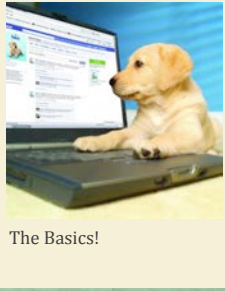


Social Media
for Puppies
and Kittens



The Basics!



So you're saying people will "Tweet" what they're having for breakfast?

And "upload" pictures of their breakfast to a "Facebook"?

And other people will look at the breakfast and make comments?

No offense, Future Man, but is everyone in your time a complete idiot?

Sorry to burst your bubble, fellas. Yes, that's the future.

What We'll Cover

- Facebook
- Twitter
- Instagram
- Pinterest
- Youtube
- Reasons for using each



What IS Social Media?



“The key to social media is that communication with consumers has shifted from speaking AT them to having conversations WITH them.”

-Nick O'Neill, SocialTimes.com

Some TOOLS of Social Media



Other Tools

- YouTube
- Craigslist
- Petfinder app and others
- SMS (texting)
- Email newsletters



You know you need to be using social media.

- Otherwise, you wouldn't be here.
- But maybe you're a little confused about how it all works.
- That's what this workshop is about.
- Not about the reasons or even the strategies...just explaining what it is and how it works.

Facebook

- If you're not using ANY other social media site, use Facebook.
- Will break 1 billion users worldwide in 2013
- 51% of Americans use Facebook
- Fastest-growing demographic is women over 40
- Facebook is perfect for nonprofits because it's (relatively) easy, free and everyone's using it.



Are you on Facebook the "Right" Way?

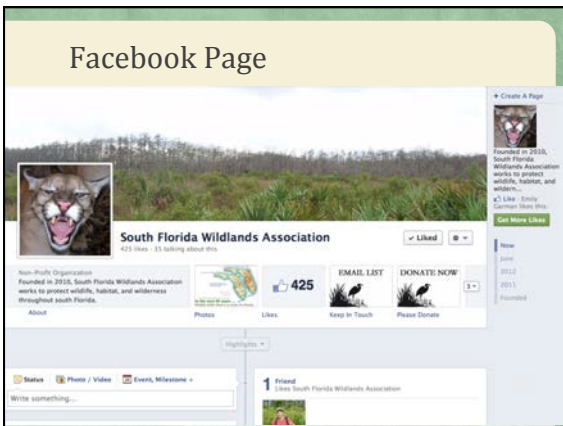
- Do you have a Page or a Profile?
- What about "Groups"?
- Does your organization Page have to be associated with your personal Profile? (some people have concerns about this)

Confused? Don't let it get you down...



	Profiles	Pages (Fan Pages)	Groups
Who's it for?	Real people	"Official" Orgs, businesses, celebrities, Nike, Microsoft, Coca-Cola, etc.	Members of an organization or company
Purpose	Personal networking, photo sharing, socializing, etc.	Broadcast information to fans in an official, public manner.	foster group discussion around a particular topic area
Pros		Official Can go viral Share photos, videos, etc. Fans can post	Can send emails More discussion Aggregate people with same interests
Cons		Can't send emails to fans Can't invite fans	Not for public






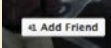


How do you know which you have??

- Do you have “fans” or “friends”?
- Pages have fans, People have friends
- If you have a “like” box, you have a page



Likes = page



Friends = Profile

Why is it set up this way?

- Facebook doesn't want businesses having the ability to market to individuals via private message
- Your profile can be deleted immediately and without warning because a business or organization have a profile violates Facebook's TOS

What if I'm set up WRONG?!?!?!?

- Don't panic.
- It's easy to switch!
- Convert your profile to a page, and all your friends become fans.
- I have a free video tutorial for this on my site.



Anatomy of a Facebook page



Tricking out your Facebook page



Your page settings

- Who will you allow to post?
- Adding other administrators
- Administrator levels
- Turning on/off on-page private messaging
- Whether people can tag your photos
- Allow replies to comments

How to post/comment “as” your page



How to get fans

- Start asking people!
- Have a “fan drive”
- Pay for Facebook ads
- Post content that is highly engaging
- Post and interact on other pages

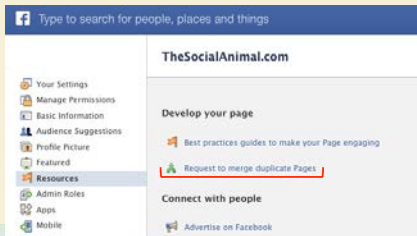
What kind of content does best on Facebook?

