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Using Facebook & Social Media to Power Up your Engagement

Barbara Talisman



Initiate the Relationship

Initiate the Relationship by reaching out to the places where your target audience aggregates

Motivate Visitors to take a specific action by optimizing your web presence to drive response



Activate alumni and parents and empower them to become advocates for your organization

Facilitate the Relationship by leveraging the web as a platform, not just a channel



Initiate the Relationship...

- What do we need in order to successfully continue the relationship with the visitor?
- Permission to continue the conversation
- Email addresses
- Awareness of social media outlets
- Engage them in the communication with you and others



Target Audiences

- Identify your supporters that are social influencers and develop specific messaging to motivate them to become advocates
- Segment by influence, prioritize by potential
- Passive Majority
- Engaged Minority
- Connected Authority



Online Listening

- Social media policy – See OCS guidelines
- Who will do the listening and responding?
- What is your response policy to criticism/praise/questions?
- How much time is allocated?
- How will you analyze and share results?
- What are the benchmarks to measure usefulness?

Beth Kanter, *Listening Literacy*

Strategic Engagement Plan



Ask Age? Gender? Geography? Socioeconomics?
 Profile the online behavior of your constituents
[Forrester's Consumer Profile Tool](#)

Choose a single, measurable objective that is most important. If secondary objective must be met, it remains 2nd.

| | |
|-------------------------------|---|
| Audience Description - | 40-50 year old, upper-middle class female |
| Primary Objective - | Cultivation, Constituent Engagement |
| Secondary Objective - | Constituent Relations |
| Known Constraints- | # of staff admins? 1 Daily Time Allotment? 30 min Budget? \$0 Existing SM Policies? No policy manual |
| Summary of Strategy - | 1/12th - News Outlet 11/12th - Cultivation and engagement Content discovery and republication, focusing on constituent-centric engagement strategy that attempts to maintain an 12 to 1 ratio of updates that focus on friending and following. Daily effort to friend/follow/engage |

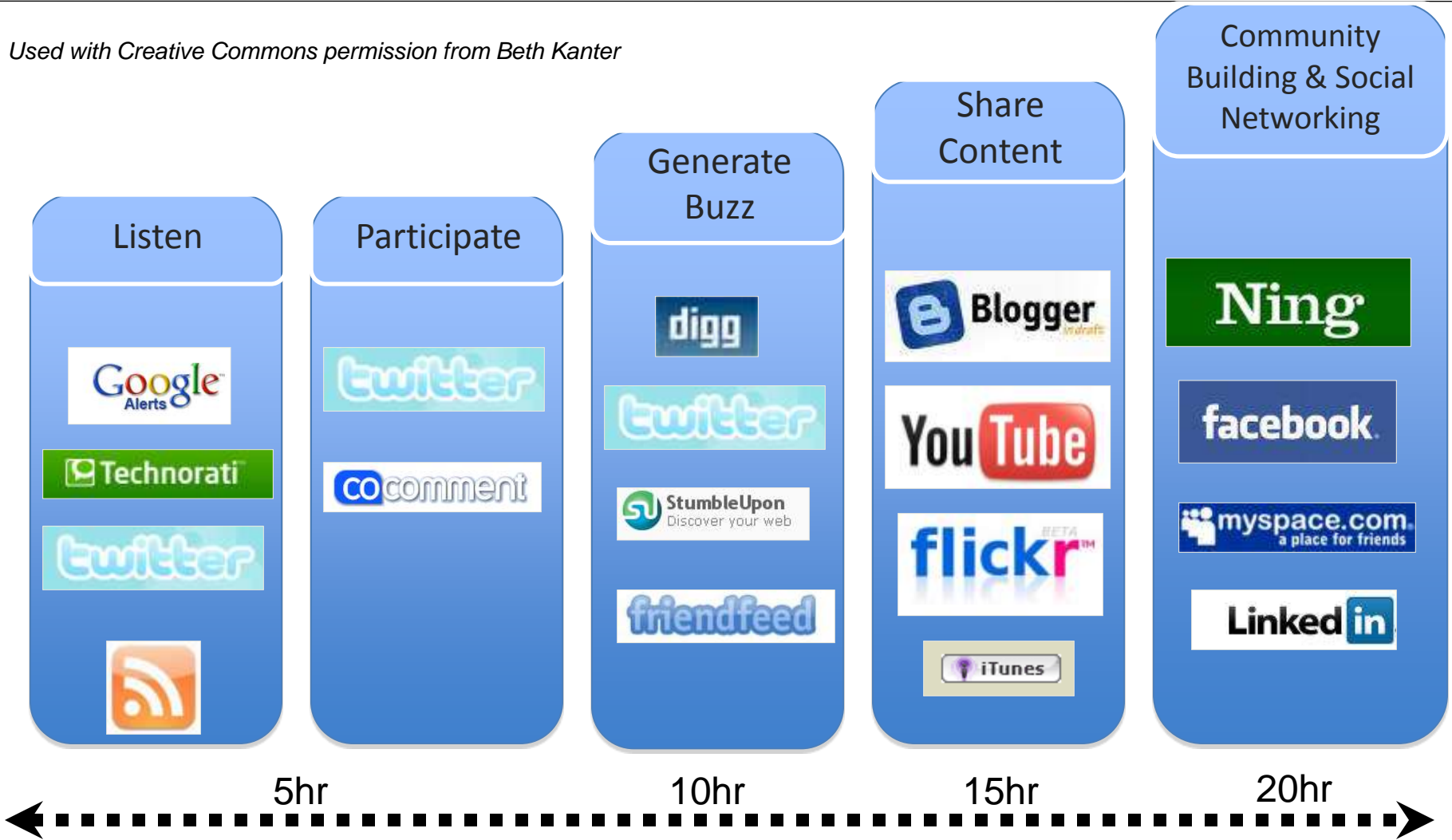
An overall strategy must be informed by your audience, objectives and constraints.

