Beyond the Like

USING SOCIAL MEDIA TO ENHANCE VOLUNTEER EFFECTIVENESS
Allow me to introduce myself . . .

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- Online Community Manager
- dnordin@skidmore.edu
- @DaniellaNordin
Agenda

- WHAT IS SOCIAL MEDIA?
- WHY SOCIAL MEDIA?
- SKIDMORE SOCIAL MEDIA
- SOCIAL MEDIA & VOLUNTEER ENGAGEMENT
  - BEYOND THE LIKE
- QUESTIONS/COMMENTS/CONCERNS
What is social media?
A way of interacting with others using online tools and platforms.

A way to keep up to date with friends and family.

A way to share ideas or opinions.

What is Social Media?

- Social media is the use of electronic and Internet tools for the purpose of **sharing** and **discussing** information and experiences with an online community.

- Twitter
- LinkedIn
- Flickr
- Facebook
- YouTube
- Blogging

Brief. Timely. Actionable.
Why social media?

1. Increase communication with clients
2. Drive traffic to your site
3. Remind your prospects of your brand
4. Improve your Online Influence
5. Reach the friends of your clients and prospects with your message
6. Inform your audience of specials in real time
7. Increase your SEO ranking

Start Ranking Now
Marketing Services for Busy Business Owners
More than 50% of the world’s population is under the age 30.

Allows companies/brands/institutions to connect on a 1:1 social level.

More people use social networks than email.

Some colleges/universities no longer provide incoming freshmen with email addresses.

75% of online adults ages 18-24 have a profile on a social networking site.

80% of Generation X Internet users (ages 33-44) buy products online.
### Alumni Facebook Page

<table>
<thead>
<tr>
<th>Decade</th>
<th>Alumni</th>
<th>Donations</th>
<th>FY 2013 Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950s</td>
<td>1</td>
<td>$126,886</td>
<td>1 fan (100%)</td>
</tr>
<tr>
<td>1960s</td>
<td>2</td>
<td>$14,905</td>
<td>2 fans (100%)</td>
</tr>
<tr>
<td>1970s</td>
<td>18</td>
<td>$132,727</td>
<td>13 fans (72%)</td>
</tr>
<tr>
<td>1980s</td>
<td>47</td>
<td>$63,535</td>
<td>21 fans (45%)</td>
</tr>
<tr>
<td>1990s</td>
<td>40</td>
<td>$241,424</td>
<td>14 fans (40%)</td>
</tr>
<tr>
<td>2000s</td>
<td>86</td>
<td>$58,568</td>
<td>44 fans (51%)</td>
</tr>
</tbody>
</table>

*Total contributions = $638,045*

*Analysis of 25% of Facebook fans*

### Twitter

<table>
<thead>
<tr>
<th>Decade</th>
<th>Alumni</th>
<th>Donations</th>
<th>FY 2013 Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940s</td>
<td>3</td>
<td>$2,760</td>
<td>2 alumni (100%)</td>
</tr>
<tr>
<td>1960s</td>
<td>6</td>
<td>$12,047</td>
<td>3 alumni (100%)</td>
</tr>
<tr>
<td>1970s</td>
<td>29</td>
<td>$168,170</td>
<td>16 alumni (55%)</td>
</tr>
<tr>
<td>1980s</td>
<td>47</td>
<td>$63,535</td>
<td>14 alumni (30%)</td>
</tr>
<tr>
<td>1990s</td>
<td>97</td>
<td>$241,424</td>
<td>38 alumni (39%)</td>
</tr>
<tr>
<td>2000s</td>
<td>748</td>
<td>$58,234</td>
<td>191 alumni (26%)</td>
</tr>
</tbody>
</table>

*Total contributions = $546,170*

*Analysis of 100% of Twitter followers*

**Total contributions from Twitter followers (alumni, friends, students, parents, etc.) = $942,071**
**Instagram**

**Total (identifiable) Skidmore Instagram followers:** 193

**Total Skidmore Instagram followers found in Advancement database:** 52 (30%)

**Current students:** 22/52 (42%)

**Total contributions:** $16,620

**Total number of Instagram followers who donated during FY 2013:** 10/52 (19%)

*Analysis of 550 Instagram followers*
Social Media & Volunteer Engagement

- DOS & DON’TS
- FACEBOOK
- TWITTER
- LINKEDIN
- VIDEOS
### Dos & Don’ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask influencers to promote sites</td>
<td>Self-promote</td>
</tr>
<tr>
<td>Tell people!</td>
<td>Drive-by post</td>
</tr>
<tr>
<td>Get people excited</td>
<td>Focus solely on $$</td>
</tr>
<tr>
<td>Share images &amp; videos</td>
<td>Forget to respect privacy</td>
</tr>
<tr>
<td>Encourage sharing</td>
<td>Be too “market-y” or not authentic</td>
</tr>
<tr>
<td>Comment &amp; tag</td>
<td></td>
</tr>
<tr>
<td>Add Skidmore to your profile</td>
<td></td>
</tr>
</tbody>
</table>
Facebook

- **Effective for:**
  - Increasing feedback and discussion
  - Driving traffic to your website – and spreading information
  - Building an email list
  - Attracting event attendees

**Personality is key! People want to connect with people!**
Do more than self-promote:

- Start (and continue) conversations by asking (and answering) questions
- Encourage people to attend events (and attend them yourself!)
- Share page posts and resources
- Tag friends in posts and photos
- Comment and "like" on other Skidmore fan pages
- Post about your experiences
A note about Facebook

- You can share content with a segment of your friends (i.e. your Skidmore friends only). Here’s how:
  - Type in a status update (like you usually would).
  - Before posting, click the “Public” drop down menu.
A note about Facebook

- Select the “Skidmore” network from your lists (if one is already created).
- OR click “Custom” to type in specific friends you want to share your status with.
Twitter

• **Effective for:**
  - Connecting with like-minded orgs and people
  - Connecting with the media
  - Engaging people with frequent updates
  - Providing **real-time** updates
  - Coordinating in **real-time**
Twitter in brief . . .

