



**Jay Wilkinson**

January 22, 2018

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**Firespring®**

**Social Media 101 for Nonprofits**



# Jay Wilkinson

Firespring Founder & CEO



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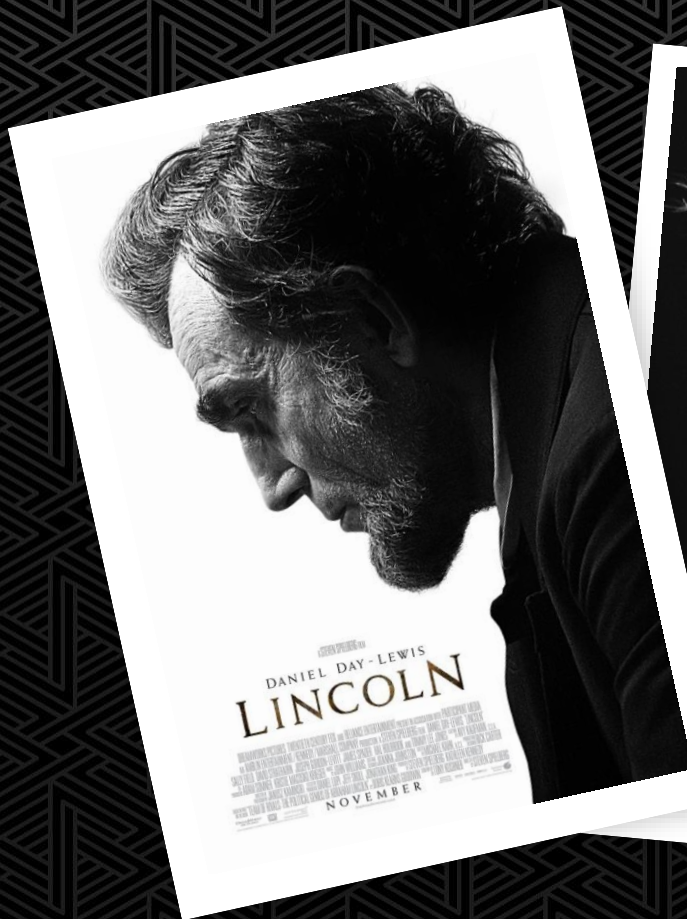


[firespring.com/nonprofit](https://firespring.com/nonprofit)



@firespring • @jaywilk





# About Firespring

WE LEVERAGE OUR  
**PEOPLE,  
PRODUCTS  
& PROFIT** — TO DO —  
**MORE  
GOOD**





# About Firespring

## POWER OF 3



**1% of our Profits** (top-line revenue donated to NPOs)  
**2% of our Products** (in-kind products and services)  
**3% of our People** (volunteer 1 day per month)





# Social Media 101 for Nonprofits

- ✓ Your website: the foundation of your brand.
- ✓ Fundamentals of thought leadership.
- ✓ Facebook, Twitter and LinkedIn best practices.
- ✓ Powerful no-cost or low-cost online tools.
- ✓ Action steps | Q&A.



If you're tweeting today:  
**#poweredbypurpose**  
**@jaywilk**



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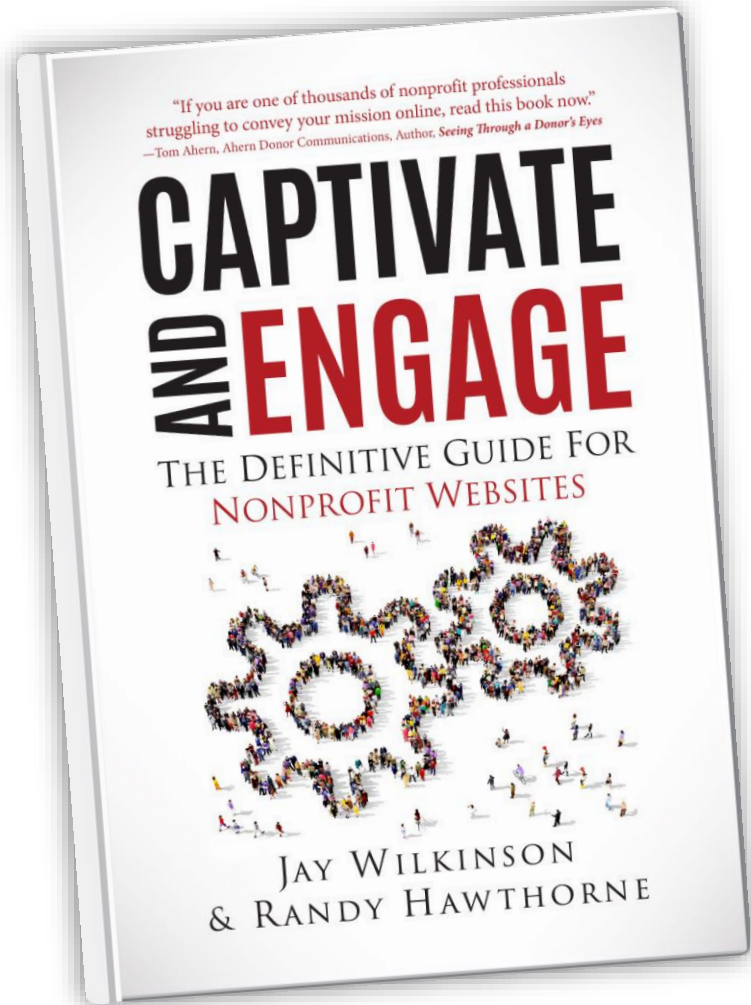
# Social Media 101 for Nonprofits



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**BLOG**

**EMAIL  
OPT IN**

**YOUTUBE CHANNEL**

**DONATE**

**PHOTO  
GALLERY**

**VOLUNTEER**

**Most nonprofits send  
visitors away to engage  
instead of keeping them  
on the website.**

**ANSWER OUR  
SURVEY**

**EVENT  
REGISTRATION**



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# Is your website cheap **or** effective?

(why can't it be both?)

**ROI > Cost**



**“82% of donors visit a nonprofit’s website before giving.”**



# Your Website

The Foundation of Your Online Presence



**5 Elements of a Powerful  
& Engaging Web Presence**



# 5 Elements of a Powerful & Engaging Web Presence

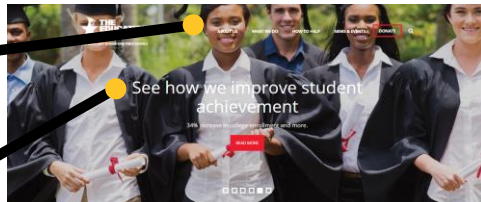
Navigation options

Images & headlines that tell your story

Deep, diverse content

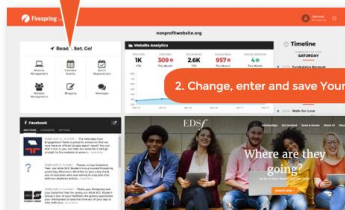
Functional tools that engage visitors

Weekly updated news/events

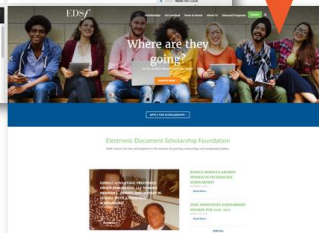


## CONTENT MANAGEMENT SYSTEM

1. Select the content to update.



2. Change, enter and save Your site is updated.



1. Structure
2. Design
3. Content
4. Functionality
5. Vitality



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# Keep Learning with Us

Education without expectations • [firespring.com/webinars](https://firespring.com/webinars)



Online Fundraising  
Best Practices for  
Nonprofits



How to Avoid  
Fundraising's Quiet  
Killer: Donor Attrition



How to Maximize  
Offline Events  
in an Online World



Crowdfunding 101



How to Captivate  
and Engage  
Constituents with  
Your Website



#GivingTuesday  
Before, During and  
After: Your 9-Week  
Success Plan!



