

# Social Networking Technology Plan: Developing A Roadmap for Parent Centers

ALLIANCE Management Institute  
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# What is Social Networking?

**Social Networking (noun)** : the use of a website to connect with people who share personal or professional interests, place of origin, education at a particular school, etc.

Social Networks are online communities that provide a variety of ways for users to interact and share with each other through emails, instant messaging, pictures, videos and more.

Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

Source: [www.Dictionary.com](http://www.Dictionary.com) and Wikipedia

# What are some social networking platforms that are used?

The following are the top web apps for 2008 as rated by Webware based on user feedback:



## Social Networking



## Publishing and Photography



# Why are non-profits using social networking?

Non-profit organizations are using social networking platforms for a variety of different reasons based on their resources, their comfort level with social network platforms and their requirements. The following are a few reasons why social networking platforms would be used by non-profits:

- Reach a wider audience
- Reach a different generation or age group
- Enable feedback from constituents
- Get the word out for a new campaign or program launch
- Reduce costs of traditional marketing and communication
- Publish Event Information
- Encourage a new group of volunteers
- Increase fundraising reach
- Solicit/encourage feedback – “I wouldn’t miss this event!”

# How would my organization use social networking?

Here is a good example. One of the most popular uses of social networking tools is for event planning. Below you will find a couple possible platforms you could use for event planning:

Reason	Platform	What do I do	Benefit
Your organization is planning an upcoming event at a local hotel and you want to get the word out.	<a href="http://www.evite.com">www.evite.com</a>	Send out an online event invitation and track your attendees	Reduction in cost from traditional mailings. Quick to get the word out. Easy to make updates and send directions
My guest list for my event is somewhat limited and I'd like to reach a broader audience	<a href="http://www.facebook.com">www.facebook.com</a>	Set up a Facebook Profile page for your organization and for your event	You can reach a wider audience through connections to other people you may know on Facebook and other groups you can find
I'd like to give my guests an update the entertainment, I've just booked a great performer	<a href="http://www.twitter.com">www.twitter.com</a>	Set up a Twitter profile and send "tweets" or updates to your guests that are following you	Another medium to send out information and a quick way to get the word out

## How would my organization use social networking? (cont.)

Reason	Platform	What do I do	Benefit
My event was a big success and now I want to show everyone else how much fun it was	<a href="http://www.YouTube.com">www.YouTube.com</a>	Upload some video footage of your event	Shows how exciting your event was and gets people excited for next year
But I have photos I want to publish too	<a href="http://www.flickr.com">www.flickr.com</a>	Create a photo stream of your event. Tag and publish your photos	Everyone loves to see themselves in a good photo
I want to encourage more people to attend next year	<a href="http://www.facebook.com">www.facebook.com</a>	Link your photos and videos to your Facebook page. Encourage your Fans to invite their friends. Send friend invites to people who have similar interests to increase your amount of Friends/Fans	Increase your participating and following for your next event

# How are other non-profits leveraging social networks?

Some examples of Best Practices – the Susan G. Komen website Facebook

Fans have posted over 500 photos

Branding is a challenge on FB but this graphic is clear and nicely designed for the space

Community has taken on a life of its own with fans posting their stories and sharing experiences

Foundation has created a movement around breast cancer with fundraising events and 75,000 fans!

**Susan G. Komen for the Cure**

Wall Info Boxes Discussions Photos Notes >>

Write something...

