

Welcome!

We'll be starting shortly

Social Media – Facebook Kick-off Call



Welcome to the ...

Convio 2010 Social Media Program

A Guided Best Practices Approach to Launching Your Facebook Page



Welcome!

- Thank you for choosing to partner with us
- We're excited to welcome you the 2010 Social Media - Facebook Program – we are committed to helping you succeed
- Convio has served over 1,200 non-profit clients – this program builds on what we've learned along the way
- Our 50+ member interactive agency is one of the largest and most skilled in the country

We are ready to start working with you!

Today's Agenda

- Introductions
- Goals: What we hope to achieve together in the next month
- Roles & Responsibilities: Who does what in the course of the program
- Timeframe: Key program milestones
- Social Media Trends and Statistics
- Next Steps: Getting started

Your Convio Team

Jordan Viator
Interactive
Communications
Manager



Brad Duff-Hudkins
Senior Interactive
Consultant



This core team is supported by our professional services group, including Web Developers, Designers, Implementation Specialists, and Analysts

Your Peer Group



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September & November Month Goals

- Share trends and insights into the channel of social media
- Implement on Facebook:
 - Create a Facebook Page
 - A Welcome tab
 - An eNews sign-up tab
 - A Donate Now tab
- Learn Facebook best practices to help the success of your social media performance
- Build capacity in how to effectively use your Convio tools

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What's Included?

- 4 social media-focused webinars
- 4 expert office hours sessions
- A proven calendar of activities
- Coaching to meet your deadlines
- Production of all campaign content
- Benchmarking

Building Your Facebook Page

Welcome Tab

The copy on this page should do 2 things: Welcome the visitor to the page and then promote their next actionable step.

The offers are designed to vary in engagement in order to allow very new users to get an introduction to the organization and topics being discussed by reading the wall or participating in one of the discussion questions. This is a very low investment of engagement. The second ask is to sign up to learn more in depth information (building upon what was being discussed in the first ask) by subscribing to the eNewsletter through its associated tab. Then finally for those who want to jump straight to donating we have an easily found donate ask step.

Welcome paragraph copy changes (Optional) – Make any changes to the welcome page copy below.
Default:

Welcome!



Welcome to the [Org name] Facebook Page. Here you can connect with us, learn more about [cause], and help support our cause by spreading the word or making a donation. Take any action below to get started >>>

Learn More	Get Connected	Donate on FB
Check out our wall to see what current issues are being discussed that could effect [cause].	Sign up for our monthly eNewsletter to get regular in-depth articles and information on [cause] and how you can help.	Make a donation right through Facebook to support [Org]. It is fast, safe and secure. Donate today!

eNewsletter Signup Tab

eNews Signup Interest - If you already have an interest and/or group that you specifically target for your regular eNewsletter communications please specify it here. Users who take the signup survey will automatically be placed in this group to receive communications going forward.

[Insert Newsletter Interest name]
[Insert Newsletter Group name]

eNews Signup Header Tag-Line – This is a short sentence or phrase that catches the eye and ear and helps motivate people to sign up today. Should be less than 10 words and use active voice to promote immediate action.

[Insert tag line] ex: Learn how to live healthier!

Newsletter signup information paragraph – This will be a paragraph describing the Newsletter and general communication a user will expect to receive if they fill out their information. Please emphasis on the value of the communication to the end user and how often they can expect that information to arrive such as "monthly newsletter" or "quarterly bulletin".

