



NNADV Leadership Series

Social Media & Domestic Violence

Presentation Notes

Objectives

1. Learn a little bit more about social media
2. Identify the past, present and future social elements of your messaging strategy
3. Discuss general social media strategies and tactics and how they could impact your agency
4. Develop a short list of topics for further discussion within your agencies

What we are NOT going to do

1. I am NOT going to give you a secret recipe for social media - there isn't one!
2. I will NOT focus solely on Domestic Violence - we will explore a broad view of social media as it applies to both for-profit and non-profit organizations.
3. I will NOT give a speech on social media - WE are going to discuss social media.

Presentation Outline

1. What is social media? (slide #2)
 - a. What makes a website social? (slide #3)
 - i. Interaction or dialogue (think blog comments or Twitter)
 - ii. User-created content (think "upload" or YouTube/Flickr)
 - iii. Profile-centric (think photo, bio, interests or Facebook)
2. How big is social media really? (slide #4)
 - a. Facebook (slide #5)
 - i. Stats from the Facebook [Press Room page](#)
 1. More than 350 million active users
 2. More than 470,000 new members join every day
 3. 50% of active users log on to Facebook in any given day
 4. More than 55 million status updates posted each day
 5. More than 3.5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
 - b. Twitter (slide #6)
 - i. Stats from About.com article [Twitter Statistics](#)
 1. 18 Million Users
 2. 60% of Twitter users abandon their accounts within their first month of use
 3. Twitter's retention rate is only 40% compared to MySpace and Facebook who enjoy a 70% user retention rate
 - ii. Stats from a post by Brian Solis titled [Guess How Many Tweets Fly Across Twitter Each Day](#)
 1. 27.3 million tweets per day for an annual run rate of 10 billion tweets
 - iii. [Average Number of Tweets Per Day](#) by Anand
 - c. YouTube (slide #7)

- i. Stats from the YouTube [Fact Sheet](#)
 - 1. People are watching hundreds of millions of videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute, 20 hours of video is uploaded to YouTube.
 - ii. [Top Video Sharing Sites](#) by Anand
 - 1. 6.6 billion videos streamed
 - d. Flickr (slide #8)
 - i. Current stats from the Flickr.com [home page](#)
 - 1. 4,459 uploads in the last minute
 - 2. 6,292 things tagged with fresco
 - 3. 2.3 million things geotagged this month
 - ii. [Photo Sharing Site Flickr's Growth Timeline](#) by Anand
 - 1. Reached 4 billion uploads : October 12, 2009
 - e. WordPress (slide #9)
 - i. From the [Stats page](#) on WordPress.com
 - 1. Over 18 million WordPress publishers
 - 2. 259,255 new posts and 348,141 comments today on WordPress.com
 - 3. 220 million people visit one or more WordPress.com blogs every month, and they view over a billion pages on those blogs
 - 4. Tens of thousands of new WordPress blogs are created every day
 - f. **Discussion: What social media platforms are you using personally right now and which are your favorites?** (slide #10)
- 3. How did we get here? (slides #11)
 - a. Blogs
 - b. Podcasts
 - c. Reviews + Ratings (think Amazon)
 - d. Collaborative content creation (think Wikipedia)
 - e. Integration of platforms (Facebook Connect, Google Connect, OAuth, OpenID)
- 4. What's next? (slide #12)
 - a. Facebook Connect
 - i. The image used in slide #12 is a screen capture from a video posted by Facebook Connect [here](#).
 - ii. The following stats on Facebook Connect can be found on the [Facebook blog](#).
 - 1. More than 60 million Facebook users engage with Facebook Connect on external websites every month
 - 2. More than 80,000 websites have implemented Facebook Connect since its general availability in December 2008
 - 3. Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have implemented Facebook Connect
 - b. Social activism not bound by geography (slide #13)
 - i. "Since launching a new social media-enabled petition tool a few months ago"...our members have won more than a dozen grassroots campaigns – from convincing the US Department of Labor to [release a confidential report on slave labor](#), to helping [end the food industry's deceptive nutrition labeling program](#), to compelling Live Nation to [cancel a series of homophobic concerts](#)." *Ben Rattray, founder and CEO of [Change.org](#), as quoted in his article on Mashable.com - [3 Powerful Social Good Trends in 2010](#)*
 - ii. Discussing the success that his members have had with grassroots campaigns - "Each of these victories was achieved with only a few thousand people who came together without any prior connection to work toward a collective goal – showing the power of distributed groups of likeminded people rapidly responding together to a breaking story." *Ben Rattray, founder and CEO of [Change.org](#), as quoted in his article on Mashable.com - [3 Powerful Social Good Trends in 2010](#)*