Strategies are different than tactics.



Tactics – Tools - Time

Used with Creative Commons permission from Beth Kanter



Less Time

More Time



Measurement

- Facebook.grader.com
- Insights on Facebook for Admins only
- Interaction
- Measure links from Facebook to website
- Surveys
- Base line onward



Groups v. Fan Pages

- ❑ Unlike groups, **fan pages are visible to unregistered people and are thus indexed** (important for reputation management)
- ❑ Unlike pages, **groups allow to send out “bulk invite”** (you can easily invite all your friends to join the group while with pages you will be forced to drop some invites manually)
- ❑ Groups are thus better for **viral marketing**, meaning that **any group member can also send bulk invites to the friends of his**
- ❑ Pages are generally better for a **long-term relationships** with your fans, readers or customers
- ❑ Groups are generally better for **hosting a (quick) active discussion** and attracting quick attention



Groups v. Fan Pages

| | Groups | Pages |
|--------------------------|--------|-------|
| Mass Messaging | ✓* | ✗ |
| Indexed By Google | ✓ | ✓ |
| Stream Publishing | ✓ | ✓ |
| Targeted Stream Posts | ✗ | ✓ |
| Targeted Updates | ✗ | ✓ |
| Support For Applications | ✗ | ✓ |
| Membership Restrictions | ✓ | ✗ |
| Event Inbox Messaging | ✓ | ✗ |
| Engagement Metrics | ✗ | ✓ |
| Promotional Widgets | ✗ | ✓ |
| Vanity URLs | ✗ | ✓ |

* messaging is restricted once a group grows past 5,000 members.

Source: AllFacebook.com

Choose Your Privacy Settings



Connecting on Facebook

Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook

These settings control who can see what you share.

| | Everyone | Friends of Friends | Friends Only |
|--|----------|--------------------|--------------------------------|
| Everyone | | | |
| Friends of Friends ✓ | | | |
| Friends Only | | | |
| Recommended | | | |
| Your status, photos, and posts | | • | |
| Bio and favorite quotations | | • | |
| Family and relationships | | • | |
| Photos and videos you're tagged in | | • | |
| Religious and political views | | | • |
| Birthday | | | • |
| Permission to comment on your posts | | | • |
| Places you check in to [?] | | | • |
| Contact information | | | • |
| <input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag | | | |
| Customize settings | | | ✓ This is your current setting |





- <http://www.facebook.com/pages/YWCA-USA/127821707877>



Used to schedule updates to multiple locations



The screenshot shows the Hootsuite interface with a calendar for February 2010. The calendar highlights the 21st and 28th. Below the calendar, there are several social media feeds, including a Home Feed with tweets from LandonBell, brettitford, yourhero, and amanda. There are also sections for Mentions, Direct Message (Inbox), and Pending Tweets.