9/14/2009

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Convio's Responsibility:

- Provide templates, examples, and content guidelines for using the templates
- Produce & test Convio integration based on content you provide
- *Deliver implementation and related content within ten business days of receiving your content*

Your Responsibility:

- Provide copy & photos that meet the content guidelines
- Manage internal approvals to meet program deadlines

Webinars & Expert Office Hours

- Virtual Classroom setting: Best Practices, Q&A, etc.
- Campaign concept and brainstorming exercises
- Keep your online program top-of-mind



Your End-of-Year Case for Support

	Present	Future
Positive	Opportunity	Vision
Negative	Crisis	Risk

Source: "The Influential Fundraiser" – Bernard Ross & Clare Segal, 2009



Online Resources

Welcome, Jordan Viator Update Profile Logout


CONVIO® Customer Center

Home Training Community Support Best Practices Products Deployment Search

Jordan - Welcome to your Social Media - Facebook Resource Center! a proven path to fast fundraising results


Upcoming Deadlines
September 24th - Guide due!

Your Advo Action Center Community
<http://community.customer.convio.com/community/css/socialmedia2010>



Adobe Connection Info

- Visit <http://convio.na4.acrobat.com/XXXXXX/>
- Enter your name when prompted
- To join the audio portion of the meeting, enter your phone number when prompted. The system will call you back. Press 1 to join to the meeting.
- Email XXXX@convio.com if you have any issues getting connected



Convio Contacts
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(primary contact)

Brad Duff-Hudkins
bduffhudkins@convio.com
708-382-4015

Your URLs
Admin Login Page: <http://customer.convio.net/site/AdminLogin>

Useful Links

Favorites
[Convio Community](#)
[Customer Center](#)
[Support](#)
[Training and Classes](#)

Downloads
[Program Calendar](#)
[Social Media Guide](#)

Questions?
[Start with Community](#)

Program Sessions

Webinars
Day, Month Date, 2pm EST

Office Hours
Day, Month Date, 2pm EST

Recordings

Webinars
[9.14.10 Kickoff \(slides only\)](#)

