



United Way of Bucks County

Social Media For Nonprofits

Thank You, Ann's Choice!

Welcome to Ann's Choice

Bucks County senior living, located in beautiful Bucks County





United Way of Bucks County

JAMIE HADDON CEO, UNITED WAY OF BUCKS COUNTY

Agenda

- Welcome
- Overview of Social Media
- The Whole Enchilada, Part 1
- Break
- The Whole Enchilada, Part 2
- Lunch
- Video
- Facebook
- Break
- Social Media Planning
- Q&A
- Networking Reception









United Way of Bucks County

WELCOME TO THE REVOLUTION







United Way of Bucks County

SOCIAL MEDIA BY THE NUMBERS

Who's Online?

• 81% of Adults

 95%+ of Upper Income Households



Demographics of Internet Users

% of American adults within each group who use the internet

All adults (n= 3,014)	81%
Men (n=1,337)	81
Women (n=1,677)	81
Age	
18-29 (n=478)	95***
30-49 (n=833)	89**
50-64 (n=814)	77*
65+ (n=830)	52
Race/ethnicity	
White, Non-Hispanic (n=1,864)	83**
Black, Non-Hispanic (n=497)	74
Hispanic (n=427)	73
Annual household income	
Less than \$30,000/yr (n=876)	68
\$30,000-\$49,999 (n=523)	86*
\$50,000-\$74,999 (n=371)	95**
\$75,000+ (n=680)	97**
Education level	
No high school diploma (n=269)	47
High school grad (n=830)	72*
Some College (n=778)	90**
College + (n=1,115)	96***

Source: Pew Internet Summer Tracking Survey, August 7 – September 6, 2012. N=3,014 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2 percentage points.

* Statistically significant difference compared with others in the same grouping

What Are They Doing?

 91% Looking for Information (Content!)

 71% Watching Videos

69% Social
 Networking



	% of adult internet users in the U.S. who do this online •	Survey month/year
Use a search engine to find information	91	2/1/2012
Send or read e-mail	91	8/1/2011
Look for info on a hobby or interest	84	8/1/2011
Search for a map or driving directions	84	8/1/2011
Check the weather	81	5/1/2010
Look for health/medical info~	80	9/1/2010
Look for information online about a service or product you are thinking of buying*	78	9/1/2010
Get news	78	8/1/2012
Go online just for fun or to pass the time	74	8/1/2011
Buy a product	71	5/1/2011
Watch a video on a video-sharing site like YouTube or Vimeo	71	5/1/2011
Use a social networking site like Facebook, LinkedIn or Google Plus*	69	8/1/2012
Look for "how-to," "do-it-yourself" or repair information	68	8/1/2011
Visit a local, state or federal government website*	67	5/1/2011
Buy or make a reservation for travel	65	5/1/2011
Do any banking online	61	5/1/2011
Look online for news or information about politics*	61	8/1/2011
Look online for info about a job*	56	5/1/2011
Look for information on Wikipedia	53	5/1/2010
Use online classified ads or sites like Craigslist	53	5/1/2010
Get news or information about sports*	52	1/1/2010
Take a virtual tour of a location online	52	8/1/2011

A Typical Day

 59% Looking for Information (Content!)

• 59% Using Email

 48% Social Networking



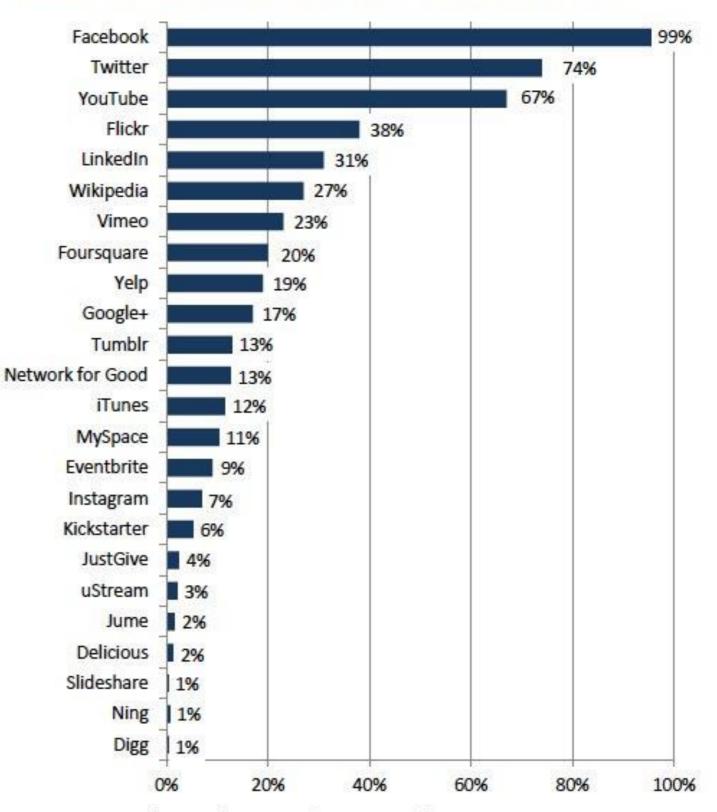
	% of adult internet users in the U.S. who do this on a typical day	Survey month/year
Use a search engine to find information	59	2/1/2012
Send or read e-mail	59	8/1/2012
Use a social networking site like Facebook, LinkedIn or Google Plus*	48	2/1/2012
Get news	45	5/1/2011
Go online just for fun or to pass the time	44	8/1/2011
Look for info on a hobby or interest	35	8/1/2011
Check the weather	34	5/1/2010
Look online for news or information about politics*	28	8/1/2011
Look for information online about a service or product you are thinking of buying	28	9/1/2010
Watch a video on a video-sharing site like YouTube or Vimeo	28	5/1/2011
Do any banking online	24	5/1/2011
Do any type of research for your job	23	3/1/2007
Send instant messages*	18	12/1/2010
Look for information on Wikipedia	17	5/1/2010
Search for a map or driving directions	17	8/1/2011
Get sports scores and info online*	15	8/1/2006
Play online games*	13	9/1/2010
Visit a local, state or federal government website*	13	5/1/2011
Get financial info online, such as stock quotes or mortgage interest rates	12	5/1/2010
Use online classified ads or sites like Craigslist	11	5/1/2010

Arts Organizations and Social Media

99% Using
 Facebook

• 74% Using Twitter

• 67% Using YouTube



Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,202.

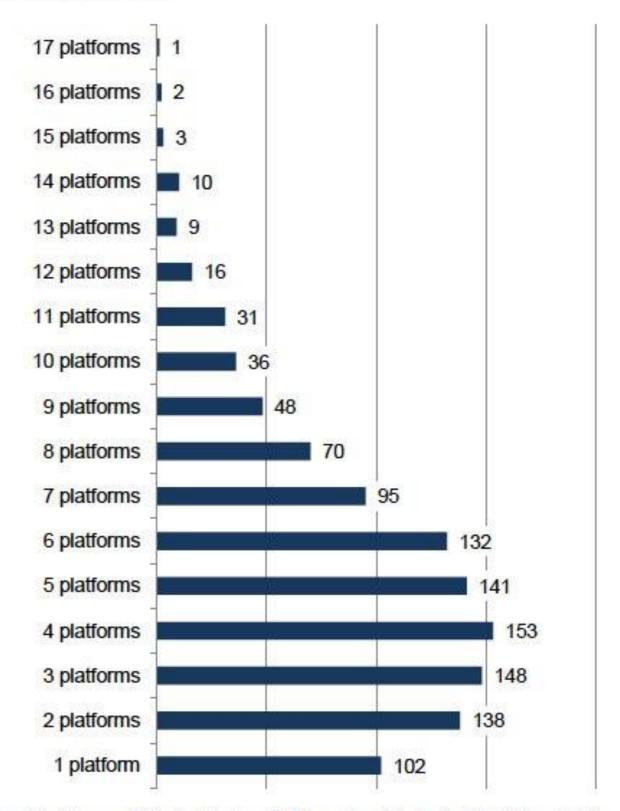
The social media platforms that arts organizations use

United Way of Bucks County

Number of Platforms

Most Are Using 2-5 Platforms

The number of social media platforms that arts organizations use



United Way of Bucks County

Source: Pew Research Center's Internet & American Life Project Arts Organization Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,140.

Posting Content

How often organizations post content on social media

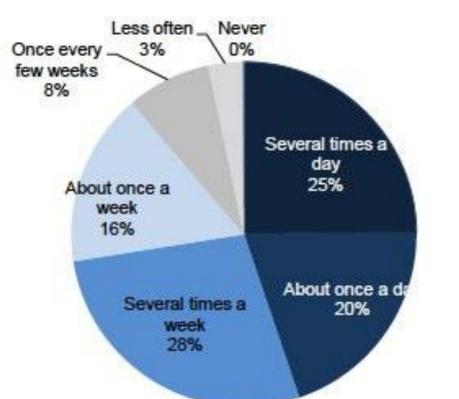
 28% Several Times a Week

 25% Several Times a Day

20% Once a Day

Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,131.

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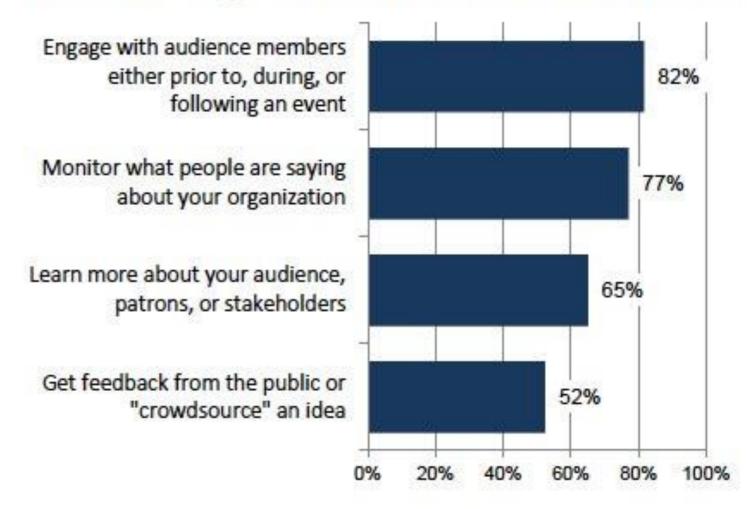




What They Do

82% Engage Audience

 77% Monitor What People Are Saying



Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,126.

 65% Learn about Audience



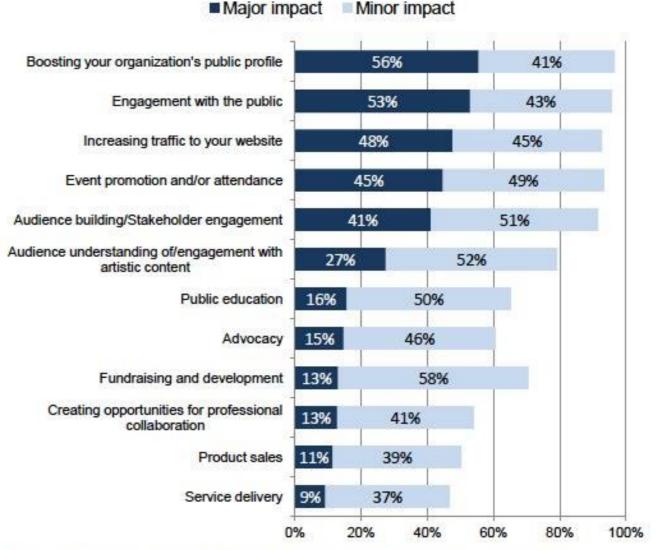


What arts organizations do with social media

Impact of Social Media

- Boost Organization's Public Profile
- Engage the Public
- Increase Website Traffic
- Promote Events
- Engage
 Stakeholders

The perceived impact of social media on arts organizations



Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,117.





Positive social media experiences

- Increased attendance at events
- More ticket sales
- Increased public awareness of the organization
- An ability to support fundraising efforts





"Several times our organization has made social media special ticket offers that have resulted in increased attendance at performances."

"At one of our annual fundraisers, we offered a special price only through social media. In the week before the event, we sold more than the one-third of the eventual total attendance. We attracted a younger audience, grew the total numbers and spent no money."





"We ask our (Facebook) fans to suggest performers/ exhibits/ films they'd like to see, which helps us plan and gives us ideas of the types of things they are interested in."

"We asked our Facebook page if they would like to see comedian Gabriel Iglesias. They affirmed he would be a good choice, we booked him, and sold out the show without spending a dollar on marketing."





"Our summer children's program was completely filled last year and advertised ONLY on Facebook. The previous year, we used more traditional methods of advertisement and were only at half capacity."





"We established Sponsor Fridays to highlight and thank sponsors of upcoming events. This has resulted in several new sponsors coming on board who have indicated that they learned about opportunities through our social media platforms."





Potential Downside

- Social media taking up too much staff time, when there is more important work to do
- Self-serving posts on Facebook where artists are using the organizations' profile to promote their own work or different events
- Spam cluttering up Facebook or Twitter pages
- Spam comments on website or blog
- Accounts being hacked





Potential Downside

When someone posts a complaint on Facebook or Twitter, more times than not one of our other patrons (not a staff member) will step in and address the complaint, acting as our advocates. Social media has allowed us to become more connected with our fans, so even when they have a problem and are discussing it online, we are presented with an opportunity to show exemplary customer service and address the problem directly...



