

A stylized, colorful illustration of a landscape. The foreground features rolling green hills with dark brown soil patches. On the left, there is a green tree with rounded foliage, a purple flower, and an orange flower. A small red bird is flying in the sky above the tree. The background consists of wavy, layered blue lines representing a sky or water. The overall style is modern and artistic.

Social Media for Social Change

April 14, 2015

Your Presenter: Emily Garman



COO, Oklahoma Media Group
Founder, The Social Animal
Marketing and fundraising consulting, nonprofit
website development nationwide



What we'll cover

- Why social media works so well for advocacy & social change
- Should you – CAN you – be EVERYWHERE?
- Twitter & Facebook
- Social Media Monitoring
- Social Policies
- Other Internet Tools You Need to Know About
- Your Questions

Social Change



What do these visions have in common?

“Women are always respected”

“Men take as much responsibility for their children as women do”

“No person experiences violence anywhere”

“All children are raised in safe, loving homes”

They all require
a change in
human behavior.



How has social media changed human behavior?

- Allows us to "brand" ourselves (like car bumper stickers)
- Shows us what is acceptable and what is not
- Stretches the "middle" by widening the
- Provides a global discussion forum
- Allows us to lie
- Finding information about anyone is easy
- Trains us to expect instant gratification
- Individuals, orgs, public officials all und



What is social change?

A significant and sustained transformation of societal behavior patterns and cultural norms over a period of time.

Social change starts with an individual, moves to a group, and then becomes societal.

How Social Change Happens



That's why sharing memes is not very effective, and it's not *enough*.



Personal Stories that resonate emotionally make the biggest social media impact.



So, how do you do it
with social media?



You tell **STORIES**.
Where?

Do you need to be on EVERY site?



No. You DON'T.

- What do you WANT to do?
- What do you have TIME and RESOURCES to do?
- What can you REALISTICALLY do?
- Social media exists for **you** and **your message**—you don't have to be a slave to it.





Facebook



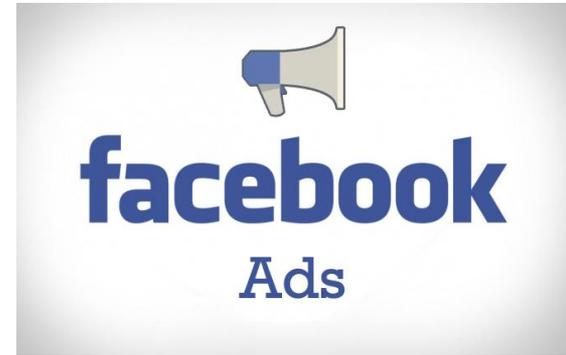
Facebook



- If you're not using ANY other social media site, use Facebook.
- 1.39 billion users worldwide (as of 2/15)
- 890 million daily users
- Orgs should have PAGES (and use GROUPS & EVENTS) but not PROFILES
- Fastest-growing demographic is women over 40
- Facebook is perfect for nonprofits because it's (relatively) easy, free and everyone's using it.

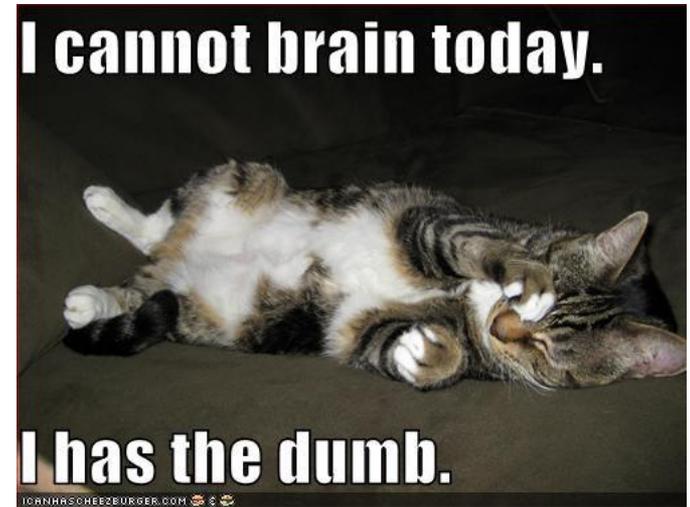
How to get “likes”

- Start asking people!
- Have a “fan drive”
- Pay for Facebook ads (see me after for more on this)
- Post content that is highly engaging
- Post and interact on other pages



What kind of content does best on Facebook?

