

Presentation Roadmap

- ▶ Overview of the social media landscape
- ▶ Getting Started
 - ▶ POST method
 - ▶ People
 - ▶ Objectives
 - ▶ Strategy
 - ▶ Technology
 - ▶ Listening, Communicating and Doing it well
 - ▶ Engagement for action
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There's no turning back...

Our lives have been forever changed and enriched by the social web.

It's changing perceptions about business, giving individual people powerful voices for change and impact (for better or worse) and it's compelling organizations to change their mindset about **how they get their message out** to the people that are most relevant to them.

Reach is real

Technology has taken geography out of the equation. We can reach people across the globe, or hone in on the people right in our backyard.

“Who you know” has taken on an entirely different meaning. We can interact with all kinds of people, tell our stories involve more people than ever in our conversations.

Don't worry, **we're still humans**. We're just connecting more quickly, efficiently and widely than ever before.

Instant gratification

Shorter attention spans, information overload, the abundance of mobile technology and our need for **instant, personalized information** means that the social web has massive power to connect people, to share relevant information faster, and to make irrelevant the “cast a wide net” approach you’ve used for everything from awareness-raising to advocacy to fundraising for the last several decades.

The time has come to be refined, targeted

Today, we have to find smaller audiences that are much more likely to care about what we’re doing. These are our “tribes.”

- ▶ **Locate our advocates** and learn what makes them tick.
 - ▶ Uncover our critics and learn about how we can **improve their experiences and (mis)conceptions of what we are.**
 - ▶ Hear how the movement is changing around us and where our role in that change might be.
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No matter your age, social impacts how much and what type of info you consume

After email, which is the top online activity for all generations of users, **Search, Health Info, Social Network Sites, and Watching Video** factor in for nearly all groups at 50% or higher.

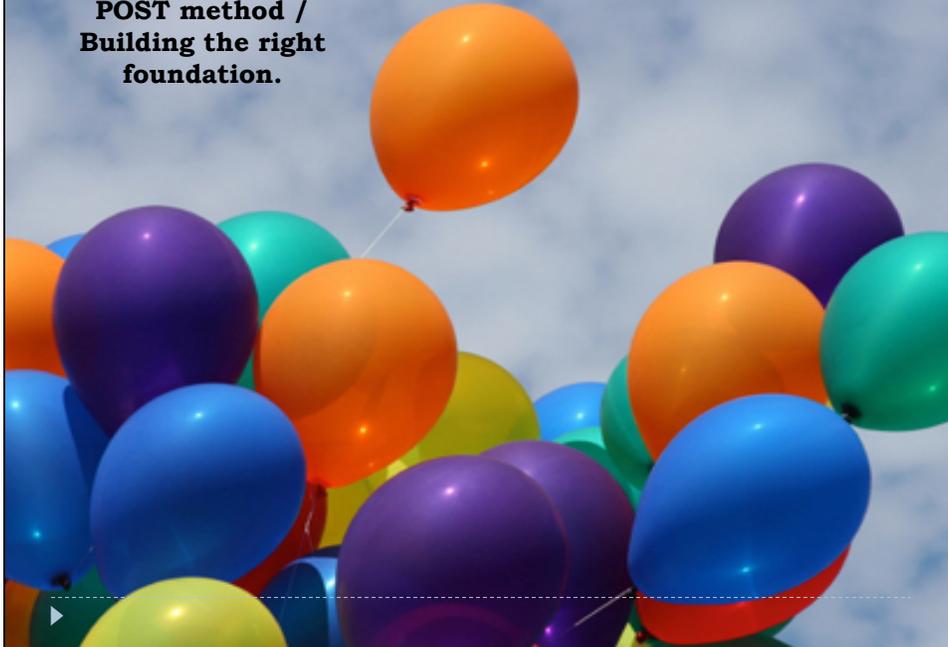
This is significant because while not all users will gravitate toward social sites, through social we can influence search, video content, and the content that appears on health information sites.

