**Toggling between social media and a website**

Facebook is one of the top 10 referring sites to the website for Emory University’s nursing school, seeing a 38-percent increase in 2011. Social media isn’t just a place to share funny cat videos. Drive users to your nonprofit’s website by promoting it via social media, said Jasmine Hoffman, director of communications at Emory University’s Nell Hodgson Woodruff School of Nursing.

Tracking the number of hits on your website from different social networking sites will let you know where your visitors are coming from, and perhaps where you should focus your efforts.

Hoffman presented a session, “Digital Impact: How to use social media to boost fundraising,” during the Association for Healthcare Philanthropy’s 46th annual international conference in Atlanta, Ga. Among her other suggestions for how social media can impact your fundraising strategy include:

* Give prospective donors a glimpse of the patient experience, using photos and videos, online chats or “Tweet-ups,” and blogs.
* Develop creative ways to thank current donors. Show the impact of donor support through videos, photos and testimonials. Stewardship pieces can be used to thank individual donors as well as general audiences.
* Promote giving on social media networks. Social media should be a brand extension of your giving website. Add online solicitations to social media sites, allowing prospective donors to give directly through social media.

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