- Think about what YOU like to see and share
- Pictures and video do better than text
- People don't like ALL sad stories...
- Stories that forge emotional connections, that people can identify with
- And also cats



Using Twitter Effectively



Why Tweet, anyway?



- It is the first source for news and information
- Reporters troll Twitter looking for story ideas
- Drives traffic to you blog/website/event page
- Make professional/industry contacts
- Be regarded as an expert and resource
- Learn new stuff

How about #Hashtags?



- Hashtags are “shorthand” for aggregating information
- Used for breaking news stories, trending topics, events/conferences, etc.
- Great way to find and sort information in the vastness of Twitter



Results for #childabuse #Oklahoma



Tara Dodrill @Tara_Dodrill · Mar 29
Oklahoma Man Kidnaps 3 Teens Gets Two Of The Girls Pregnant [po.st/sLPqYL](#)
via @TheInquisitr #childabuse #rape #oklahoma #crime

Inquisitr News



Oklahoma Man Kidnaps Three Teens, Holds Them Captive For Months, Gets...
Oklahoma man Gregory Zavala kidnapped three teenage girls and held them captive inside his
parents rural home for for many months over the course of the last
[View on web](#)



Tara Dodrill @Tara_Dodrill · Mar 26
#Oklahoma man kidnapped & held captive 3 teen girls, got 2 of his #rape
victims pregnant [inquisitr.com/1957554/oklaho...](#) #childabuse #gregoryzavala

[View summary](#)



Judy Morris @judymorris3 · Feb 11
Cop Charged in Beating that Left a 7-Month-Old Baby with Brain Damage
#Oklahoma #ChildAbuse [fb.me/1HZRKGluc](#)



Anti Animal Abuse @AAAKAStopAbuse · Dec 19
7 children needed help before this... Sonia Kubisak -- Pushmataha County
#Oklahoma
#AAAKA #childabuse [ktul.com/story/27674506...](#)



Anonymous @Anon_OpSK · Oct 11
2 teens #Wishlist #Tulsa #Oklahoma Check it out > [prntscr.com/4vd0ta](#) Can U
help pl0x?

#childabuse

#Op SafeKids
#Tulsa #Oklahoma 2 teens need YOUR help...

VIA The Demand Project "We have 2 girls that are currently in need of help. They were
part of a recent (within last 2 weeks) LE op in Tulsa that lead to their rescue. They are
now involved with The Demand Project's VAST Restoration program. Both just turned 18
(one has a baby).. they have little to no items & need us to help. Here is their list..

IF you can help - contact our Executive Director at Kristin.Weis@thedemandproject.org.
We'll need you to bring the items to our location. Kristin can also be reached at 918-640-
3808. The girls wrote this list..... " * _"

[View photo](#)



Never Defenseless @Defenseless_NO · Sep 8
#Foster mom charged with #ChildAbuse #Murder in the death of toddler!!
#BrokenArrow #Oklahoma [daily.m.ai/YbjTml](#)



Never Defenseless @Defenseless_NO · Aug 25
Bikers against #ChildAbuse of #Oklahoma "#Empowering Children Since 2003"
[oklahoma.bacaworld.org/baca-of-oklaho...](#)



OK Foster Wishes @OKFosterWishes · Apr 23
See you tomorrow! All the cool kids will be there! @111Project #foster
#fostercare #childabuse #childwelfare #oklahoma us7.campaign-archive1.com
/?u=185a2804225...



Diana Winslow MSW @Cultiv8Hope · Apr 20
Policy, custom, or law: #Oklahoma courtrooms [examiner.com/article/policy...](#)
#familycourt #murder #death #childabuse #preventable #rights



Lucky Daniels @TheLuckyDaniels · 26 Mar 2014
Omw to #oklahoma #oklahomacity for my nephews #childabuse case Friday . .
#prayers #prayerchain... [instagram.com/p/mAZohHjylp/](#)

Logistics of Twitter



- Use a free tool like TweetDeck or Hootsuite to manage your Twitter searches, feeds & communications
- Spend 15-30 minutes a day, dip in, dip out (you can't keep up with everything!)
- Start following similar orgs, national leaders in your field, local nonprofits, celebrity spokespeople, etc.

