

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

Brad Duff-Hudkins
Senior Interactive Consultant
bduffhudkins@convio.com

Erin Zisser
Implementation Specialist
ezisser@convio.com

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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Our 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
- A proven calendar of activities
- Coaching to meet your deadlines
- Production of all campaign content

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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Page 5

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

The screenshot shows a webinar interface with a title bar 'Canada Get It! (B) Weekly Group 2 - 2017'. The main content area is titled 'Launching Your Fundraising Campaign' and features a large blue arrow pointing right, containing four steps: 'Test messages', 'Revisions: one round', 'Final test messages', and 'Campaign approval'. A sidebar on the left lists participants and a chat window at the bottom shows messages.

Your End-of-Year Case for Support

	Present	Future
Positive	Opportunity	Vision
Negative	Crisis	Risk

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



Staying in Touch: Convio Community



Dedicated thread for each Service Module

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

<http://community.customer.convio.com/community/css/socialmedianov2010>

Subscribe!

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Timeline Detail & Key Milestones

Timeline	Focus	Your Tasks
Nov 2	Kick-off Webinar	Attend or watch recording
Nov 9	Successful Facebook Strategies	Attend and bring questions about Facebook for your organization
Nov 12	Deadline!	Your completed guide is due
Nov 30	Managing Your Facebook Page	Attend and bring questions about managing your new page's integration
Dec 7	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 end of November!</i>		

Managing Deadlines - November

NOVEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Kick-off Call Social Media and Facebook Fan Page Intro 2pm EST / 1pm CST / 11am PT	3	4	5	6
7 Daylight Savings	8	9 Office Hours: Successful Fan page strategies 2pm EST / 1pm CST / 11am PT	10	11 Veterans Day	12 Guides Due	13
14	15 Convio Production	16 Convio Production	17 Convio Production	18 Convio Production	19 Convio Production	20
21	22 Convio Production	23 Convio Production	24 Convio Production	25 Thanksgiving	26	27
28	29 Pages Launch This Week at Latest Convio Production	30 Office Hours: Managing your Fan Page 2pm EST / 1pm CST / 11am PT Convio Production	1	2	3	

Managing Deadlines - December

DECEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	29	30	1	2	3	4
5	6	7 Wrap-up Call How to track success Final Q&A 2pm EST / 1pm CST / 11am PT	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 Christmas Eve	25 Christmas Day
26	27	28	29	30	31 New Year's Eve	