- **Handle**: @ before a name (handle) lets you mention someone to get their attention
- **RT or “retweet”**: allows you to re-post something someone else has said
- **Hashtag or #**: Post to a searchable keyword
  - FYI, we use #Skidmore
  - Great for conversations, conferences, reaching people who care about a topic, coordination of groups
- Do more than self-promote:
  - Use links to more info
  - Ask friends/followers to RT
  - Say “thank you” and recognize others
  - Share posts from @SkidmoreCollege and other places (NYT, anyone?)
- Some examples
LinkedIn

- **Effective for:**
  - Plumbing other people’s networks
  - “Staying touch” with prospects and potential partners
  - Joining conversations
  - Managing a group around a topic
LinkedIn

- Do more than self-promote:
  - Build your virtual rolodex (who do you know and who do they know)
  - Join Skidmore groups
    - **Skidmore College Career Connections** (4,500+ members)
    - Send messages to the entire group
    - Post and respond to opportunities
    - Share interesting stories
    - Ask questions and post links
    - Keep the conversation going (respond, respond, respond!)
Videos

• **Effective for:**
  - Providing for something intrinsically interesting
  - Letting people speak in their own words
  - Collecting a compellingly large set of videos
  - Spreading the word
Videos

- Sharing (personal) stories
- Show events/people/things in action
- Make a case for Skidmore
  - Johane Simelane ’13
  - Loren Santana ’13
  - Thank You
Beyond the Like

- Engagement
- Shares
- Sentiment
- Referrals
Engagement

- Level of response generated by each post
- Level of conversation generated by each post
- Helps us understand what kind of posts are interesting to our target audiences
- Helps us adjust strategy
- If content prompts comments and conversation, more likely to convert
<table>
<thead>
<tr>
<th>Posts that do well</th>
<th>Posts that don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>The dreaded ask</td>
</tr>
<tr>
<td>Current events</td>
<td>Not knowing your audience</td>
</tr>
<tr>
<td>Nostalgia</td>
<td>Too long</td>
</tr>
<tr>
<td>Opportunities to tag</td>
<td>Too esoteric</td>
</tr>
<tr>
<td>Personal and with personality</td>
<td></td>
</tr>
<tr>
<td>When you ask!</td>
<td></td>
</tr>
</tbody>
</table>
Shares

- Frequency, timing, and variety of shares gives picture of success
- Opportunity to measure reach
- If content is shared, more likely to draw interest outside of fans
- Qualitative assessment: get top influencers to share
### Shares

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/23/2013</td>
<td>Looking for a good lobster roll recipe? Ben Sargent ’00 and National Public Radio have you covered.</td>
<td></td>
<td></td>
<td>1.6K</td>
<td>4%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/21/2013</td>
<td>Skidmore College shared Lucy Scribner Library, Skidmore College’s photo.</td>
<td></td>
<td></td>
<td>917</td>
<td>7%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/21/2013</td>
<td>Boston Skiddles: We’re coming to you! Hear from Management &amp; Business prof. Christine Kopec this Thursday at 3:30 PM.</td>
<td></td>
<td></td>
<td>606</td>
<td>2%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/16/2013</td>
<td>#FunFactFriday: Skidmore’s Summer Funded Internship Program was created to provide students an oppo</td>
<td></td>
<td></td>
<td>1.8K</td>
<td>4%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/16/2013</td>
<td>Today, we celebrate a decade of accomplishment under the Groetzchen presidency. Now residence halls, a doubled</td>
<td></td>
<td></td>
<td>3.3K</td>
<td>6%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Tomorrow night: don’t miss the chance to see the 5 Browns live at Carnegie Hall! We’ve added a special discounted rate for the show.</td>
<td></td>
<td></td>
<td>1.7K</td>
<td>2%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/16/2013</td>
<td>Lucy put on her poker face for a jaunt downtown. Can you guess where she is? #WhereisLucy</td>
<td></td>
<td></td>
<td>2.1K</td>
<td>6%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/15/2013</td>
<td>Get your cameras ready! The CTM Photo and Video Contests are now LIVE.</td>
<td></td>
<td></td>
<td>2K</td>
<td>3%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/14/2013</td>
<td>RAD: Rape, Aggression and Defense training begins tomorrow. Free to the Skidmore community!</td>
<td></td>
<td></td>
<td>123</td>
<td>2%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/14/2013</td>
<td>It’s all about making connections at today’s Skidmore College Admissions open house. We’re taking a cue from t</td>
<td></td>
<td></td>
<td>2.6K</td>
<td>9%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/11/2013</td>
<td>It might be the weekend, but all is calm at Haupt Pond tonight. Photo by Anna Sand ’16.</td>
<td></td>
<td></td>
<td>2.8K</td>
<td>7%</td>
<td>Boost</td>
</tr>
<tr>
<td>10/10/2013</td>
<td>Throwback Thursday: Jonsson Tower yearbook photo from 1981.</td>
<td></td>
<td></td>
<td>2K</td>
<td>8%</td>
<td>Boost</td>
</tr>
</tbody>
</table>
How people talk about you

Shares and likes mean nothing if they are attached to negative sentiments.
Referrals

- The most important social media metric, IMHO
- Social media should always send customers back to your site (or somewhere to make a gift, apply, etc.)
- Word of mouth marketing = priceless
Questions?

COME AT ME:
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DNORDIN@SKIDMORE.EDU