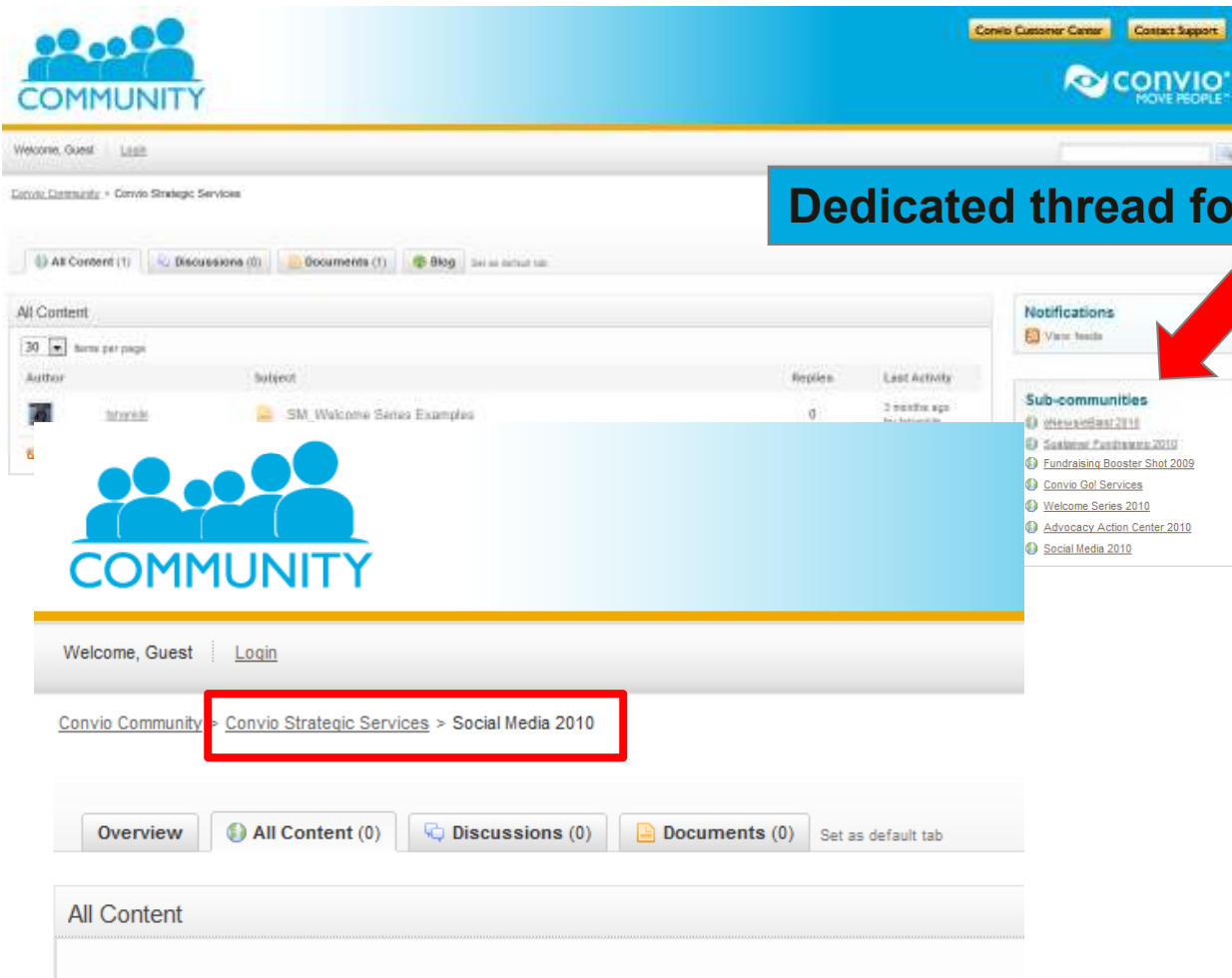
Office Hours
TBD

Home Privacy Policy Support www.convio.com

A click away:

- Upcoming deadlines
- Useful links
- Downloads
- Program Schedule
- Webinar login information
- Recordings
- Contact information

Staying in Touch: Convio Community



Dedicated thread for each Service Module

- Program Materials
- Campaign Examples
- Extended Discussions
- Peer Networking
- Expert Moderators

Subscribe!

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Timeline Detail & Key Milestones

Timeline	Focus	Your Tasks
Sept. 14	Kick-off Webinar	Attend or watch recording
Sept. 21	Successful Facebook Strategies	Attend and bring questions about Facebook for your organization
Sept. 24	Deadline!	Your completed guide is due
Oct. 5	Managing Your Facebook Page	Attend and bring questions about managing your new page's integration
Oct. 15	Tracking Success & Wrap Up	Attend and wrap up to start leveraging your new integration
<i>Meet every deadline and your Facebook Page with Convio integration will launch by mid-October!</i>		

Managing Deadlines - September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	31 Contracts Due	1	2	3	4
5	6 Labor Day	7	8 Startup Forms Due	9	10	11
12	13	14 Kick-off Call Social Media and Facebook Fan Page Intro 2pm EST / 1pm CST / 11am PT	15	16	17	18
19	20	21 Office Hours: Successful Fan page strategies 2pm EST / 1pm CST / 11am PT	22	23	24 Guides Due	25
26	27	28	29	30		
	Convio Production	Convio Production	Convio Production	Convio Production	Convio Production	

Managing Deadlines - October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Office Hours: Managing your Fan Page 2pm EST / 1pm CST / 11am PT	6	7	8	9
	Convio Production	Convio Production	Convio Production	Convio Production	Convio Production	
10	11 Columbus Day	12	13	14	15 Wrap-up Call How to track success Final Q&A 2pm EST / 1pm CST / 11am PT	16
17	18	19	20	21	22	23
24 United Nations Day	25	26	27	28	29	30