Convert Supporters  
with Powerful  
Landing Pages



Be Found: The Secrets  
of SEO for Nonprofits



It's a New World—  
How to Cultivate  
Your Community  
Online



Social Media 101  
for Nonprofits



5 Trends Shaping a  
New Reality for  
Nonprofits



5 Secrets of Email  
Marketing Geniuses



Beyond the RSVP—  
Crowdfunding for  
Special Events



Advanced  
Crowdfunding  
Strategies



Pave the Way to  
a Successful  
#GivingTuesday



Online Tools that Help  
Nonprofits Learn,  
Listen & Engage



Develop a Winning  
Nonprofit Culture  
with Minimal  
Resources



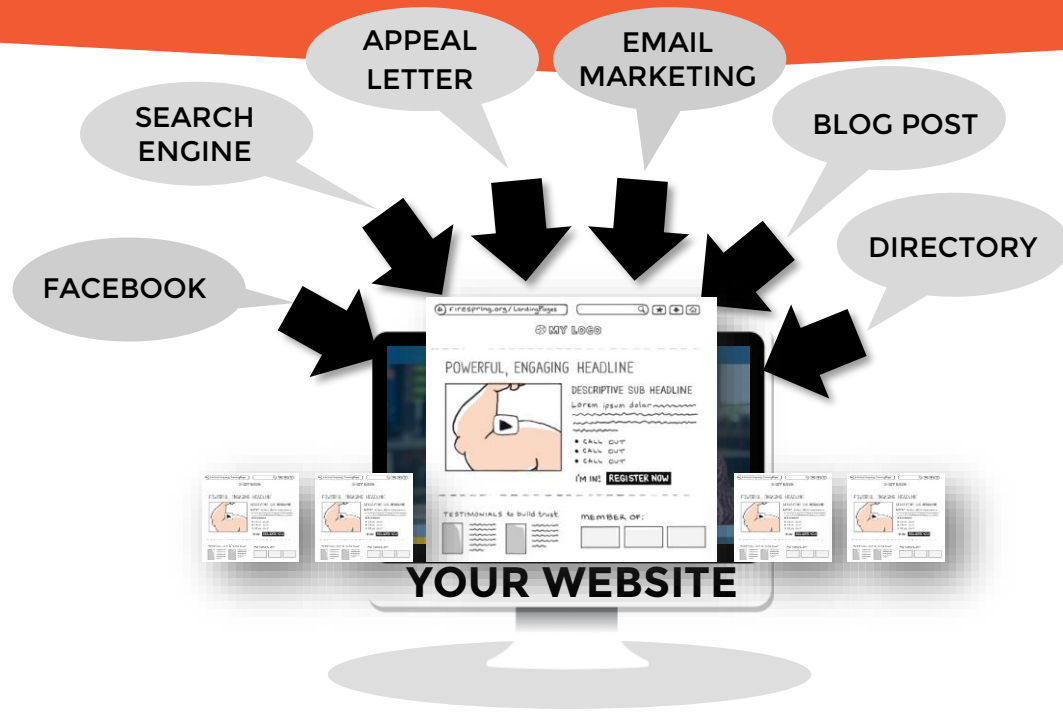
The Power of  
Blogging & Thought  
Leadership for  
Nonprofits



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# What is a landing page?



**NOKID HUNGRY**  
SHARE OUR STRENGTH

A MOVEMENT OF PEOPLE  
COMMITTED TO MAKING SURE THAT  
**NO CHILD IN AMERICA**  
IS HUNGRY

TAKE THE PLEDGE

SPREAD THE WORD

ACT NOW

DONATE NOW

**PLEDGE WITH US**

I believe that no child in America should go hungry. By pledging today, I add my voice to the national movement of people committed to **ending childhood hunger in America**



**45,289**  
PEOPLE HAVE TAKEN THE PLEDGE

email

zip

**TAKE THE PLEDGE**

\*Disclaimer

Raise Awareness On Facebook

Build Momentum On Twitter

**WHY TAKE THE PLEDGE?**

Join celebrity chef Guy Fieri and take the No Kid Hungry Pledge today.

**Guy Fieri**  
Food Network



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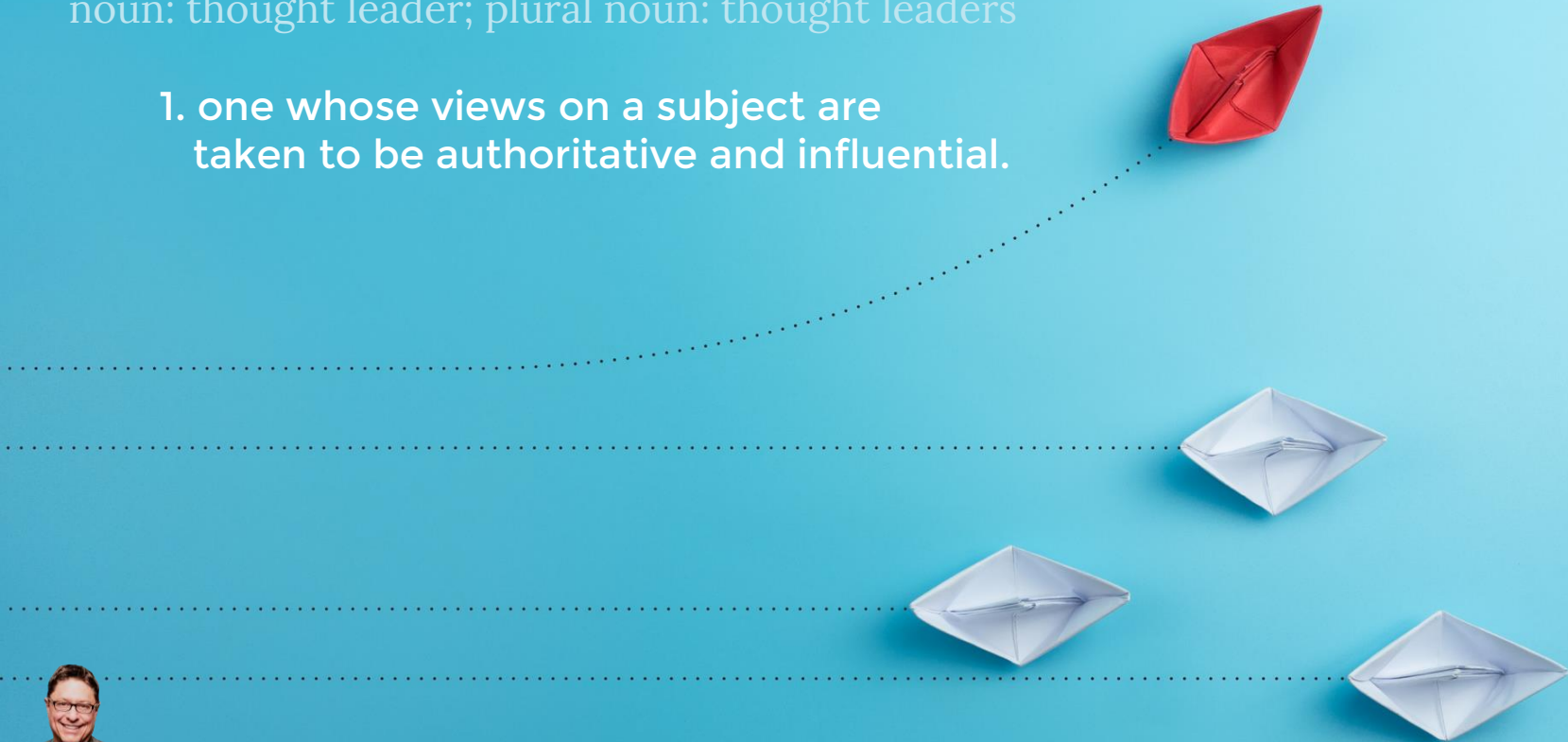


# thought leader

*noun*

noun: thought leader; plural noun: thought leaders

1. one whose views on a subject are taken to be authoritative and influential.





# Thought leadership is a commitment, not a campaign.

COMMITMENT MEANS  
STAYING LOYAL TO  
WHAT YOU SAID YOU  
WERE GOING TO DO  
LONG AFTER THE  
MOOD YOU SAID IT IN  
HAS LEFT YOU.



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The Power of  
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Nonprofits



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# Social Media for Nonprofits



Facebook



Twitter



LinkedIn



Instagram



Pinterest



Snapchat



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# A word on Pinterest.

[pinterest.com/nolandhoshino/nonprofits-on-pinterest](https://pinterest.com/nolandhoshino/nonprofits-on-pinterest)

[pinterest.com/dougcobbs/nonprofit-best-practices](https://pinterest.com/dougcobbs/nonprofit-best-practices)

[pinterest.com/explore/nonprofit-fundraising](https://pinterest.com/explore/nonprofit-fundraising)

[pinterest.com/pin/538461699172978811](https://pinterest.com/pin/538461699172978811)

*Name and caption your pins and descriptions so they're findable by potential supporters.*

*Share impact stories and how to get involved.*

*Educate your audience with news and tips related to your cause.*



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# A word on Instagram.

[bethkanter.org/instagramming](http://bethkanter.org/instagramming)

[crowdster.com/fundraising-tips/non-profit-instagram-how-to](http://crowdster.com/fundraising-tips/non-profit-instagram-how-to)

[mrss.com/lab/5-nonprofit-tips-for-winning-at-instagram](http://mrss.com/lab/5-nonprofit-tips-for-winning-at-instagram)

*Personalize thank-yous to your charitable group's donors and volunteers.*

*Hosting an event? Have followers use a hashtag with their pictures to crowdsource images.*

*Promote fundraising campaigns with photo captions to click back and donate on your website.*





# A word on Snapchat.

[blog.firespring.com/5-ways-snapchat-can-boost-your-visibility-and-engagement-with-supporters](https://blog.firespring.com/5-ways-snapchat-can-boost-your-visibility-and-engagement-with-supporters)

[frontstream.com/snapchat-for-nonprofits](https://frontstream.com/snapchat-for-nonprofits)

[bethkanter.org/snapchat-over50](https://bethkanter.org/snapchat-over50)

*Provide a “behind the scenes” look to followers during live events.*

*Allow users to send donations through Snapcash.*

*Create a geofilter that allows followers to locate your organization or an event you’re hosting.*



## Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Facebook Search.