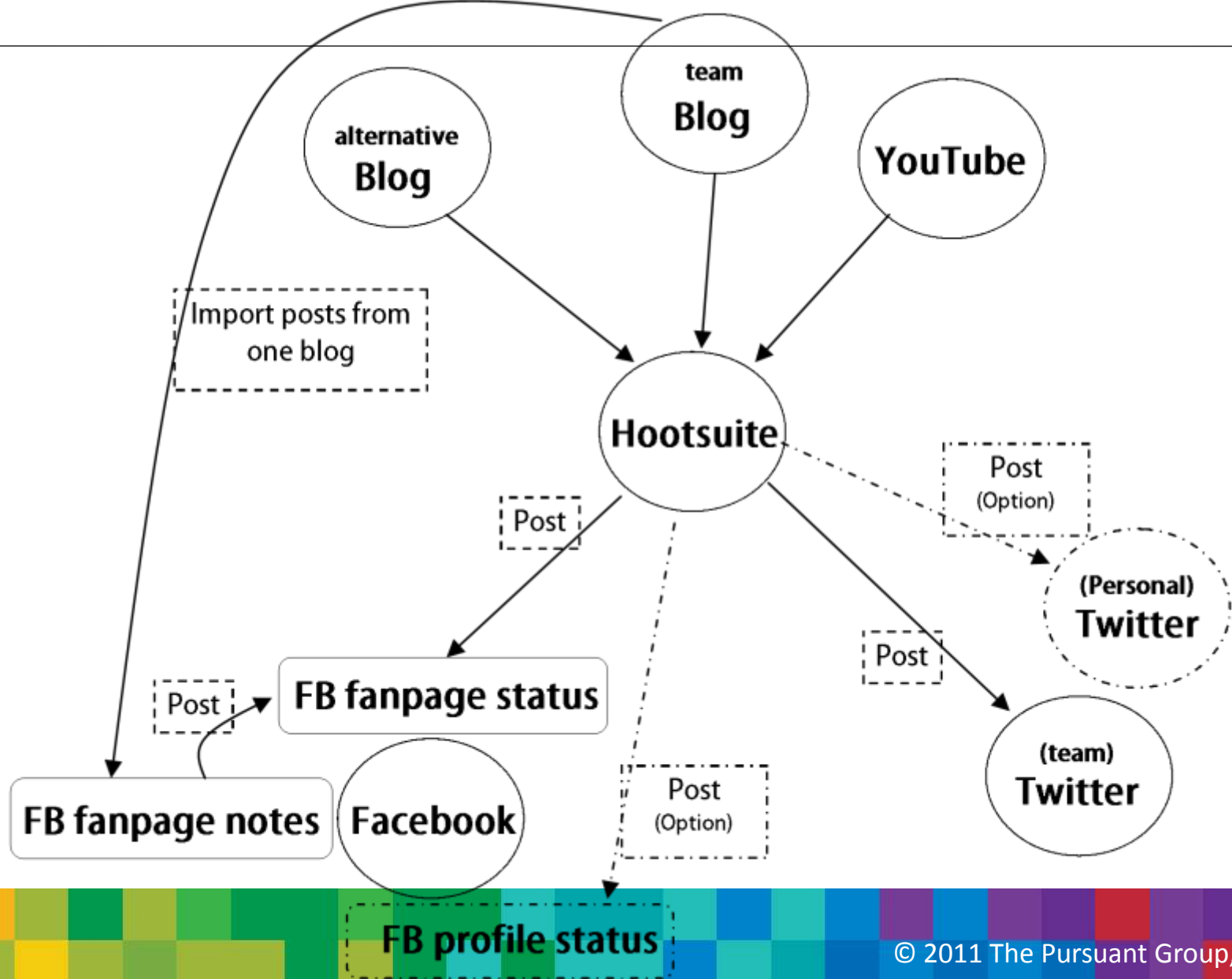


The screenshot shows a statistics report for the user 'brenthaeseker'. It includes a line graph titled 'Stats for Jun 01, 2009 12AM to Jun 20, 2009 11PM (295 Total Clicks)'. The graph shows daily clicks over a 20-day period. Below the graph, there are sections for 'Users on this account', 'Administration', and 'Support HootSuite!'.

