

# Harnessing the Conversation Social Media & CSBG

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September 23, 2010

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## Today's Agenda

- What is Social Media?
  - Background & demographics
- What's the Message?
  - What social media is good for
  - What it's not good for
- How to Use Social Media
  - 4 core platforms

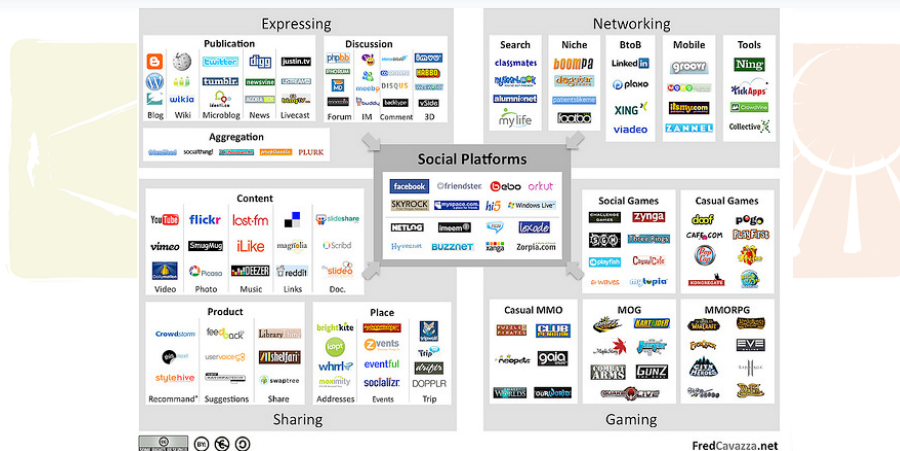
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# What is Social Media?

- Online, interactive communication
- Can include:
  - Social Networking Websites
  - Blogs, Microblogs and Online Journalism
  - Multimedia Platforms
  - Internet-based Discussion Forums
  - Online Games

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# Social Media Landscape



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## Role of Social Media

- Communicate with audiences *where they are*
- Participate in online dialog/conversation
- Get out in front of and control the message
- Brand exposure
- Drive traffic to your website and other social media platforms

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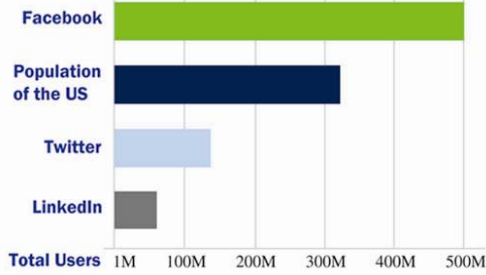
## Social Media: What We Know

- Strengths
  - Users will advocate within platform and repeat messages that resonate
  - Users expect a genuine conversation between users and between organization & users
- Weaknesses
  - Users rarely leave some platforms
  - Short posts mean less nuance

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# Who's Using Social Media?

SOCIAL MEDIA USERS



- Social media platforms are some of the most popular websites online

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# Social Media Users: The Myth

- Most people assume social media is primarily used by people 15-25.



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## Social Media Users: The Reality



- The fastest growing audiences for social media, including Facebook and Twitter are Americans over 35.
- These are often business executives, potential donors, decision makers, voters, and opinion leaders.

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**How do you reach  
these users?**



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## What We Know Works

- Engage in conversation & storytelling
  - Active participation key to social media movement-building
- Set realistic expectations
  - Cultivate supporters and build relationships
  - Track participation
- Embrace empathy
- Integrate, don't simply replicate
- Feature direct calls to action

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## What Doesn't Work

- Technical, jargon-heavy prose
- Focus on bureaucratic systems rather than people
- Depressing themes that accentuate "business as usual"
- Regurgitated information from press releases, reports, or other proposals

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## Harnessing the Message



- Use frames and values-based messaging to win over readers and audiences

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## What is Framing?



- People use mental shortcuts to organize information – like file folders
- Over time these shortcuts become durable models for thinking about issues
- Social media creates and reinforces these models, or frames
- Calling up the right frame can alter a person's reaction

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## NASCSP Frames, Broadly

- Frames should include top-level values that resonate for wide audiences.
- For NASCSP, these include:
  - *Security*
  - *Access/Equity*
  - *Opportunity*

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## CSBG Frames

- Frames set the stage for values-based messaging.
- For CSBG, these include:
  - *Access*
  - *Economic Security*
  - *Responsiveness*
  - *Healthy Communities*

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## Values-Based Messaging

- Values-based messaging takes the frames and translates them into easy-to-understand messages.
- Messages should evoke the potential of organizations, communities, families and individuals.
- Language should be consistent, clear and resonate.

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## What Makes a Good Social Media Message?

