



Social Media: A Nonprofit Organization's Guide to Story Telling

Deloitte IMPACT Day 2009



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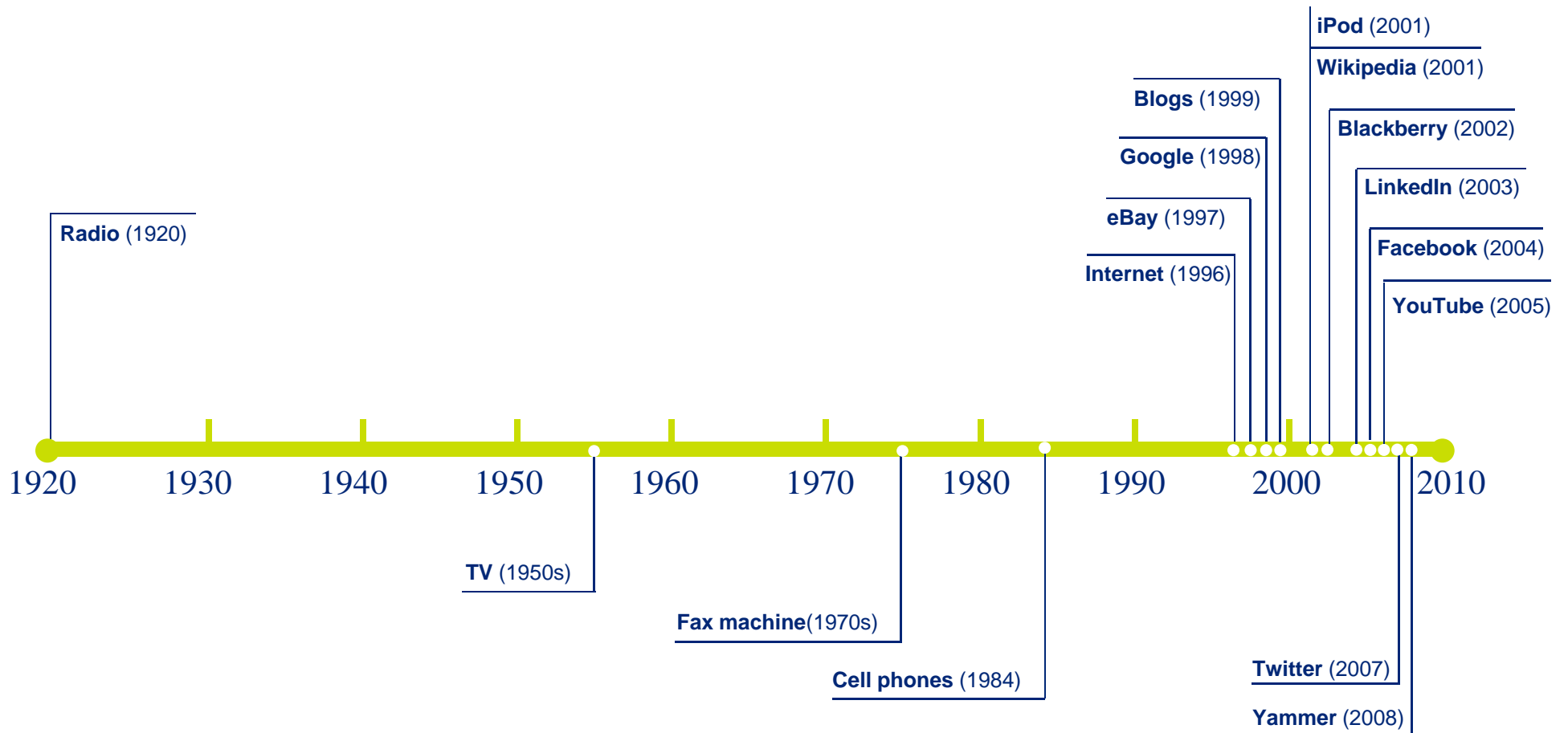
Today: Rules of the road

- **Stop, collaborate and listen**
 - In the spirit of social media, goal of today is to participate, ask questions, challenge thinking and share your own experiences.
 - Digital presentation copies available post session (including links).
- **Good, but maybe not best**
 - There will always be the “hot” new channel. However, social media strategy is here to stay.
 - Discuss examples of the most impressive campaigns and channels we’ve seen. However, this is not the rule book. No two campaigns will be the same.
- **Tech savyness = optional**
 - Tools and programs today are interface friendly. Only two requirements:
 1. Know your organization and audience.
 2. Be honest and transparent.
- **Wallet-friendly tactics**
 - Free may equal no cost, but don’t under anticipate man power needs.