	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Bank online	Watch video	Bank online
Listen to music	Social network sites	Bank online	Watch video	Financial info	Financial info	Financial info
Travel reservations	Bank online	Social network sites	Social network sites	Bank online	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video	Watch video
Bank online	Listen to music	Listen to music	Financial info	Social network sites	Play games	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Social network sites	Social network sites
Read blogs	Financial info	Religious info	Religious info	Religious info	Religious info	Rate things
Financial info	Religious info	Rate things	IM	Play games	Play games	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Listen to music	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Read blogs	Listen to music
Online auction	Online auction	Online auction	Online auction	Donate to charity	Podcasts	Podcasts
Podcasts	Donate to charity	Donate to charity	Donate to charity	Online auction	Online auction	Online auction
Donate to charity	Podcasts	Podcasts	Podcasts	Podcasts	Podcasts	Podcasts
Blog	Blog	Blog	Blog	Blog	IM	IM
Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds

Source: Pew Internet surveys.

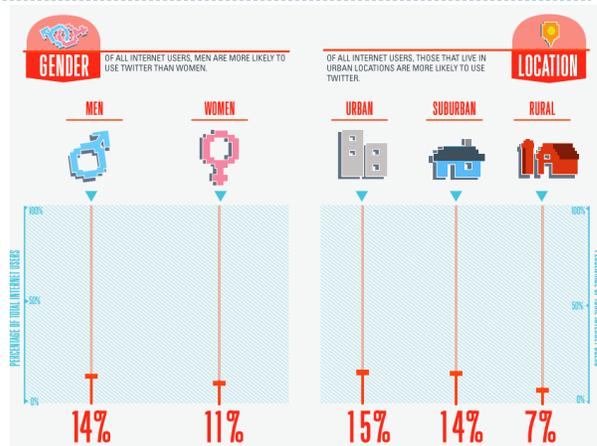
pewinternet.org

Getting Started POST method / Building the right foundation.



People: Who are you talking to?

- ▶ Give some thought to who it is that you are trying to reach. Assess the social media use and conversation of your customers, potential customers or other stakeholders the parent strategy needs to reach.



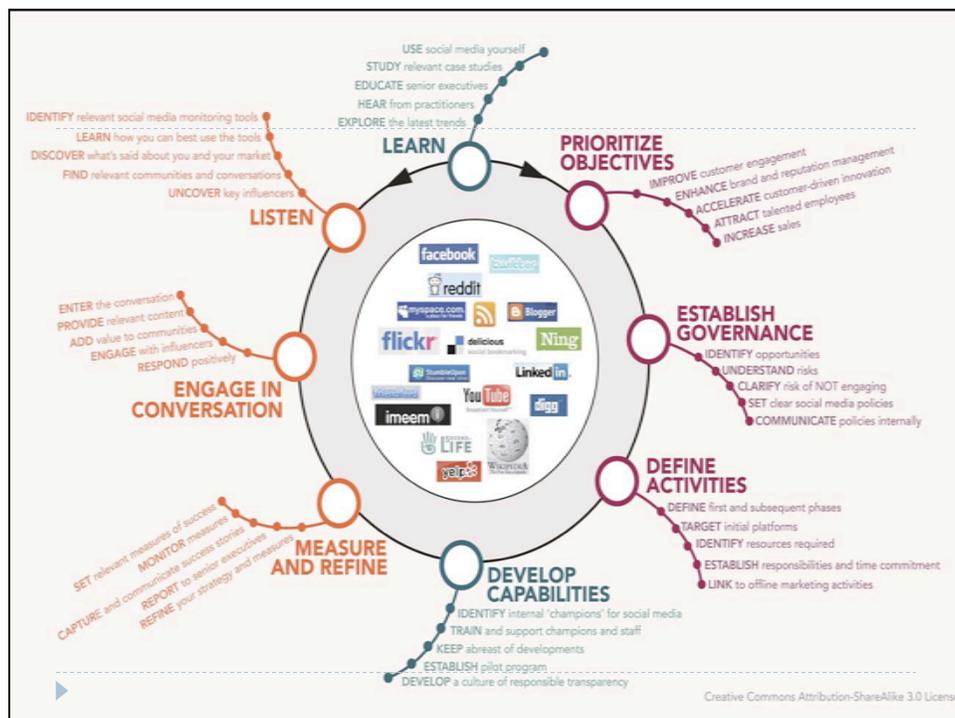
Source: Pew Research "Twitter 2011"