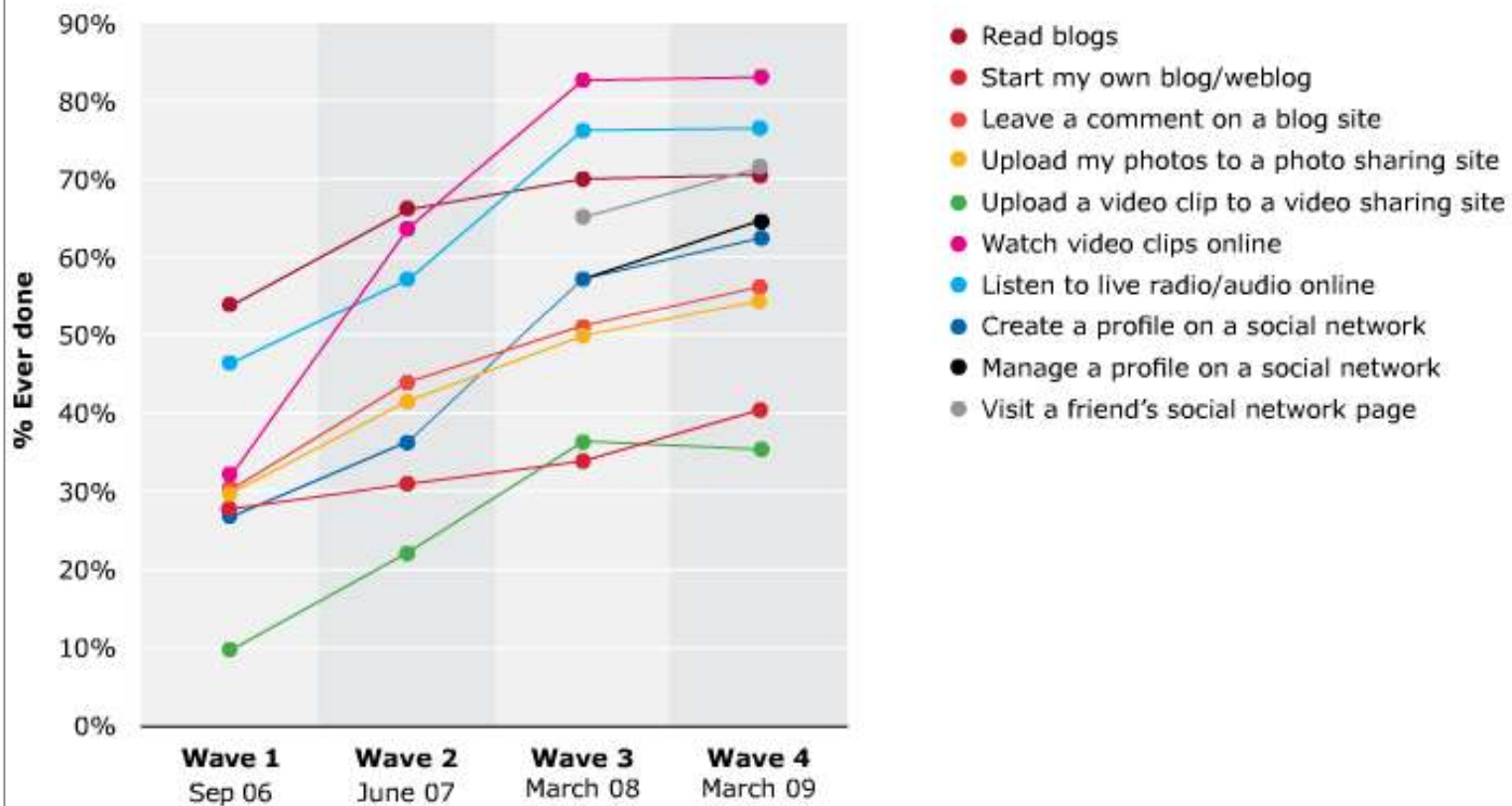
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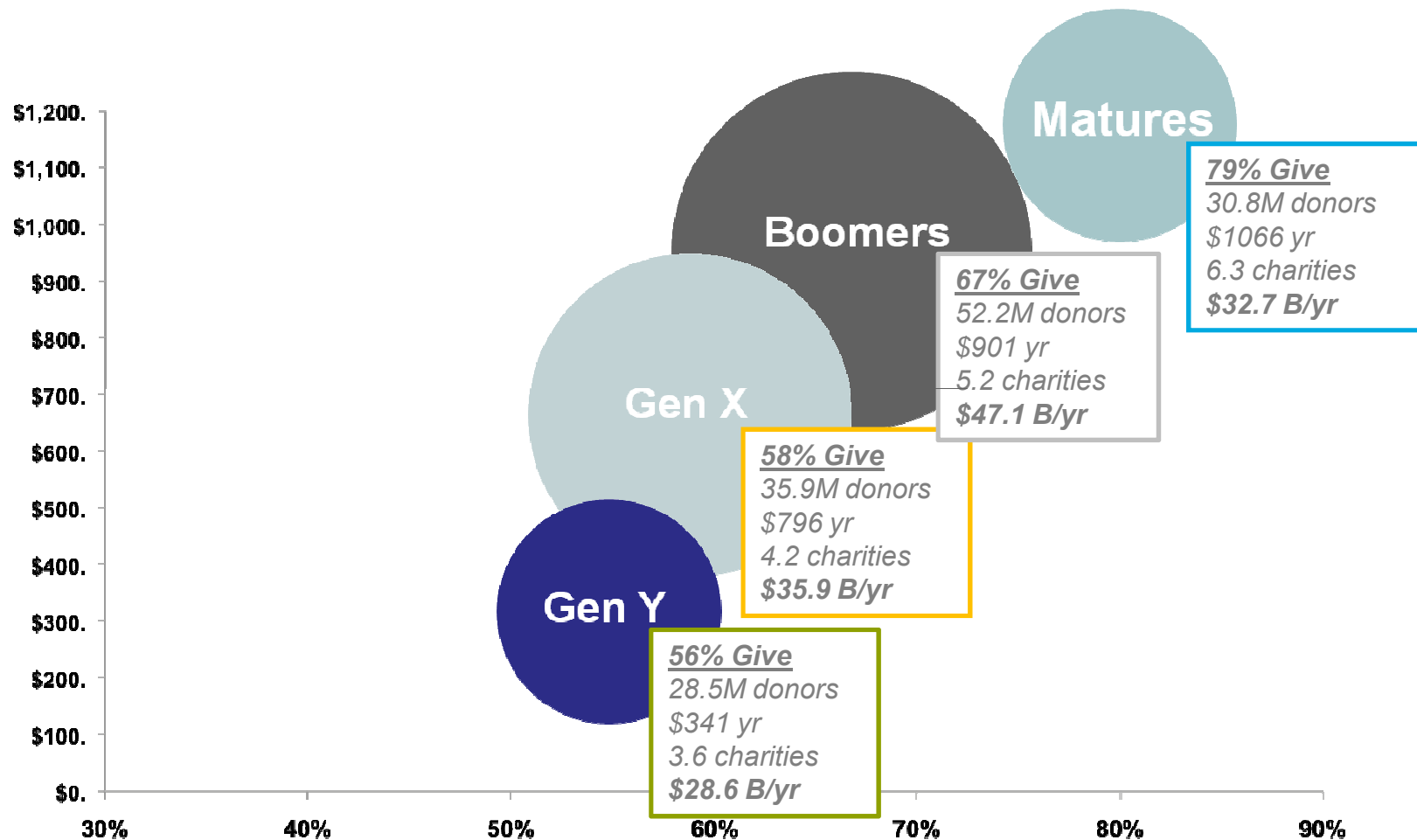
Social Media Activity at a Glance