“A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests, activities or causes of others.”

Source: Wikipedia

Exponential change of technology adoption



All of the above dates denote when the technology became commercially viable

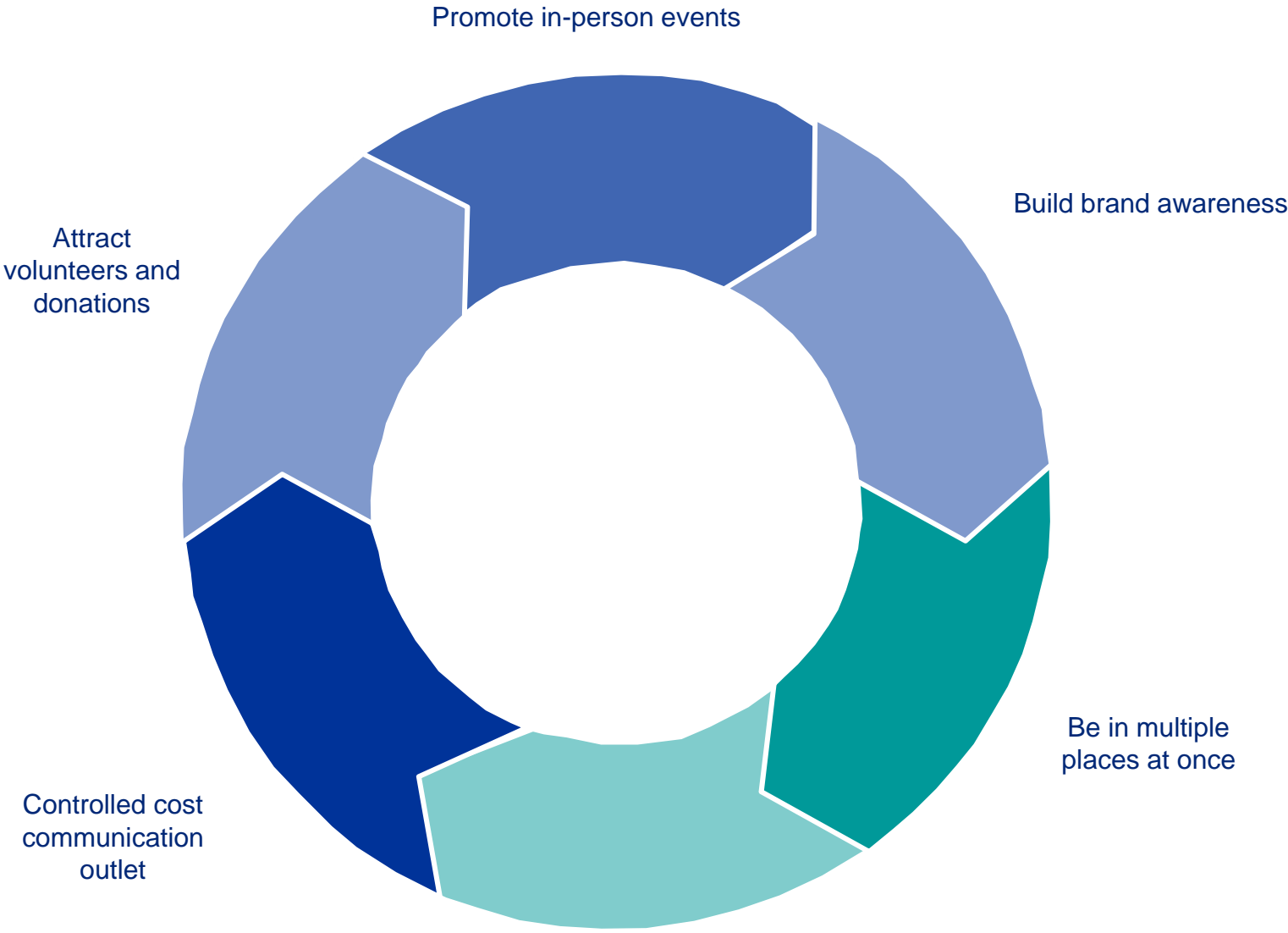
Barack Obama presidential campaign

The New York Times

NOVEMBER 2008

“**Thomas Jefferson** used newspapers to win the presidency, **Franklin D. Roosevelt** used radio to change the way he governed, **John F. Kennedy** was the first president to understand television, **Barack Obama** understood that you could use Web (2.0) tools to lower the cost of building a political brand, create a sense of connection and engagement, and dispense with the command and control method of governing to allow people to self-organize to do the work.”

Benefits of a social media strategy for nonprofits



Benefits of a social media strategy for nonprofits

Build awareness for organizations and causes

- **One big, happy online presence:** Social channels complement, rather than compete with, your organization's Web site and traditional Internet channels.
- **Build credibility:** Give audiences another reason to believe you exist and are a worthy cause.
- **Go on the offensive.** Go to your audience instead of waiting for them to come to you.

Be in multiple places at once

- **Echo... echo... echo....** Social media technology allows you to syndicate your voice through your various channels on the Web.
- **Don't recreate the wheel:** The excuse of having an old, hard-to-use organization Web site no longer is acceptable. Public, user-friendly sites are just sitting there waiting for your participation. Don't spend the \$\$ or time creating the infrastructure yourself (unless that is your org strategy).

Benefits of a social media strategy for nonprofits

Give your audiences – no matter their size – the tools to support you

- **Deepen your relationships:** Two-way conversation that shows your personality and passion.
 - Find out where the conversations related to your mission are happening and interact: Respond, encourage and help with tips and links.
- **Plant the seed:** Help facilitate collaboration and crowdsourcing. Your fans want to support you – they just need to know how and who is there with them.

Slow and steady wins the race

- **Quality not quantity.** Just like building relationships in real life, social media relationships take time to build and evolve. They're based on trust, not marketing messages or PR sound bites.
