



50 Social Media Tactics:

Credit: Chad Norman and Melanie Mathos, Blackbaud on Penn-Olson.com

- 1) Create a custom Twitter background that reflects your organization's mission and brand
- 2) List the Twitter handles of the staff contributing to your organization's feed
- 3) Create a Twitter List of your organization's staff, partners, or supporters
- 4) Use Twitterholic.com to connect with the top 50 tweeters in your city
- 5) Monitor your city's Twitter hashtag for relevant information
- 6) Build real relationships by replying, retweeting, and joining discussions
- 7) Make your tweets retweetable
- 8) Recruit new staff and volunteers via Twitter
- 9) Monitor your organization's name on search.twitter.com
- 10) Piggyback on Twitter's trending topics if they are related to your cause
- 11) Promote an event, campaign, or movement with twitter hashtags
- 12) Start, join, and organize conversations on Twitter with hashtags
- 13) Save your tweets forever with Twapperkeeper

- 14) Create a fundraising campaign organized with Twitter.
- 15) Empower your followers with actionable information support of your mission
- 16) Organize a petition with act.ly.
- 17) Get creative with Twitter avatars
- 18) Organize a Tweetup
- 19) Use Twitpic to share photos
- 20) Track and benchmark key Twitter stats.
- 21) Use short URLs to track link performance
- 22) Use Twitalyzer.com to mashup Google Analytics with Twitter visitors
- 23) Reflect your brand on your Facebook page
- 24) Create a landing page for fans/non fans
- 25) Create a cause and add it to your page
- 26) Open up your Facebook page by allowing fans to post on wall updates, photos, videos, and discussions
- 27) Add your blog's feed to your fan page wall via the Notes application.
- 28) Integrate other channels via Facebook fan page tabs
- 29) Add your events to your Facebook fan page
- 30) Ask your Facebook fans a question and participate in the conversation
- 31) Ask Facebook fans to upload videos that support your mission
- 32) Start a discussion that will engage your Facebook fans
- 33) Leverage contests by hosting or joining one
- 34) Integrate your CRM with Facebook fan activity

- 35) Use the Facebook insights to get activity and demographic data
- 36) Use the YouTube Nonprofit Program to raise monet or for advocacy
- 37) Make a funny or compelling video, not a sad one
- 38) Build stewardship with video
- 39) Hold a contest
- 40) Encourage supporters to upload video responses
- 41) Upgrade to a Flickr Pro account
- 42) Submit your photos to Flickr Group

- 43) Hold a contest involving supporter photos
- 44) Create a Flickr group that supports your mission
- 45) Integrate supporter photos with existing channels/vehicles
- 46) Submit key blog posts and articles to social news sites
- 47) Use a “Share This” widget on blog posts, web pages, etc.
- 48) Promote your social media channels via websites, emails, footers, etc.
- 49) Display RSS feeds from a blog or Twitter account on your website
- 50) Create a social media listening dashboard with iGoogle

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References:

“6 Great Social media Resources”

Resources:

www.twitter.com

www.twitterholic.com

<http://search.twitter.com>
<http://www.retweetrnk.com>
<http://act.ly>
www.twibbon.com
www.twitpic.com
<http://docs.google.com>
<http://bit.ly>
www.twitalyzer.com
www.facebook.com
<http://apps.facebook.com/causes/about>
www.youtube.com
www.youtube.com/nonprofits
www.flickr.com
www.flickr.com/good
www.flickr.com/groups/26249297@N00/
www.sharethis.com
www.digg.com
www.stumbleupon.com
www.reddit.com
www.igoogle.com

Examples:

<http://www.facebook.com/pages/Missouri-Foundation-for-Health-MFH/96087501831>
<http://twitter.com/covermissouri>
<http://twitter.com/HealthLitMO>
www.twitter.com/nwf

www.edf.org/page.cfm?tagID=45878

www.twestival.com

www.livestrongaction.org/avatar

www.mashable.com/hyatt4good/

<http://mashable.com/2009/11/08/twitter-san-fran-zoo/>

www.facebook.com/habitat

www.facebook.com/one

www.facebook.com/livestrong

www.facebook.com/PlannedParenthood

www.facebook.com/NTEN.org

<http://www.facebook.com/oxfamgb>

<http://www.youtube.com/watch?v=jSD21zp89zM>

<http://www.youtube.com/watch?v=KtZLbTR29WM>

<http://youtube.com/peaceoneday>

http://www.youtube.com/video_response_view_all?v=UaTKPfqAbxg

<http://www.flickr.com/groups/dailyrayofhope/>

<http://www.flickr.com/groups/ima-art/>

Related information:

Slideshare presentation on setting up Facebook pages and ads in great detail <http://www.slideshare.net/umhealthscienceslibraries/facebook-for-health-organizations>