Objectives: Setting Goals

- ▶ Establish organization & employees as an experts
- ▶ Raise funds
- ▶ Provide client service
- ▶ Connect with other individuals and organizations talking about violence against women
- ▶ Spy on the opposition
- ▶ Meet bloggers, journalists, and others likely to broadcast your messages
- ▶ Influence policy
- ▶ Etc.

Strategy: Define your own

- ▶ Outline exactly how the approach you take with your social strategy will bridge the gap between client/stakeholder needs, existing online conversations and the organization's positioning.
- ▶ A good social strategy should work to increase the relevance of the organization, brand, product, or service for the people it's trying to reach.
- ▶ To begin consider questions such as:
 - ▶ What feeling do we want to inspire in others through our interactions?
 - ▶ Will we be proactive in our conversations? Reactive? Both?
 - ▶ What are the on-brand messages we hope to deliver? How will they be adapted for conversation in social networks.
 - ▶ What types of updates or issues are off limits for discussion?
- ▶ Consider points of conversation that are a good fit with your image, and stakeholders but also meaningful to your target audience.

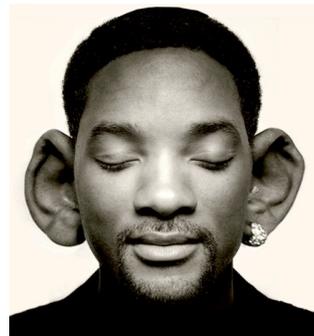




Two ears and one mouth

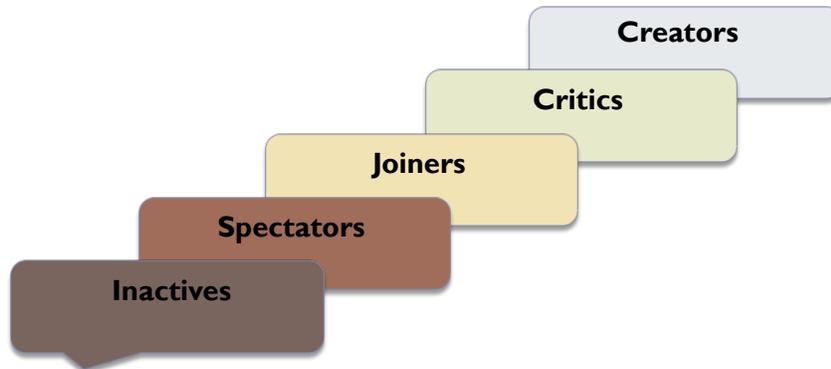
Listening is imperative to a successful social media program. Social media are a virtual goldmine of opinion, thought and feedback that can inform how you provide services and reach new audiences.

Do not be afraid of the impulsive, unfiltered and familiar nature of conversations in social media. These can provide candid and intensely human input that can't be mined elsewhere.



The 5 Ws of Listening

Who: You need to understand who is talking about you or your issues. Are they an influencer? Where do they fall on the *ladder of engagement*?



The 5 Ws of Listening

What: What are your stakeholders saying about you? Are they reacting to an experience they had with your agency? Is what they have to say positive, neutral or negative?

Where: Forums, blogs, twitter? Can you insert yourself in those spaces? Remember, creating conversation where none existed before is much harder.

When: When are they talking about you? Are they event-driven? After a new blog has posted?