- **Do as to others...** Treat every interaction with the same grace and respect as you do in-person. "Pass it forward" is very well received and supported within these communities.

Facebook

Facebook: The basics

- **About:** Facebook gives people the power to share and makes the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos and learn more about the people they meet.

- **Web URL:** www.facebook.com
- **Global audience:**
 - More than 200 million active users
 - More than 100 million users log on daily
 - More than two-thirds of users are outside of college
 - The fastest growing demographic is those 35 years and older
- **The basics:** Each individual has a personal profile to share/connect/discuss/receive insight from people and groups they feel connected to.



Facebook: Three effective channels for nonprofits

Groups

- Groups are based around shared interests, activities, personal topics, etc.
- Each user can join and create up to 200 groups.
- Facebook's original resource for combining users around like-minded content.
- The Groups application page displays your recently updated groups as well as groups your friends have joined recently. [Download this application.](#)

Pages

- Help people discover new businesses, organizations and brands as well as connect with those they already interact with.
- Today, hundreds of thousands of businesses are leveraging Facebook Pages to reach consumers.
- Only the official representative of an artist or business is allowed to maintain a page for that figure.
- Launched in November 2007

Causes

- Available through Facebook and MySpace.
- Its 14.5 million users have created 110,000 campaigns.
- Third-party owned; Facebook supported.

Facebook Pages: How to get started

1. Visit <http://www.facebook.com/pages/create.php>
2. Decide what the best category is for your business.
 - “Nonprofit” category can be found under “Brand, Product and Organization” category
3. Enter name of organization/group; include digital signature.
4. Click on “Create Page”; build out page content:
 - Organization description
 - Web site
 - Mission
 - Logo/picture
 - Events
6. Click on your business name in the top left corner (it's a hyperlink) and then click "publish this page"
 - Until this step is completed, no one can view the page other than you.
7. From the page, click "Add to my products." This way, you become the first "fan" of your business. Then send to your friends and invite them to join.
8. Update, monitor and contribute often

Create New Facebook Page

Category:

Local

Brand, Product, or Organization:
Non-Profit

Artist, Band, or Public Figure

Name of Non-Profit:

Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject.