Feedback and Statistics
Measure effectiveness
through easy reports



Visualize Your Workflow





Tactical Matrix

| TACTICAL MATRIX - | Infrastructure Tactics | Listening Tactics | Content Tactics | Friend/Follow Tactics | Engagement Tactics |
|-----------------------------|--|---|---|---|---|
| Overall | SET UP – YouTube channel SET UP - Hootsuite.com SET UP - Gmail account for admin/signups SET UP – Disqus - Comment moderation efficiency | SET UP - GoogleReader - Read/Scan Alert feeds - 10 Minutes M,R | Others Found Content scheduled for daily publish thru Hootsuite - 8 Minutes M,R Cross Promote in specific channels with other channels on rotating basis 3 Minutes W | Find and follow (in FB/Tw) constituents, using gmail contact list - 10 Minutes every other F | |
| Blog Specific | SET UP - WordPress to Hootsuite SET UP – Add “comments with #” link to front page entries, Add “Blog” nav to homepages SET UP - WordPress to Disqus | Technorati.com keyword search, blogs fed to Google Reader - 5 Minutes T | Existing Internal Strategy | Google alert and Technorati.com discovered blogs fed to Google Reader - 3 Minutes T | Comment on others discovered blog posts- 15 Minutes T |
| Facebook (Profile) Specific | | Scan recent newsfeed for mission oriented content being shared 3 Minutes F | Reshare any discovered content (attributing it to the friend who you discovered it from) with facebook @reply 2 Minutes F | Scan friend requests and approve all real people, block spammers, ignore others- 1 Minute daily | Engage informally with full awareness of your blended online persona- Unscheduled Daily |
| Facebook (Pages) Specific | SET UP - Hootsuite to Northwoods League fan page | Scanning read of wall and discussion board comments- 2 Minutes Daily | | Invite recent Profile friends to fan pages, with status update rotate biweekly invite to various fanpages - 5 Minutes every other F | Reply to any comments, questions or discussions- 2 Minutes Daily |
| Twitter Specific | SET UP - Hootsuite to Northwoods League twitter SET UP - Keyword searches in Hootsuite | SET UP - Keyword searches to Google Reader - Scanning read @replies or Direct messages- 2 Minutes Daily | | Scan followers and follow back all real people, block spammers, ignore others- 1 Minute daily | Reply to any @Reply or DM- 2 Minutes Daily RT content, @reply user (and follow user) from keyword hootsuite searches 5 Minutes M,R |
| YouTube Specific | SET UP - Establish standing request for native video from all internal sources SET UP - YouTube to Hootsuite | Monitor comments on uploaded videos- 5 Minutes W | Upload native videos with full description and tags - 10 Minutes W | Youtube.com keyword search and subscribe to mission oriented content providers- 5 Minutes W | |



Daily Tactics

Monday

Tuesday

Wednesday

Thursday

Friday

| | | | | | |
|-------------------|--|--|--|--|--|
| Google Reader | Read/Scan -10 | add feeds - 3 comment on blogs - 15 | | Read/Scan -10 | |
| Hootsuite | Schedule Updates -8 RT and Follow - 5 | | | Schedule Updates -8 RT and Follow - 5 | |
| Facebook Profile | accept friends - 1 | accept friends - 1 | accept friends - 1 | accept friends - 1 | friend using gmail – 10 every other week scan newsfeed/ reshare - 2 accept friends - 1 |
| Facebook Fan Page | read/reply to comments - 4 | read/reply to comments - 4 | read/reply to comments - 4 | read/reply to comments - 4 | read/reply comments - 4 invite friends to fan - 5 every other fri |
| Twitter | Reply to @ & DM - 4 Follow back - 1 | Reply to @ & DM - 4 Follow back - 1 | Reply to @ & DM - 4 Follow back - 1 | Reply to @ & DM - 4 Follow back - 1 | friend using gmail – 10 every other week Reply to @ & DM - 4 Follow back -1 |
| YouTube | | | Monitor comments - 5 Upload vids - 10 search/subscribe - 5 | | |
| Technorati | | search for feeds - 5 | | | |
| Overview | | | cross promote - 3 | | |

Minutes

33

33

33

33

28



Sharing Content

- Take time to create content that addresses any recurring questions your constituency is asking. **This content does not necessarily need to relate directly to the mission of your organization.** You are preparing content that will be genuinely helpful.
- Listen for where and when your content can be used to help a conversation or answer a question.
- Answer the questions by directing people to the content you have created.



Engage on Your Page

- Establish credibility within your engaged following network of people
- Once established, the group of people you are in conversation with will begin knowing where your expertise lies.
- Inviting an engaged follow-ship into a custom social network becomes easy. Be sure to determine the kind of community or social network you open is based on the people, objectives and strategy you have established.



Tactical Matrix

| TACTICAL MATRIX - | Infrastructure Tactics | Listening Tactics | Content Tactics | Friend/Follow Tactics | Engagement Tactics |
|-----------------------------|------------------------|-------------------|-----------------|-----------------------|--------------------|
| Overall | | | | | |
| Blog Specific | | | | | |
| Facebook (Profile) Specific | | | | | |
| Facebook (Pages) Specific | | | | | |
| Twitter Specific | | | | | |
| YouTube Specific | | | | | |



Daily Tactics

Monday

Tuesday

Wednesday

Thursday

Friday

| | | | | | |
|-------------------|--|--|--|--|--|
| Google Reader | | | | | |
| Hootsuite | | | | | |
| Facebook Profile | | | | | |
| Facebook Fan Page | | | | | |
| Twitter | | | | | |
| YouTube | | | | | |
| Technorati | | | | | |
| Overview | | | | | |



Resources

- <http://smashingwebs.com/2010/01/create-a-welcome-page-for-your-facebook-fan-page/>
- <http://www.searchenginejournal.com/facebook-group-vs-facebook-fan-page-whats-better/7761/#ixzz1DgGl4u6O>



Need More?



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