Why: This "W" looks inward – why are we doing this again? This is where you digest what you've heard, go back to your strategy and adjust if necessary.

Engagement - How do you begin?

You already know how to talk on social media.

▶ Professionally, you possess the skills to speak on behalf of your organization and cause with poise, authority, and the necessary restraint.

▶ Personally, you know how to talk to family, friends, and acquaintances as well as how to differentiate your tone for all three.

Remember there is no right, standard way to engage – the “right” type of engagement for you is defined by the goals you set for your social media involvement.



Engagement



Getting involved in the conversation surrounding your issue helps to establish yourself or organizational experts as thought leaders from an organization that cares.

At the end of the day, you're providing a service that solves a deep human problem, and sharing your knowledge about how to solve that problem – outside of raising money or promoting services– will create **trust**.

Content is Queen

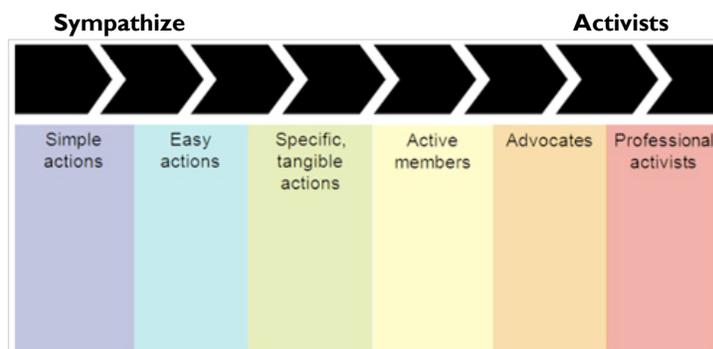
Creating content and adding to ongoing conversations will provide a wealth of perspective to both your organization and your target audience. When strategizing, think of the types of conversations in which you'd like to participate. For example:

- ✓ General questions about services you provide.
- ✓ Requests for opinions on DV/SA
- ✓ Law and policy that impacts your issue
- ✓ Discussions/commentary on popular culture and news
- ✓ Added commentary or insight on national issue
- ✓ Guest post opportunities from members and allies
- ✓ Reblog/post content (as appropriate)



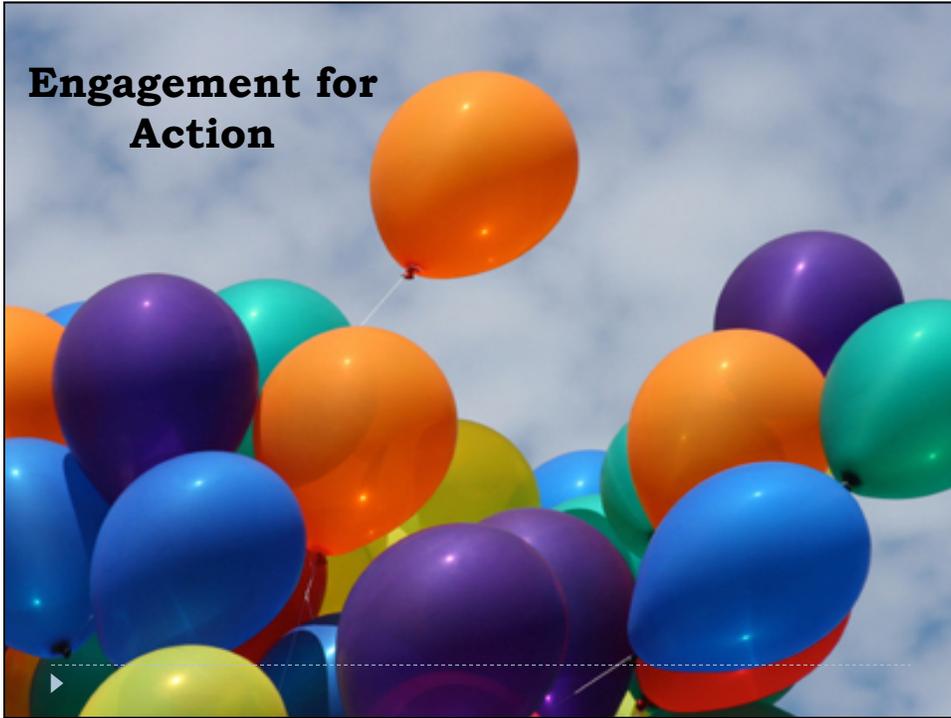
Note: reposting your press release is not good content.