- iii. "In 2010, the exportability of organizing tools will enable these sorts of dynamically created micro-movements to explode across social media sites, empowering millions more people to translate their shared interest around an issue into collective action." *Ben Rattray, founder and CEO of [Change.org](#), as quoted in his article on Mashable.com - [3 Powerful Social Good Trends in 2010](#)*
 - c. Collaborative Initiatives between for-profit and non-profit organizations (slide #14)
 - i. "The effort encourages shoppers to either Know Where My Food Comes From, which will direct funds to the Non-GMO Project; Choose Organic, with the goal of increasing the current market for organic food from 3% to 10% by the end of 2010; or Share My Plate, which provides sustainable food for needy people." - from the article by [Sarah Mahoney](#) "[Whole Foods Market Launches New Giving Effort](#)"
 - ii. "The effort will funnel \$10,000 each to the three groups, with an additional \$10,000 to the group that gets the most votes on Facebook's thisismyyear to page. Marketing partners include *Health Magazine* and Odwalla juices." - from the article by [Sarah Mahoney](#) "[Whole Foods Market Launches New Giving Effort](#)"
 - iii. Peer to peer fundraising efforts will become more widely used. The Red Kettle Online campaign by the Salvation Army is a good example. Supporters can add a Red Kettle to their own Facebook profile or page or even their own website.
 - d. **Discussion: How can your agency leverage social media to amplify your message? With fundraising in mind, do your donors have to be NV residents? Who is your broader audience? What types of organizations or businesses would be possible partners for your agency in your local market?** (slide #15)
- 5. Adoption by Corporate America (slide #16)
 - a. Dell
 - i. Blogging: [Direct2Dell](#) generates 3.5 million pages views/month. [Nine official internal blogs](#) and hundreds of team/departmental blogs in English, Chinese, Japanese, French Canadian, Portuguese, and Spanish. (slide #17)
 - ii. Brand Monitoring: Uses conversation monitoring from Visible Technologies.
 - iii. Crowdsourcing: [Ideastorm](#) allows users to suggest and vote on ideas, has generated 9,800+ ideas. Employee storm, internal idea community has generated over 2,700 ideas. (slide #18)
 - iv. Microblogging: [22 corporate accounts](#) on Twitter, as well as 17+ individuals using "[Name]AtDell" handles. (slide #19)
 - v. Virtual Worlds: [Second Life island](#).
 - vi. Links to Dell's various social assets compiled by Monty Metzger in his post titled [300+ Cases & Examples of Social Media Marketing](#)
 - b. Kodak
 - i. Blogging: [A Thousand Words](#), [Grow Your Biz](#), and [PluggedIn](#) blogs. (slide #20)
 - ii. Microblogging: [Chief Blogger](#) and [Chief Biz Dev Officer](#) on Twitter.
 - iii. Online video: [YouTube channel](#) (slide #21)
 - iv. Organization: Hired a [Chief Blogger](#)
 - v. Photo sharing: [Flickr photostream](#)
 - vi. Podcasting: [Kodak Close Up](#) (slide #22)
 - vii. Social networks: [Facebook fan page](#).
 - viii. Tagging: [delicious account](#).
 - ix. Links to Kodak's various social assets compiled by Monty Metzger in his post titled [300+ Cases & Examples of Social Media Marketing](#)
 - c. Ford
 - i. Blogging: Sponsored a [test drive event for women bloggers](#). [Where are the Joneses?](#) blog. (slide #23)
 - ii. Microblogging: [Ford](#) on Twitter. [Twitter account](#) for North America. (slide #24)
 - iii. Organization: Hired [Scott Monty](#) to run social media.
 - iv. Social networks: [Ford Drives U](#) Facebook group for student buyers. (slide #25)