**Yoon Hee Park** I need help! I have not collect my due yet. It is really hard for me to make people to donate to me. And I did not know If I don't meet the due amounts I have to pay for it my self. Other wise I can't walk!  
Yesterday at 10:33pm · Comment · Like · Report

**Felicia Roopchand** MY prayers go out to Maura and her family during this time, be strong and have faith.  
Yesterday at 8:57pm · Comment · Like · Report

**Lisa Fick** Breast cancer is such a scary thing to me. I lost 2 aunts to it, my grandmother lost both her breasts to it, my greatgrandmother lost a breasts to it, a dear friend to me lost a breast to it. And I just had a very big scare with my friends mom to it. Thank God it came back benign. Thank you God! I want to do what I can to help weather it be walk, talk, listen and pray. Fight and don't give up!  
Yesterday at 8:19pm · Comment · Like · Report

**Marcia Cooperman Jamison** Maura Tierney should be a fighter, the way she was on ER. She always represented strength and courage in her role as Abby Lockhart. She will help bring awareness to our cause.  
Comment · Like · Report

**Jena Berry Ferguson** Please say prayers for my friend KJ...she had a double mastectomy and her uterus removed today after finding breast tumor in her uterus during a routine mammogram & doctor visit a few weeks ago. I am sure she would appreciate the prayers and thoughts of support today & in the next few months as she hopes for & works toward a successful fight!!  
Yesterday at 1:44pm · Comment · Like · Report

**Jenifer Polk** at 2:56pm July 14 Report  
God Bless your friend KJ...My deepest sympathy and prayers to her and her family!

**Information**  
Founded: 1982

**Fans**  
6 of 75,387 fans See All

Brandon Taylor, Alicen Esch, Teddy Eumo, Miranda Clements, Bethany Ogle, Shelley Wineken

# Best Practices - Examples

Susan G. Komen website – [www.komen.org](http://www.komen.org)

The screenshot shows the Susan G. Komen website. At the top, there is a navigation bar with 'DONATE', 'News', 'About Us', 'Affiliate Corner', and 'Español'. A search bar is also present. Below the navigation, there are several buttons: 'I'VE BEEN DIAGNOSED WITH BREAST CANCER', 'SOMEONE I KNOW WAS DIAGNOSED', 'I'M HERE TO MAKE A DIFFERENCE', and 'SHARE YOUR STORY'. A world map is featured with the text 'Join the Global Breast Cancer Movement'. A 'NEWSLETTER' sign-up form is also visible. The main content area has a large banner image of women in pink shirts, with the text 'About Us' overlaid. Below the banner, there is a breadcrumb trail: 'Home > About Us > Komen Social Networking > Social Networking'. A sidebar on the left contains a menu with 'Social Networking' highlighted. A yellow callout box points to this menu item with the text: 'Clear link to social networking options ensures you are following the real Susan G. Komen community.'

Links to all social networking options friends can follow the Foundation

Facebook  
Be our fan!

Twitter  
Follow us!

MySpace®  
Be our friend!

YouTube™  
View our channel!

Flickr  
Share your photos with us!

Windows Live™ Spaces  
View our profile!

Fuego Nation™  
Ignite your passion!

Clear link to social networking options ensures you are following the real Susan G. Komen community.

# Best Practices - Examples

## The Humane Society Facebook Page

facebook Home Profile Friends Inbox 80 Kim Foland Settings Logout

**The Humane Society of the United States** Become a Fan

Wall Info Notes Causes Events Go Mobile f... >>

The Humane Society of the United States Just Fans

**THE HUMANE SOCIETY OF THE UNITED STATES**  
View Updates

<http://www.humanesociety.org>  
Official Fan Page of The Humane Society of the United States (HSUS) - the nation's largest and most powerful animal welfare organization.

**Information**

Founded:  
1954

**Fans**  
6 of 125,131 fans See All

Amber Lynch  
Deborah Sylvester  
Liza M. López  
Katie Dickinson Byrne  
Agos Magnoni  
Maddy Kennedy Martin

**The Humane Society of the United States** **Five Things You Don't Want to Miss**  
You probably have a lot going on this summer. But, unfortunately for animals, cruelty doesn't take a break. You will you join us at the Taking Action for Animals conference later this month...

