



Social Media 201 Getting Started

For Audio 866.740.1260 Access Code 9577700

Road Map

- Establishing Your Foundation
- Best Practices
- Building Your Toolbox
- Q&A



▶ NPower Northwest

- **Vision**
 - A thriving community with high performing nonprofits.
- **Mission**
 - To strengthen the nonprofit sector by catalyzing innovation and driving adoption of technology solutions.

▶ Introductions



Presenter

Mandi Moshay
Community Engagement Manager
NPower Northwest



Moderator

Mike Anitas
Training Coordinator
NPower Northwest

▶ Technology Waiter

“How am I supposed to do all of this? I already don’t have enough time to do my job.”
~Previous Participant~

I provide the menu and recommendations
...
You pick a couple items to try and go from there



Don't overeat the technology



 Poll

- Primary Role representing here today

 Poll

- Why are you interested in topic?



Establish Your Foundation

Expectations Management

*“Our limitations and success will be based, most often,
on your own expectations for ourselves.*

What the mind dwells upon, the body acts upon.”

~Denise Waitly~

Expect too much = see failure where there may not be any

Expect nothing = have no reasons to improve or be effective

▶ Tuckman Theory of Group Development

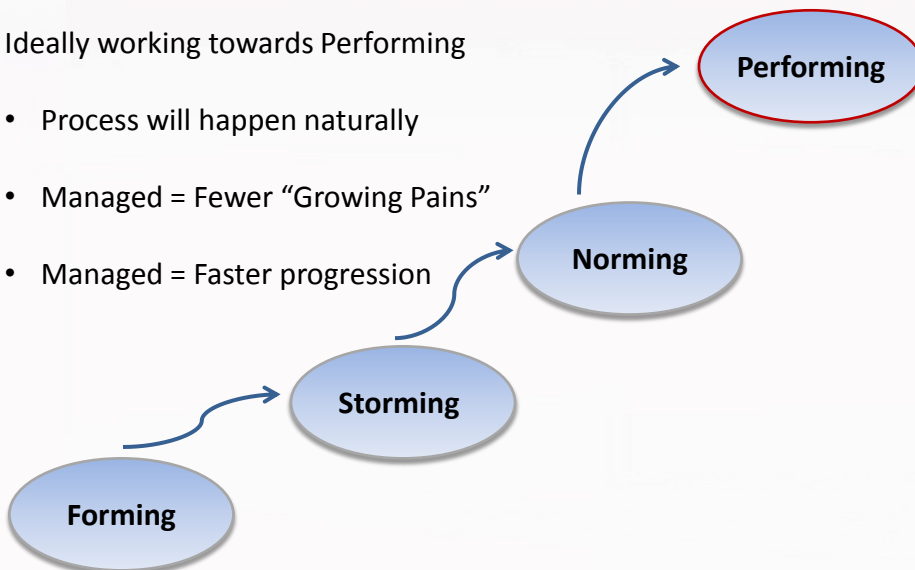
5 stages overall

- Theory is grounded in educational psychology
- Go through all stages of to achieve maximum effectiveness
- Process may be organic or managed

▶ Continue The Engagement

Ideally working towards Performing

- Process will happen naturally
- Managed = Fewer “Growing Pains”
- Managed = Faster progression



▶ Theory of Group Development

Forming

Storming

Norming

Performing

Adjourning

Description

Main focus of individuals is to be accepted and be apart of something larger. Lots of exploring about what there is to do and what relationships to others is all about

Implications

- ✓ Heavy focus on acknowledging others
- ✓ Must make it easy to know how to get involved
- ✓ Conflict and issues are avoided
- ✓ Very comfortable stage so easy to get stuck here

Forming

▶ Theory of Group Development

Forming

Storming

Norming

Performing

Adjourning

Description

Some minor issues and conflicts start to arise. People begin to look for structure and rules to understand how to move forward and avoid state of conflict.

Implications

- ✓ Emphasis on monitoring community
- ✓ Be more direct with the what is expected or to engage
- ✓ See rise in “unsubscribe” of “unfollows.” This might not be bad
- ✓ Draw attention to wins and successes

Storming

▶ Theory of Group Development

Forming

Storming

Norming

Performing

Adjourning

Description

The norms and “rules of engagement” have become clear. People feel cohesion and a willingness to adjust preconceived ideas. Stronger sense of goals are possible to achieve as a group.

Implications

- ✓ Group will begin to self-manage more actively
- ✓ It will become more clear what the group wants to achieve
- ✓ Relationships begin to form that translate to offline
- ✓ Brand/Personality becomes far more clear to everyone

Norming

▶ Theory of Group Development

Forming

Storming

Norming

Performing

Adjourning

Description

Not every group will make it to this stage. Great progress is made towards goals and there is an overall sense of stability and flexibility. Group able to adjust and perform to accomplish goals.