Create content across the spectrum



Source: Beth Kanter

Engagement for Action



Quick Backstory:



About four months ago, the nearly constant but usually *impossible* threat to defund Planned Parenthood became *possible*. In response, Planned Parenthood launched the biggest, most integrated in every way, campaign in their history.

Engaging for Action

- ▶ We identified our people – everyone who cared about women’s health, the economy, health care reform, choice, progressive nonprofits.
- ▶ We used whatever was at our disposal including house-made videos to inspire grassroots action.

Planned Parenthood

We wrangled a real-life PP staffer to show you how easy it is to use "click-to-call" to call your representative. Check out the site (<http://www.ppaction.org/CallCongress>) and if you're unsure of what to say, just put your own stamp on our talking points. Make it your own!



Call Congress, it's easy!

Call Congress: Tell your representative to protect Planned Parenthood and Title X Funding for women's health. It's super easy and pretty fun to call your representative. Just dial 202-730-9001 or visit <http://www.ppaction.org/CallCongress> to access click-to-call and some helpful talking points. It o...



Engaging for Action

- ▶ We outlined our goals, which developed over the campaign to incl:
 - ▶ Field organizing
 - ▶ Earned media
 - ▶ Urgent direct response fundraising
 - ▶ Supporter calls/emails to Congress
 - ▶ Lots of shares via social and email to tell OUR story.

I STAND WITH PLANNED PARENTHOOD

AN OPEN LETTER TO CONGRESS

BREAKING: House votes to bar Planned Parenthood from federal funding

The Nation

I STAND WITH PLANNED PARENTHOOD ACTION F.U.D.

COSMOPOLITAN

Your Sexual Health is at Risk

In the next few days, the House of Representatives will meet in Washington, D.C. to decide whether or not to pass a bill that could shut down hundreds of clinics and health centers across the country, and leave your sexual health in jeopardy.

The Title X Abortion Provider Prohibition Act, proposed by Republican Mike Pence, would eliminate all federal funding for Planned Parenthood. So what exactly does that mean? Planned Parenthood, and eventually many other health clinics, could be forced to shut their doors. And young women would lose access to things like HIV tests, HPV and cancer screenings, affordable birth control, and prescriptions to treat STDs.

Just how important is that federal funding? Last year, that money (which would dry up completely if the bill is passed) went toward 2.2 million Pap tests, 2.3 million breast exams, and over six million tests for STDs.

"This is very extreme," a spokesperson for Planned Parenthood told Cosmo. "And it could affect millions of young women since Planned Parenthood and clinics like it are often the only affordable option when it comes to getting the Pill or annual gyno check-ups." In fact, Planned Parenthood estimates that six in 10 women in this country use health centers similar to Planned Parenthood for care.

The bottom line is that should the bill pass, more women will experience unwanted pregnancies and

Engaging for Action

- ▶ The online strategy for the response effort looked like this:
 - ▶ Massive, aggressive and cohesive action
 - ▶ “War room”
 - ▶ Levels and layers of engagement
 - ▶ Allow the campaign to ebb and flow naturally
 - ▶ Enhance and amplify what’s happening within and without the organization
 - ▶ All hands on deck willing to do ANYTHING

Engaging for Action

- ▶ We used all of the tools at our disposal from email, Twitter, Facebook, YouTube, Flickr, a blog, and SMS/Text to a giant pink bus that took the campaign offline.





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