anytime without affecting your existing tweets...'. Below the tips is an 'Account' section with a description: 'From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.'

3. There are many different settings to look at and we will not step through all of them here because they are fairly self-explanatory. NOTE: If you want *only* people you have approved to follow your tweets click the box next to "Protect my tweets."

Protect my tweets

Only let people whom I approve follow my tweets. If this is checked, you WILL NOT be on the [public timeline](#). Tweets posted previously may still be publicly visible in some places.

**In “Settings” you can:**

- Create a one line bio
- Enter your location
- Change your password
- Connect your account to a smart phone
- Control the notices you receive in your email account
- Change your profile photo
- Change the background design of your profile

***For any more help with Twitter, click on “Help” at the top of your home page.***

## ADDITIONAL RESOURCES

As your organization becomes more comfortable with social networking and building a more efficient and effective online presence, there are additional tools to consider other than those discussed in detail in the above sections. Below is a brief list of helpful websites, books, and other resources, along with some suggestions for furthering the organization's web presence after the initial social networks are set up.

### Suggested Social Networking Arenas for Future Consideration:

- **Blogging (Blogspot.com)**
  - Could be used for any type of promotion for the organization
- **Link social networks for updates**
  - Ping.fm
  - RSS feeds
- **Creating Podcasts about Educational Programming, Exhibit Information, Upcoming Concerts**

### Helpful Websites about Online Social Networking:

- **Information & Statistics:**
  - [Forrester.com](http://forrester.com) (Research)
  - [Quantcast.com](http://quantcast.com) (Statistics, Ratings, Demographics, Traffic Patterns)
- **Social Networking Maintenance:**
  - <http://www.techsoup.org>
  - <http://social-networking-websites-review.toptenreviews.com/>
  - <http://www.whatissocialnetworking.com>
  - <http://mashable.com/>
  - <http://www.virtualhosting.com>
  - <http://www.sociableblog.com/>
  - <http://www.change.org>
  - <http://insidefacebook.com>
  - <http://twitter.grader.com>
  - <http://www.idealware.org/>

### Other Resources:

- The Truth About Profiting from Social Networking by Patrice-Anne Rutledge
- Social Media Marketing: An Hour a Day by Dave Evans and Susan Bratton
- Social Networking: The Essence of Innovation by Jay Liebowitz
- Marketing to the Social Web: How Digital Customer Communities Build Your Business by Larry Weber
- Groundswell: Winning in a World Transformed by Social Technologies by Charlene Li and Josh Bernoff

- Facebook Marketing: Leverage Social Media to Grow Your Business by Steve Holzne
- Facebook For Dummies (For Dummies (Computer/Tech)) by Carolyn Abram and Leah Pearlman

## ONLINE ADVERTISING ON SOCIAL NETWORKING SITES

Online advertising on sites such as Facebook, MySpace and Google is an alternative use of social networking sites. Through this type of advertising you are able to target your message to a specific audience and only pay what you budget for. The downside is that there are concerns about the effectiveness of online advertising on these sites. If you are new to online media it is best to focus on developing pages and accounts for social network sites and not advertise online at this point. However, in the future, you can revisit the use of online advertising to supplement your social network pages. Make sure you do your research about whether or not these types of advertising are effective when you are considering it as an option.

### **Facebook**<sup>49</sup>

- Creates ads with text and graphic, gives tips, tracks your results and lets you change to be more effective
- Targets people based on age, location, gender, interests and more
- Pay per click or pay per impression
- Minimum budget is \$1 per day
- Ads can run continuously or you can specify start and end dates

\*\*Some research states that advertising on Facebook wasn't as effective as they would like because nobody clicks on the advertisements.

### **Google**<sup>50</sup>

- In addition to appearing on the Google website, ads can also appear on Google content network which consists of more sites such as ask.com, AOL, and nytimes.com
- Ads appear based on the keywords you choose
- Placement performance report tells you where ads appear and the ad's performance based on clicks and cost
- No minimum spending budget – can set maximum budgets as well
- Only charged per click

### **MySpace**<sup>51</sup>

- Creates ads with text and graphics, gives tips, tracks your results and lets you change to be more effective
- Targets people based on age, location, gender, interests and more
- Pay per click
- Minimum and maximum budgets can be set
- Ads can run continuously or for a certain period of time

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## ENDNOTES

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