I am authorized to create this Page

Electronic Signature: enter full name as electronic signature

Create Page

Note: Fake Pages and unofficial "fan pages" are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled. To create a Facebook Group for fans of this subject, please click here.

Fun Facts:

- >4 million users become fans of Pages each day
- Updated functionality launched March 2009

Resources:

[View examples of nonprofits using Groups](#)

Facebook Pages: Nonprofit case studies

facebook Home Profile Friends Inbox Whitney Smith Settings Logout

United Way Metro Chicago  **United Way of Metropolitan Chicago** [Become a Fan](#)

Wall Info Photos Boxes

United Way of Metropolitan Chicago **Just Fans**

10  **United Way of Metropolitan Chicago** Do you need a little help with your interactive marketing or web development? Improving your business doesn't have to be hard when you know where to start.

Item-9 is a Chicago-based consulting company ready to put your business on the right track. Give us a call today at (630) 935-4755 or visit us online!

Improving your business
Isn't hard once you know where to start!

Item-9 Consulting [Interactive Marketing, Sales and Rebranding]
Source: item-9.com
Helping your company make effective changes doesn't have to be scary. Item-9 Consulting offers a variety of services to help streamline your business and improve your marketing efforts. We're ...

April 27 at 12:41am · Comment · Like · Share

10  **United Way of Metropolitan Chicago** Imagine what can happen if you \$5 and tell five your friends to give \$5 as well. Help families in crisis. Visit www.give5here.org and make a difference in the lives of families in Chicago.

 **Give5Here - Help Families in Crisis**
Length: 1:47

March 11 at 10:25am · Share

10  **United Way of Metropolitan Chicago** United Way of Metropolitan Chicago is seeking sponsors to brighten the holiday of families in its network of seniors. Donating unwrapped toys, gift certificates redeemable at community partners like Target and Jewel, or cash donations for United Way to purchase food certificates, giving families a bright holiday during an economically challenging time.

Information

Location: 560 W. Lake St. Chicago, IL, 60661
Phone: (312) 906-2350

Fans
6 of 141 fans See All

Jed Walls Erica Soto Laura Olson
Tyler Lemieux Bush Patti Fields Kara Luo

Videos
2 of 5 videos See All

facebook Home Profile Friends Inbox Whitney Smith Settings Logout

Make-A-Wish Foundation of America [Become a Fan](#)

Wall Info Photos Boxes

 **MAKE-A-WISH.**
Share the Power of a Wish
OFFICIAL FACEBOOK PAGE

[Become a Fan](#)
[Add to my Page's Favorites](#)
[View Updates](#)

Information

Founded: 1980

Fans
6 of 52,266 fans See All

Mariangeli Garcia Vilana Yitzhak Rabin Juma Emile Griffith
Milos Kostic Mariana Daniela Mendez Unperret Mohamed Fayved

10  **Starla Stevens** Thank you to this wonderful foundation. It granted my little sister Beth her wish to go to Disneyland. She passed away shortly after, but it meant the world to her and maybe even more to us, her family she left behind. It was her only vacation and it was a perfect one!
11:15pm · Report

10  **Martha Kinman Fay** I am very close to a boy who had his wish granted ...keep up the wonderful work.
7:56pm · Report

10  **Margee Sequin-Gombrich** My husband and I love being Make A Wish Volunteers. We are excited about decorating the float for the 4th of July Parade in Prescott, AZ.
12:53pm · Report

10  **Marisol Vazquez** My daughter is getting her wish granted to meet the Jonas Brothers... its for July ...She is super excited.....we want to say Thank You ..for everyone that helped ...U guys r ANGELS.....xxxxx
Sun 9:52am · Report

10  **Elaine Jenkins-Schaad** Thank you to my son's wish granters and all who is involved with Make-A-Wish...It's a wonderful organization...

Sun 10:10am · Report

2 people like this.

 **Mary Sahagun** at 3:25pm May 31
Ditto!

Application to watch: Causes

facebook Home Profile Friends Inbox Whitney Smith

Causes 4 Browse More Applications

Causes

You are already using **Causes**.

- Go to this Application
- Remove this Application

You can add this application to some of your Facebook Pages.