A stylized, colorful illustration of a landscape. In the foreground, there are rolling green hills. On the left, a small brown stem with two leaves grows from a hill, topped with a large, multi-layered flower in shades of purple and pink. The background consists of light blue and white wavy bands representing a sky or distant hills. The text 'Social Media Policies' is centered in the middle ground.

Social Media Policies

Why have a policy?

- Protects your org from the actions of volunteers & staff who may not always use good judgment
- Gives you a road map of approved actions and protocols when something happens...
 - Someone posts a video or photo of abuse on your social media
 - Someone requests help on your social media
 - Someone has questions or is looking for details about a news story or case your organization may be handling

Where to get a policy?

- Ask other orgs what they are using (copy/paste/edit)
- Have a lawyer on your board?
- Seek out pro bono services from lawyers or firms
- Draft one in “real English” first
- Google! (but run it by an attorney first)

OTHER
TOOLS &
COOL
STUFF



Wufoo.com



The screenshot displays the Wufoo.com website. At the top left, the Wufoo logo is prominently displayed with the tagline "The Online Form Builder". Below the logo are three buttons: "Sign Up for Free!", "Demo", and "Tour". The main content area is divided into two sections. The left section, titled "The Introduction", provides a brief overview of the service, stating that it is a web application that helps users build online forms, automatically builds the database, and handles the backend. It also mentions that users can host everything on their own web browser. The right section features a grid of nine feature cards, each with a title and a brief description: "Custom Branding" (Bring your own logo), "Instant Notifications" (Sign read notes up please at email), "Logic & Branching" (Hide the forms so users get it right), "Payment Integration" (Charge credit cards securely), "Advanced Analytics" (Improve your conversion rates), "Spam Prevention" (Protected with Smart Captcha™), "Upload Files" (Accept docs and attachments...), "Prebuilt Templates" (150+ templates and themes), and "User Management" (Give clients their own access). At the bottom of the page, there is a row of logos for various brands that use Wufoo forms, including Amazon.com, net, SONY, BEST BUY, Microsoft, American Red Cross, NATIONAL GEOGRAPHIC, twitter, and Disney. Below these logos, the text reads: "Our forms are trusted by some of the most popular brands on the web."

- Wufoo – online form builder (contact us, volunteer applications, etc.)
- Free account or \$14.95/mo
- Can work as a payment processor!

Animoto.com

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Turn your photos, video clips, and music into video masterpieces to share with everyone.

[Sign Up](#) free

[Explore product features](#) →
[View sample videos](#) →

Featured by:

- online tool for making video slideshows set to music out of still photos
- Free account (30 second videos)
- Plus account - \$30/year (*free for 501(c)3 – just ask*)

Software and hardware donations

Microsoft Office: \$16

Norton Antivirus: \$4

Photoshop: \$25

Flickr Pro: Free

Windows 8 OS: \$9

E-Tapestry: \$60



techsoup.org
the place for nonprofits and libraries

Email Marketing

- More people open and read email than use any social media platform
- Email allows people to receive information **they specifically want** (list segmentation)
- Very easy (and free) to set up
- Post every email on your social media sites, encouraging people to signup

