

Social Media: How to utilize and maximize ROI



harvest
of knowledge
partner conference
leading together

March 2015



How things have changed! In 1991, we didn't have....



World Wide Web
DVDs
Satellite TV
Mobile phones
PDAs
Tivos or DVRs

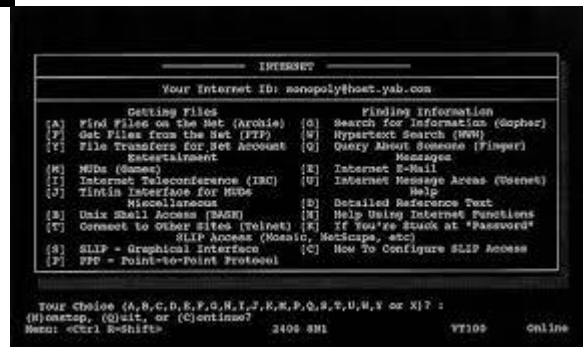


Digital cameras
iPods
Playstations
Wii game
Blogs



1993

In 1993, 50 million people used the Internet and there were a little over 100 websites



This is what being friends online meant



The World before 9/11



9/11

It is reported that \$1.4 billion was raised for 9/11 charities



Of that \$215 million raised online



2004 Tsunami Disaster

\$1.6 billion raised for tsunami relief



Of that \$311 million raised online



2005 Hurricane Katrina

\$3.7 billion was donated in the wake of Hurricane Katrina



5 nonprofits raised \$257 million online



In 2009....

- 230 million Americans had Internet access and 93% had high speed
- 228 million had a mobile phone
- 1.6 billion people worldwide are connected to the Internet with less than 25% of those located in North America



2010 Haiti Earthquake

\$1.3 billion raised to aid earthquake survivors

In 2010, the American Red Cross raised \$31 million via text messaging



FYI: In 2009, only \$4 million was raised by all charities via mobile phone texting



2013

April 15: Boston Marathon Bombing

Within six days reported \$1 million raised online in individual fundraising efforts

Brooke Gibbs used GoFundMe.com to raise more than \$300,000 from 7,906 users in just three days for Jeff Bauman Jr.



2014

ALS: Ice Bucket Challenge

One month (July 29-August 29)

\$100+ million raised (compared to \$2.8 million)

3 million donors

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue square background.

Technology Giving Trends

- Larger percentage of disaster relief financial support is coming via technology means
- Majority of these gifts are from new donors
- Upwards of 90% are asking not to be contacted again by relief organizations
- Nonprofit organizations of all sizes are collecting relief funds online but might not be a tool for nonprofits with a smaller budget
- Younger donors are more likely to use a charity's website to respond to a direct mail appeal (50%)



Comparisons



It took telephones 71 years to penetrate 50% of American homes

- It took electricity 52 years....
- It took television 30 years....
- It took the Internet 10 years....
- DVDs took 7 years
- Facebook had 200 million users in 5 years





Fun Facts....

From the beginning of time until 2003...

- In 2008, **Google** indexed information equivalent to the entire Library of Congress every four hours!
- AND Google ad revenues matched the combined advertising revenues of the 5 broadcast networks (ABC, CBS, NBC, Fox and CW)



Top Social Media Tools

Used by Charities for Online Fundraising



Facebook: 58%

Twitter: 42%

YouTube: 36%

Blogging: 18%

Text Messaging: 15%



Challenges and Opportunities

- ✓ Social media is here to stay
- ✓ Need to utilize and harness
- ✓ Need policies for use
- ✓ Need a strategic approach



Staff Involvement is Necessary

- Consider having a dedicated person (i.e., volunteer or staff member)
- Encourage all staff to be on social media
 - Repost/share
- Leader's role in social media



Tools For Success in Social Media

- Did you know 94% of American households have shopped online – your nonprofit needs to have a presence online and on social media
- Your volunteers, community and the media are online and on social media.
- First – remember to make is simple



Specific Ideas: Tips of the Trade

- Website: keep up to date
- Use what you have including outgoing email
- Let people know where to find you
 - Put your website, Facebook and Twitter on everything as well as LinkedIn, Instagram, etc.
 - Remaining current is crucial
- Specific messages: original and reposting



Specific Ideas: Tips of the Trade

- #hashtags
- Access your dormant networks
- Provide “Opt-In” opportunities always...and opt-out
- Find ways to drive traffic to your website, Facebook and Blog (i.e., contests, etc.)
- Build a Community
 - Collect emails and other information constantly
- Texting and large captive audiences



Increasing Volunteers

- Potential volunteers on using social media
- Consider virtual volunteer opportunities
- Online posts with photos and tagging
- Selfies with volunteers
- Posts with “key” leaders and high profile personalities



Media Access

Creating Marketing Opportunities

- Reporters and media are online and social media
- Interviews secured by being on social media
 - LinkedIn: key to search



Expanding Awareness

- Post to social media
- Share and “like”
- Tweet to “key” entities
 - Examples
 - Amtrak
 - Kmart



Good to Great



Dinosaurs are extinct!

Remember...

“How an organization reacts to technological change is a good indicator of its inner drive for greatness versus mediocrity.”

Jim Collins



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