Social Media for Social Change

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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”

“No person experiences violence anywhere”

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

“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 space between the extremes
- 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 under much greater scrutiny
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

- Exposure to idea/message
- Personal Experience
- Personal Transformation
- Social Group Transformation
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

• 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
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
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.
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)
Wufoo.com

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

- 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
Google for Nonprofits

- Allows you to participate in Google programs just for nonprofits—Google Grants, YouTube for Nonprofits, and Google Apps for free

- Must be a 501(c)3 to be eligible
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
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?

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