- v. Wiki: [Where are the Joneses?](#)
 - vi. Links to Ford's various social assets compiled by Monty Metzger in his post titled [300+ Cases & Examples of Social Media Marketing](#)
- d. Pepsi (slide #26)
- i. Dropping Super Bowl ads this year in lieu of social media initiatives
 - ii. For the first time in 23 years, Pepsi will not have any ads in the Super Bowl. Instead, the company will be spending \$20 million on a social media campaign it's calling The Pepsi Refresh Project.
 - iii. ABC News notes that Pepsi spent \$142 million on Super Bowl ads over the last decade.
 - iv. Rather than spending money on a Super Bowl ad, Pepsi will launch the Pepsi Refresh Project on January 13, 2010. At that time, users can submit their ideas to Pepsi for ways to refresh their communities, making the world a better place. Voting will begin on February 1, 2010, and the projects that get the most votes will be funded by Pepsi. Pepsi expects to spend \$20 million to fund thousands of projects. (slide #27)
 - v. Mashable.com covered this development in a post on December 23, 2009 - Full article can be found [here](#).
- e. **Discussion: Were you aware of any of these corporate social media campaigns? Are you a supporter of any of these brands? Notice any themes to these campaigns? (slide #28)**
6. Adoption by Non-profit Organizations (slide #29)
- a. Humane Society (slide #30)
- i. HSUS is active on MySpace, Facebook, Twitter, Care2, Change.org
 - ii. In the second annual Spay Day Online Pet Photo Contest, HSUS raised over \$600,000 from over 40,000 entrants - only 42% of the entrants came from existing HSUS members.
 - iii. There is a good article on Mashable.com that covers the social media efforts of the Humane Society as part of their Summer of Social Good series. The full article can be found [here](#).
- b. Salvation Army (slide #31)
- i. The Salvation Army is active on Facebook, YouTube and Twitter (2342 followers) and also has an iPhone app.
 - ii. They are pulling their radio ads and will begin diverting those resources to online communications.
 - iii. The Red Kettle Online Campaign has raised **\$1,771,273.77** as of 1/5/10.
 - iv. George Hood, national community relations and development secretary for the organization, said they've found the ROI to be much more superior online than off.
 - v. [Salvation Army pumps up digital marketing for the holidays](#), written by Mary Elizabeth Hurn is a thorough overview of the Salvation Army's social media efforts.
- c. Causes on Facebook (slide #32)
- i. Over 300,000 active Causes
 - ii. Over 12,000 non-profit partners
 - iii. More than 22 million monthly active users
 - iv. September 2009 was first month with more than \$1 million in contributions
- d. Twitter Outreach: And the award goes to... (slide #33)
- i. Blame Drews Cancer - www.blamedrewscancer.com - hashtag #blamedrewscancer
 1. The goal is to raise \$1 for every user that blames Drew's cancer for something.
 2. All funds will go to Drew's charity of choice - Livestrong
 3. The Twitter handle @Drew is owned by Drew Olanoff. He has offered to sell it for \$1 million. Drew Carey bid \$10,000 then raised his own bid to \$100,000. He agreed to donate \$1 for every person that follows his current account [@DrewfromTV](#). If Drew Carey gets one million followers by December 31st, 2009 [he'll donate one million dollars to LIVESTRONG](#). Even if he doesn't get to a million, he'll still donate \$1 for everyone who followed him.
- e. **Discussion: Do you know of any non-profits using social media? What is their goal? Are there dominant themes adopted by most non-profits that use social media? (slide #34)**

7. Is your present simply an echo of your past? (slide #35)
 - a. Do you still see your agency, your movement, as grassroots?
 - i. Social media can expand your reach and remove the geographical limitations
 - b. How has your message and it's delivery changed since you joined the agency?
 - i. Broadcast - billboards, mailers
 - ii. Events - social interaction with donors and supporters
 - iii. Reactive interaction with victims and perpetrators
 - iv. Brand awareness? Education in high schools, mailers
 - c. Is the messaging strategy different now?
 - i. How do you spread your message now?
 - ii. How do you communicate with partner agencies?
 - iii. How do you engage donors, partner agencies, the general public: Proactive vs Reactive engagement
 - d. **Discussion: Can your agencies be more effective? Do you think social media could play a role?** (slide #36)
8. "Our" Future (slide #37)
 - a. We're all part of your story moving forward
 - b. What role do you think social media should play for your agency?
 - i. Supporting the existing message thru SM channels
 - ii. Creating a new message specifically designed for the SM channels
 - c. Who do you want your message to reach? (slide #38)
 - i. Financial supporters
 - ii. Non-financial supporters
 - iii. Brand advocates
 - iv. Political influencers
 - v. Victims
 - vi. Perpetrators
 - d. Where are they engaging right now? (slide #39)
 - e. Are they already having the conversation about DV?
 - f. How will you engage them in a conversation about your mission? (slide #40)
 - g. What do you want them to do? And how will you empower them to take action?
 - h. **Closing Discussion: How do you think social media will change the business process, particularly for non-profits, over the next 5 years? How can you leverage those changes to make a bigger impact in your community?** (slide #41)

Stats + Quotes

- A recent poll from the Chronicle of Philanthropy reports that consumers are giving less, with one-third of the 395 charities it surveyed expecting donations to fall by 10% or more by year's end, and 21% estimating donations will decline by smaller amounts. The journal reports that the Salvation Army, for instance, is 8% off in gifts to its Red Kettle Drive, while Catholic Charities USA is running \$2.6 million behind its goal to raise \$7.1 million by yearend.
- A recent Convio study finds that 63% of online consumers plan to donate to charities online, up from 51% in 2008. And while 20% say they are still undecided about the size of their gifts, they are increasingly attuned to social media efforts, like the one Whole Foods is kicking off. Some 25% say that what family and friends say on social media and in personal emails influences the charities they support. Top causes continue to be human and social services organizations, including food banks and homeless shelters, followed by faith-based or disease and health service organizations, followed by animal welfare groups.
- In 2008, donations registered their first yearly decline since 1987, with \$307.65 billion, a 2 percent drop from the previous year, according to the Giving USA Foundation.