→ Add to Page

Become a Fan
Add to my Page's Favorites
View Updates
Block Application

Share +

About this Application

★★★★☆ (3.7 out of 5)
Based on 149 reviews

Users:
9,310,706 monthly active users,
60 friends

Categories
Education, Politics

This application was not developed by Facebook.

About the Developers

David Abramovich
(San Francisco, CA)

Featured Cause Edit | See All

Feed Hungry Children in Haiti
10,238 members
\$14,810 donated

12 recruited
\$60 donated
\$145 raised

View
Donate

Make a difference, on Facebook.

Causes lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits and major presidential campaigns.

New to causes? Browse causes supporting:

- Animals
- Education
- Environment
- International Issues
- Religion
- and much more.

What: Causes lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits.

Site:

<http://apps.facebook.com/causes/?m=d754650d>

Why: Third-party site that handles the donation collection for you. Ideal for users to build their own story around a cause and receive credit for participating, but all money is channeled to one secure source.

- Regional groups to national effort
- Marathon/event teams
- Special groups (sororities / fraternities)

Who: This application, unlike Pages and Groups, is not owned and maintained by Facebook. Causes was built by [Project Agape](#).

More Information?: [Ask Whitney](#)

Twitter

Twitter: The basics

- **About:** Twitter asks one question, "What are you doing?" Answers must be under 140 characters in length and can be sent via mobile texting, instant message or the Web.
- **Web URL:** www.twitter.com
- **Global audience:** More than 100 million users
- **Launch:** March 2006
- **The benefits for nonprofits:**
 - Free and easy-to-setup interface
 - Potential to reach a vast audience
 - Ability to engage with people in conversation directly
 - Possibility to garner an audience more open to causes than advertisements
 - Collaborate and learn from other nonprofits on how they're using the channel



The image shows a screenshot of a Twitter profile page for the account 'kidshopeunited'. The profile name is 'kidshopeunited' and the location is 'Chicago, Illinois'. The bio states: 'Be Kids Hope United is a private, nonprofit human service organization dedicated to protecting children and strengthening families.' The profile has 1,558 followers and 1,183 following. The main content area displays several tweets, including one about volunteers, a list of good causes to follow, a #followfriday tweet, a retweet about a missing girl, and a tweet about donating to a Denny's. The right sidebar shows the 'Following' list with a grid of profile pictures.

Twitter: Nonprofit case studies

American Cancer Society



Twitter Name: @AmericanCancer

Website: cancer.org

Mission: “A nationwide, community-based voluntary health organization.”

Use: Tweets about cancer research, specific types of cancer news and information. They also connect to @RelayForLife, a Twitter account that provides updates on one of the American Cancer Society’s largest fundraising and awareness events.

AARP: Create the Good



Twitter Name: @createthegood

Website: aarp.org

Mission: “Network to connect AARP members, friends and families with ways to make a difference.

Founded in 1958, AARP is a nonprofit, nonpartisan membership organization that helps people 50 and over improve the quality of their lives.”

Use: Identifies members of the organization who are making a difference in the world. They also help promote other organizations and the media channels making a positive impact on the lives of others. You can also learn about regional opportunities to get involved with good projects.

Leukemia & Lymphoma Society



Twitter Name: @llsusa

Website: lls.org

Mission: “World’s largest voluntary health organization dedicated to funding blood cancer research, education and patient services. LLS’s mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families.”

Use: Great resource for patients, their families and supporters. They regularly provide information about blood cancer, research and events that readers can get involved in.

Source

Mashable: [26 Charities and Non-Profits on Twitter](#)

Additional Resources

Christian Colleges: [50 Good Causes You Can Follow on Twitter](#)

Twitter: Getting started

- **Sign up** on www.twitter.com. It's free. All you need to do is establish a user name and a password. (Image and branding (colors/fonts) are encouraged, but optional)
- **Search** under “Find People” for your industry, competitors, target audiences and other organizations to see if they have Twitter feeds. Click on the button to “follow” them. A couple to get started:
 - twitter.com/nonprofitorgs: *The mission of this Twitter profile is to serve as a portal to all nonprofit organizations on Twitter*
 - twitter.com/team4tech: *Connecting Chicago's Technology Community to Chicagoland Charities*
- **Jump in**
 - Participate, listen and share at your own comfort level.
 - Promote your Twitter feed on your Web site, e-mails, newsletters and signatures.
- **Resource:** Change.org - [10 Twitter Tips for Nonprofit Organizations](#)

Application to watch: Twollars



- **About:** Twollars is a currency of appreciation for Twitter and is designed to reward positive actions. You can give Twollars when someone helps you by tweeting useful information, sharing a tip, writing an inspiring Tweet or if you are just feeling generous.