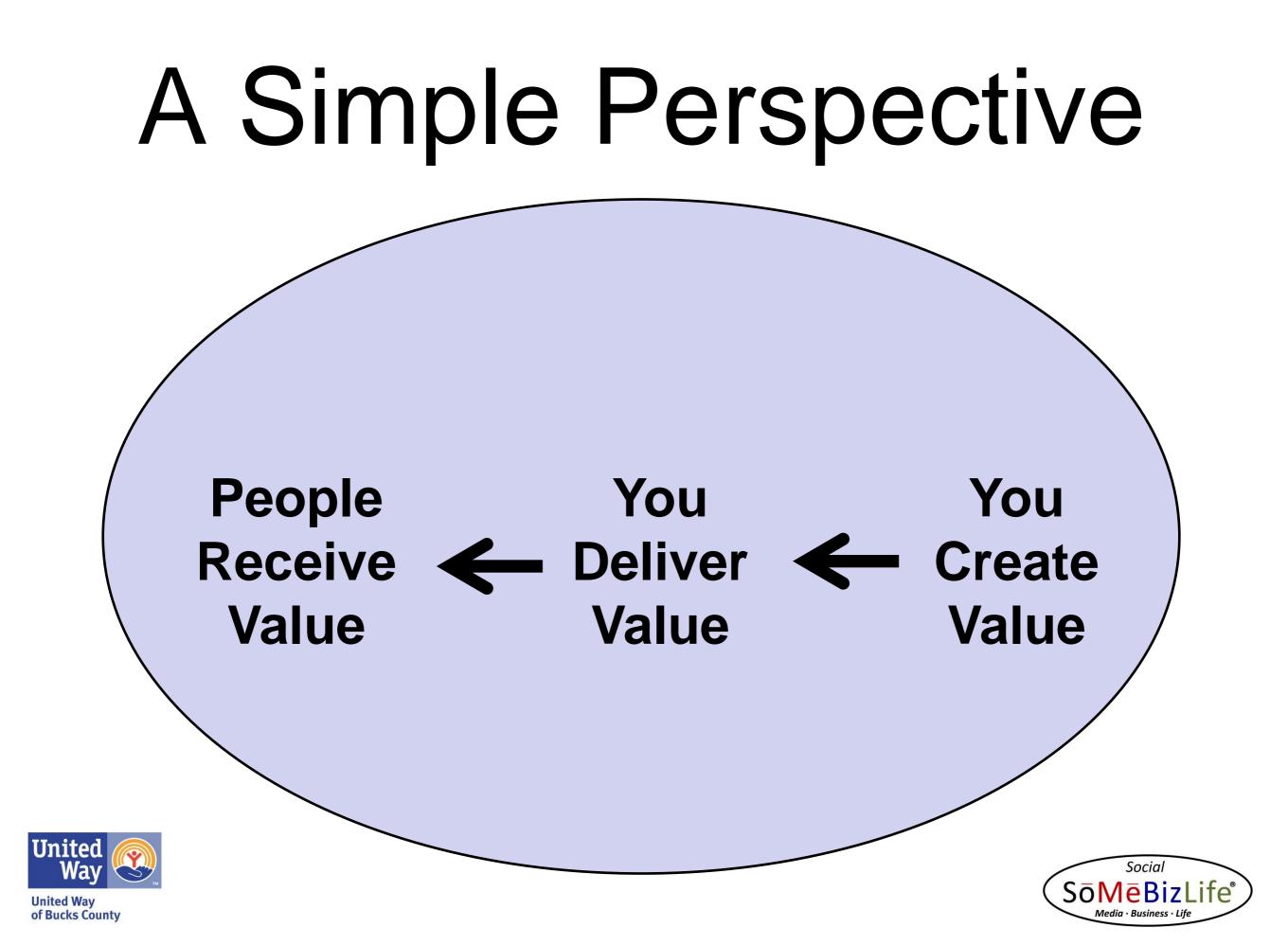


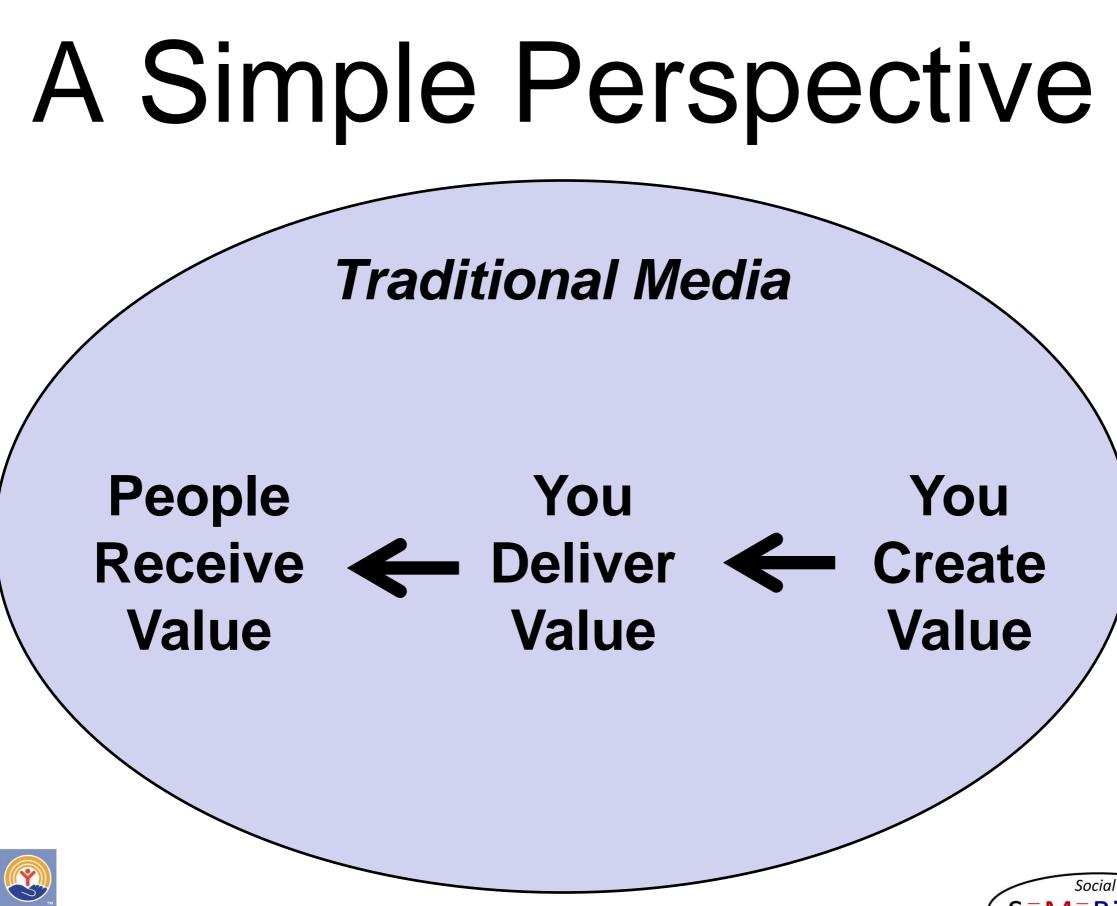




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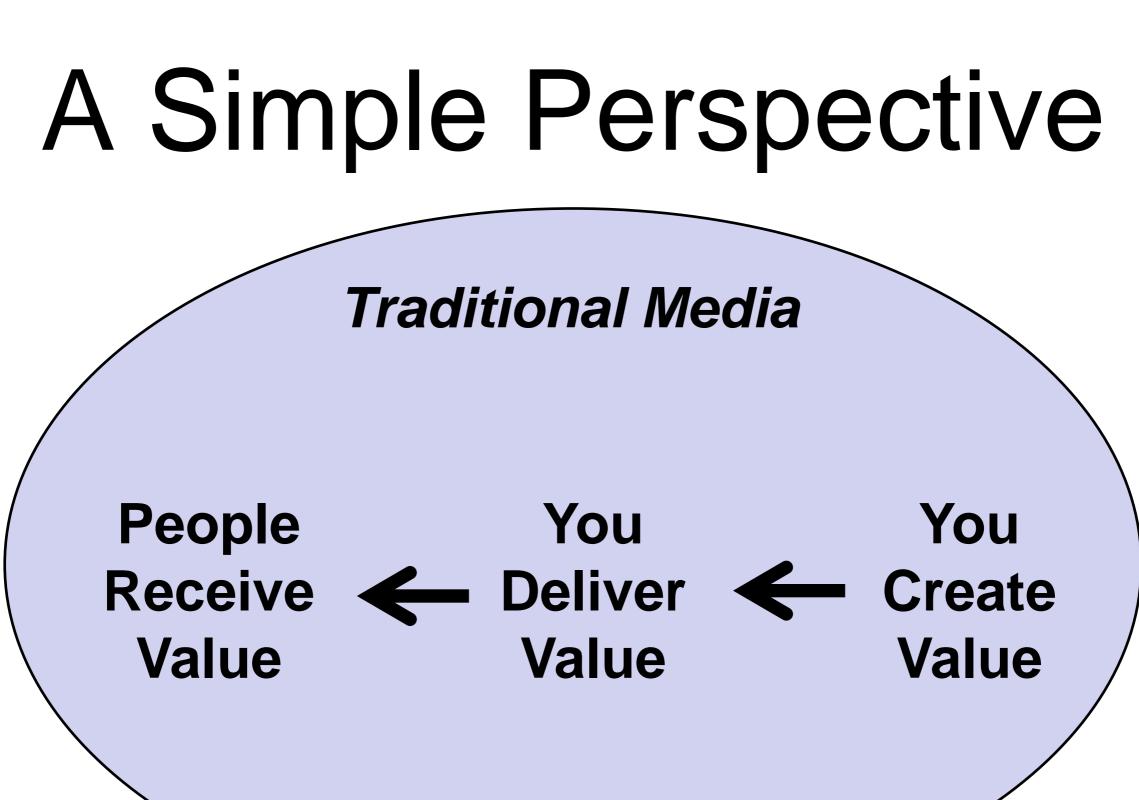
MAKING SOCIAL MEDIA WORK FOR YOUR ORGANIZATION





United Way of Bucks County





Social Media



of Bucks County



Media

Traditional

- Newspapers
- Mail
- Newsletters
- Fliers
- Conference Calls
- Radio
- TV

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Social

- Facebook
- Twitter
- Linked
- Google+
- YouTube
- Email
- Your Website





You Can Apply Social Media to Help You Accomplish Everything You Need to Achieve in Your Organization.





The Planning Process

Experience: Link Business, Marketing and Communication Strategies

- Focus on Business Priorities and Capabilities
- Profile Current Customers
- Determine Business Development Goals

Insight: Create Pathways to Business Growth

- Identify Business Growth Opportunities
- Profile Potential New Customers and Competitors
- Connect Business Strategy to Actions

Action: Establish Framework

- Determine Resources
- Create Primary Messages
- Develop Practical Plan

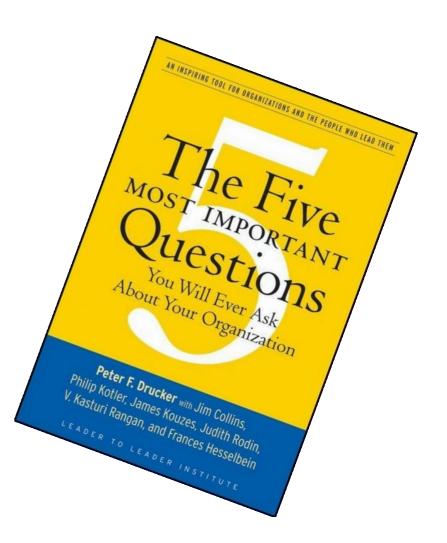




Peter Drucker's Wisdom

Five Questions:

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?







Community Presence



Community Presence



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@UWBucks			BUCKS	County, PA ← t
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			Don Lafferty @donlafferty RT @jamiehaddon: The #hashta @UWBucks nonprofit social med Retweeted by United Way Bucks	
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Browse categories - Find friends

Expand



Thank Donors, Show Work



United Way of Bucks County Liked · January 14 @

To all of our friends at Barnes & Noble and the hundreds (and hundreds) of customers who supported this year's holiday book drive: THANK YOU! Thanks to you, more than \$30,000 worth of books will go to children in Bucks County! Your generosity will truly open doors for young people :)

(Lots of sorting by Lindsey and our volunteers - but what a great cause!)

Unlike · Comment · Share

You, Don Lafferty and 13 others like this.
 2 shares
 Write a comment...

Sponsored %

Create an Ad

SNITCH See how far Dwayne The Rock Johnson will go to save his son in the new movie SNITCH, in th...



🖒 Like This Page

1 Chat [17]

Collaborate and Support

People Who Shared This



United Way of Bucks County January 11 near Doylestown via mobile @

United Way of Bucks County is partnering with CB CARES to conduct an MLK day of service event in Doylestown and we definitely could use your help. We plan to package dry meals of rice and beans for the homeless/hungry in Bucks County. We will holding this project at the James Lorah House Auditorium in downtown Doylestown and our projected timeline is from 10:00 am to 1:30 pm. We will preparing over 16,000 bagged meals to stay in Bucks County! We need 40 more volunteers! Contact the @uwbucks office to RSVP your help 215-949-1660

Like · Comment · Share

🗊 3 👘

🖒 Amy Perry Hall and 8 others like this.



Steven Smith shared United Way of Bucks County's status update. January 15 at 7:45am · ∅



PRO-ACT Central Bucks Recovery Support Services Here's a chance to give back!! Like · Comment · January 11 at 4:40pm · @



Delaware Valley College

Looking for a great way to spend MLK Day? Look no further. Like · Comment · 🖒 3 💭 1 🕞 1 · January 11 at 10:22am · 🙆



United Way

of Bucks County

Social SoMeBizLife Media · Business · Life

Connect with Public

United Way
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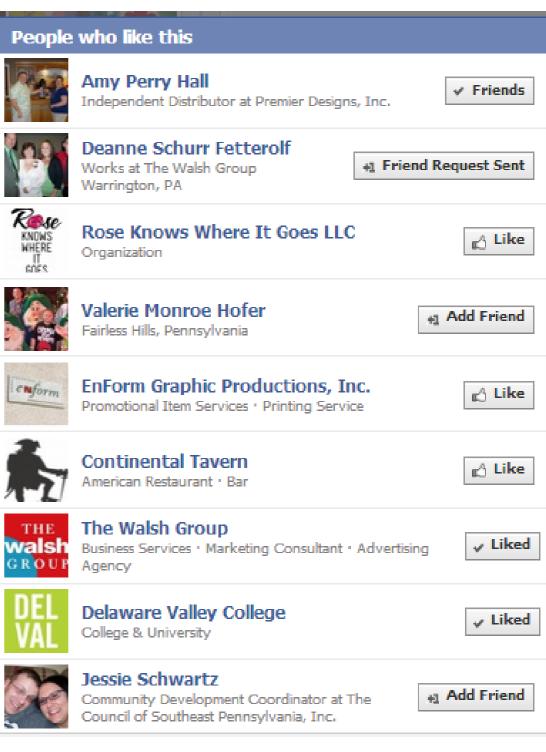
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Like · Comment · Share

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🖒 Amy Perry Hall and 8 others like this.