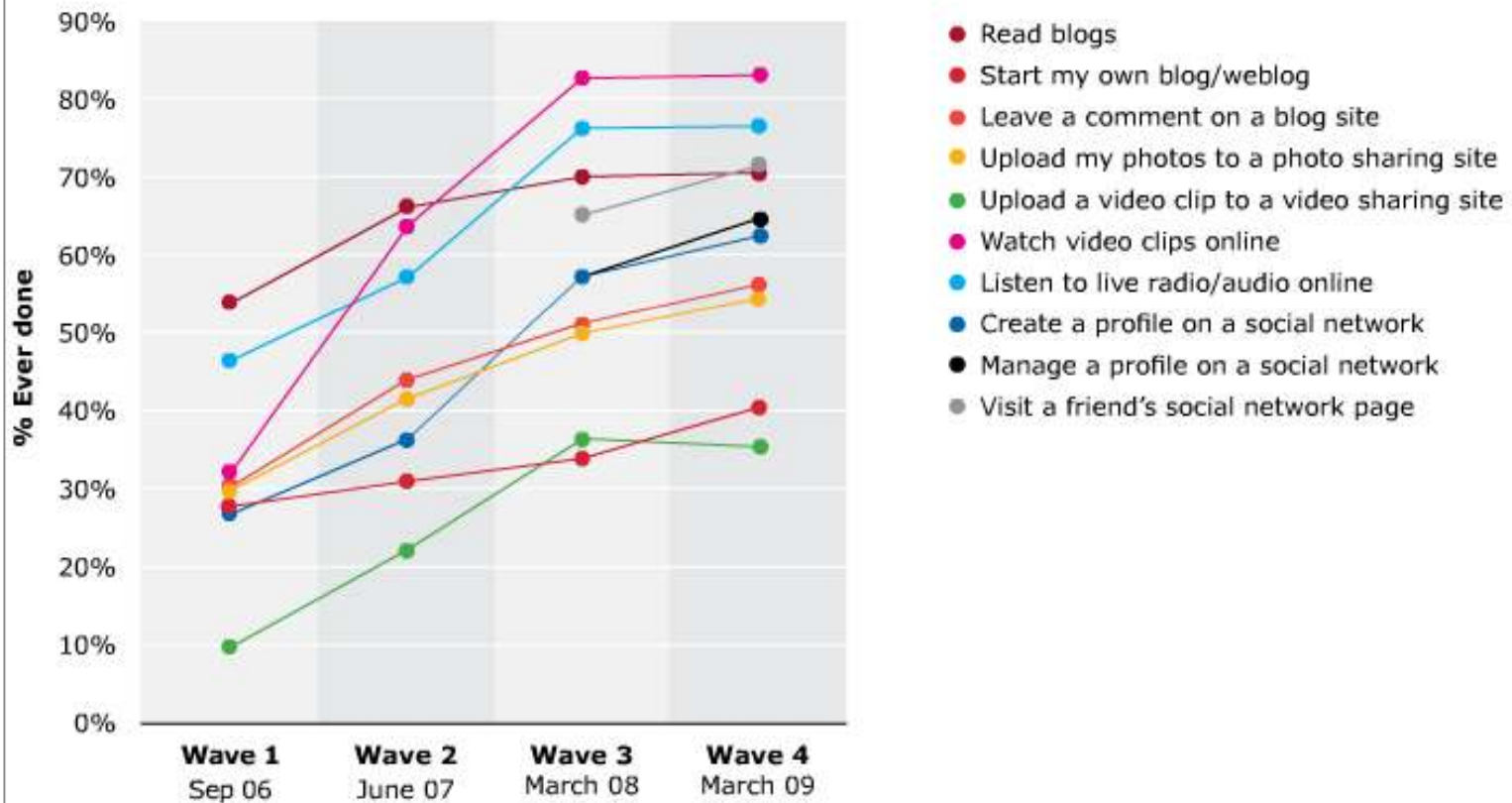
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