- **How it works:** Every Twitter user starts with 50 free Twollars, which can be tweeted as virtual donations to charities or as gestures of appreciation to individuals (10 Twollars to @username for your help!). Businesses and individuals can buy additional Twollars from charities - currency 10 Twollars for \$1 U.S. The monetary donation goes directly into the charity's PayPal account, with no transaction fees deducted. Twollars can be purchased from charity organizations only.

- **Impact to Nonprofit organizations:**

- Best case: Twollars = \$\$\$ for your organization
- Worst case: Establish good will and awareness

Are people participating?
[Check out the conversation](#)

- **Web URLs:** www.twollars.com or <http://twitter.com/twollars>

- **Launched:** January 2009, 2.0 launch in May 2009

Twollars: Real-time demonstration

twollars
The currency of appreciation

Charity Login / Charity Register

HOME NEED TWOLLARS? BUSINESSES CHARITIES FRIENDS OF TWOLLARS API FAQ ABOUT US BLOG CONTACT

The Water Project, Inc.

Help us build the first clean water well in Africa with Twollars.

Did You Know?
On average, 10 Twollars could provide one person in Kenya with clean water for a year!

With your help The Water Project, Inc. is bringing relief to communities around the world who suffer needlessly from a lack of access to clean water.

How This Works:

- Everyone starts with 50 Twollars...just for being you. Every Twitter account. Yes...you.
- You can choose who to give those Twollars to. Just click on the "Tweet a Twollars Donation" link over there >
- When you give your Twollars to The Water Project, you build our Twollar supply. Then, as a charity, we can sell those Twollars for real dollars (yup, actual \$USD).

How do your Twollars become good...

Once we have collected and sold 40,000 Twollars, we will dig a well at a school in Western Kenya. And as we do, we're going to show everyone - as it happens - on Twitter. So what

Tweet a Twollars Donation

The Water Project (TheWaterProject)

Buy Twollars from The Water Project

50 Twollars for \$5

Your Twitter Name (important to be correct since we send the Twollars to that account):

Pay Now

MasterCard Visa American Express Discover







twitter Home Profile Favorites

What are you doing? 140

Latest: Perspective: Executing and Sustaining R&D Strategy in Life Sciences <http://tinyurl.com/p9dnm82> 2 days ago update

Real-time results for twollars

[Save this search](#)

-  **TheTravelinDad:** @amazoniowan 2 **twollars** for tweets that are ... very genuine, frequently unique, always outspoken ... and ... pure vintage amazoniowan
12 minutes ago from web
-  **tweetwave:** Interest in **Twollars**, the new Twitter currency soars as charities sign-up in numbers - <http://ow.ly/9NDg>
13 minutes ago from HootSuite
-  **DADiaperBank:** Every Twitter user has 50 "**twollars**" to spend/donate - pls consider "tweeting" your "**twollars**" to @DADiaperBank! <http://u.nu/6s78>
21 minutes ago from web
-  **katiebisbee:** RT @DonorsChoose: @DonorsChoose 10 **Twollars** for a classroom in need (Each RT = \$1 for a classroom, more here <http://cli.gs/XA4nLM>)
23 minutes ago from TweetDeck
-  **M4BWR:** @BearsOnPatrol 5 **Twollars** to try this out, support the cause, and build the **Twollars** account
26 minutes ago from digaby
-  **BlakesDesigns:** @BearsOnPatrol 5 **Twollars** to try this out, support the cause, and build the **Twollars** account
26 minutes ago from web

Note: Screen shots are hyperlinked

Volunteer Matching

"The current economic crisis and the new administration's national call for service underscores the need for corporations and nonprofits alike to broaden their definition of corporate giving... Nonprofits are encouraged to think of **pro bono and skill-based volunteerism** as a valuable form of currency..."

