SOCIAL MEDIA & MULTI-CHANNEL STORYTELLING

Build & Launch



> TODAY'S TOPICS

- Your story in motion
- Social media: multi-channel marketing
- Facebook integration
- Open Q&A









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> RARE CONSENSUS RE: SOCIAL CHANNELS

"Peer to peer solicitation is the most acceptable form of solicitation"

GEN Y	GEN X	BOOMER	MATURE
87%	89%	82%	76%





A CONSISTENT STORY

- eNews structure (multiple stories)
- Feature stories can be promoted through other channels







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MULTICHANNEL FUNDRAISING & INTEGRATED STRATEGIES

Multi-channel fundraising involves coordinating the timing of multiple fundraising channels (direct mail, online, telephone, media, etc)

The strength of **integrated campaigns** is the strategic coordination of both timing and messaging to create one synergistic campaign across multiple channels





EFFECT OF INTEGRATION



Sources: Study entitled "Integrating Online Marketing (eCRM) with Direct Mail Fundraising" by Convio and StrategicOne Traditional defined as offline use. Internet Enabled defined as both offline and eCRM use.



CHECK IT OUT!



The Integrated Multi-Channel Marketing Study

http://resources.convio.com/IntegratedMultichannel.html





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FACEBOOK INTEGRATION – FAN PAGE AND TIMELINE OVERVIEW

- Kit details & Resources
- Best Practices
- Screen share: How it works





WEBINARS IN SYNC WITH YOUR CAMPAIGNS



BEST PRACTICE CAMPAIGN KITS (DOWNLOADS)



KITS DOWNLOAD PAGE

Your DIY Workshop

Free Kits include Code, Design Files, Templates, Instructions and Guides Every time we offer a Service Module we publish a what we call a Kit to give you a jumpstart on producing all the New S-Tag and elements of the Service Module on your own. By doing this we hope to save you some time, give you some insight Conditional into what we consider best practices and give you more campaign ideas to help you grow your constituent base, raise funds, increase awarenesss or drive people toward taking action. **Reference** and **Snippets Kit!** If you think you'd rather have Convio do the production work for you while you interact and ask questions of one of our Consultants then check out our calendar to see when we are offering the next class! Download All our Kits are protected under the Creative Commons license. Non-profits may use these kits and resources for commercial works without attribution. If you are not a non-profit use must adhere to the Creative Commons Learn strategy, leave Attribution-NonCommercial-ShareAlike 3.0 Unported License or get written permission from us. You can reach us configuration to us. at servicemodules@convio.com. Check out upcoming Service Modules Questons or Comments about kits? Let us know by posting a question or comment on the Community. View: All Social Media **Code & Conditional Snippets** Sustainer Fundraising Gala & Event Promotion eNews & eBlasts End-Of-Year Fundraising Housefile Building Advocacy Action Center Welcome Series TeamRaiser eNews, eBlast, & Housefile Building All Housefile Building Housefile Building Sustainer Housefile Building

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Pledge Kit

Giveaway Kit

6/20/220122 Blackbaud Confidential

Fundraising Kit

Preview

Webinar Download Archive Page v2.0

🜔 Preview

🜔 No Webinar

Download

Kits

Preview

Webinar

Download

17

eCard/Viral Kit

COMMUNITY SUPPORT



FACEBOOK FAN PAGE UPDATES

- Timeline mandatory March 31st 2012
- New look matches personal page timeline design
- Tabs/Links/Apps changed locations (again)
- No default landing page
- Feature content by "Pinning"
- Add/remove content from timeline



NEW LAYOUT COMPONENTS



COVER IMAGE RESTRICTIONS

- 399 pixels wide <
- No, price or purchase information, such as "40% off" or "Download it at our website"
- No, contact information, such as web address, email, mailing address or other information intended for your Page's About section
- No, references to user interface elements, such as Like or Share, or any other Facebook site features
- No, calls to action, such as "Get it now" or "Tell your friends"



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KIT LAYOUT





FACEBOOK SETUP OVERVIEW



facebook

KIT DEMO http://www.convio.com/free_kits

KIT EXAMPLE - GGNPC

<u>https://www.facebook.com/parksconservancy</u>



KIT EXAMPLE – GGNPC CONTINUED





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KIT EXAMPLE - ABCC

https://www.facebook.com/BrainCancerCure



KIT EXAMPLE – ABCC CONTINUED

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Required fields	 Donation Amount: 	
Title:	© \$1000	
	• • • • • •	
First Name:	C \$500	
	C \$250 C \$100	
Last Name:		
	C \$50 C \$25	
Address 1:	C Other:	
	Credit Cards Accepted:	
Address 2:		
	Credit Card Number:	
City:	• Credit Card Number.	
State / Province:	CVV Number:	
ZIP / Postal Code:	Expiration Date:	
Email Address:	VERIFY	
	Norton SECURED	
✓ "Yes, I would like to receive email from Accelerate Brain Cancer Cure"	powered by VeriSign	
<u> </u>	ABOUT SSL CERTIFICATES	
		SUBMIT DONATION
		SUDMIT DOWATION

TIPS FOR BETTER FAN PAGES

- Create a publishing calendar
- Engage constituents (Thank, like, respond, cultivate discussions)
- Vary posts (text, images, games, links, apps,etc)
- Pin Your Best Posts
- Get your apps in the "top 4"
- Check out your Insights data





INSIGHTS



AMERICAN LUNG ASSOCIATION. Fighting for Air

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GOOD READS ON TIMELINE

- http://mashable.com/2012/04/20/fan-growth-slowed-facebook-timeline/
- <u>http://mashable.com/2012/02/29/facebook-brand-timelines-changes-marketing/</u>
- <u>http://mashable.com/2012/05/17/facebook-timeline-brand-tips/</u>



RESOURCE LINKS

- http://www.convio.com/communitywebinars
- http://www.convio.com/free_kits
- <u>http://community.convio.com/t5/Webinars-Kits-Downloads/bd-p/kitstemplatesdownloads</u>





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QUESTIONS?





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▶ Q&A