Actress Jennifer Goodwin  
Mon at 4:43pm · Share  
185 people like this.  
View 32 comments

**The Humane Society of the United States** **Emergency Animal Shelters**  
The Humane Society of the United States rescues thousands of animals every year and provides emergency sheltering.  
Length: 2:22

Mon at 3:15pm · Share  
322 people like this.  
View 48 comments

**The Humane Society of the United States** 's feed: Wayne Pacelle: A Humane Nation

Simple call to action “Five things you don't want to miss”. Bullying Facebook page could provide “3 things to prevent bullying” as a topic for discussion

Daily content updates including news stories, events, news feeds, photos, videos

# Best Practices - Examples

Tweets for a Cause – [www.tweetsforacause.org](http://www.tweetsforacause.org)

## Tweets for a Cause

One tweet. One voice.



Home

Charity of the Month

Count me in!

### Ever wonder how one person can make a difference?

**It's simple.** All it takes is the desire to help, a minute of your time and a single Twitter message. As a collaborative effort among even just a hundred local activists, your voice and call to action might just become the "tweet heard around the world."

Tweets for a Cause is an avid group of social media users who believe that **friends, working in concert, can change the world.** Because we believe charity begins at home, our initial effort will begin with active Atlanta tweeters, in hopes to create a mass support for local based non-profits by promoting small but organized acts of giving.

### How does this work?

**On the first Tuesday of each month at exactly 11:00am EST,** we will join forces and send out a consistent Twitter message for a pre-determined local charity. Multiple tweets after that hour are encouraged to promote the greatest exposure and likelihood of "retweets". All online traffic and proceeds will be directed straight to the charity organization.

This month's charity:

[click to learn more](#)



Help Komen Atlanta fight Breast Cancer!

Click here to donate

ShareThis



Lets get #ERIC a heart he need \$140k send spare change/coffee money to: <http://bit.ly/N5i4W> Just stick in an envelope PPL via @zaibatsu

8:43 AM May 21st from HootSuite

Plz RT! Donate \$5 -Cure Breast Cancer ~ HELP NOW! <http://bit.ly>

at a PB&J and donate \$5 to brownbag

cancer awareness page so far! ave saved many with your

Every month Tweets for a Cause sends out a single message about a particular charity to a group of activists who are encouraged to retweet

This starts the Twitter "drumbeat". Many people Tweeting about the same thing increases exposure

# Best Practices - Examples

## Special Olympics promo on YouTube

The screenshot shows a YouTube video player for a Special Olympics promotional video. The video is titled "Special Olympics" and has 265,034 views and 595 ratings. The video player shows a person celebrating. Below the video player, there are options to favorite, share, and create playlists. The share options include MySpace, Facebook, and Twitter. There are also statistics and data, video responses, and text comments. The comments section shows two user-generated comments: "Love it." and "thats so awesome. i volunteered there this winter, it was life changing".

Shows the excitement of the event with a produced video. User generated video is the most popular.

Comments are moderated to prevent comments in bad taste that could reflect poorly on the organization