- Barry Salzberg, chief executive officer, Deloitte LLP, [2009 Deloitte Volunteer IMPACT Survey](#)

A national service: Serve.gov

SERVE.GOV

- **About:** Serve.gov is a comprehensive national clearinghouse of volunteer opportunities. Launched when President Obama signed the Edward M. Kennedy Serve America Act, the site is a bold expansion of opportunities for all Americans to serve their communities and our country.
- **How it works:** Americans who are interested in volunteering can use this tool to locate opportunities to serve across the country and around the world based on projects nonprofit organizations post by either location (zip code) or interest/skill (education or environment). In the months and years ahead, Serve.gov has plans to include new technology and tools that will increase citizen participation, create networks of volunteers and highlight the work of volunteers who have had the greatest impact in their communities.
- **Owner:** Corporation for National and Community Service
- **Web URL:** www.serve.gov
- **Launched:** Spring 2009

“We need your service, right now, at this moment in history. I’m not going to tell you what your role should be; that’s for you to discover. But I am asking you to stand up and play your part. I am asking you to help change history’s course.

– PRESIDENT OBAMA, 4/21/09

Serve.gov: Get started

To have nonprofit projects listed on Serve.gov, either:

- Post them with one of the Serve.gov partner organizations, or
- [Register your own](#) project or event.

Serve.gov Partners



There is no cost to have your volunteer opportunities posted.

SERVE.GOV SIGN UP FOR UPDATES: 3-ml Address ZIP Code [Sign Up](#)

RENEW AMERICA TOGETHER

[Gallery](#) | [Help](#) | [Login](#)

[Home](#) » **Create Organization Account**

In order to register your event or project, you will first need to create an Organization Account. If you already have an account, [login here](#).

Step 1: Your Organization

Account information
Please do not use all caps.

Organization Name: *

City: *

State: *

Address:

LOG IN

User Name:

Password:

[Forgot your password?](#)

[Log In Now](#)

REGISTER YOUR EVENT OR PROJECT

FIND A VOLUNTEER OPPORTUNITY

... HOW ARE YOU DELIVERING ON CHANGE? [TALK TO THE WHITE HOUSE](#)

Step 1 Step 2 Step 3

A Chicagoland service: T4TChicago.org

- **About:** As part of its mission, Teaming 4 Technology (T4T) provides access to free or low-cost technology services to Chicago nonprofits through a registry of committed IT professionals.
- **How it works:** Register and post your needs for free or low-cost technology support to a network of skilled IT volunteers willing to donate time, talent or resources. T4T will contact you when there is a volunteer match.
- **Owner:** Teaming 4 Technology is a program of United Way of Metro Chicago
- **Web URLs:** www.t4tchicago.org or <http://twitter.com/team4tech>
- **Launched:** Spring 2009

“The IT industry is filled with knowledgeable people who enjoy giving back to the community. Teaming 4 Technology provides volunteers the freedom to choose their own means of giving through autonomy of time and commitment. T4T provides an introduction; the inspiration is left to the organization and the determination of the individual.”

- Randal Dill, Program Director, Teaming 4 Technology

T4TChicago.org: Get started

To have nonprofit projects listed on T4TChicago.org, either:

- [Register your organization](#), or
- Update whenever need/service is needed

There is no cost to have your volunteer opportunities posted.



The screenshot shows the T4TChicago.org website. The header features the logo "teaming 4 technology Chicago" and navigation links: Home, Our Work, News, Partners, and Recycle. A secondary navigation bar includes Register, Login, About T4T, and Contact. The main content area has a "Register with Teaming 4 Technology" section. It includes a "Already a member? Login Now!" button and a registration form with fields for Name, Email, Phone, and Alt. Phone. The text explains that nonprofits seeking technology assistance and IT professionals willing to volunteer can register with T4T. It lists benefits: registration is free and secure, nonprofits can communicate needs to a network of IT professionals, IT professionals can review service projects, and there is no commitment.

teaming 4 technology
Chicago

Register Login About T4T Contact

Home Our Work News Partners Recycle

Already a member? Login Now!

Register with Teaming 4 Technology

Nonprofits seeking technology assistance and IT professionals willing to volunteer time or resources can register with Teaming 4 Technology (T4T).