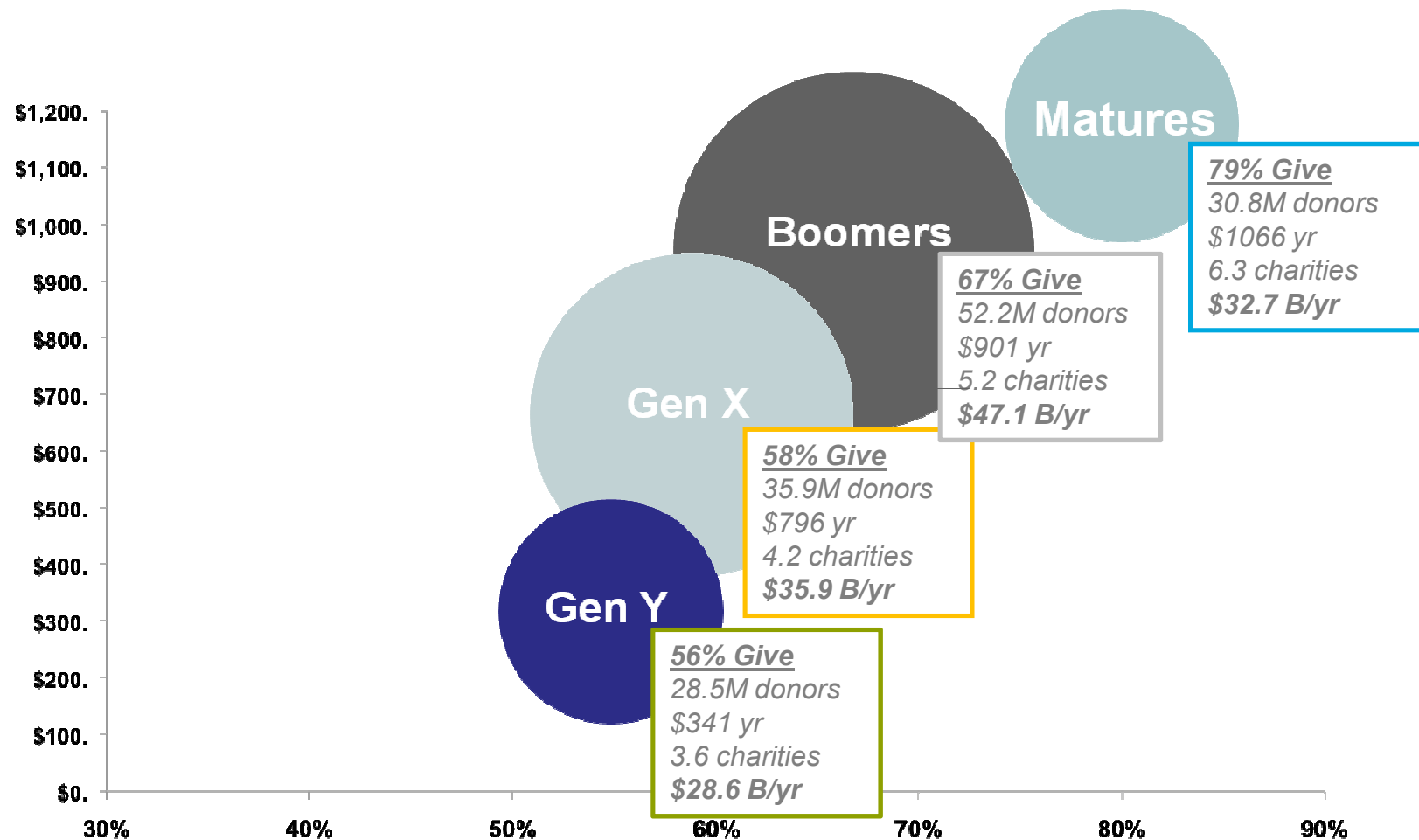
Social Media Activity at a Glance