## Sign Up

It's free and always will be.

### Birthday

Jan



21



1994

Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

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[Marketplace](#) [Groups](#) [Instagram](#) [Local](#) [Fundraisers](#) [About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Ad Choices](#) [▶](#)  
[Terms](#) [Account Security](#) [Login Help](#) [Help](#)



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## Facebook by the numbers: 1.06 billion monthly active users

The social network shells out a bunch of numbers during its earnings call, including new totals for



by Donna Tam

Follow



261



142



Facebook CEO Mark Zuckerberg (Credit: James Martin/CNET)

Facebook executives threw showing the network's steady Facebook.

The social network is now a increase in monthly users for percent growth in mobile mobile it had, but did say the using it on desktops on a d

The social network reached membership milestone, Facebook photos uploaded, and had 6

NEXT STORY

## Facebook hits 2.27 billion monthly active users as earnings stabilize

Mark Zuckerberg said in a press release that the company's apps serve more than 2 billion people each day.



Facebook CEO Mark Zuckerberg listens while testifying before a joint Senate Judiciary and Commerce Committees hearing regarding the company's use and protection of user data, on Capitol Hill on April 10, 2018. Leah Millis / Reuters file

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Zuckerberg a

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on the way.

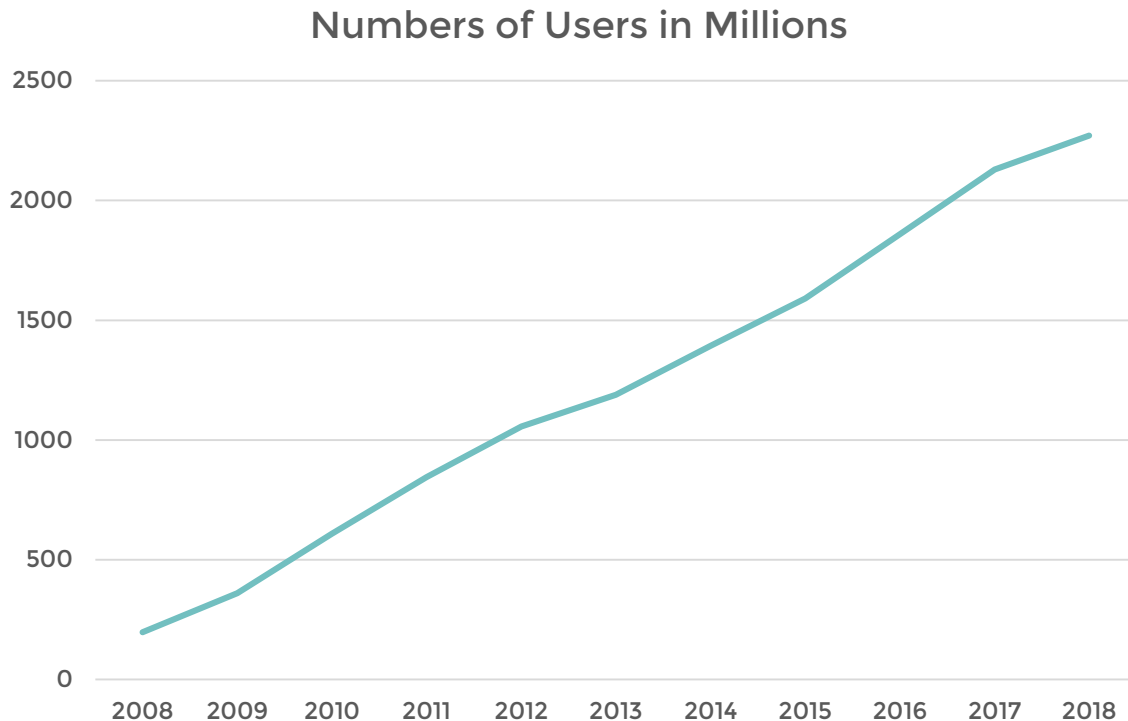


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# Facebook Monthly Active Users





facebook

Sign Up

Join or Log Into Facebook ▾

## Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



### Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



### Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started





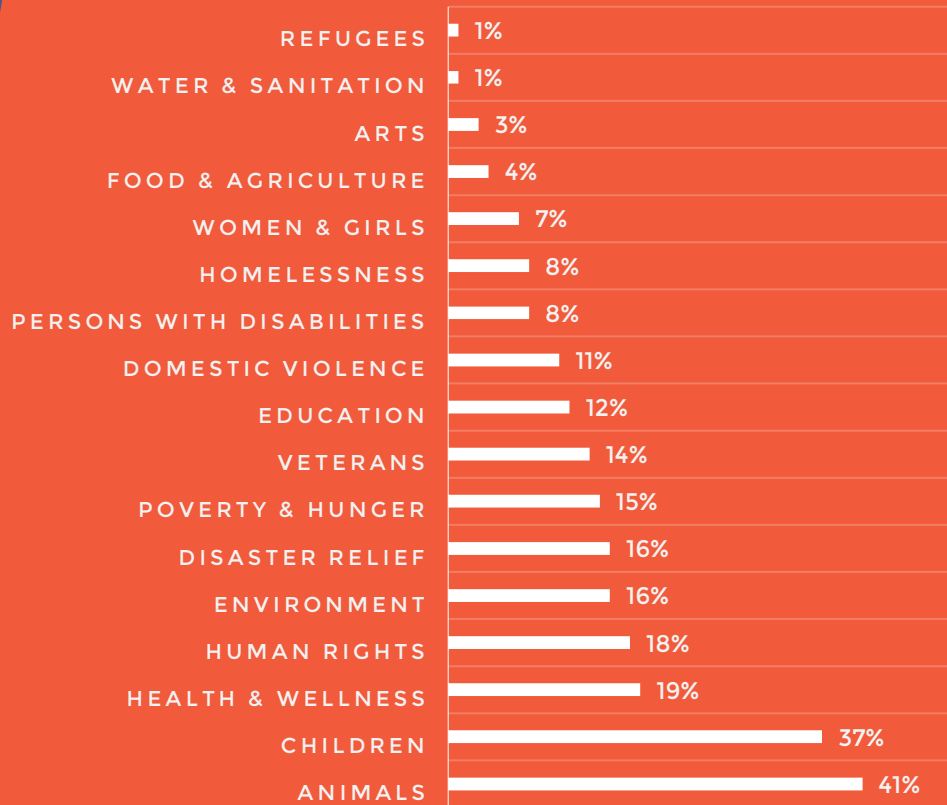


**Nonprofits who are Facebook rock stars typically have one or both of the following:**

- ✓ *A national or international reach.*
- ✓ *Naturally wired for engagement.*



## **Popular Causes on Social Media** (Waggener Edstrom)





# Don't build your home on rented land.



By **JOE PULIZZI**

[Content Marketing Examples](#) / [Facebook](#) / [Industry News and Trends](#) / [LinkedIn](#) / [Native Advertising](#) / [PNR](#)

## Stop Building Your Branded Content on “Rented Land”

*PNR: This Old Marketing* with Joe Pulizzi and Robert Rose can be found on both [iTunes](#) and [Stitcher](#).

This week, Robert and I discuss the LinkedIn job bank fiasco, and debate whether or not agencies really can do [content marketing](#) well. In addition, we explain our thoughts on whether or not marketers should publish [branded content](#) on platforms they don't own, and offer some critical reviews of Facebook's algorithm changes. Lastly, we explore this week's [#thisoldmarketing](#) example: Patagonia's Footprint Chronicles.



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# Is Facebook overhyped?

- 91% of local searchers use Facebook to find local organizations online.<sup>1</sup>
- 68% of people take time to learn about a charity if a friend posts about it.<sup>2</sup>



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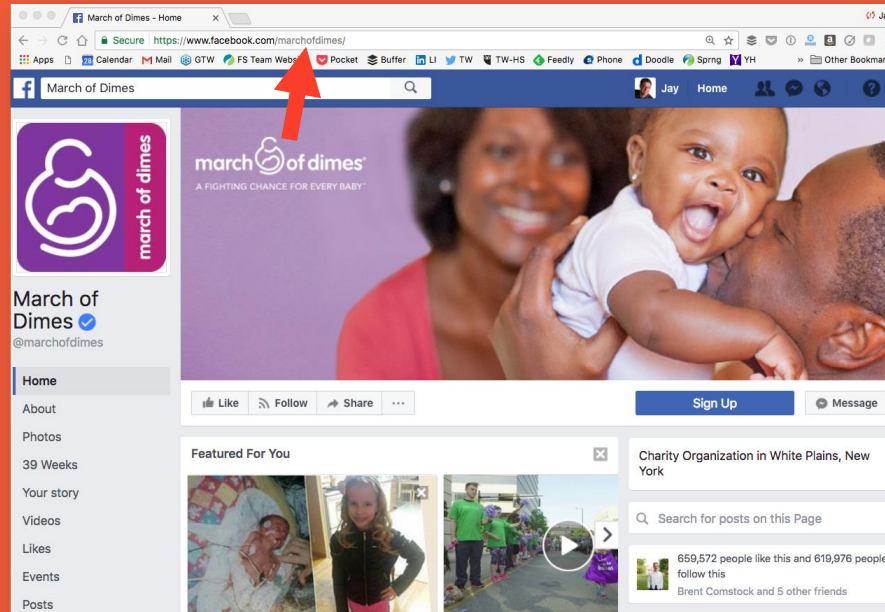


# Power Tips

## 1) Secure your USERNAME.

EXAMPLE: [facebook.com/marchofdimes](https://www.facebook.com/marchofdimes)

Register your unique username (often called a vanity URL) at [facebook.com/username](https://www.facebook.com/username).