- Think about what YOU like to see and share
- Pictures and video do better than text
- People don't like sad or gruesome stories
- Remember that what is normal to YOU as an animal rescue person is NOT NORMAL to average people!

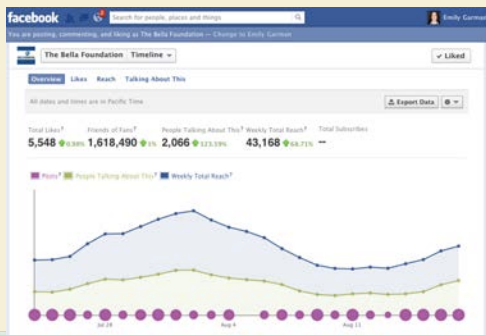


What if you have 2 pages?

- Sometimes a past volunteer or staff member may have created a page that you don't use any more.
- It is now possible to "merge" your pages.



Analytics - facebook "insights"



Analytics – facebook “insights”

Page Posts (updated 6 minutes ago)

All Post Types ▾

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
5/23/12	This sweet and fluffy boy is too...	960	73	28	2.92K
5/23/12	This sweet boy is looking for a ...	822	63	20	2.43K
5/23/12	Happy Tail!	219	62	13	5.94K
5/23/12	URGEN!!! We need your help! ...	689	45	14	2.02K
5/23/12	Meet Stacey, he is a young ada...	696	40	17	2.44K
5/23/12	This very tiny girl is looking for...	923	180	51	5.33K
5/22/12 (Sun 24)	Welcome home Willow	May 3 1,456	153	May 3 68	4.679K 11
5/22/12	Please share and repost! Miss...	1,021	29	24	2.35K
5/22/12	The Food and Drug Administrat...	1,115	68	34	3.05K
5/22/12	Happy Tail!	491	123	30	6.11K

Facebook “EdgeRank”

- ### In Real Terms...
- If I comment on your posts a lot, share them and like them a lot, Facebook “learns” that I like your page.
 - It will now show me your posts more often.
 - (this is true for people or pages)
 - If LOTS of people like, comment on and share your posts, Facebook “learns” that you produce valuable content, and will show MORE people your posts MORE often to MORE people.
 - LESSON: Produce valuable content.

Tagging



@start typing name of page you want to tag

What should be on your page

- ✓ Complete Info
- ✓ At least 2 admins
- ✓ Pictures, Links, Videos
- ✓ Donation Opportunity
- ✓ "Likes" of other pages
- ✓ Your adoptable animals (if applicable)
- ✓ Newsletter/contact signup
- ✓ Events
- ✓ Volunteer Opportunities

Specific Facebook Questions?

- We can look at those at the end together.

So, Twitter.
What the heck is it?



Broadcast a message, 140 characters or less,
to people who are interested in hearing what
you have to say.


Sign up at www.Twitter.com
Choose a @username

The message you send to
your “followers” is called
a “tweet.”



If someone thinks it’s a good
message, they might “retweet” it
to THEIR followers.

And/or they can
respond to you publicly
with an “@message.”



Or privately with a
“direct message” (DM).

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

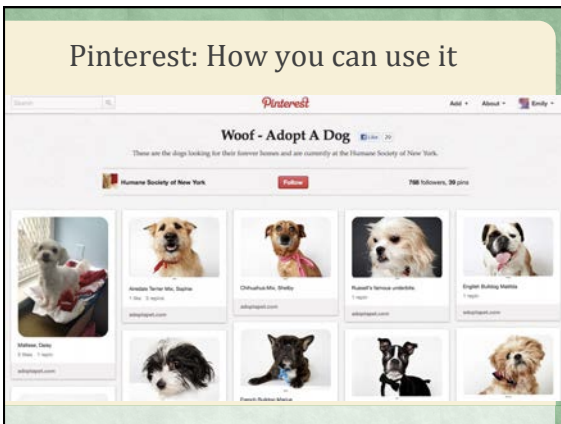


Why Tweet, anyway?



- 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

Pinterest: How you can use it



Pinterest: How you can use it

- Create your boards with a specific purpose in mind
- Follow users with similar interests who have quality images
- If someone influential follows you, be sure to follow back
- Like or repin things that appeal to you



Pinterest: How you can use it

- Pin pictures of animals who need homes. Share the story of each animal in the Pin Description. Where was Muffy found? Did she need medical care? Were you able to find a home for her?
- Use the @ sign (like on FB) to tag business, people, etc.
- Add the "pin" button to your website, business cards, email signature, etc.