Supporting

Recent Posts By Others



Women Build Bucks County

Save the date! Women Build Bucks County Open House & Information Night: Monday, 2/11 6:30–8:00 p.m.

Habitat for Humanity of Bucks County

31 Oak Avenue, Suite 100, Chalfont, PA 18914 Learn more about our Women Build program and how you can build and volunteer with Habitat for Humanity of Bucks County! Like · <u>Comment</u> · Wednesday at 10:54pm Recent Posts by Others on United Way of Bucks County



Women Build Bucks County Save the date! Women Build Bucks County Open House ... Wednesday at 10:54pm



Shea Wendowski Cialella

Shea posted a photo. January 13 at 6:02pm



EnForm Graphic Productions, Inc. United Way of Bucks County is starting a social media ... A 1 · January 10 at 9:15am



ect ECI Comfort Solutions

Cleaning out your closets to make room for your new co... 3 9 1 · January 8 at 3:24pm



Theresa Conejo Join the facebook group...

January 2 at 1:26am



ECI Comfort Solutions

It. This is what we are looking for that so far, it doesn't lo



ECI Comfort Solutions

Cleaning out your closets to make room for your new coats? Donate your gently used coats to the One Warm Coat Drive benefitting the United Way of Bucks County...

Drop them off or we can pick them up...

View Post · January 8 at 3:24pm

 \mathbf{m}^{A_1} 3 people like this.



One Warm Coat ECI Comfort Solutions Wow! Pick-up service for coat donations - now, ** everyone ** in or near Bensalem, PA will probably want to clean out their closets! That's truly "going the extra mile" to help others. Your team is an inspiration! January 9 at 11:32am : Like



Vrite a comment...



See All



Web site

- Staff
- Volunteers
- Committees
- Boards
- Donors
- Resources

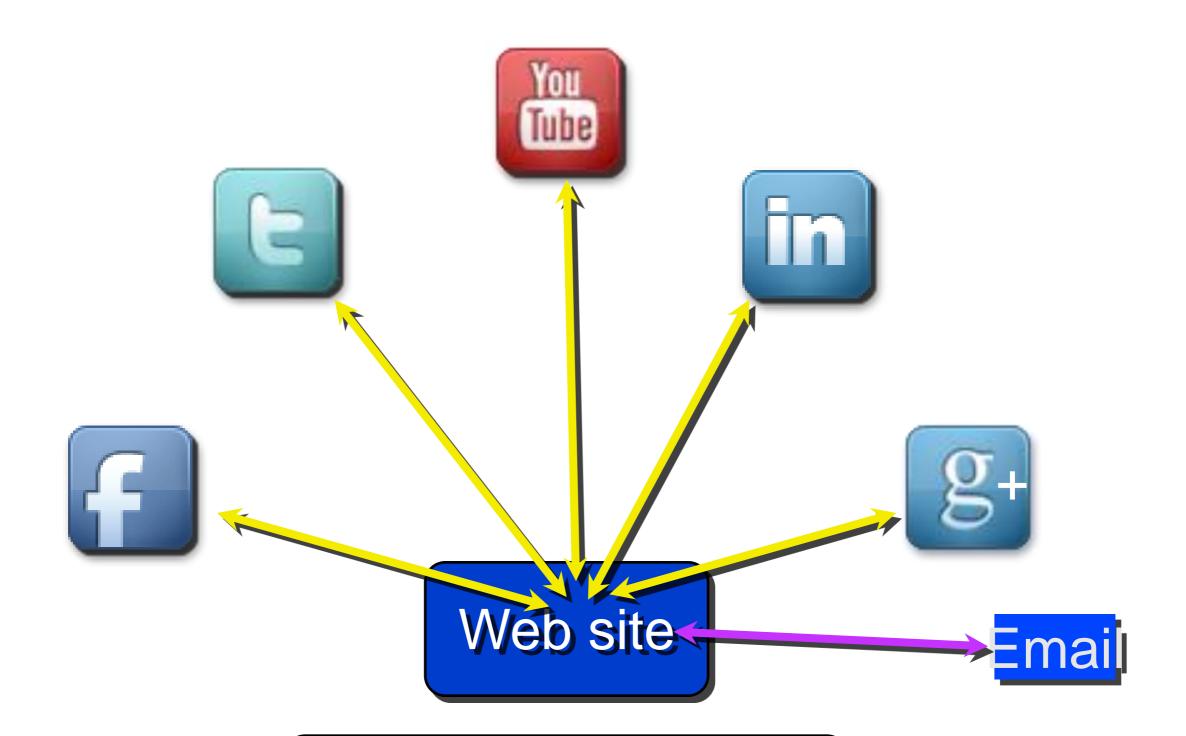


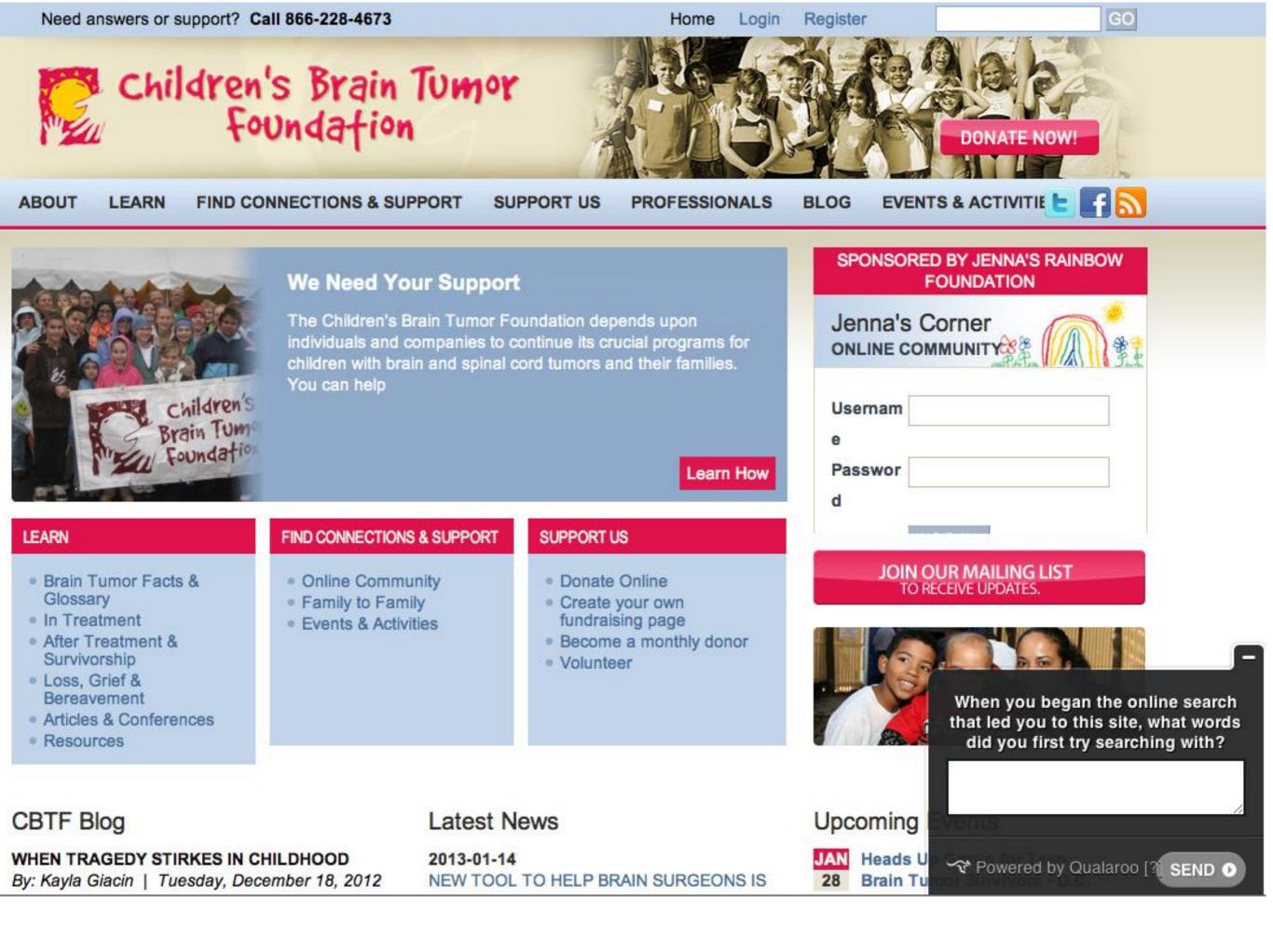


The Whole Enchilada, Pt 1











CONTACT

- This Week at CBTF
- Survivorship
- CBTF Events
- Newly Diagnosed and In Treatment
- The CBTF Community
- Fundraising

January 2013

December 2012

November 2012

September 2012

October 2012

August 2012

July 2012

June 2012

May 2012

April 2012

March 2012

February 2012

Conquer Cancer Climb

Blog

WHEN TRAGEDY STIRKES IN CHILDHOOD

By Kayla Giacin Tuesday, December 18, 2012

In the wake of the school shooting at Sandy Hook Elementary School in Newtown, CT, not all that far from the CBTF office in New York City, many people are stunned and in shock with the gravity of this situation. Who would do such a thing? What possible motive could

the gunman have had? And why would he prey upon young children?

Read more >



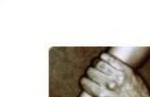
IT'S AN ESCAPE FROM ORDINARY LIFE, WHICH MAKES IT SO AMAZING

By James McCue, Jr. Friday, December 14, 2012

James McCue captures the experiences of Adam Moran, snov was our "on location" go to guy during sessions of our recent p ESCAPE FROM ORDINARY LIFE, WHICH MAKES IT SO AMA

When you began the online search that led you to this site, what words did you first try searching with?

