

Social Media: Return on Engagement

▶ Social Media: What's all the fuss about?



The Key Differences between Social Media and Traditional Media

Shift from Monologue to Conversation - Using Social Media means giving up a little control over your organization's message and trading it in for a chance to better engage and learn from your constituents

Happens in Real Time - Social Media doesn't wait for press releases or formal statements, it is about responding in real time to both positive and negative feedback.

User-generated - Fortunately you don't have to rely solely on your own staff to create content for Social Media, good engagement means that your constituents will also be producing posts, tweets, comments and status updates.



Where to Start

- Create Relationships
- Tell Your Story
- Let Others Tell Your Story
- Drive Offline Action



4 Ways to Measure Social Media Return on Engagement

- Participation (Comments, Shares, Likes)
- Authority (Links from others, Website traffic from other sources)
- Influence (Requests to repost/guest post)
- Sentiment (General tone of user-generated content)



If your nonprofit is...

Just getting started

The Nonprofit Social Media Decision Guide [idealware.org/reports] A guide to help your org decide which channels to start with and set up the basics.

Looking to learn from your peers

NTEN Nonprofit Social Networking Benchmark Report [nten.org/research] This report reflects the social media usage of over 11,000 nonprofit orgs

Fine-tuning your strategy

Social Media Audit [located in NPower Knowledge Center] Tool for evaluating current social media efforts and creating improved online communication strategy

▶ Why work with us?

NPower focuses technology on mission in ways that advance both individual nonprofits and the sector as a whole. We are motivated by mission and inspired by possibility.

▶ Want to learn more?

NPower Knowledge Center

Check out these helpful slideshare presentations and handouts on npowernw.org/knowledge-center

- Social Media 101 - 301
- Google Analytics
- Twitter 101
- Keep Your Website Relevant
- Prevent Communication Overload
- Choosing a Database

▶ Contact us

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