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## 2) Buy a Facebook AD.

[facebook.com/business/products/ads](https://facebook.com/business/products/ads)

### The Boy Scouts Train



[bradfordexchange.com](https://bradfordexchange.com)



Honor 100 years of scouting  
with this on-track tribute  
featuring imagery from iconic  
American artist Norman  
Rockwell. Shop Now!



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## 3) Update your **COVER PHOTO** every few months.



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## 3) Update your **COVER PHOTO** every few months.

## 4) Configure **SETTINGS** to encourage participation.



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# Power Tips

The screenshot shows the Facebook Page Settings interface. The top navigation bar includes 'Home', 'Friends', 'Messages', 'Events', and a 'Settings' link. The left sidebar contains a list of settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, and Page Roles. The 'Visitor Posts' section is highlighted in the sidebar, and an orange arrow points to it from the 'Settings' link in the top bar. The 'Visitor Posts' section is expanded, showing the following options:

- ☐ Allow visitors to the Page to publish posts
- ☒ Allow photo and video posts
- ☐ Review posts by other people before they are published to the Page [?]
- ☐ Disable posts by other people on the Page

At the bottom of the section are 'Save Changes' and 'Cancel' buttons.



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[facebook.com/business/products/ads](https://facebook.com/business/products/ads)

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## 4) Configure **SETTINGS** to encourage participation.

## 5) Choose the **NONPROFIT TEMPLATE** option.



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# Power Tips

The image shows the Facebook Page settings interface. On the left is a sidebar menu with options: General, Messaging, **Edit Page**, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Instagram, Featured, Crossposting, Page Support Inbox, Payments, and Activity Log. The main area is titled 'Edit Page' with the subtitle 'Configure actions and tabs for your page'. It shows the 'Template' section with 'Current Template: Standard' and the 'Tabs' section with instructions on rearranging tabs. A modal window titled 'Templates' is open on the right, displaying a 'Nonprofit' template. The modal includes a description: 'Designed to highlight your cause and encourage people to fundraise and donate to your nonprofit.' and a section titled 'Buttons on Page' with a preview of the page layout. At the bottom of the modal are 'Back' and 'Apply Template' buttons. Two red arrows are overlaid: one from the 'Edit Page' menu item to the 'Nonprofit' template, and another from the 'Standard' template to the 'Apply Template' button.

Page   Inbox   Notifications 2   Insights   Publishing Tools

General

Messaging

**Edit Page**

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Partner Apps and Services

Instagram

Featured

Crossposting

Page Support Inbox

Payments

Activity Log

**Edit Page**  
Configure actions and tabs for your page

**Template**  
Choose a template with default tabs

Current Template: **Standard**

**Tabs**  
Click and drag a tab name to rearrange the order of the sections people see at the top of your Page.

**Use default tabs**  
Turn on default tabs to use the tabs we think will work best for your type of Page.

Home

About

**Templates**

**Nonprofit**  
Designed to highlight your cause and encourage people to fundraise and donate to your nonprofit.

**Buttons on Page**  
Buttons encourage people to take actions that you've selected

Back   Apply Template



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## 3) Update your **COVER PHOTO** every few months.

## 4) Configure **SETTINGS** to encourage participation.

## 5) Choose the **NONPROFIT TEMPLATE** option.

## 6) Consider trying **NEW FUNDRAISING** strategies.



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# The \$1 Ask Strategy

Ask for just \$1, and people give more.



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# The \$1 Ask Strategy

## THE TASK:

Ask supporters to solicit \$1 donations on Facebook. If people have similar friends, it will flood Facebook feeds and make it look like a popular campaign.

## HOW:

Write something that's easy to copy, paste and share.

*Friends! Please help [organization] raise funds to [build a new animal shelter.] Would you donate \$1 to their #XYZ campaign? If even just half of my Facebook friends did that, we could raise more than [\$500.] Anyone have \$1 they can spare today?*

Even though you're asking for a small donation, people almost always give more.



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TIME  
FOR  
CHANGE



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“I’m changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more **meaningful** social interactions.” **–Zuck**



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# What the heck does “meaningful” mean?

The most meaningful posts engage a user enough to want to comment or share the content:

As a result, users see more from **family**, **friends** and groups or **communities** they intentionally connect with and posts from pages.

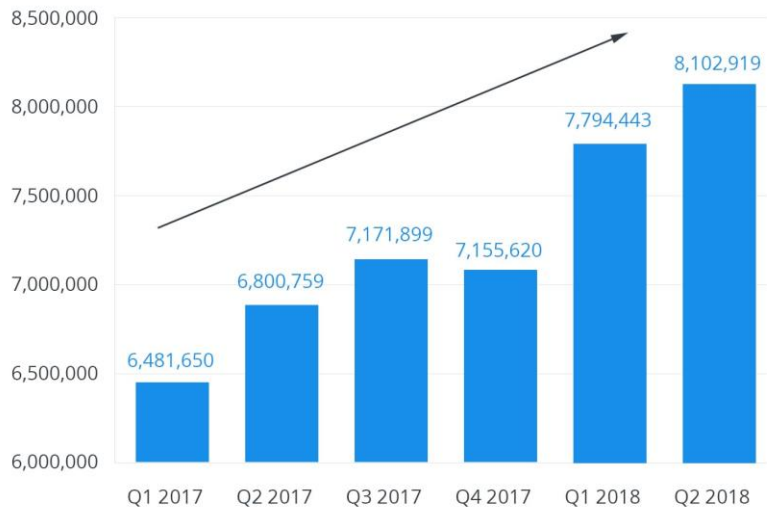
For the  
most part,  
people  
you  
already  
connect  
with.



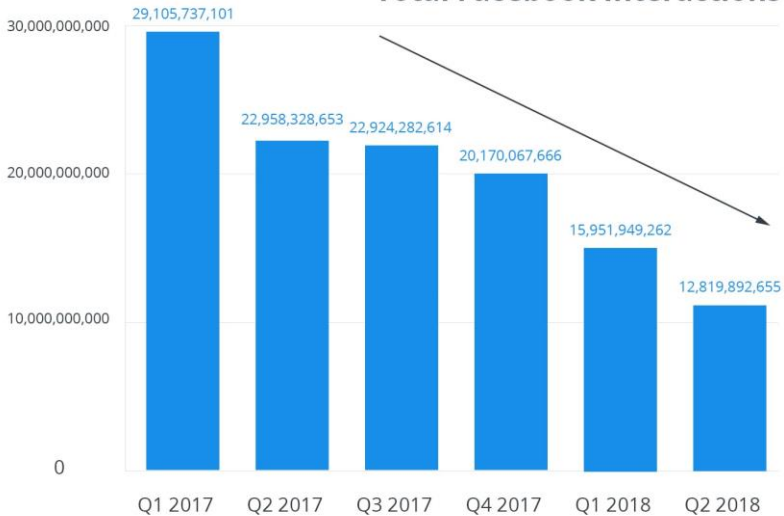


The vast majority of brands (including NPOs) are seeing huge decreases in their reach.

Volume of Facebook Posts



Total Facebook Interactions





# Signals that Affect News Feed Content Rankings

Average time spent  
on content

Person sharing a link .....  
over Messenger

Multiple replies to comments .....  
on a video

Overall engagement

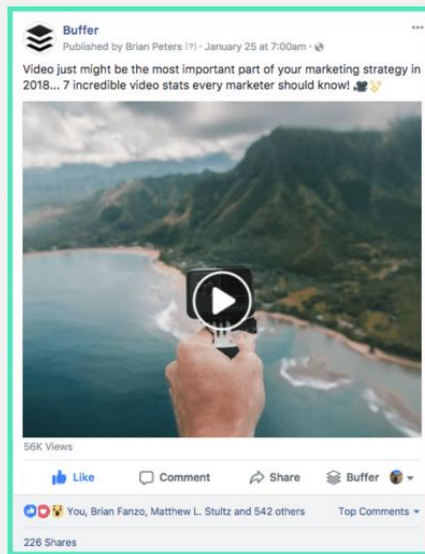
When it's posted

... Commenting on or liking a  
person's photo or status update

Story type

..... Engagement with a  
publisher/brand post  
shared by a friend

How informative  
the post is



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Facebook has been collecting data from Android devices

iOS devices appear to be unaffected

The Switch  
Face  
disco  
mass

# Facebook let tons of companies get info about you, including

## Microsoft

h companies to  
nt.

ublished Tuesday  
oft, Netflix and  
essages and

ss users' private  
rtner company's



**Brian Acton**

@brianacton

Follow

It is time. [#deletefacebook](#)

4:00 PM - 20 Mar 2018

15,028 Retweets 35,850 Likes



1.9K



15K



36K



But the abuse of Facebook's search tools -- now disabled -- happened far more broadly and over the course of several years, with few Facebook users likely escaping the scam, company officials acknowledged.