Instagram: How you can use it

Instagram is a mobile app (almost exclusively available on mobile) that allows you to take pictures, apply an (optional) effect to them, and share them on Instagram and other social sites.

- Share photos of animals for adoption
- Share "happy tails" photos
- Stream photos from events (use hashtags for this)
- Tag people and keywords in pictures



Instagram: How you can use it

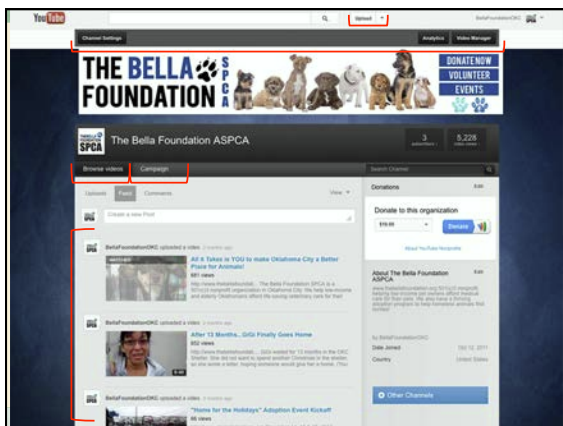
At this point, having a business page on Instagram for your organization is only really important if you have a physical location.

- People can check in and tag your location (events, etc.)
- To do it, create an account through Foursquare.com



Why YouTube?

- 2nd largest search engine
- People love to watch videos
- Communicate with more people
- Gain exposure
- It's free
- Interact with other nonprofits



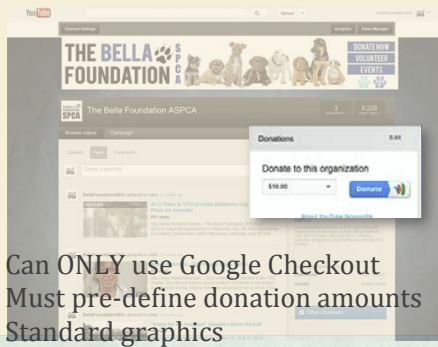
YouTube Basics

- Logging In – use your Google account
- Channel – XYZ Humane Society’s Channel
- Playlist – “Meet our adoptable pets,” “a day in the life of a shelter worker,” etc.
- Tent-Pole Programming – content surrounding a big event or holiday

Technical Considerations

- What format?
 - .MOV, .MPEG4, .MP4, .M4V, .AVI, .WMV, .MPEG, .FLV
- How long?
 - Up to 15 minutes
 - Recommended: :30 to 3:00
 - Bigger files = longer waits

Donate Button



The screenshot shows a YouTube channel page for 'THE BELLA FOUNDATION' with a 'DONATE NOW' button. A 'Donations' overlay is visible, showing a 'Donate to this organization' button with a dropdown menu set to '\$10.00' and a 'Donate' button.

- Can ONLY use Google Checkout
- Must pre-define donation amounts
- Standard graphics

Where to find help

- SOMEONE in your staff or volunteers will love doing this
- Reach out to high school, college students
- The more fun they have, the better!
- Place ads at www.petfinder.com/volunteersearch, technologyvolunteers.org, idealist.org, volunteermatch.org, dosomething.org
- Place ads in local and/or college newspapers
- Request via social media

How to make a good video

- KISS
- Tell a story
- Talk TO people
- Be specific
- Be brief
- Show, don't tell
- Be honest



Involve Your Audience

- Use Calls to Action
- Be concise and catchy
- Acknowledge the audience and ASK them specifically
- Ask questions and solicit responses – even via video
- Feature responses as a separate playlist
- Use responses to create a compilation video
- Involvement begets more involvement!

How to do it on a budget

- It can be SIMPLE.
- Shelter tour, adoption event tour, staff interview, meet a pet, meet a volunteer, day in the life, supporter thank you, ED Update
- You need a simple camera (phone), an idea, 30 minutes and a willing subject!
- **JUST DO IT.**



"I can't DO this!"

- Ask for help—lots of people LIKE to do this!
- Petfinder.com, Sparked.com, VolunteerMatch.com
- Be willing to accept help... & suggestions
- If YOU must do it yourself, then start small.
- What CAN you do?



The main point of ALL of this is so that when you need people to act, they will be ready, because you've *already cultivated the relationships.*



Questions?

Emily Garman
emily@thesocialanimal.com
www.thesocialanimal.com
@thesocialanimal
Facebook.com/thesocialanimal