Reach over time

Active internet users: "Thinking about using the internet, which of the following have you ever done?"



The Universe of Donors






Source: The Next Generation of American Giving, Convio 2010

www.convio.com/nextgen

Key To Reaching All Demographics



Gen Y

70% 
49% 
25% 
16% 
49% *Mobile phone only*



Gen X

56% 
30% 
13% 
11%  
27% *Facebook mobile app*

Boomers

29%  (reg)
60% 
17% *Texters*
47% *eNewsletters*
55% *Bank online*

Matures

17%  (reg)
50% 
5% *Texters*
48% *eNewsletters*
34% *Shop online*

An Appropriate Solicitation Channel

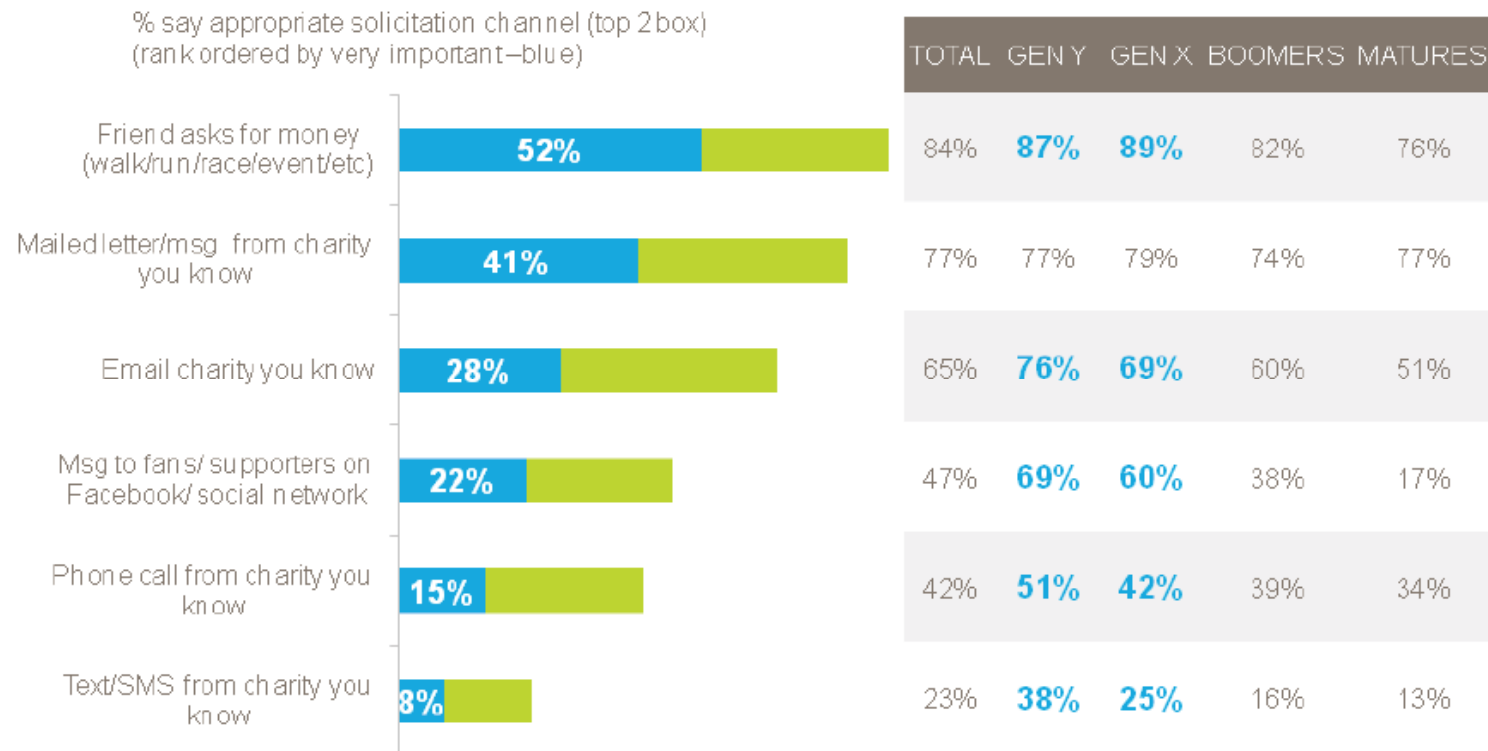


Figure 7: Solicitation Channel Appropriateness Overall and by Generation
(blue numbering represents statistically significant difference)