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# Will your constituents still use Facebook?



*"I don't think we've seen a **meaningful** number of people act on that [deleting their accounts], but, you know, it's not good... it's a clear signal that this is a major trust issue for people, and I understand that. And whether people delete their app over it or just don't feel good about using Facebook, that's a big issue that ... we have a responsibility to rectify."*

**Mark Zuckerberg**



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# TIME FOR CHANGE



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## 6 nonprofits crushing it on Facebook:

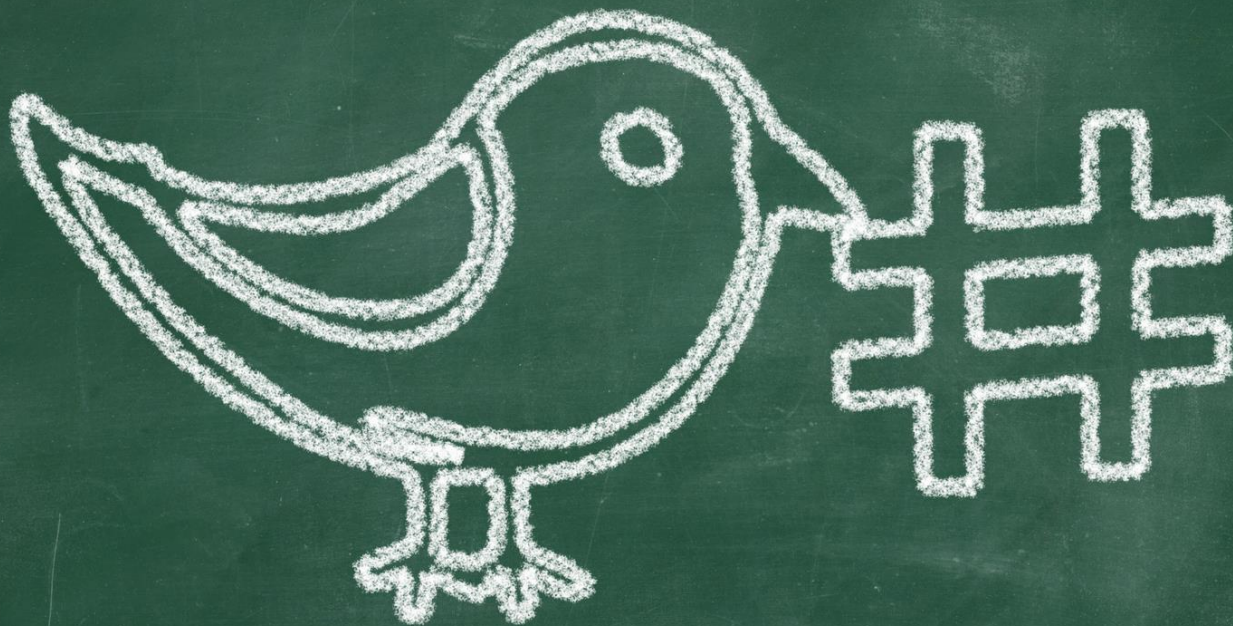
- Autism Speaks [facebook.com/autismspeaks](https://facebook.com/autismspeaks)
- Green America [facebook.com/GreenAmerica](https://facebook.com/GreenAmerica)
- Charity Water [facebook.com/charitywater](https://facebook.com/charitywater)
- St. Baldrick's [facebook.com/StBaldricksFoundation](https://facebook.com/StBaldricksFoundation)
- Phoenix Rescue Mission [facebook.com/phoenixrescuemission](https://facebook.com/phoenixrescuemission)
- Big Cat Rescue [facebook.com/bigcatrescue](https://facebook.com/bigcatrescue)



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# What's happening?


[Home](#) [Moments](#)

Search Twitter [Log in](#)


[Today](#) [News](#) [Sports](#) [Entertainment](#) [Fun](#)




**Barbara Corcoran reveals how to successfully ask for a raise**  
[Business Insider](#) · 4 hours ago  
Business Insider asked real estate mogul and "Shark Tank" host Barbara Corcoran to share her advice on how to successfully ask...  
26 Likes




**People are saving foxes in England as their numbers decline**  
[TicToc by Bloomberg](#) · 5 hours ago  
Fox numbers fell by 41% across England and Wales over the past 2 decades. Meet "The Fox Project", a charity that rescues them.  
11 Likes



**LA teachers begin first strike in three decades**  
US news · 4 hours ago  
Los Angeles teachers begin their first strike in 30 years to demand smaller class sizes, more support staff at schools and better pay.  
30 Likes



**TSA checkpoint at Houston airport closed due to...**  
US news · 4 hours ago













Send a tweet (a message of 280 characters or less).

Compose new Tweet ×

Looking forward to seeing many old friends this weekend at the  
[#NationalNonprofitCongress](#) event in Washington DC!

27  







Use “hashtags” at conferences so attendees can share key take-aways.

## #CauseCamp

**Josh Hirsch** @JoshHirsch1 · Mar 28  
Thanks so much @NPhub. We are thoroughly enjoying #CauseCamp down here in Boca Raton w/ @NonprofitsFirst and @JLBocaRaton. #CauseTheChange

**Nonprofit Hub** @NPhub  
Replying to @JoshHirsch1 @JLBocaRaton  
that looks awesome!

**JustineDuquette** @DuquetteJustine · Mar 28  
"It's your job as marketers to move them from interest to action to belief to ownership" @derrickfeldmann #causecamp #causethechange

FUSE Coworking and 14 others follow

**Nathan Rogers** @nrogers · Mar 28  
All prepared for Day 2 here, with a great lineup of speakers at #causecamp super excited to help... [instagram.com/p/BSL3w4yhlyh/](https://www.instagram.com/p/BSL3w4yhlyh/)

**Humanities Nebraska** liked  
**talya greenspoon** @tgreenspoon · Mar 28  
People need to act to reinforce the issue CONSTANTLY!!@derrickfeldmann #causethechange #causecamp @NPhub

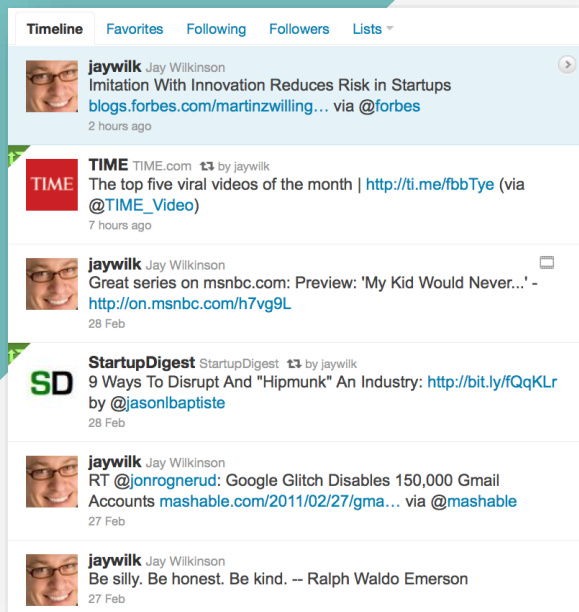


Jay Wilkinson





# What to tweet.



1. About an upcoming event.
2. Ask for opinions.
3. Community achievements.
4. Link to impact stories.
5. Link to volunteer stories.
6. Link to your blog.
7. Give recognition.
8. Express gratitude.
9. Use keywords.
10. Don't be boring.





# Power Tips

## 1) Choose a short **USERNAME**.

EXAMPLE: @jaywilk (instead of @Jay\_Wilkinson)

## 2) Use 3<sup>rd</sup> party **TOOLS** to post and read.

EXAMPLES: hootsuite.com or tweetdeck.com

## 3) Use **KEYWORD** rich data in your bio.



Be great at what you do

Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

Find a colleague

First name

Last name

Search

LinkedIn member directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [More](#)

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Jay Wilkinson





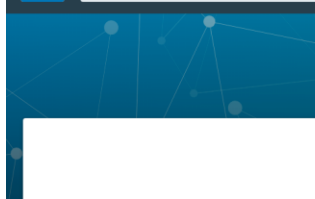
# Set up a page.

## Establish and grow your presence by building a Company Page

Nonprofit organizations can highlight their mission and objectives while also engaging supporters by creating a LinkedIn Company Page. Your Company Page allows you to easily post status updates, share news, find volunteers, grow your community, and stay in touch with your followers.