" Powered by Qualaroo [? SEND ●



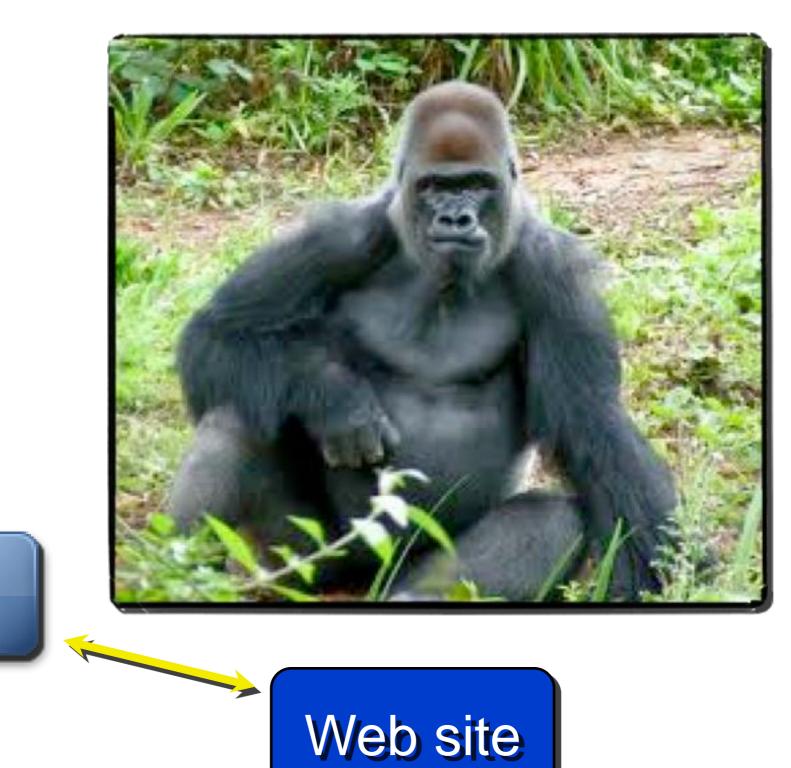
ENJOYING THE HOLIDAYS AS A CAREGIVER

By Kayla Giacin Thursday, December 6, 2012













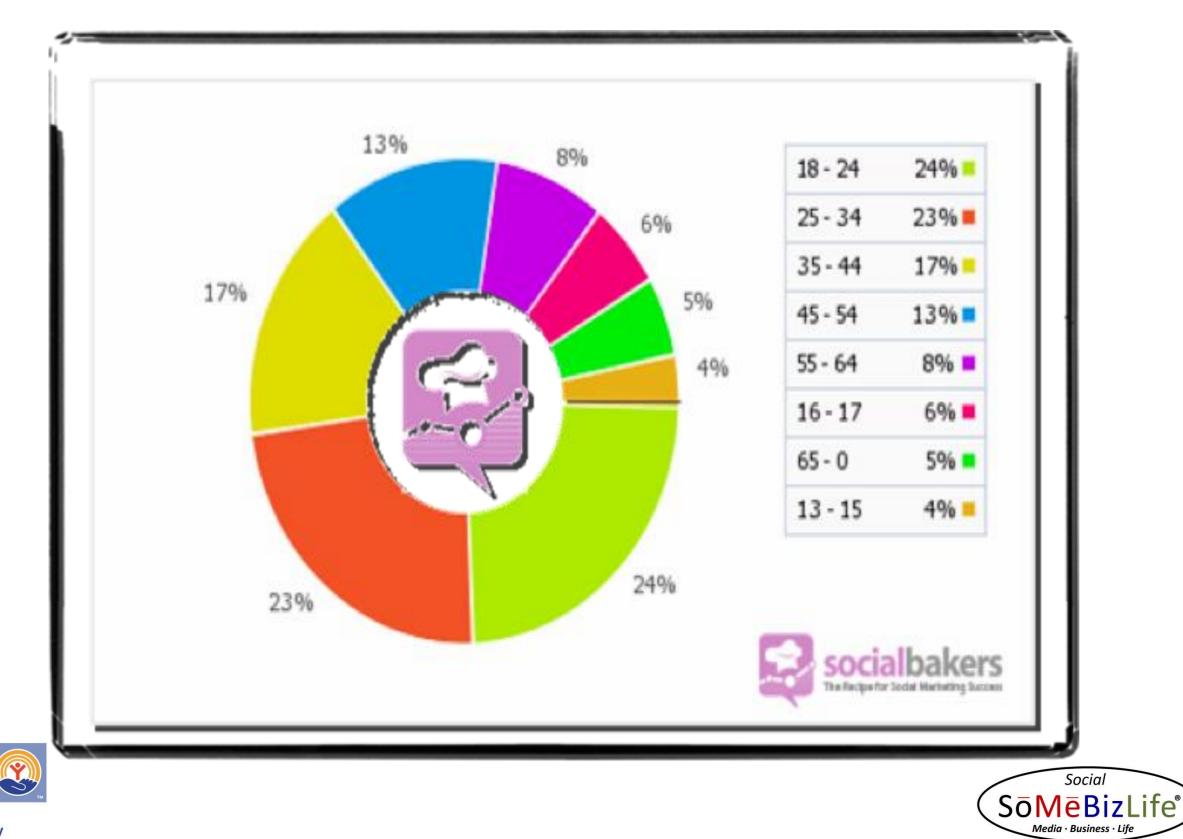
Facebook: The Land of a Billion Users

50% log in daily





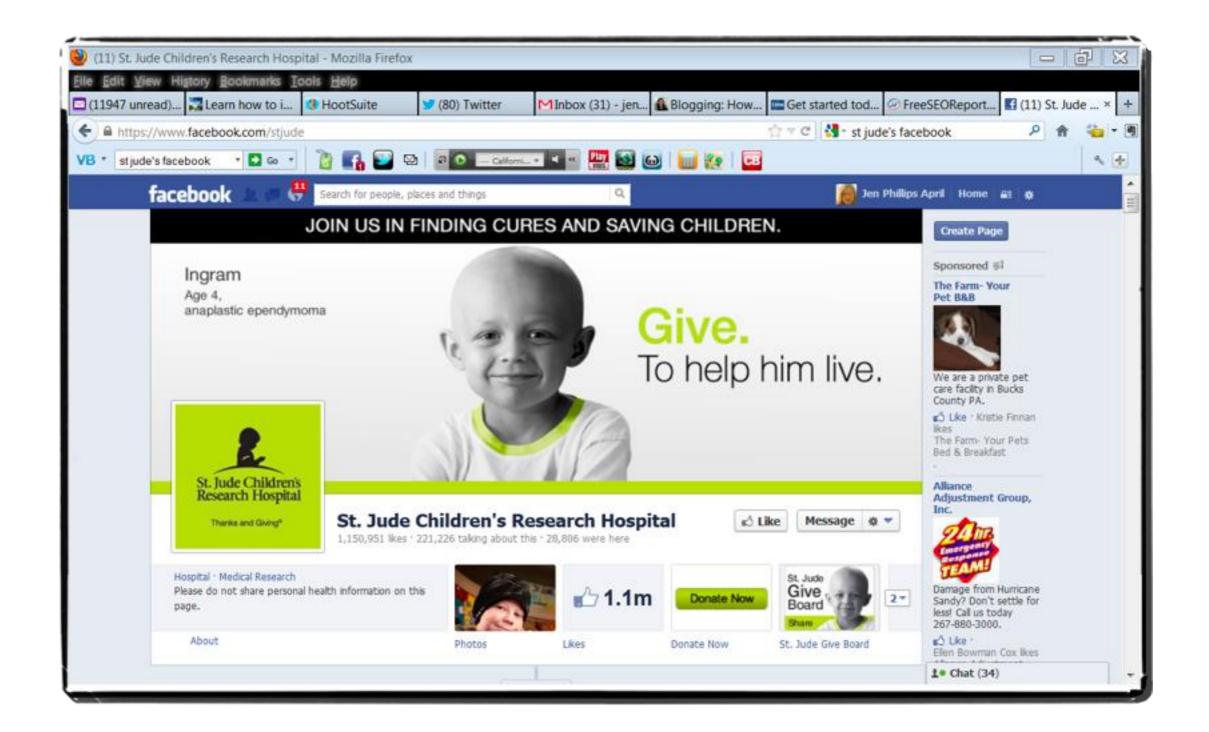
Facebook Demographics



United Way of Bucks County

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United Way of Bucks County

What Makes a Good FB Post?



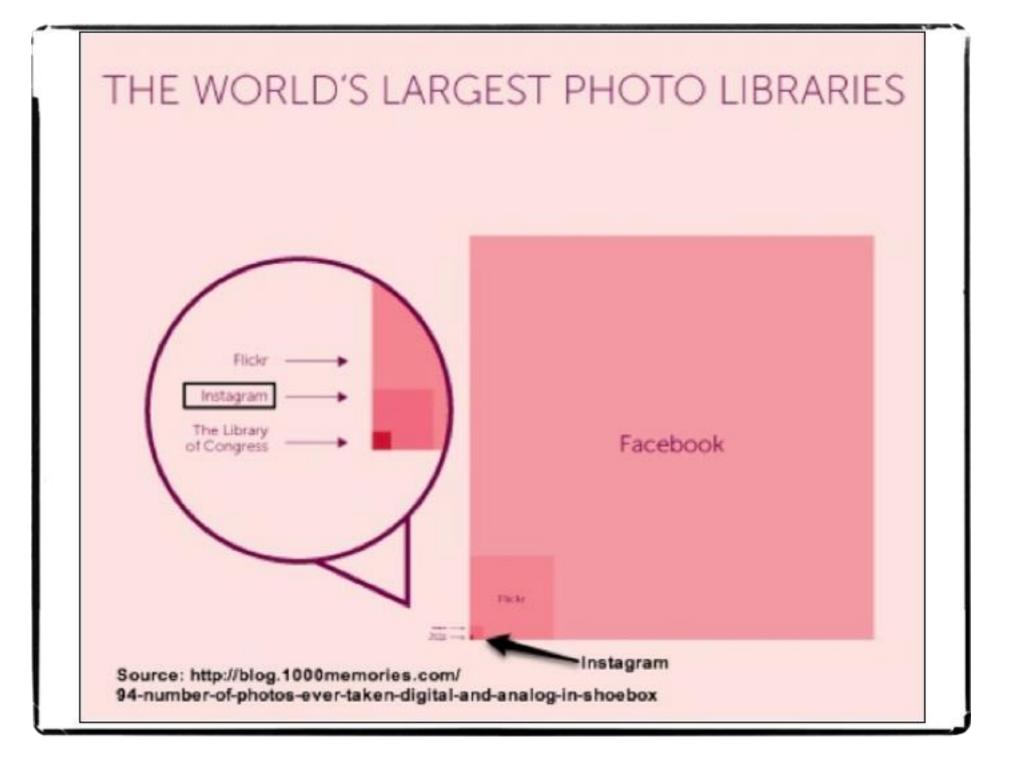
The Nature Conservancy 2 hours ago @

Why does nature matter to YOU? We asked this question to our own Conservancy scientists, who were willing to let down their orainy, academic guards to get a little, well, touchy-feely with their answers. Read on » http://nature.ly/SggEe9













Share Successes

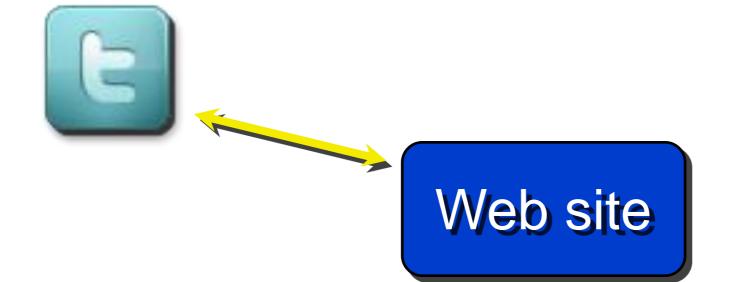
• Everyone wants to be part of a success story. One study saw 53 percent of online donors identified "achieving and communicating measurable results" as important factors in their decision to give again.







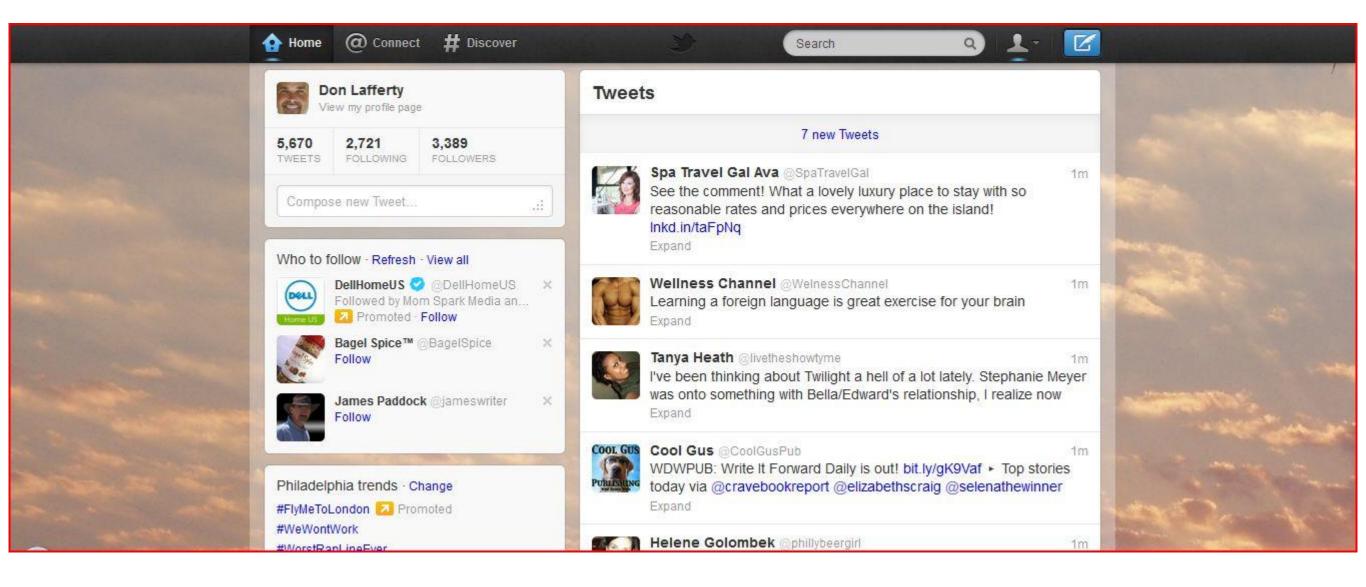








Twitter Profile













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United Way of Bucks County







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Tweets Following Followers Favorites Lists				Image: An a paramedic with many other interests! I am a Social Media / Networking Advocate and the father of three awesome boys! Philadelphia Area · http://www.brunotes.com/					
the Smarth	Full name Email Password		3,450 TWEETS	1,627 FOLLOWING	967 FOLLOWERS		Sector Follow		
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0			Bruce Chew @chew143 1h No denying Social Media is big part of our lives. Looking forward to great info at NonProfit SM conference. #bucksunited @SoMedBizLife @ Expand						
				Bruce Chew @chew143 4h @JamieHaddon Looking forward to tomorrow's NonProfit Social Media conference! Do we have a #hashtag established? @UWBucks @donlafferty Expand					

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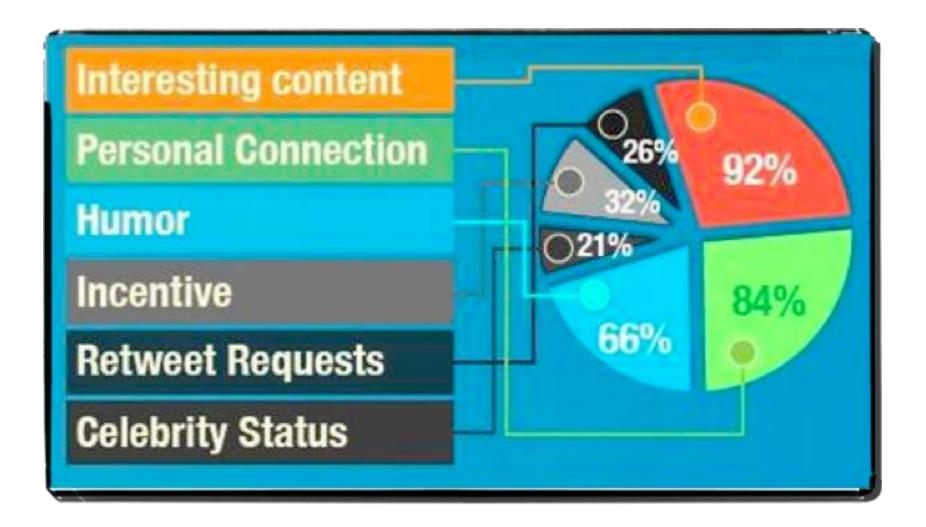
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Tweeting a Picture