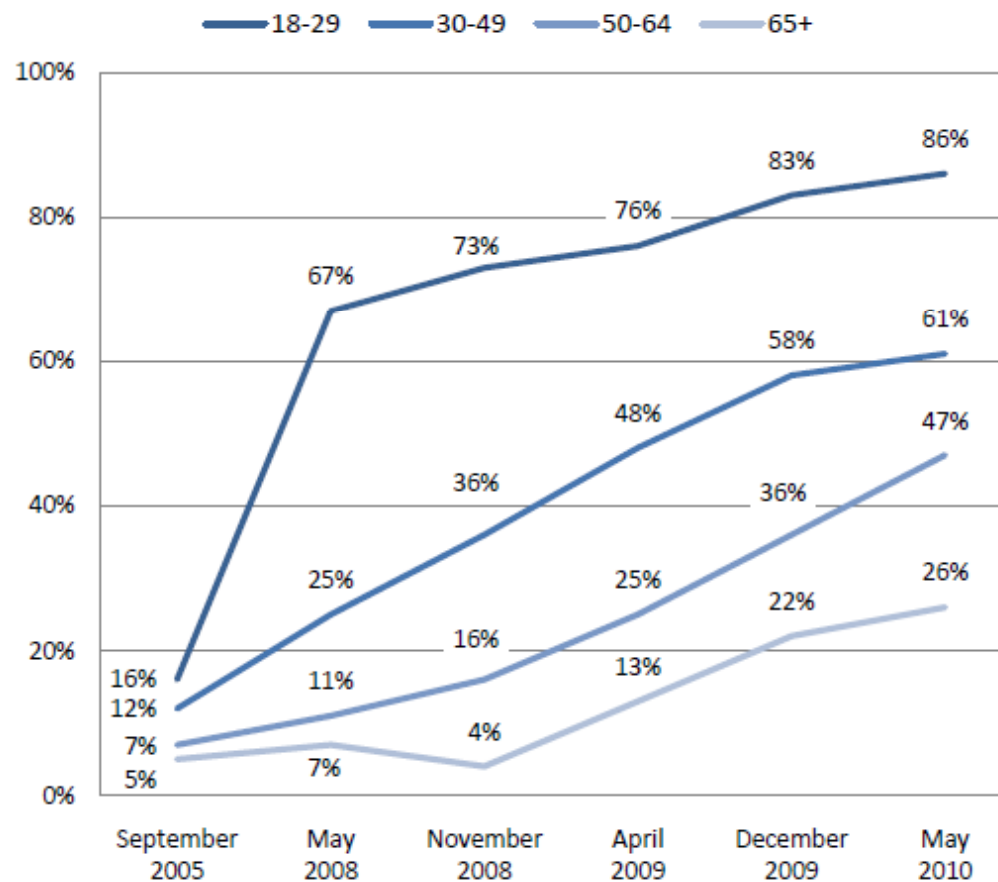
Older Adults and Social Media

- Social networking use among internet users ages 50 and older has **nearly doubled—from 22% to 42% over the past year.**
- **Half (47%) of internet users ages 50-64** and one in four (26%) users age 65 and older now use social networking.
- One in ten (11%) online adults ages 50-64 and one in twenty (5%) online adults ages 65 and older now say they use Twitter or another service to share updates about themselves or see updates about others.
- Email and online news are still more appealing to older users, but **social media sites attract many repeat visitors.**