[Create a Company Page >](#)





D  
Nc

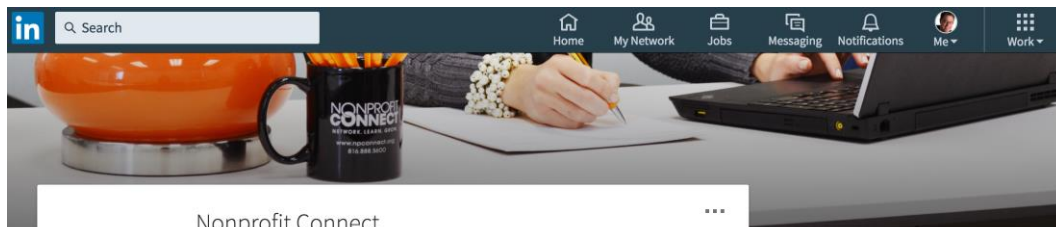
NOREEN BRIDGHAM Overla  
coordinating and/or managing

### Highlights



#### 8 Mutual Connec

You and Noreen bo  
Mary Ontko, and 6 c



## Nonprofit Connect

Nonprofit Organization Management • Kansas City, Missouri • 1,806 followers



3 connections work here. [See all 8 employees on LinkedIn](#) →

[See jobs](#)

[Follow](#)

### About us

Nonprofit Connect links the nonprofit community in Kansas City to education, resources and networking so organizations can more effectively achieve their missions. We serve more than 5,000 professional members from over 600 nonprofits of all sizes. How can we help you? Join today!

### Recent update

[See all](#)



Nonprofit Management Certificate  
npconnect.org

2 Likes • 1 Comment

4d

Jay, Goodbye Cold Call and Hello Warm Introduction



Use Sales Navigator to target & engage prospects

[Learn More](#)

### Similar companies



**Greater Kansas City Chamber of Commerce**  
Nonprofit Organization Management  
11-50 employees



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Wilkinson





# Enhance your page.




- ✓ Describe how you fulfill your mission.
- ✓ Share photos and impact stories.
- ✓ Link to your website.







# Ask supporters, employees, volunteers and board members to follow you and promote your cause.

A portrait of a Black woman with short dark hair, smiling. To her left is a blue circular icon with a white hand holding a heart. To her right is a green circular icon with a white house silhouette and the text 'ROOTS & ROOFS' below it.

Encourage supporters to promote your cause

Your volunteers, board members, and supporters are already your strongest advocates. Encourage them to add LinkedIn's Volunteer and Causes section to their profiles so they can showcase their service and champion your organization across their professional networks simultaneously.

[Learn more »](#)





# Connect with potential board members.

## Find board members

By searching LinkedIn for the right talent and posting open board roles, you can leverage the power of the LinkedIn network to target and identify qualified professionals for your nonprofit board. The LinkedIn Board Member Connect Program will support your board recruitment through exclusive training, a peer community, and access to advanced premium tools.

[Learn more >](#)





# Connect with potential volunteers.



## Find skilled volunteers

With 300M+ registered professionals– and 82% interested in volunteering, LinkedIn is the best place to post opportunities for skilled volunteers to engage with your nonprofit. Posting a volunteer opportunity on LinkedIn will position your organization in front of relevant professionals who are interested in donating their skills and expertise to a nonprofit.

[Learn more >](#)





**Start by linking in with your established network  
(e.g. employees, BOD, donors, volunteers).**

in Search Home My Network Jobs

2nd

**Claire Axelrad, J.D., CFRE**

Principal at Clairification | Fundraising Coach | Speaker | Trainer | Named "Outstanding Fundraising Professional" by AFP

Clairification • University of San Francisco School of Law

San Francisco, California • 500+

[InMail](#) [Connect](#)

Claire is a fundraising ninja- Joanne Fritz, About.com nonprofits Engaging your help was such a huge pivot moment for me and the Board. Sometimes there are moments in life you only realize in retrospect were miracles. That's exa...

[See more](#)

37 Views of your post

1,029 Likes • 39 Comments

[Like](#) [Comment](#) [Share](#)

[+ Follow](#)

[+ Follow](#)

[Foundations](#)

[Ad](#)



Jay Wilkinson





**Be personable and authentic (e.g., photo, bio, invites, thank yous, etc.).**

### You can customize this invitation



Include a personal message (optional):

Hello Claire. I'm looking forward to teaming up with you for a webinar this week! Hope you enjoyed the long weekend.

Warmly,

Early in life, Jay Wilkinson learned he was unemployable and committed to being an entrepreneur. Before graduating from college, he started 8 businesses, most of which failed miserably. He eventually caught on, and in 1986 helped launch Campus Connection magazine in NYC which ultimately expanded more than 350 campuses.

Cancel

Send invitation





# Claim your personal domain name.

The screenshot shows a LinkedIn profile for Jay Wilkinson. The header includes the LinkedIn logo, a search bar, and navigation icons. The profile section displays a profile picture, the name "Jay Wilkinson", and a headline: "Geek with social skills | Entrepreneur | Angel Investor | Author | Firespring CEO". Below this is a summary of his current roles: "Firespring • Massachusetts Institute of Technology - Sloan School of Management" and "Lincoln, Nebraska Area • 500+ connections". A bio snippet reads: "Early in life, Jay Wilkinson learned he was unemployable and committed to being an entrepreneur. Before graduating from college, he started 8 businesses, most of which failed miserably. He eventually caught on, and in 1...". A "See more" link is visible. At the bottom, three statistics are shown: "All-Star profile", "585 Who's viewed your profile", and "45 Views of your post in the feed".

**Your public profile URL**

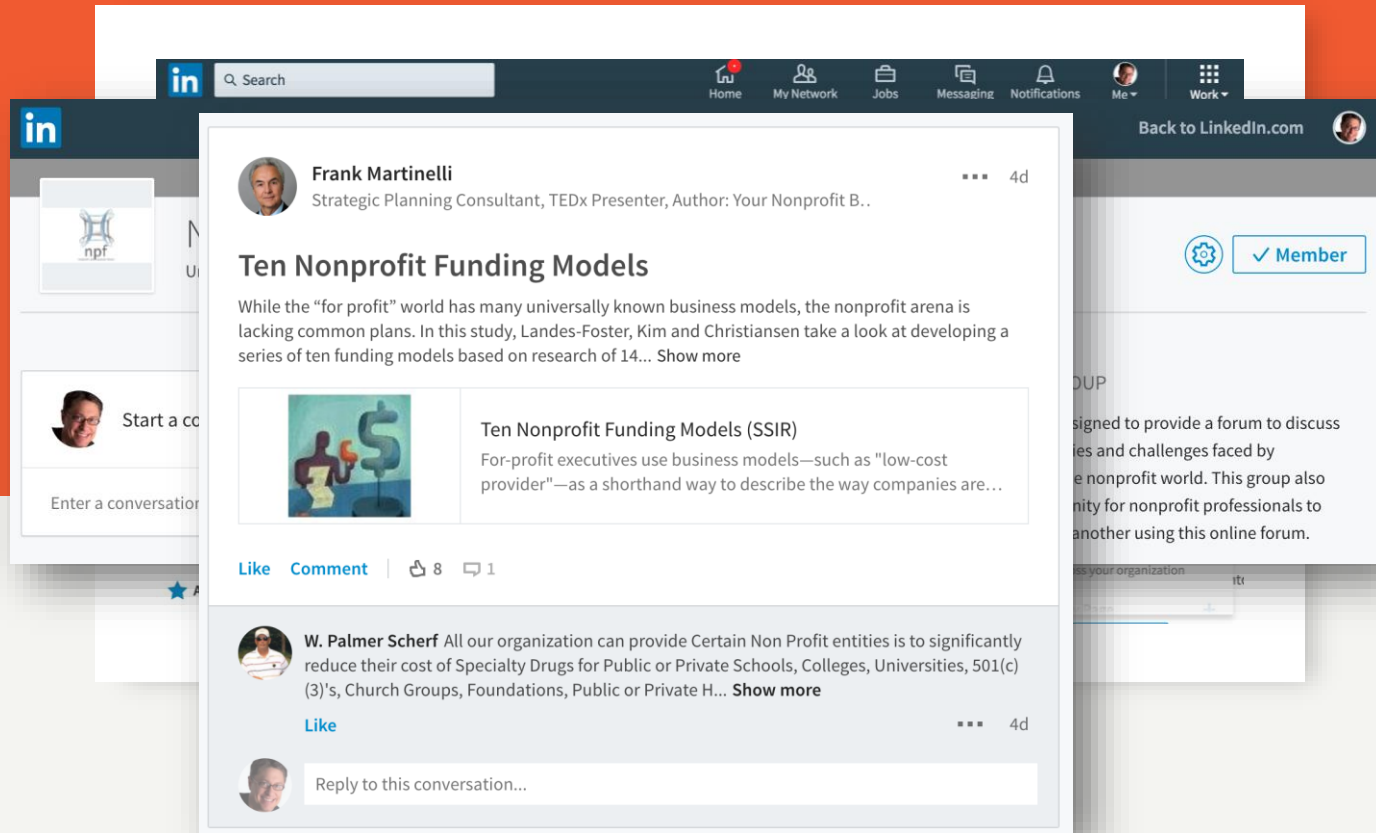
Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/jaywilkinson](https://www.linkedin.com/in/jaywilkinson) ✎