- True
- Believable
- Emotional—connected to people's core values
- Supported by facts
- Spoken/written by the right person
- Is about "you"
- Repeated
- Has an action component
- Framed to win



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## Sample CSBG Messages

- CSBG programs break down barriers to support low-income families and individuals when they need it the most. (**Access**)
- CSBG programs work to solve fundamental issues such as health care, housing, transportation, and nutrition so that all Americans can become more financially secure. (**Economic Security**)
- By funding community-based initiatives, CSBG programs knit together individuals, families, and neighborhoods to help serve all members of the community. (**Healthy Communities**)

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## The Four Core Platforms

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## facebook.

- Leading social networking website
- About 500 million users
- Founded in 2004
- Facebook describes itself as “a social utility that helps people communicate more efficiently with their friends, family, and coworkers.”

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## facebook.

### Strengths

- Awareness building
- Driving conversation and feedback
- Driving traffic
- Event attendance
- Fundraising

### Weaknesses

- Message control
- Online advocacy
- Consistency

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## facebook.


- Recommendations:
  - Balance between professional standards and conversational tone
  - Brief open-ended posts
  - At least 1 per week, ideally 2-3 per week
  - Posts that spur discussion by asking questions
  - Monitor discussions/brand closely

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## twitter

- Microblogging website
- Users create 140 character updates known as “tweets”
- Founded in 2006
- Describes itself as “A real-time information network powered by people around the world that lets you share and discover what’s happening now.”

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Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Broadcasting messages</li> <li>• Engaging with constituents and like-minded organizations</li> <li>• Providing real-time updates</li> <li>• Connecting with the media</li> </ul>	<ul style="list-style-type: none"> <li>• Nuance</li> <li>• Occasional users</li> </ul>

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- Recommendations:
  - Use personal tone or designate a spokesperson to tweet
  - Use the @ symbol to engage in conversation
  - Use posts to link to longer articles and multimedia
  - Post at least 3-5 tweets per week, ideally 5-7 per week
  - Follow like-minded groups, orgs, individuals and journalists

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**You Tube**  
Broadcast Yourself™

- Leading video sharing website
- Over 2B videos online
- Founded 2005 & bought by Google in 2007
- Describes itself as “the world’s most popular online video community, allowing millions of people to discover, watch, and share originally-created videos.”

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**You Tube**  
Broadcast Yourself™

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Awareness building</li> <li>• Sharing video</li> <li>• Embedding video on external site</li> </ul>	<ul style="list-style-type: none"> <li>• Online community building</li> </ul>

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# You Tube

Broadcast Yourself™

- Recommendations:

- Create a nonprofit channel for your organization  
<http://www.youtube.com/nonprofits>
- Videos should genuinely reflect organization's mission
- Demonstrate work in action
- Highlight people helped or interviews of key volunteers/staff
- Professional recording software and studio equipment not required
- Launch channel with 3 videos
- Add new videos at least quarterly, ideally monthly

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## Blogs

tumblr.

WORDPRESS

GAWKER

LIVEJOURNAL

Mashable  
All That's New on the Web

- Vary from online journalism hubs to web-based journals
- Gradually developed out of bulletin boards and email lists
- Tracked by services such as Technorati

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## Blogs

### Strengths

- Provide opportunity for commentary
- Connect with the media
- External/third-party validation
- Direct access to primary audiences, including advocates and potential donors

### Weaknesses

- Message control
- Occasional users
- Time intensive

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## Blogs

### • Recommendations:

- Blog outreach
  - Maintaining lists of bloggers
  - Leveraging relationships
  - Persistent, open communications
- Collaborative storytelling
  - Send stories to NASCSP that include:
    - Program successes
    - Interviews with beneficiaries, volunteers, or staff
    - Interesting news, events, or media

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## Staffing & Managing Accounts

Platform	Set-Up Time	Maintenance
Facebook	2-3 days	2-3 hrs/week
Twitter	2-3 days	1-2 hrs/week
YouTube	1-2 days (up to 3 month response time)	3-4 days/month (+ 0.5 hr/week for comment review)
Blogs	N/A	5 hrs/week

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## Integrating Communications

- **Connecting**
  - Make sure all info sources connect to one another
  - Consider applications that update across channels
  - Ensure brand consistency across platforms
- **Strengthening**
  - Editorial calendar to guide communications
  - Be selective – play to the strengths of specific tools
  - Encourage multiple connections and points of entry
- **Reinforcing**
  - Learn from your metrics
  - Control your message
  - Bring the conversation back to your issue

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# Social Media Resource Manual For Download

The CSBG social media resource manual is available online



<http://www.nascsp.org/Training-and-Technical-Assistance/707/Guides-and-Manuals.aspx?iHt=12>

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