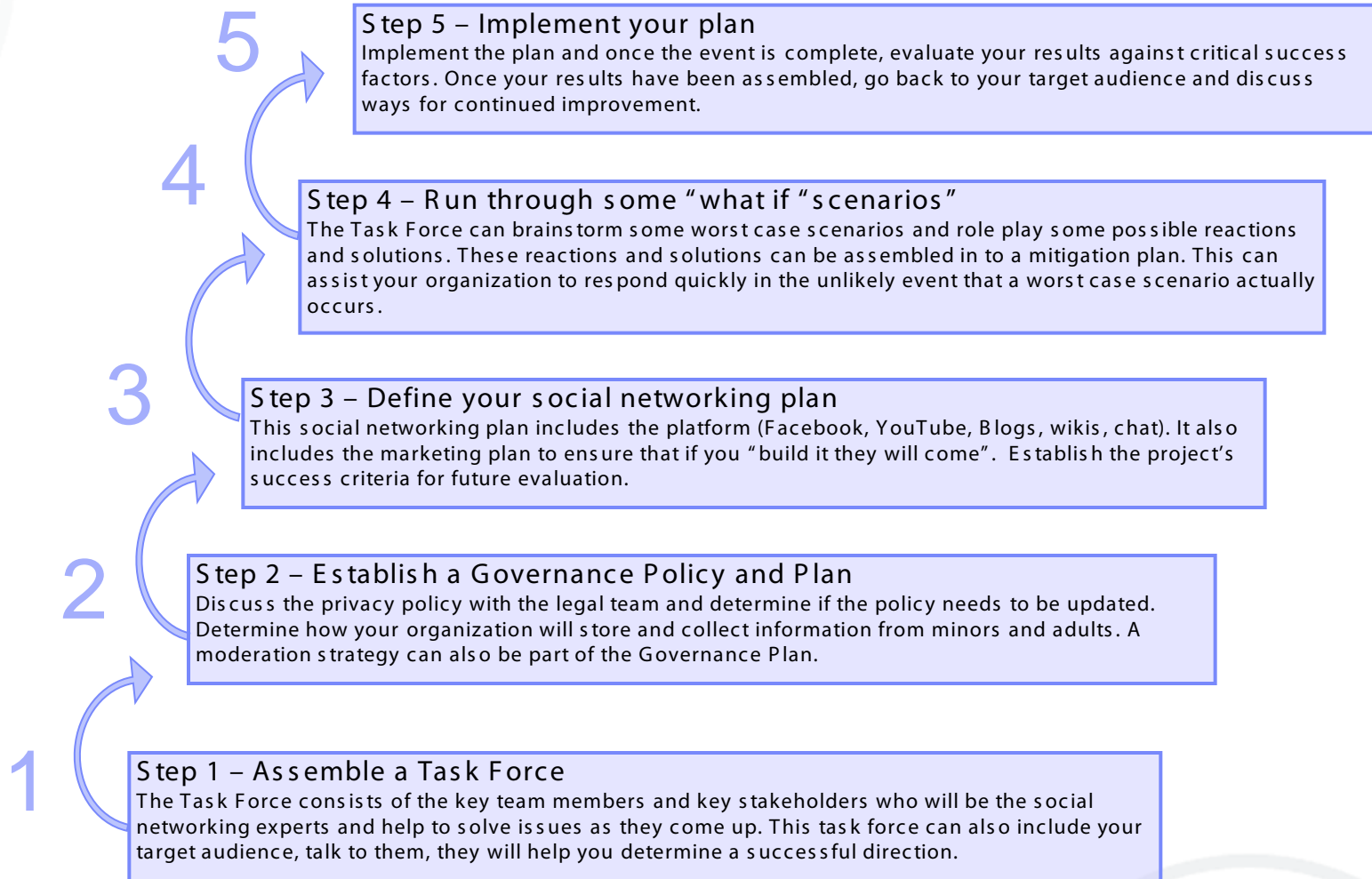
Related content enables users to find more like this

Share and cross promote on other social networking sites

Shows user comments

# What else should I think about?

Steps for your organization to consider as you proceed with social networking initiatives:



# Assemble Your Task Force

- Task Force Leader
- Members
- How often to meet
- Approval process

# E stablish a G overnance Policy and Plan

- E xamine your existing T echnology Policies
- W ill they need changes to accommodate Social Networking?
- W rite out which policy will need to be add or changed, what the guidelines will be and when will it happen

# Define Your Social Networking Plan

- What are your goals and what tools can you use to meet them?
- Priority - Purpose - Tool Options
- Who will implement the tools and how much time will be invested

# Run Through some “What If” Scenarios

- Write a list of worst case scenarios and how you will respond
- What if you get a negative comment on Facebook page or message board? Will you respond? Remove?
- Be prepared now

# Implement Plan

- Once you decide what tools you will use decide what your overall goals will be and how you will evaluate them
- Tool - Evaluation Method - Outcomes

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# Q&A

Thank You For Attending