**Join groups & participate in the conversation.  
Establish yourself as an expert.**





**And something  
cool you may not  
know you can do ...**







# Export your connections to a list.

## Getting an archive of your data

Download an archive of your account data, posts, connections, and more

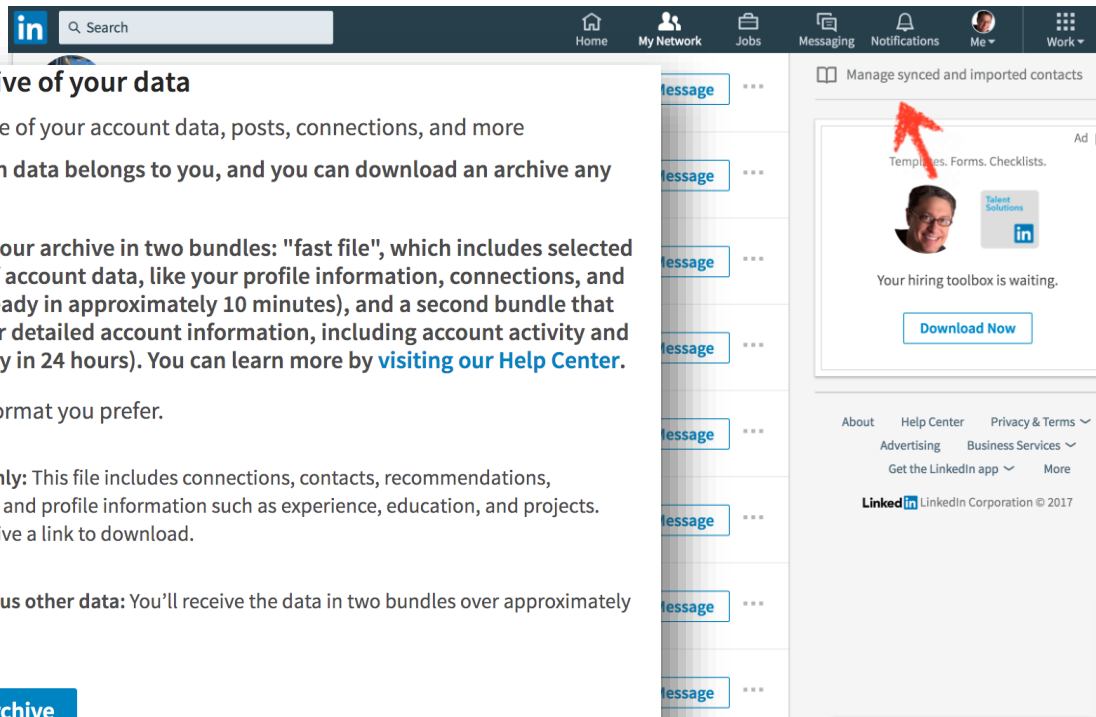
Your LinkedIn data belongs to you, and you can download an archive any time.

We provide your archive in two bundles: "fast file", which includes selected categories of account data, like your profile information, connections, and messages (ready in approximately 10 minutes), and a second bundle that includes your detailed account information, including account activity and history (ready in 24 hours). You can learn more by [visiting our Help Center](#).

Choose the format you prefer.

- ☒ **Fast file only:** This file includes connections, contacts, recommendations, messages, and profile information such as experience, education, and projects. You'll receive a link to download.
- ☐ **Fast file plus other data:** You'll receive the data in two bundles over approximately 24 hours.

[Request archive](#)



Jay Wilkinson



**Is this a LinkedIn  
or Facebook  
friend?**



# 5 Tips for Optimizing Your Social Presence



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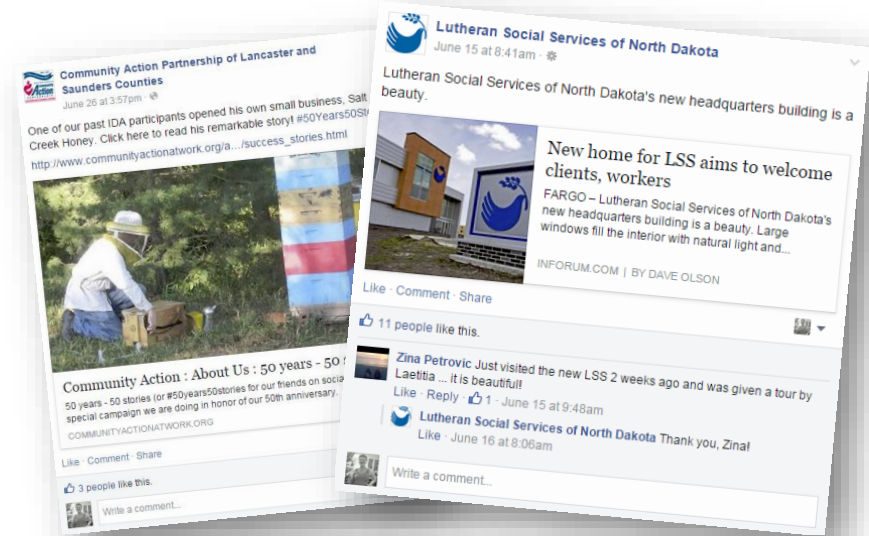




# Use great content.

**80**  
**20**

**80%** of your content  
should be about you and  
your constituents.



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# Use great content.



Jay  
Wilkinson

**Photos receive:**  
**53% more likes**  
**104% more comments**  
**84% more link click-throughs**  
**than text-based posts.**  
(KISSmetrics)





2

**Engage.**

Question posts  
receive **100x** more  
engagement than  
statement posts.

(KISSmetrics)



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2

**Engage.**

**55%** of those  
who engage  
with nonprofits  
via social media  
have been  
inspired to take  
further action.

(npTech for Good)



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2

# Engage.



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**It's not enough to create profiles and post on them. Engage individually by following your audience and thanking supporters publicly.**





2

# Engage.



Jay  
Wilkinson

If a supporter mentions you positively in a post, share it on your Facebook page.





2

# Engage.



**One of the top 5 reasons why Facebook fans “unlike” a charity on Facebook is because the “charity never responded to my comments”.**

(npTech for Good)



monologue marketing

dialogue marketing



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3

## Know your voice.

Determine your brand's voice and tone and directly convey it on social media.



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## QUESTIONS TO ASK

1. Does your social media voice represent your brand?
2. Are you more corporate or casual?
3. Are you more humorous or inspirational?
4. Is your voice appealing to your demographic?





4

## Be transparent.

Social media facilitates such a personal relationship between the organization and the audience that trust is necessary to earn loyal constituents.



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4

# Be transparent.

How do you earn trust on social media?



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## TWO SIMPLE STEPS

1. Respond quickly to positive and negative feedback.
2. Be proactive.



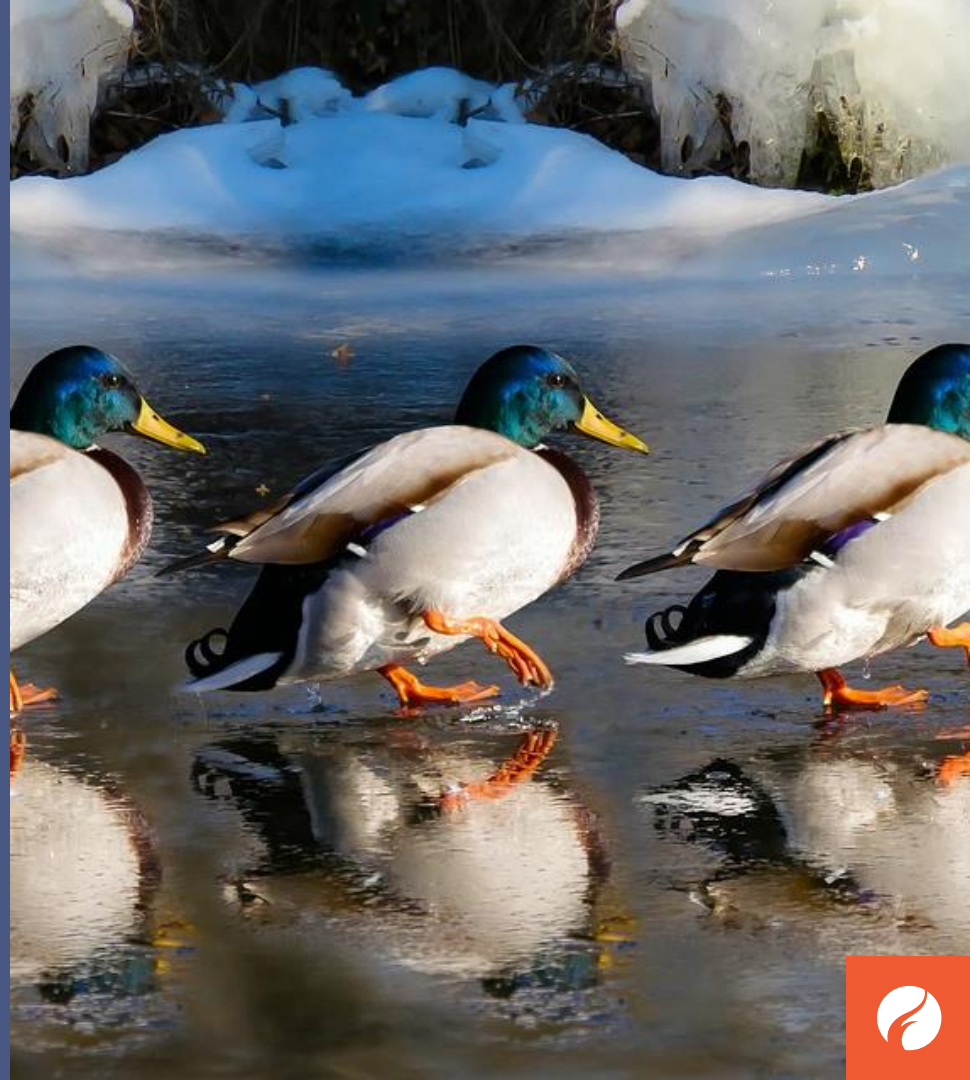




5

# Be consistent.

Posting consistently is key to staying top of mind and gaining a large followership.