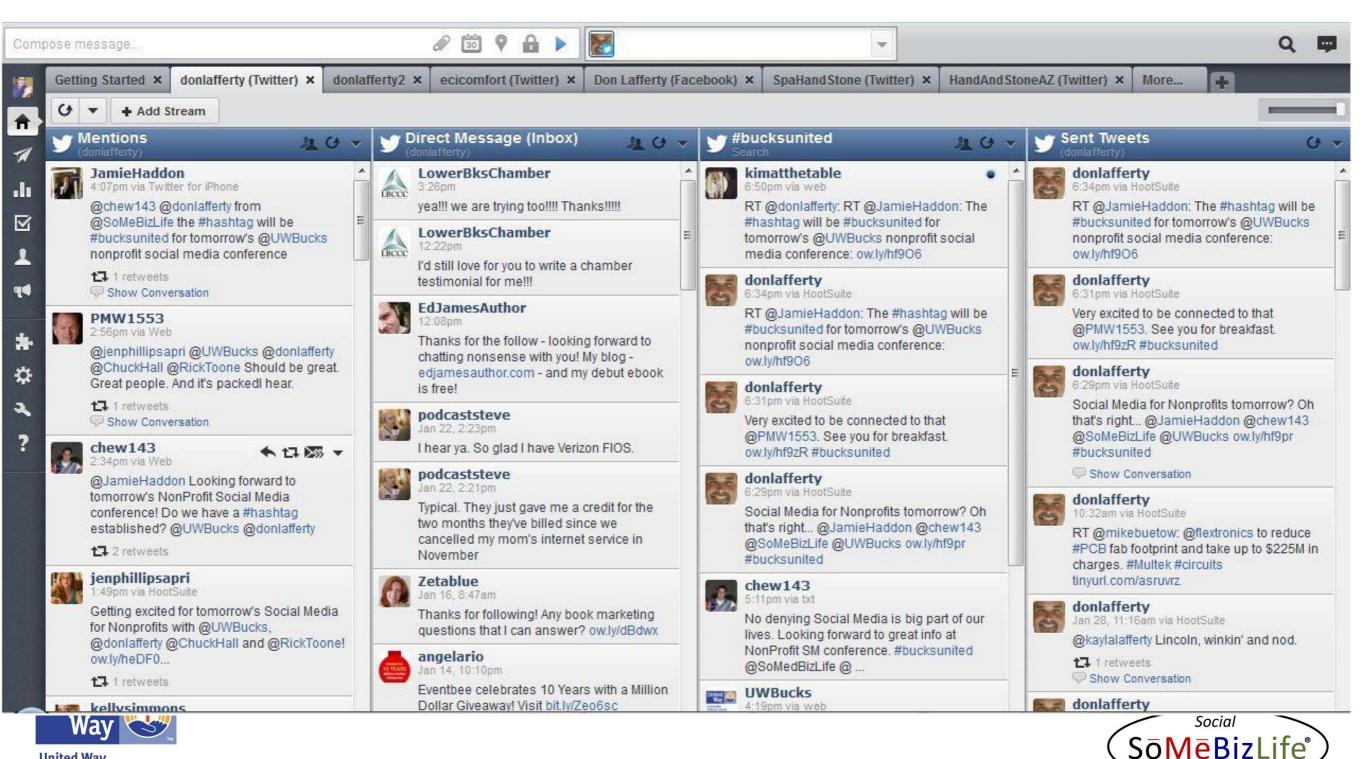




Branded Twitter Profile

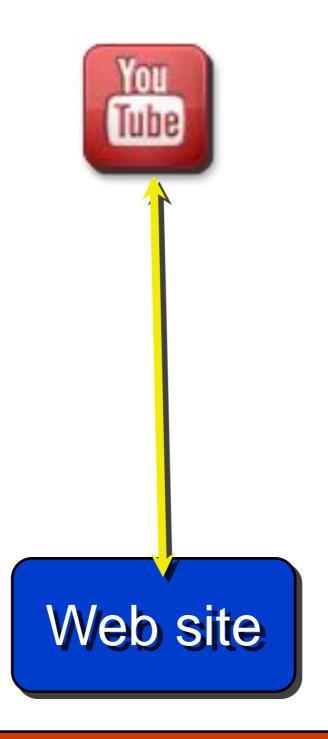


HootSuite or TweetDeck



Media · Business · Life

United Way of Bucks County







When marketers used the word "video" in an email subject line, open rates rose 7% to 13% (Experian 2012 Digital Marketer: Benchmark and Trend Report)





 In a keynote address at CES, YouTube's Vice President of Global Content Robert Kyncl said that video would soon be 90% of Internet traffic. (Forbes, 2012)





 Forbes Insight found that 59% of senior executives prefer to watch video instead of reading text, if both are available on the same page. 80% of executives are watching more online video today than they were a year ago. (Forbes Insight, December 2010)

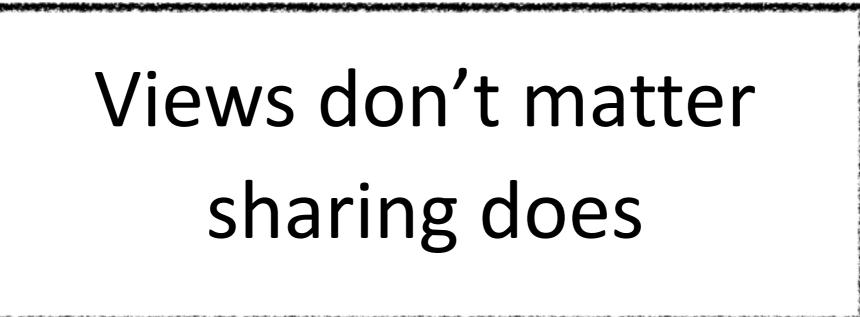




 76% of marketers plan to add video to their sites in 2012, making it a higher priority than Facebook, Twitter, and blog integration. (Social Media Examiner, April 2012)







Volkswagen Start Wars video
 Over 40 mil YT views
 Over 4 mil FB shares
 175,000 twets





It's easier than you think







I'm (name) here at Ann's Choice with over 100 smart and fun people having the most amazing time. I have learned so much (your unique takeaway) thanks to the team from SoMe-Biz-Life and the United Way.

I can't wait to get back in the office and share all of this great Social Media information with my staff and colleagues. These people know their #@%&^. I highly recommend you attend any conference or event they do!!!

Social

ēBiz



of Bucks County



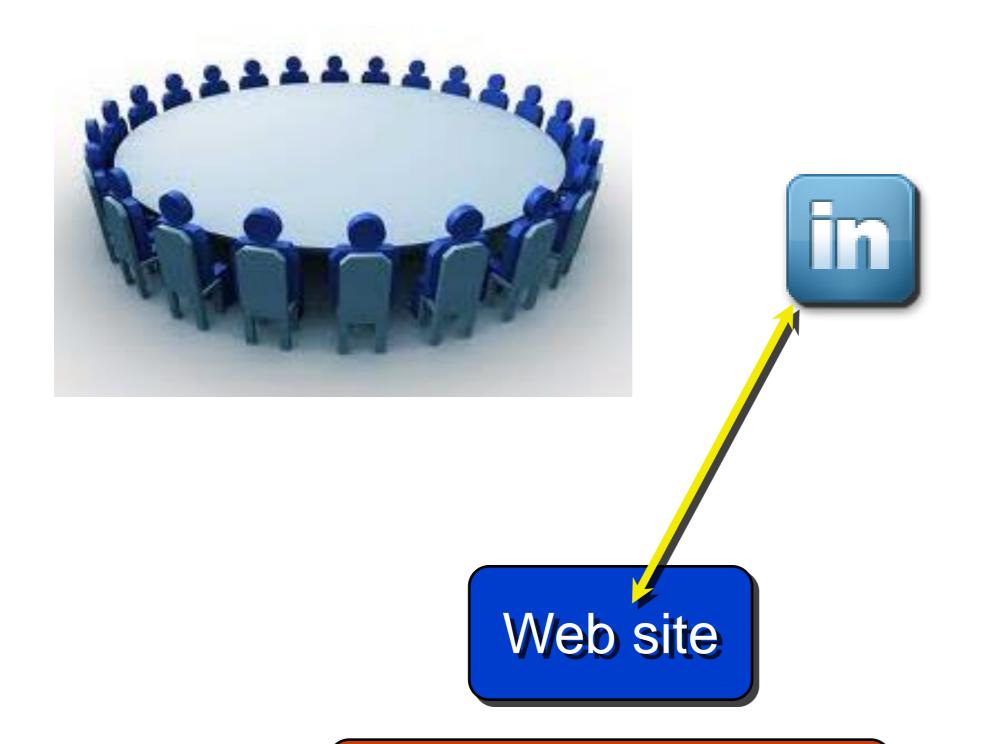
Social SoMeBizLife® Media · Business · Life