Mailchimp.com



MailChimp LOGIN HERE or SIGN UP FREE

FEATURES PRICING CUSTOMERS RESOURCES SUPPORT ABOUT US BLOG SEARCH

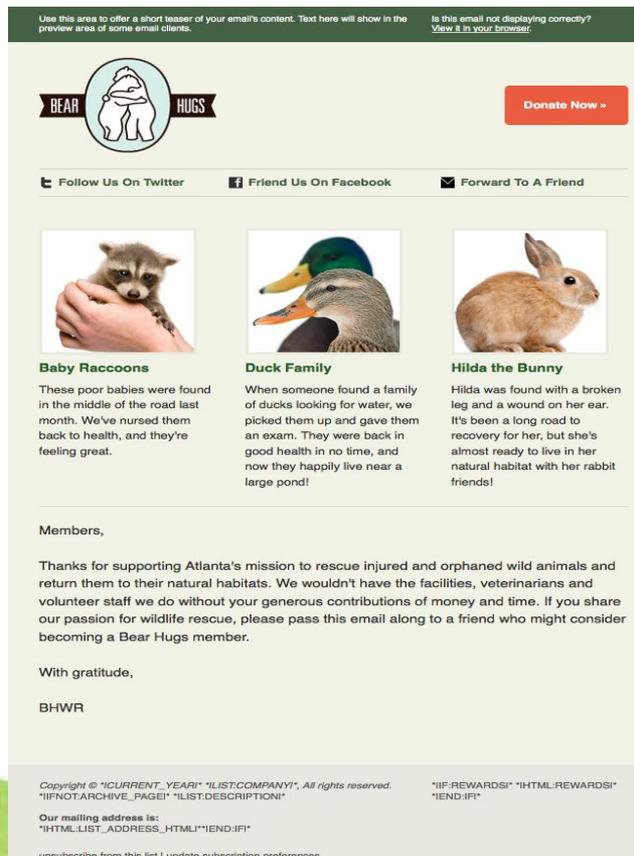
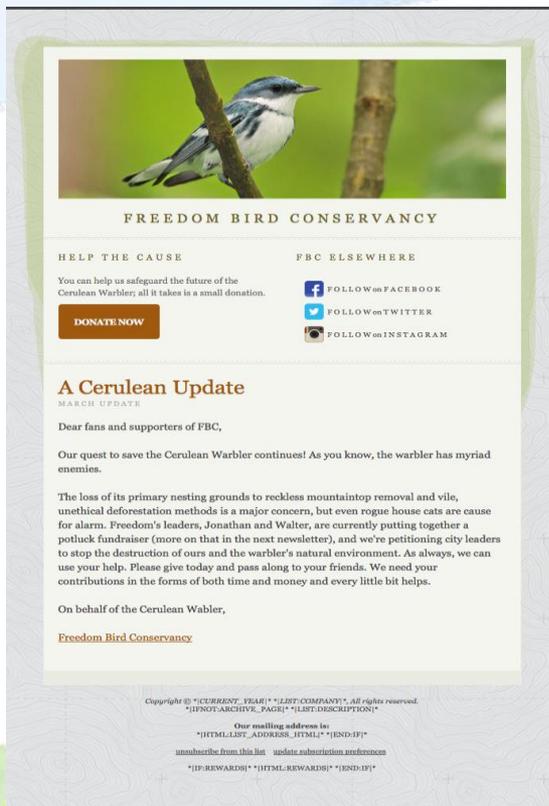
We Make Email Marketing Easy & Fun For Over 80,000 Users

Start sending effective email campaigns free **signup**

Manage Your Subscribers Design Beautiful Emails Track Your Campaigns Free Subscribe Forms

The image shows a screenshot of the Mailchimp website. On the left is a cartoon monkey mascot wearing a blue cap and carrying a blue satchel. To the right are two overlapping screenshots of the Mailchimp admin interface. The top screenshot shows the 'Reports' section with a line graph titled 'campaign performance overview' and a table of campaign data. The bottom screenshot shows the 'Dashboard' with a 'Create Campaign' button and a 'List Growth' bar chart. The interface includes navigation tabs for 'dashboard', 'campaigns', 'lists', and 'reports', and an 'account' section showing '\$18,200' in credits.

Easy-to-Use & Create Templates



Mailchimp Features

- Up to 2,000 email addresses on your list, it's FREE
- Has a great mobile app too (manage and track emails on your phone, and create them, too!)
- Plenty of easy widgets, so you can embed signup forms on your website and more
- SUPER EASY



Google Alerts

- www.google.com/alerts
- Set up keyword(s) searches, performed automatically
- Results are emailed to you
- Keep up with breaking news, mentions of your org, relevant local topics
- EFFORTLESS



In Closing...

- Your mission is to change human behavior.
- Social media is at the very forefront of rapidly and irrevocably changing human behavior—for every demographic.
- Have CONVERSATIONS, not CAMPAIGNS.
- If your message is not there, another one will be.
- It is your responsibility to use every tool available to you to make a difference.

Your Questions?



- Emily@OklahomaMediaGroup.com
- www.TheSocialAnimal.com