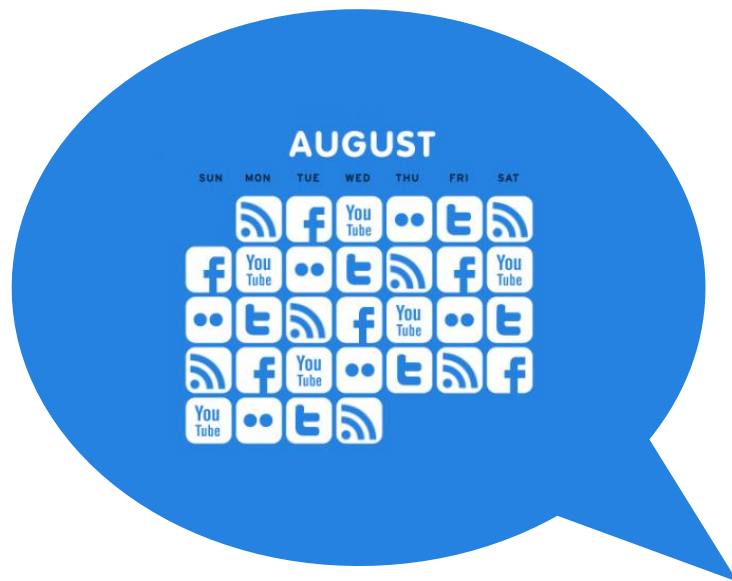


5

## Create a calendar to help you post consistently.



(npTech for Good)





**Question:** What is the worst thing someone could say about your organization online?

**Answer:**  
**Nothing**







**... but be careful.**

**Trying to take stuff off the  
internet is like trying to  
take pee out of the pool.**



# Engagement Tools





# Hootsuite

hootsuite.com

Send to...

@jaywik x LISTEN

+ Add Stream

Mentions

dana\_rinder  
12:20pm via Twitter  
"@KathieKRyan: Y  
70% of potential d  
process online. Ma  
#FailConf14"

NWCOVNA  
11:31am via Mobile  
Could have listed b  
hour! #failconf2014

KathieKRyan  
11:07am via Twitter  
RE email marketing  
important! Must be  
take time to craft  
#FailConf14

KathieKRyan  
11:03am via Twitter  
@jaywik discussi  
Study by @bloome  
Great data herel  
#FailConf14

KathieKRyan  
10:38am via Twitter  
Yikes - @jaywik s  
donors abandon d  
Make it easy & con  
#FailConf14

mGive  
10:10am via HubSp  
7 quick tips to mak  
of your top content  
@Firespring mgv.n  
1 retweets

Designed for teams that need to collaborate

PROFESSIONAL

\$29/mo\*

10 social profiles  
Unlimited scheduling  
1 user

Free 30-Day Trial

- Everything included in Free plan
- Automated post scheduling
- Key performance metrics
- Ad spend limit of \$500 per month to boost posts

Free 30-Day Trial

Learn More

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Unlimited scheduling  
3 users

Free 30-Day Trial

- Everything included in Professional plan
- Ad spend limit of \$2,000 per month to boost posts
- Team message assignments
- Custom analytics
- Exportable reports

Free 30-Day Trial

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BUSINESS

\$599/mo\*

35 social profiles  
Unlimited scheduling  
5 users, up to 10

Request a Demo

- Everything included in Team plan
- Ad spend limit of \$5,000 per month to boost posts
- Flexible approval workflows
- 1 hour of 1-on-1 onboarding
- 1 social media certification
- 24/7 support

Request a Demo

Learn More

ENTERPRISE

Contact for pricing

Custom Solutions

Request a Demo

Accelerate the results of your social media strategy by giving teams the platform, advice, personalized training, and advanced analytics they need to be effective.

Request a Demo

Learn More

\* Prices displayed in USD, based on annual billing, but do not include applicable taxes.

Try our limited Free plan | 3 social profiles | 30 Scheduled Messages | 1 user | [Sign up now](#)
































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# Buffer

bufferapp.com

	Starter Plans		Business Plans		
	Free	Pro	Small	Medium	Large
Monthly price	\$0	\$15 <sup>?</sup>	\$99 <sup>?</sup>	\$199 <sup>?</sup>	\$399 <sup>?</sup>
Social accounts <sup>?</sup>	3 total	8 total	25 total	50 total	150 total
Additional team members	0	0	5	10	25
Scheduled posts per social account <sup>?</sup>	10	100	2000	2000	2000
Social networks	    	     	     	     	     
Schedule as you discover					





**Feel buried by  
the amount of  
information  
coming  
at you?**



**keep it**  
**simple**



# Action Steps



- ✓ Make a great impression with your **WEBSITE:**
  - ✓ Build a logical **STRUCTURE** including 3+ navigation options.
  - ✓ Use a clean, professional **DESIGN** that tells your story.
  - ✓ Provide **CONTENT** for all types of end-users.
  - ✓ Build in **FUNCTIONALITY** that engages your constituents.
  - ✓ Post dated content weekly for strong **VITALITY**.
- ✓ Use a **CMS** (Content Management System).
- ✓ Commit to becoming a **THOUGHT LEADER** for your cause.
- ✓ Set up a **FACEBOOK PAGE** for your organization and ask to be an ADMIN.
- ✓ Set up a **LINKEDIN COMPANY PAGE** and connect with your peers.
- ✓ Monitor **TWITTER** for mentions and use it for headlining blog posts.
- ✓ Use at least one online **ENGAGEMENT TOOL**.
- ✓ Spend no more than **15 MINUTES/DAY** on social media sites.
- ✓ Keep learning! Read and learn at **nonprofithub.org**.

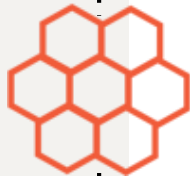


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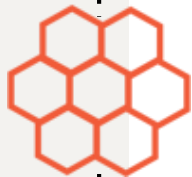


Our Mantra



**Educate  
without  
expectations.**





**Educate**  
**with *some*** *\* 1-2 minutes*  
**expectations.**



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**Nonprofit  
Website  
Builder**

**Strategic  
Guidance**

**Marketing**

**Printing**

- ✓ Custom Website Design
- ✓ Search Engine Optimization
- ✓ Search Engine Marketing
- ✓ Social Media Posts & Optimization
- ✓ Impact Strategy

- ✓ Engagement Campaigns
- ✓ Landing Page Development
- ✓ Email Marketing Automation
- ✓ Branding & Creative Services
- ✓ Strategic Marketing Campaigns

**Yep, all under one roof.**





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OFFER**

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Jan. 31, 2019**

**[firespring.com/demo](https://firespring.com/demo)**



**and get**  
*1 Month  
Free*





# Keep Learning with Us

Education without expectations • [firespring.com/webinars](https://firespring.com/webinars)



Online Fundraising  
Best Practices for  
Nonprofits



How to Avoid  
Fundraising's Quiet  
Killer: Donor Attrition



How to Maximize  
Offline Events  
in an Online World



Crowdfunding 101



How to Captivate  
and Engage  
Constituents with  
Your Website



#GivingTuesday  
Before, During and  
After: Your 9-Week  
Success Plan!



Convert Supporters  
with Powerful  
Landing Pages



Be Found: The Secrets  
of SEO for Nonprofits



It's a New World—  
How to Cultivate  
Your Community  
Online



Social Media 101  
for Nonprofits



5 Trends Shaping a  
New Reality for  
Nonprofits



5 Secrets of Email  
Marketing Geniuses



Beyond the RSVP—  
Crowdfunding for  
Special Events



Advanced  
Crowdfunding  
Strategies



Pave the Way to  
a Successful  
#GivingTuesday



Online Tools that Help  
Nonprofits Learn,  
Listen & Engage



Develop a Winning  
Nonprofit Culture  
with Minimal  
Resources



The Power of  
Blogging & Thought  
Leadership for  
Nonprofits



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Wilkinson





THANK  
YOU

## Get in touch.



[hello@firespring.com](mailto:hello@firespring.com)



877.447.8941



[firespring.com/nonprofit](https://firespring.com/nonprofit)



[@jaywilk](https://twitter.com/jaywilk) [@firespring](https://twitter.com/firespring)



Julie Hull



Jay Wilkinson