- Registration is free and secure.
- Nonprofits: communicate your needs to a network of IT professionals willing to help.
- IT professionals: review a list of possible service projects to find the right cause for you.
- There is no commitment, and you can proceed at your own pace and comfort level.

Share a Need or Find a Need – Start By Registering Today!

To become part of the T4T network, all nonprofits and IT professionals must first register below.

Name

Email

Phone

Alt. Phone

Site to watch: ActiveCause, The Social Giving Network™

- **About:** ActiveCause brings together nonprofits, corporations and individuals to form vibrant, self-activating communities. The site offers features and tools to empower new philanthropists -- the new generation of Web-savvy, socially conscious givers -- to spark change where it's most needed.
 - Potential donors can interact with one another and track the giving patterns of major corporations.
 - Nonprofits can leverage easy-to-use services including online fundraising and Web-centered events management, domain registration, hosting and donation processing.
- **Web URL:** www.activecause.com
- **Launched:** Spring 2009



The screenshot shows the ActiveCause website homepage. At the top, the logo features a stylized globe with an orange and yellow sun-like element. The text "activecause" is in a bold, lowercase font, followed by the tagline "Welcome to the social giving network". Below the logo is a navigation bar with four buttons: "LEARN", "NONPROFIT", "COMPANIES", and "CONTACT".

The main content area is divided into three columns:

- Left Column:** A large green box with the text "What's your giving power?" and a right-pointing arrow. Below this is a small portrait of an elderly woman with glasses. To the right of the portrait, the text reads: "ActiveCause will empower you to spark change, join with other philanthropists, and activate your influence to support causes and organizations." Below this, it says: "Financial donations are just one part of your giving power - learn how to take philanthropy to a higher level with The Social Giving Network." At the bottom of this column is a link: "Register for our private Beta release".
- Middle Column:** Titled "Activity", it lists several organizations with "updated profile" links: American Museum of Natural History, MasterCard, Coca-Cola Company, African Wildlife Foundation, Koolhaas Foundation, Rainforest Alliance, One Laptop Per Child (OLPC), Smithsonian Institution, Nike, Nature Conservancy, and United Nations Foundation. A "More" link is at the bottom.
- Right Column:** Features a yellow button "Find a nonprofit cause" with a right-pointing arrow. Below it, the text says: "Browse our directory of more than 1.7 million nonprofits" and "Add your Nonprofit". At the bottom is a blue button "Corporate Reputation Report" with a right-pointing arrow, followed by the text: "Browse thousands of corporate responsibility reports".

Monitor

Tools of the trade

General Web

www.google.com/alerts:
Follow all types of online content news postings. Alerts delivered via e-mail.

RSS:
Follow your favorite blogs, wikis, and Web sites to see what's new.

Social Media

www.yacktrack.com:
Follow a combination of social channels; Twitter, Technorati, Google, RSS feeds and more.

Twitter-Specific

www.tweetbeep.com:
Follow what the twitter crowd is talking about; alerts delivered via e-mail.

<http://backtweets.com/>
Track the tweets that point back to any web site (including your organization site).

<http://search.twitter.com>
Twitter's own search. Great for tracking issues.

Social media: A three-step process

- 1. Lurk anonymously:** Create a personal account with the bare minimum amount of content needed to launch your profile. See what's out there and see what other organizations are doing in the social media space.
- 2. Participate individually:** Determine what you want to be a part of or support – can be anything from groups and charities to celebrities and restaurants. Add them to your profile and interact with their postings, communication, etc. Evaluate how those owners maintain the reputation from an update frequency, tone, tool and follower perspective.
- 3. Lead organizationally:** With organization approval, centralize your outreach and determine your social media strategy. Determine appropriate channels. **Take the leap** and be the story teller and resource on behalf of your cause.

Question & Answer

Additional information

Web URLs:

www.deloitte.com/us/community

www.t4tchicago.org (Sign up for monthly technology workshops)

<http://uw-mc.org/>

Download this presentation:

www.deloitte.com/us/t4t

Contact Information:

Whitney Smith

U.S. Internet Marketing

Deloitte Services LP

wsmith@deloitte.com

Deloitte.