Implications

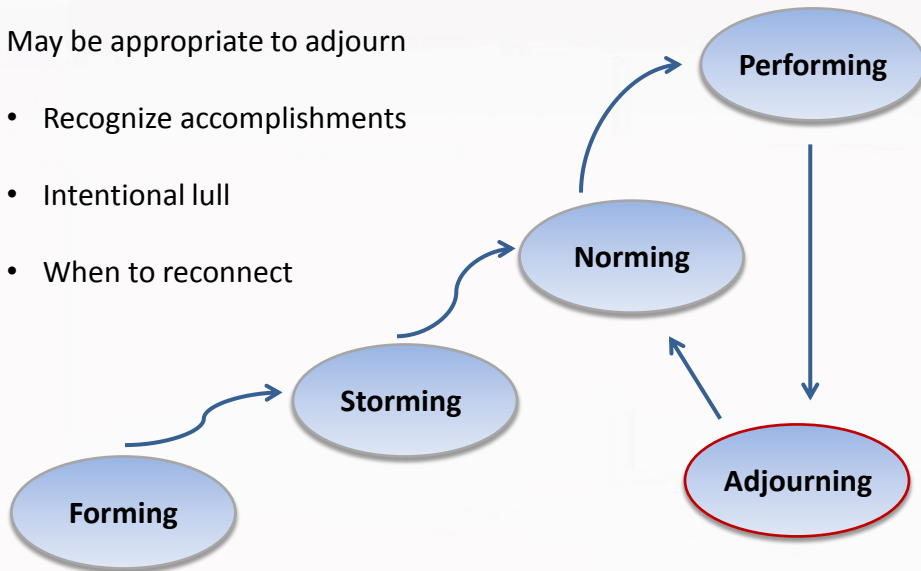
- ✓ More clearly see results and impacts of strategies
- ✓ Community really begins to drive the action
- ✓ A strong level of stability in the group
- ✓ Hard to sustain if goals and actions do not adjust to change

Performing

▶ Formally Adjourn When Appropriate

May be appropriate to adjourn

- Recognize accomplishments
- Intentional lull
- When to reconnect



▶ Theory of Group Development

Forming

Storming

Norming

Performing

Adjourning

Description

Groups may reach this point for various reasons. The goals may have been achieved and there is no longer a need for it. The group may simply be declining and no longer moving towards effectiveness.

Implications

- ✓ If goals accomplished can really be used to celebrate success
- ✓ Being intentional about a ending leads to future participation
- ✓ May be very difficult transition for some,
- ✓ May be driven by the community itself

Adjourning



- Poll identifying which stage their community is in.



Scale of Implementation



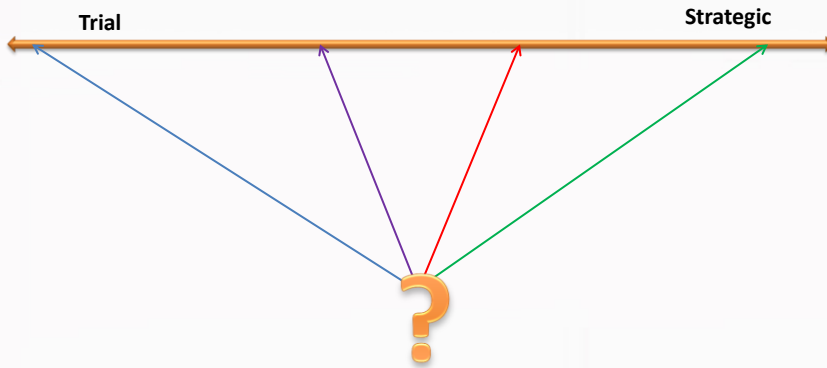
▶ Scale of Implementation

- Trial** ←
- Strategic**
- ✓ Pick one of the tools
 - ✓ Create an account (no worries they are free)
 - Feel free to use alias as a tester for anonymity
 - ✓ Explore and learn from good examples
 - Join an active Facebook group
 - Follow popular folks on Twitter
 - ✓ Ease your way into things with your organization

▶ Scale of Implementation

- Trial** → **Strategic**
- ✓ Heavy emphasis on research, strategy development & planning
 - ✓ Multiple campaigns
 - ✓ Dedicated resources to support major efforts and campaigns
 - ✓ Solid plan and evaluation implemented on a consistent basis

▶ Scale of Implementation



- Poll where on the spectrum (1-10) would you put your organization?

▶ Questions



Best Practices

▶ Start with Goals

How far you have come and where you are going

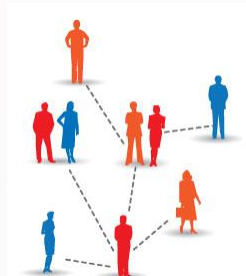
- ✓ Keep focused on the mission
- ✓ Be proactive vs. reactive
- ✓ Keep efforts strategic



▶ Focus on Relationships

Remember “social” comes before “media” for a reason

- ✓ Don't connect only when you need something
- ✓ Be deliberate about creating relationships
- ✓ Respond when others reach out

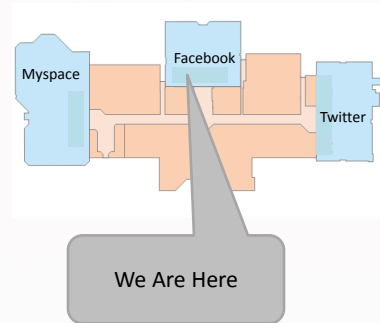


▶ Stop, Look, Listen

Listen to existing
conversations



Meet people
where they are



▶ Redefine Success

It is about the quality, not the quantity



100 fans who are not engaged

vs.