United Way of Bucks County

BREAK

The Whole Enchilada, Pt 2







Your Organization

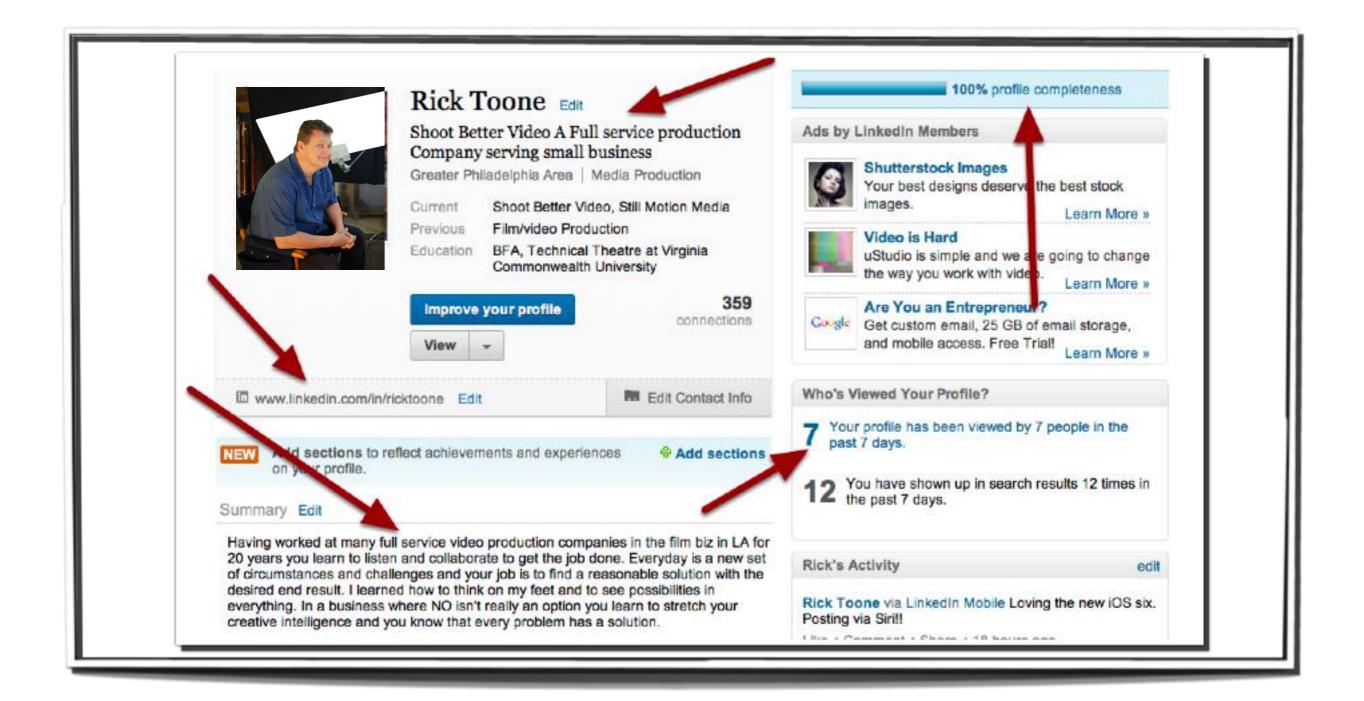








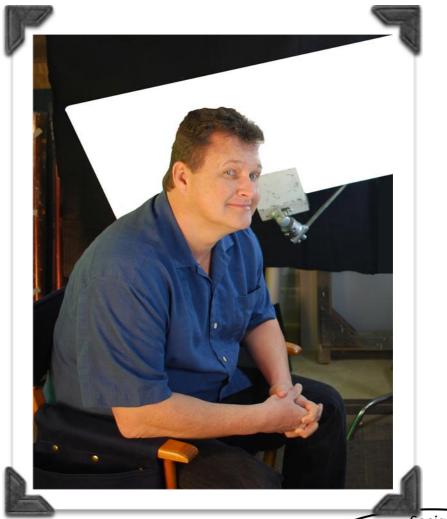












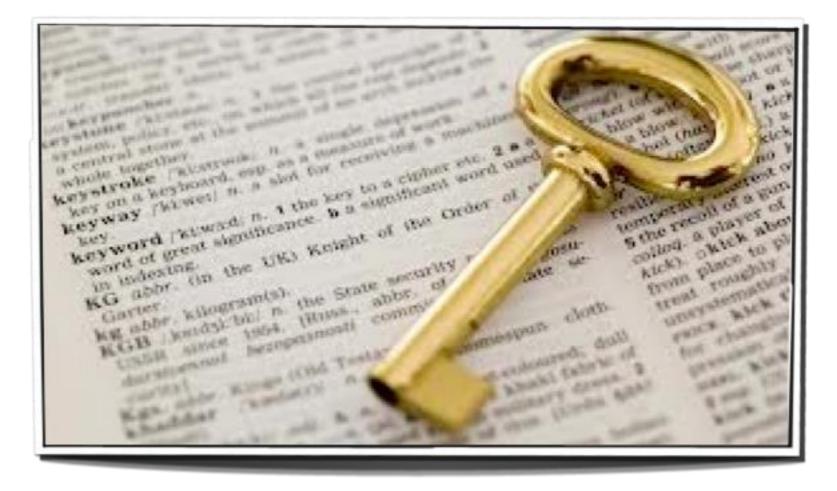






United





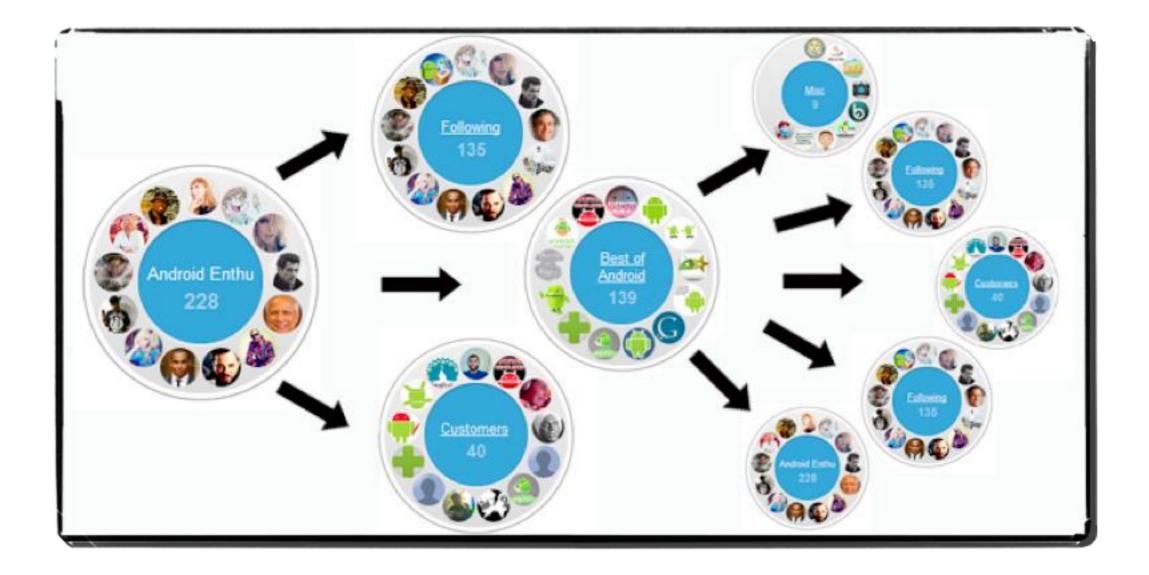






Your Organization











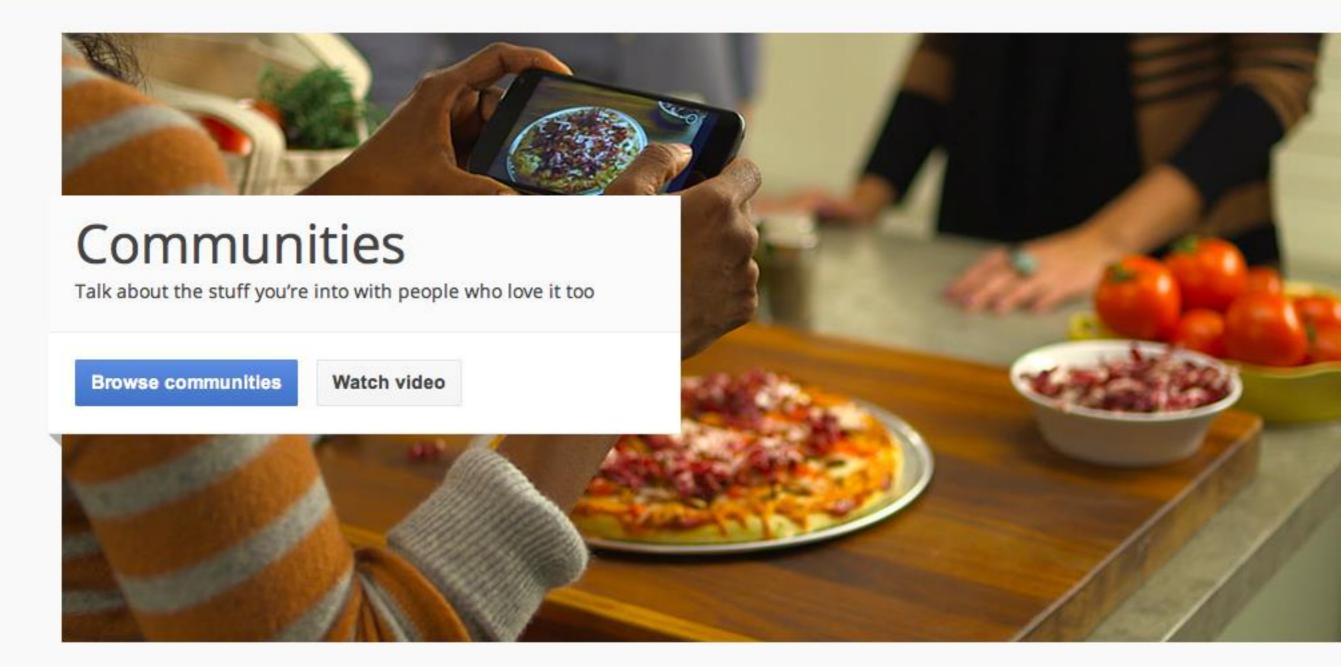














Gather together

Whether it's for your family, your book club or people around the world who share your interests, communities give each of your



Have rich conversations

Post beautiful photos and videos, plan events or even have face-to-face discussions in a hangout. And stay connected on

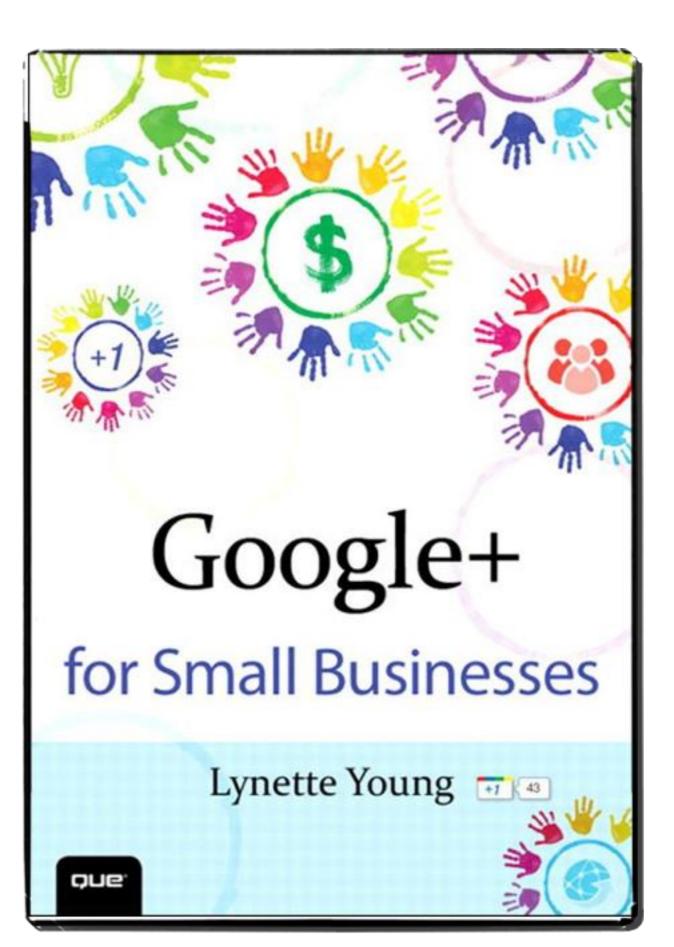


Explore your interests

From foodies, to volunteer groups, to football fanatics, communities help you find people who are into the same

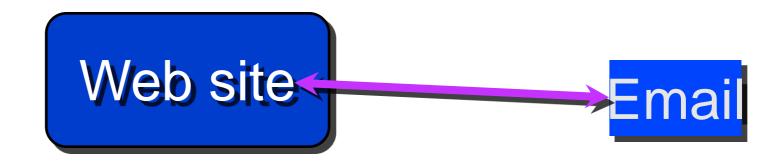












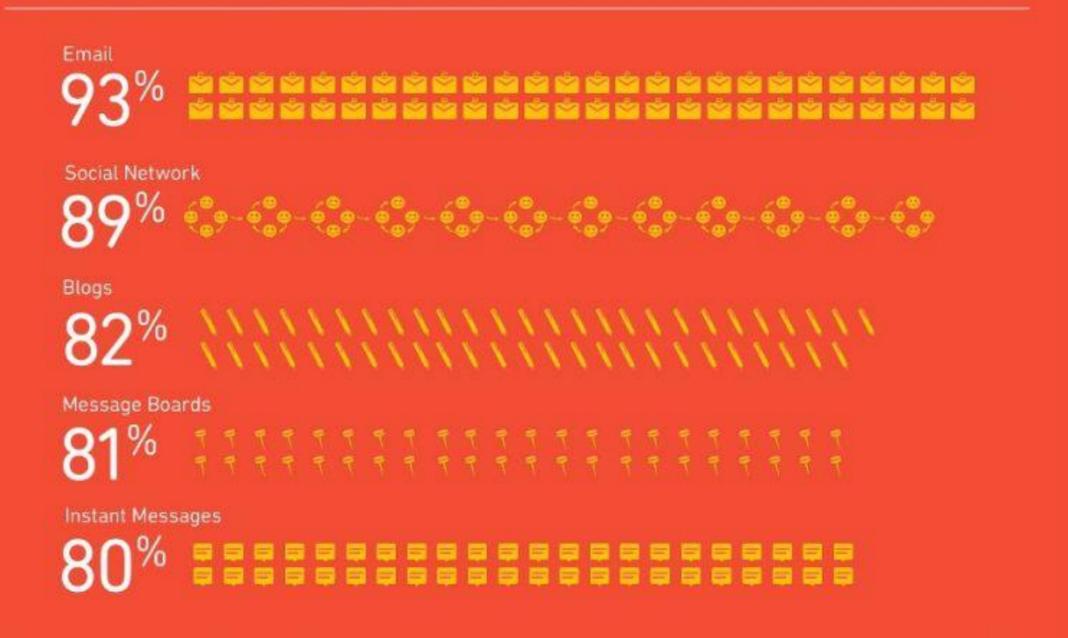


Your Organization



WHERE DO PEOPLE SHARE? EVERYWHERE.

Content sharing occurs on every social media platform.



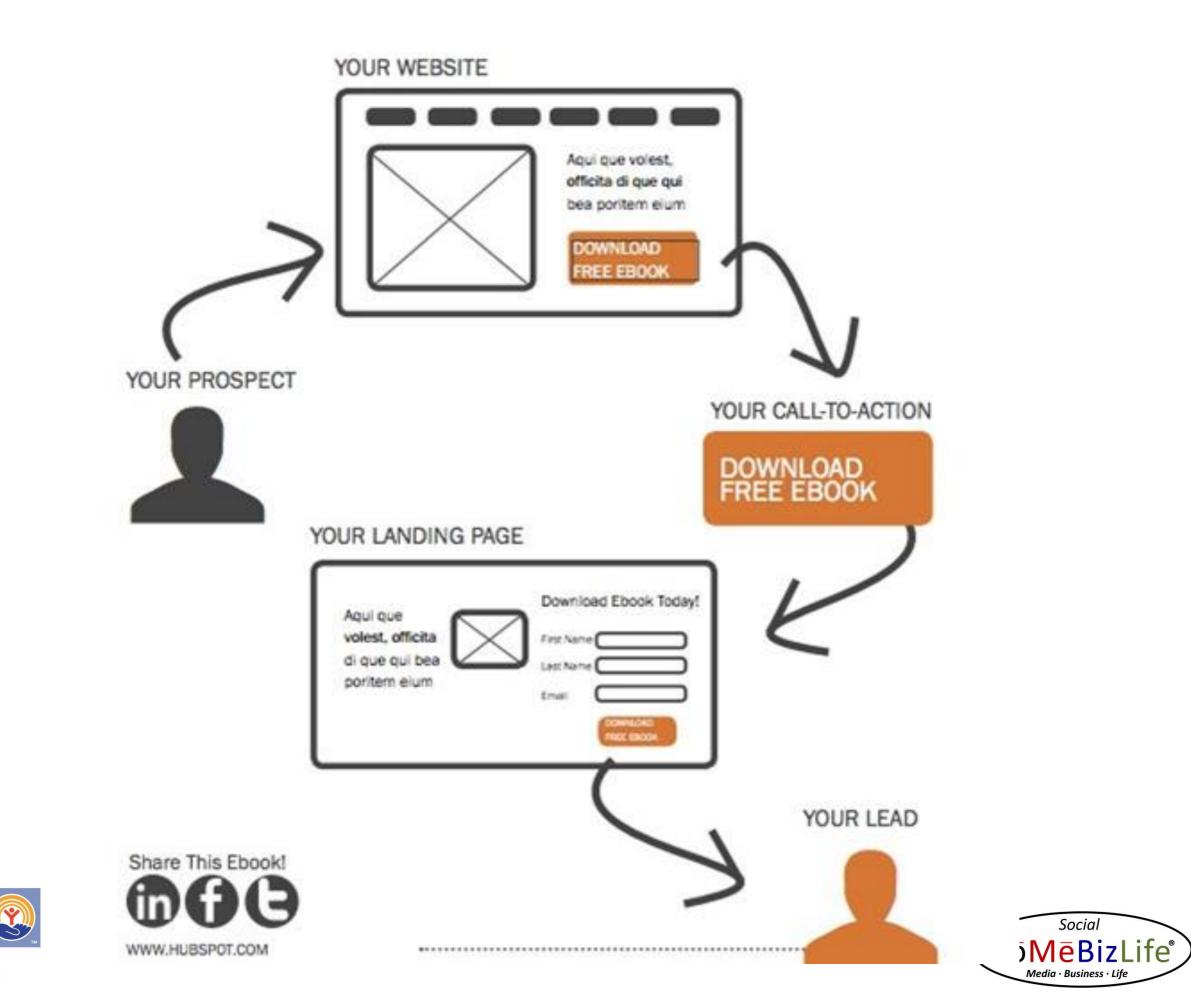
10

Source: Nielsen Online Custom Survey, Dec 10 - Jan 11, Sample n= 1.282 Q: On average, how frequently do you use each of the following services specifically to share information you have found online?