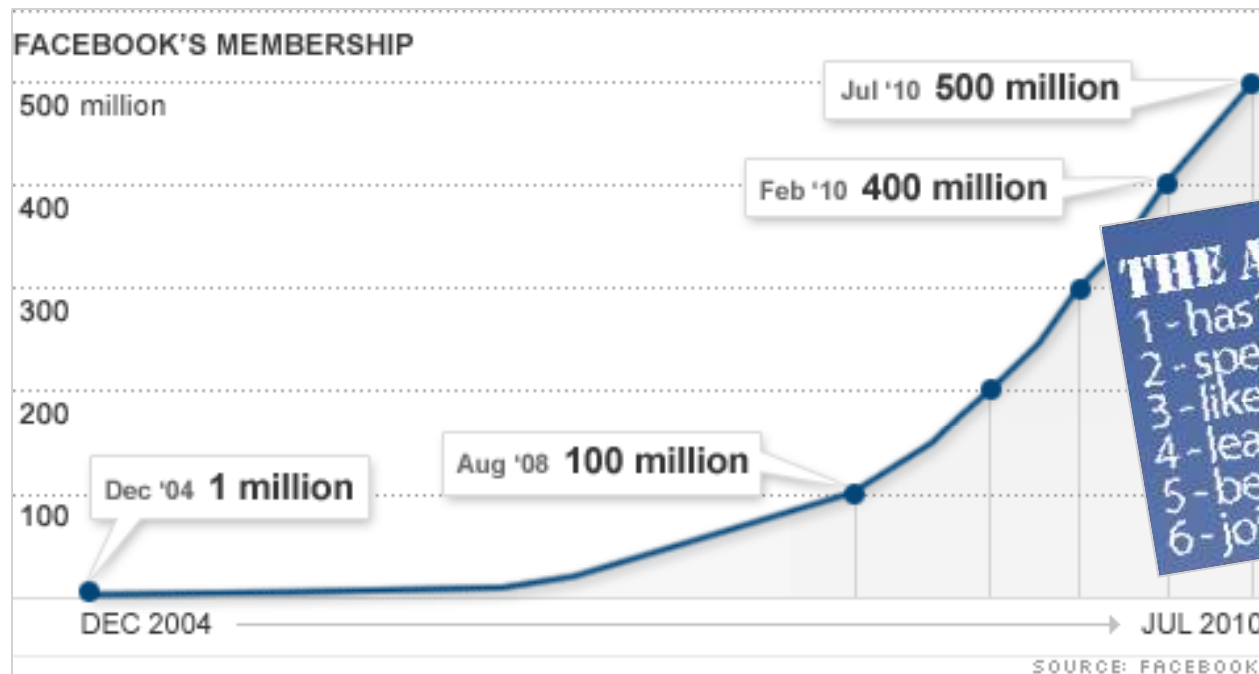
Growth in Older Demographic

Social networking use continues to grow among older users

The percentage of adult internet users who use social networking sites in each age group



Facebook



THE AVERAGE USER

- 1 - has 130 friends
- 2 - spends an hour a day on facebook
- 3 - likes 9 pieces of content a month
- 4 - leaves 25 comments a month
- 5 - becomes fan of 4 pages a month
- 6 - joins 13 groups a month

Facebook Benefits for Nonprofits

- Drive website traffic
- Reinforce campaigns to raise funds, build list
- Provide helpful information to supporters in real time
- Peer-to-peer sharing of brand, campaigns, information
- Engage supporters to become involved, build preference
- Drive participation, registration for events
- Create online discussion threads to learn from/engage with constituents

Reasons for a Facebook Program

1. Social Media, Facebook in particular, is growing in importance and scale with your constituents
2. Facebook is increasingly being used as a channel for relationship building with nonprofits and a portal to take actions
3. With new Convio integration, raising funds and taking action is now easier for constituents and more efficient on the Facebook platform

Facebook Page Examples





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Next Steps

Next Social Media – Facebook call **Tuesday, September 21, 2010** at **2:00pm ET** (1:00 pm CT)

Before our next call, you should:

- Begin reviewing your Guide due later this month
- Add any questions you have about the guide or the module in the Community

Thank you!

Questions?