10 who take action

▶ Let Go Of Control

Social media is about conversation

If everyone is not free to
contribute those left may not be
willing partners



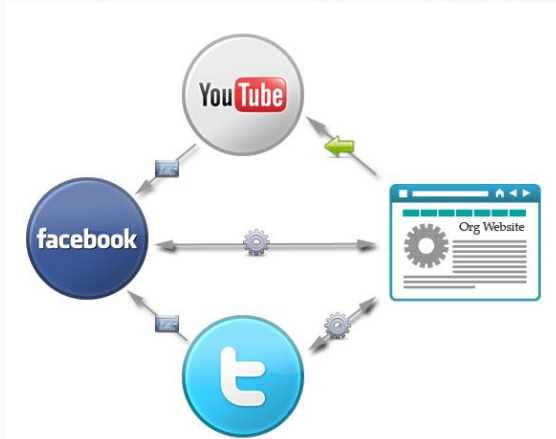
▶ Remember the “Social”

The “social” comes first for a reason

It is about building relationships, just in new ways



▶ Don't Forget the Integration



← Integration via Link
▣ Integration via App
📡 Integration via RSS
⚙ Integration via Widget

▶ Don't Forget The Cross-Promotion

Mashable is an online guide to social media. [\[+\]](#)
 Join the **2.2 Million** people following Mashable

[Twitter](#)
[Facebook](#)
[RSS](#)
[Email](#)

[More Subscription Options »](#)

Join Our Mailing List

Privacy by SafeSubscribeSM

SHARE

flickr
 > [Photostream Group](#)

twitter
 > [Follow National](#)
 > [Safe & Well](#)
 > [Follow Local Red Cross](#)

facebook
 > [Page](#)
 > [Group](#)
 > [Cause](#)
 > [Service to Armed Forces](#)

You Tube
 Broadcast Yourself
 > [Channel](#)

▶ Pause and Evaluate

Obvious plug for staying connected to your goals

Give yourself time to BUILD...

- ✓ Community
- ✓ Trust
- ✓ Relationships
- ✓ Actions



▶ You vs. The Community

Who are you really talking about?

- ✓ Start conversations, ask questions
- ✓ Invite user create content
- ✓ Highlight the community



▶ Who Are The Champions

Wide reach and/or your super fans?

- ✓ Large number of connections
- ✓ Speak up on your behalf
- ✓ Are able to rally the troops



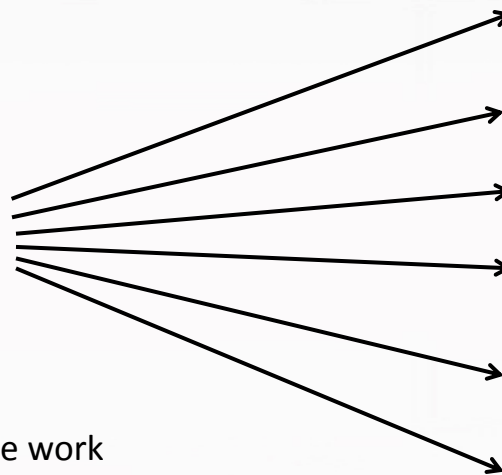
Building Your Toolbox

▶ Listen & Gather



▶ RSS (Real Simple Syndication)

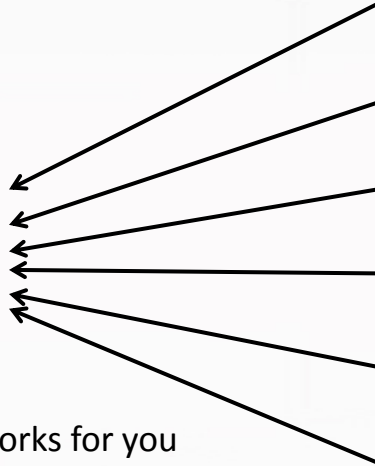
Without RSS Reader



You do the work

▶ RSS (Real Simple Syndication)

With RSS Reader



The technology works for you

▶ Management Dashboards

- Multiple platforms
- Monitor key terms
- Overlap with mobile
- Schedule posts
- Analytics



▶ Schedule Posts

- Professional vs. personal timelines
- Be proactive with content



▶ Editorial Calendar

- ✓ See “big picture”
- ✓ See how various channels relate
- ✓ Become proactive vs. reactive
- ✓ System you WILL use





- Poll: Next Priority Step



Take Aways

- Goals keep you focused on the mission
- Embracing the shift in communication
- Tools are key to being efficient
- Ever-evolving process



▶ Social Media Webinar Series



Keeping Momentum

Final installment in the series

December 13 at 1:00pm

▶ Thank You

Mandi Moshay

Community Engagement Manager

mandim@npowernw.org

Twitter: @mandimoshay

NPower Northwest

Website: www.npowernw.org

Facebook: www.facebook.com/npowernw

Twitter: @npowernw