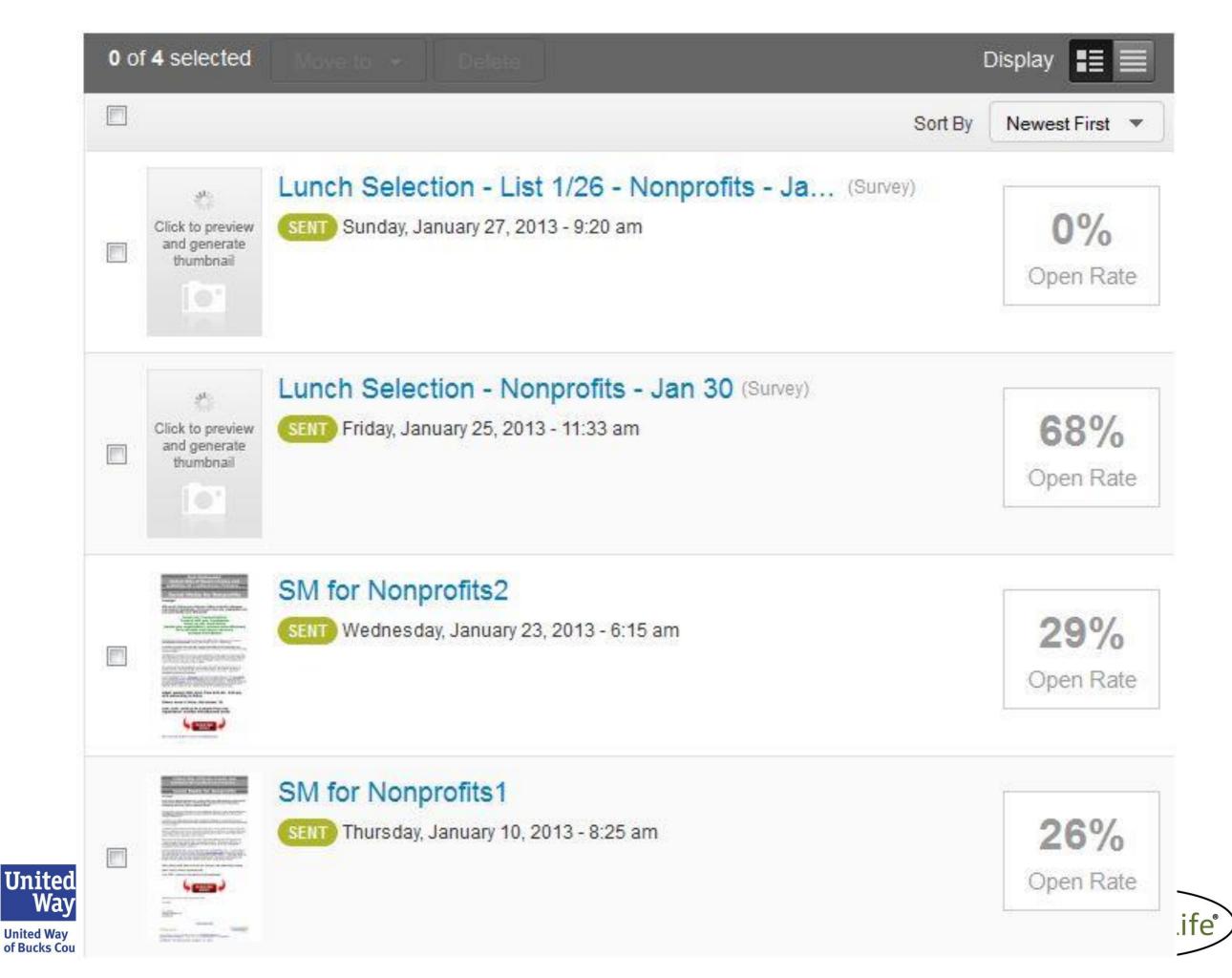
Way

United









II Email Rep	POTES					Printabl	e ver
Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
119	10.9% (<u>13)</u>	0	0.8% (1)	29.2% (31)	12.9% (4)	0	5

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution	
http://socialmediabusinesslife.com/	0	0.0%	5
http://somebizlife.ticketleap.com/	2	50.0%	0
http://www.linkedin.com/in/chuckhall18901	1	25.0%	25
http://www.linkedin.com/in/donlafferty/	1	25.0%	25
http://www.linkedin.com/in/jenphillipsapril/	0	0.0%	5
http://www.linkedin.com/in/ricktoone	0	0.0%	5
Total Click-throughs	4	100%	5















LUNCH

Thank You, Ann's Choice!



Welcome to Ann's Choice

Bucks County senior living, located in beautiful Bucks County

Video









Welcome back video









Content

- Connection
- Communication





Four Phases of video











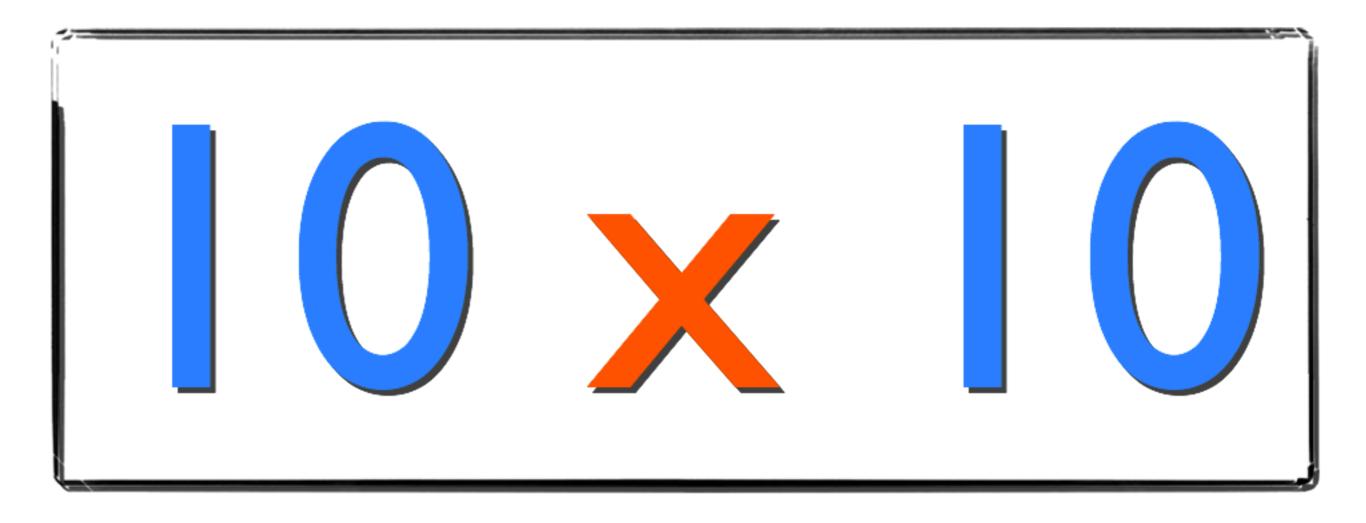




- Avoid weasel words like "leverage your assets"
- Use emotional and descriptive words
- Engage your audience with humor or horror













- Video demonstrates emotion
- Story not features
- Benefits not features
- Solve their pain
- Singular intention









- Have a strategy
- Show who you're talking to
- Know where they are watching
- Social Media is a tool tactic for communication and lead generation











WHEN TO OUTSOURCE

- When you need more than you are comfortable with
- When you don't have the resources
- When you need professional messaging
- When you're befuddled about distribution



of Bucks County





Rick Toone <u>Rick@ShootBetterVideo.com</u> 215-262-0022









Facebook - by the Numbers



• There are 170 million Facebook users in the US, representing 55% of the population, and 74% of all online users.

 Facebook users spend an average of 16 minutes a day on the site.

 25% of all content shared on The Internet is done through Facebook.

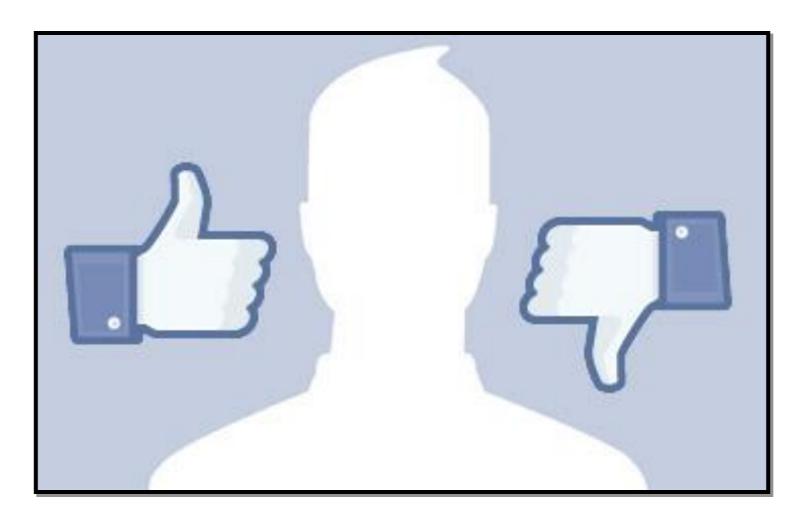
• Facebook is responsible for 26% of all referral traffic.





What is Facebook?

Facebook is a website where people go to *learn about* and *share* the things they like, and don't like, with the people they know.

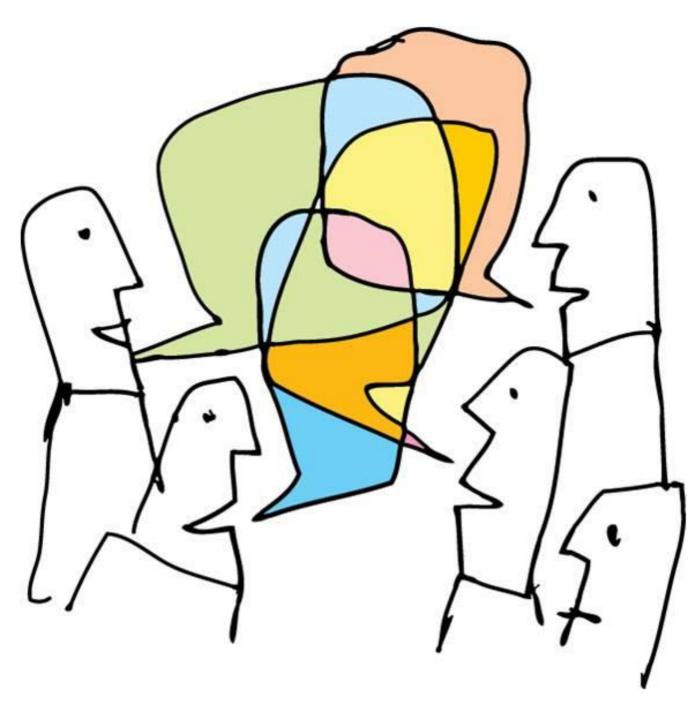






What is Facebook?

Facebook is a (Local and Global) Conversation.







•Only a REAL person can have a profile

Organizations and Businesses MUST

use a page.







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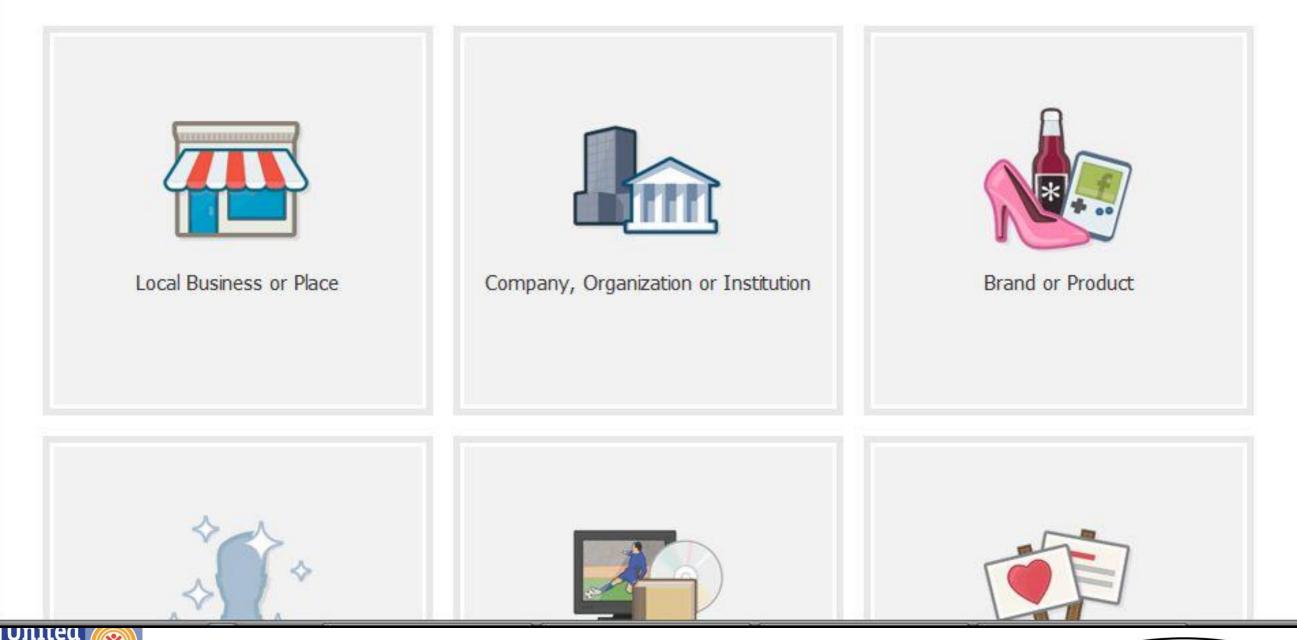


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Screate a Page

Create a Facebook Page to build a closer relationship with your audience and customers.





Social SoMeBizLife Media · Business · Life

Pages I Like

Pages I Admin

Create a Page Pages I Like Pages I Admin Create a Facebook Page to build a closer relationship with your audience and customers. Local Business or Place Company, Organization or Institution Brand or Product United



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f Children's Brain Tumor Foundation



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AE 4

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F Children's Brain Tumor Foundation



Children's Brain Tumor Fou About 🔻		Create Page
About	Basic Info	Sponsored 🗐
The mission of Children's Brain Tumor Foundation is to improve the treatment, quality of life, and long-term outlook for children with brain and spinal cord tumors through research, support, education, and advocacy to families and survivors.	Founded 1988	Save 15% at Cafepress.com cafepress.com
	Location 274 Madison Ave. Suite 1004, New York, New 10016	w York
	Contact Info	Great deals on Echo Team Mug > Jonatha Maberry Gear and mo
	Phone (866) 228-4673	Click now for 15% of
	Email info@cbtf.org	InformED
	Website http://www.cbtf.org	
	History by Year	Click like if you love education!
	2010 № Growth of Bereavement Program № Jenna's Corner Launches	Like • 9,766 peopl like InformED.
	2008 № Family to Family (F2F) Support Family Expands to inde Survivors	ude
	2007 IP First Heads Up Conference (HUC)	

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Tomorrow evening we are meeting with a parent group to discuss the development of educational materials for parents, survivors and teachers on the educational needs of brain tumor survivors (this included college needs). We need everyone's input. What challenges, tips or great experiences do you want to share?

Like · Comment · Share

🖒 33 people like this.

🖵 View 18 more comments



Sandy McLucas Barrow Lindsey Scott Fry - YES!!! THIS!!!! My son's EXACT words last night as he spent an hour after school sobbing in my car. I also agree with the priorities that Annette mentions. The key is making sure EVERYONE reads the neuropsych report....12 years in and it's still a battle! Thank you, CBTF, for doing this!!!!!!

January 10 at 10:46am · Like



Susan LaPat It has been a battle for my 24 year old son who has been attending community college for the past few years. He can only handle taking a couple classes at a time and has great difficulty with test-taking. He is signed up with DSS and they give him extr... See More





1









December 9, 2012 at 7:49pm · Like

X







Stacia Wagner The donuts were as sweet as Rosalie Outoftheordinary December 19, 2012 at 5:05pm * Like * 🖒 1



Tina Smith Yannatell Lavelle She is SO sweet! December 19, 2012 at 5:39pm · Like



Steven R. Hazlett Rosalie you rock! December 20, 2012 at 12:10am ' Like







Tomorrow evening we are meeting with a parent group to discuss the development of educational materials for parents, survivors and teachers on the educational needs of brain tumor survivors (this included college needs). We need everyone's input. What challenges, tips or great experiences do you want to share?

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1



How to Increase Engagement?

Ask for the "like"







Share Successes







It's OK to Think Small







Who Sees My Post on Facebook?









Who Sees My Post on Facebook?

1		
Organic	149	
Viral	0	
86,922 people	saw your most popular post.	
149 people saw th	is post	Promote 🔻





Who Sees My Post on Facebook?







Promoting a Facebook Post for \$\$











Facebook Sponsored Stories



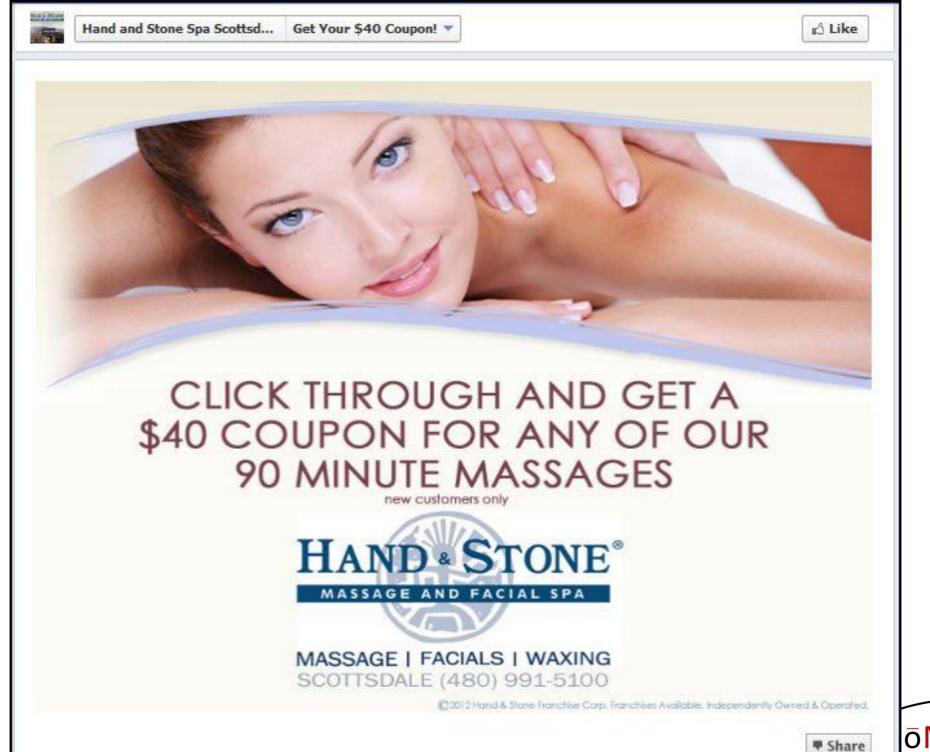
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Facebook Sponsored Stories



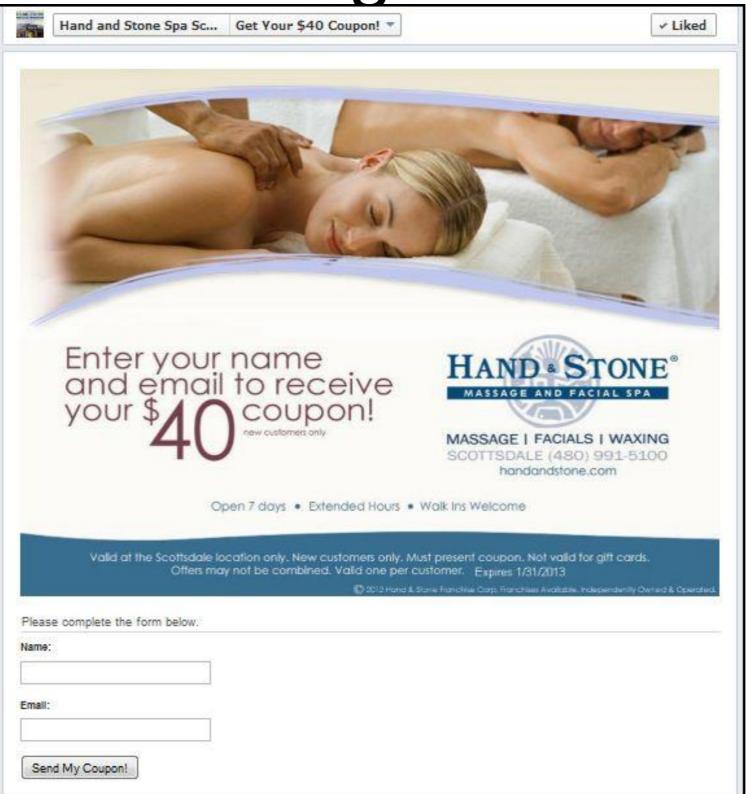
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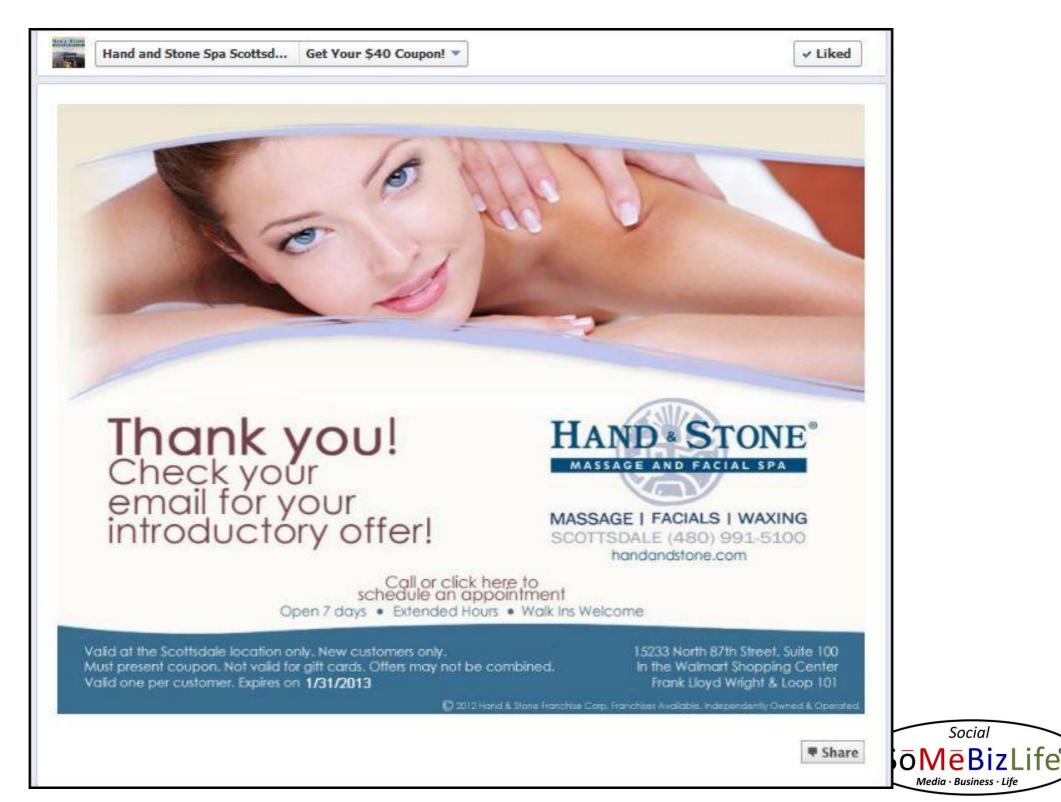
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of Bucks County





Social







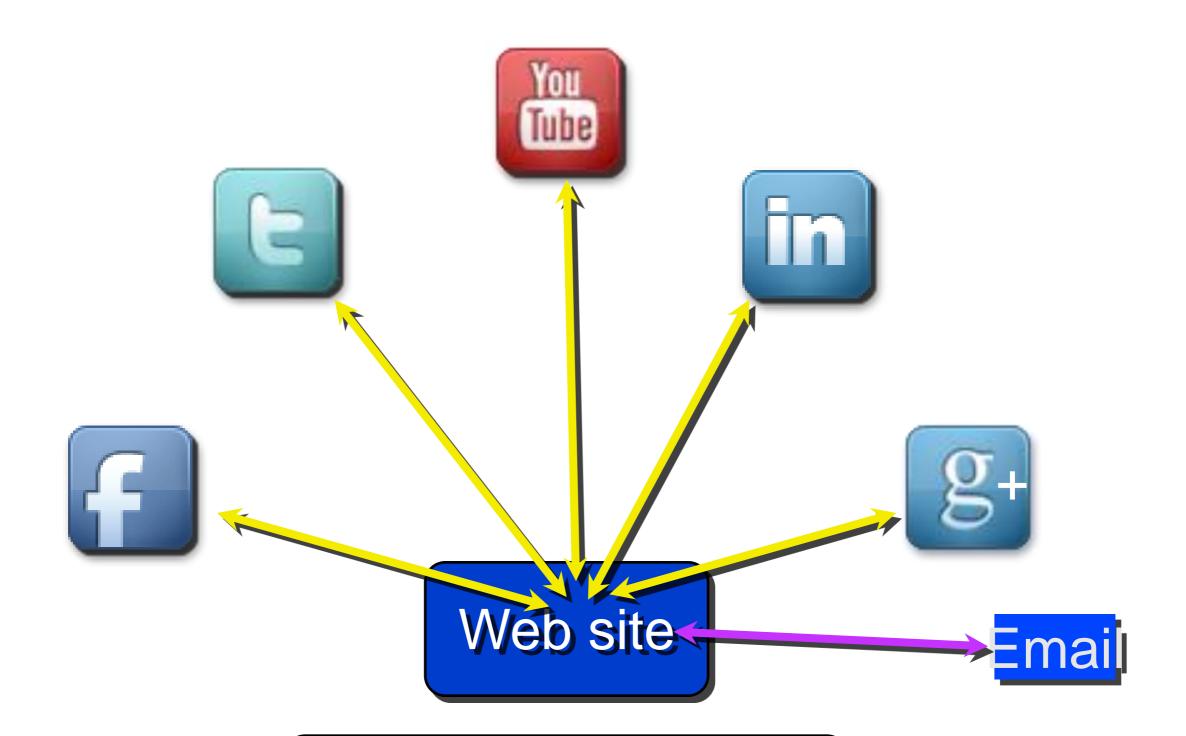
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Creating a Customized Visitor Experience Using Facebook Apps









Your Organization



Social SoMeBizLife® Media · Business · Life

United Way of Bucks County

BREAK





United Way of Bucks County

SOCIAL MEDIA PLANNING

SoMeBizLife

Resources

Peter Drucker: Five Questions

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

The Four-Way Test (Rotary)

- 1. Is it the truth?
- 2. Is it fair to all concerned?
- 3. Will it build goodwill and better friendships?
- 4. Will it be beneficial to all concerned?

	Social SoMeBizLif	e		
Creating Your Strategic Social Business Plan				
Goals and Objectives Goals are general. Objectives are precise. Goal example: We will be the top widget company by Decen introduce the new xyz widget in January 2013 and will achie				
Goal 1				
Objective 1				
Objective 2				
Objective 3				
Goal 2				
Objective 1				
Objective 2				
Objective 3				
Goal 3				
Objective 1				
Objective 2				
Objective 3				
Questions? Email or call Chuck Hall, SoMeBizLife Conferences:	chuck@SoMeBizLife.com 84	66-606-7686		

Mapping Objectives to Communication Strategy

Who? What? Where? When? Why? How?

Who?

Who are the people inside your organization essential for achieving objectives?

SoMeBizLife

Who are the people outside of your organization essential for achieving objectives?

Who are your prospects and customers?

Who do you need to monitor or listen to and engage?

Who are the people who need to communicate with each other?

What?

What content do you already have that you can share, such as articles, videos, photos, podcasts, manuals, studies, surveys, papers, press releases, events, causes, fun, etc.?

What content should you create?

What content can you discover and leverage?

What can you do to create dialogue and engage others?

Questions? Email or call Chuck Hall, SoMeBizLife Conferences: chuck@SoMeBizLife.com 866-606-7686

		(SoMe	SoMeBizLife	
Where?				
Where should you b	e in Social Media?			
Facebook Linkedin	 Google+ YouTube 	 Foursquare Instagram 	BlogsInternal	
Twitter	Pinterest	🗆 Quora	Platform	
When?				
When is the best tin	ne for you to post conte	nt?		
When is the best tin	ne for your audiences to	engage with content?		
	-			
How often should ye	ou share content?			
Why?				
Are your actions tied	d to your goals and obje	ctives? Does it support y	our mission? Does	
-		ctives? Does it support y	our mission? Does	
-		ctives? Does it support y	our mission? Does	
it engage and help o		ctives? Does it support y	our mission? Does	
it engage and help o How?	thers?		our mission? Does	
it engage and help o How?			our mission? Does	
it engage and help o How? How are you going t	others? to make this happen? W	ho can help?	our mission? Does	
it engage and help o How? How are you going t	thers?	ho can help?	our mission? Does	
it engage and help o How? How are you going t	others? to make this happen? W	ho can help?	our mission? Does	
it engage and help o How? How are you going t	others? to make this happen? W re your activities and re	ho can help?	our mission? Does	
it engage and help o How? How are you going t How will you measu	others? to make this happen? W re your activities and re	ho can help?	our mission? Does	
it engage and help o How? How are you going t How will you measu	others? to make this happen? W re your activities and re	ho can help?	our mission? Does	

Goal Objective		Social SoMeBizLife Media · Business - Life
Who		
What		
Where		
When		
Why		
How		
Measurement		
Notes		
Questions? Email or call Chuck Hall, SoMeBizLife Conferences:	chuck@SoMeBizLife.com	866-606-7686

30-Day Social Media Outline



1	16	
2	17	
3	18	
4	19	
5	20	
6	21	
7	22	
8	23	
9	24	
10	25	
11	26	
12	27	
13	28	
14	29	
15	30	
Questions? Email or call Chuck Hall, SoMeBizLife Conferences:	chuck@SoMeBizLife.com	866-606-7686



United Way of Bucks County



Q&A

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