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

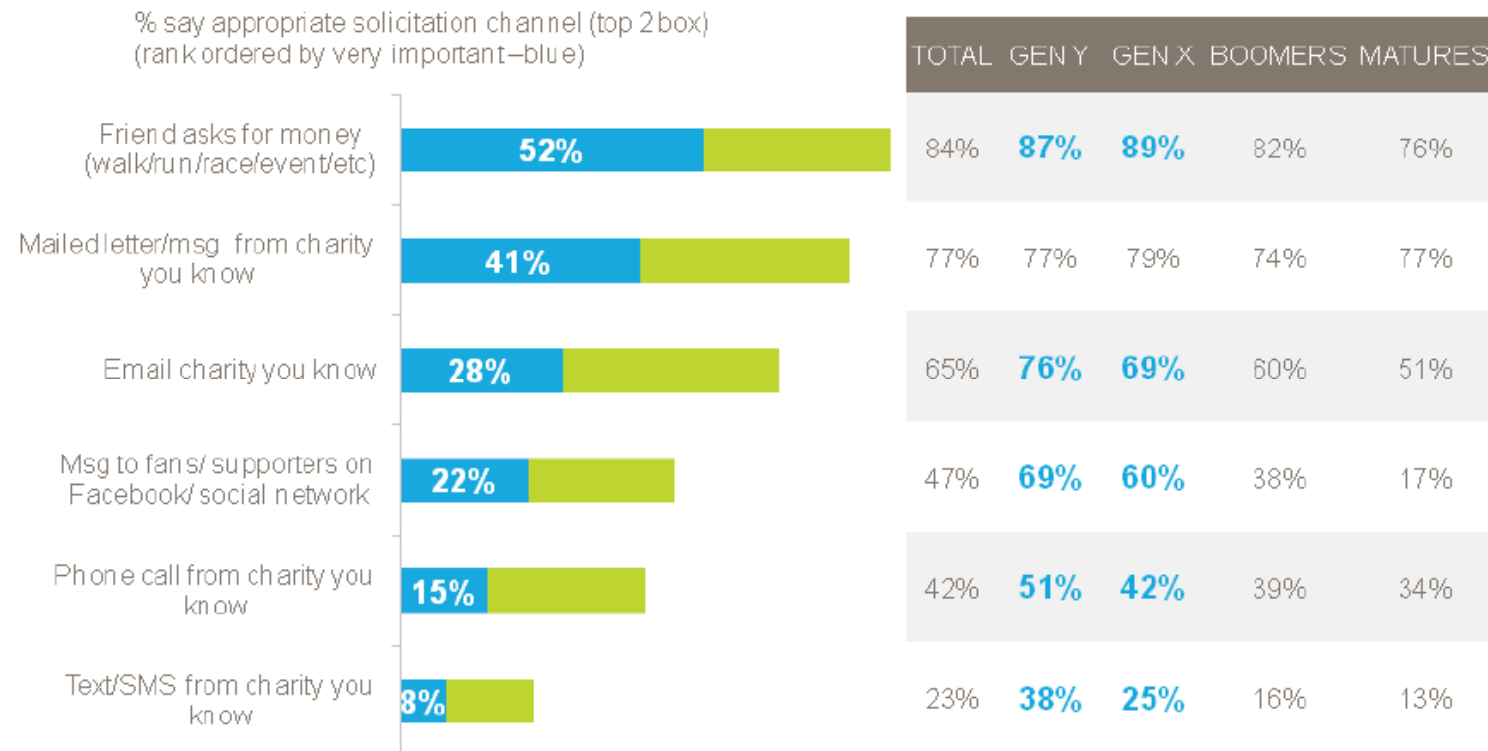


Figure 7: Solicitation Channel Appropriateness Overall and by Generation
(blue numbering represents statistically significant difference)

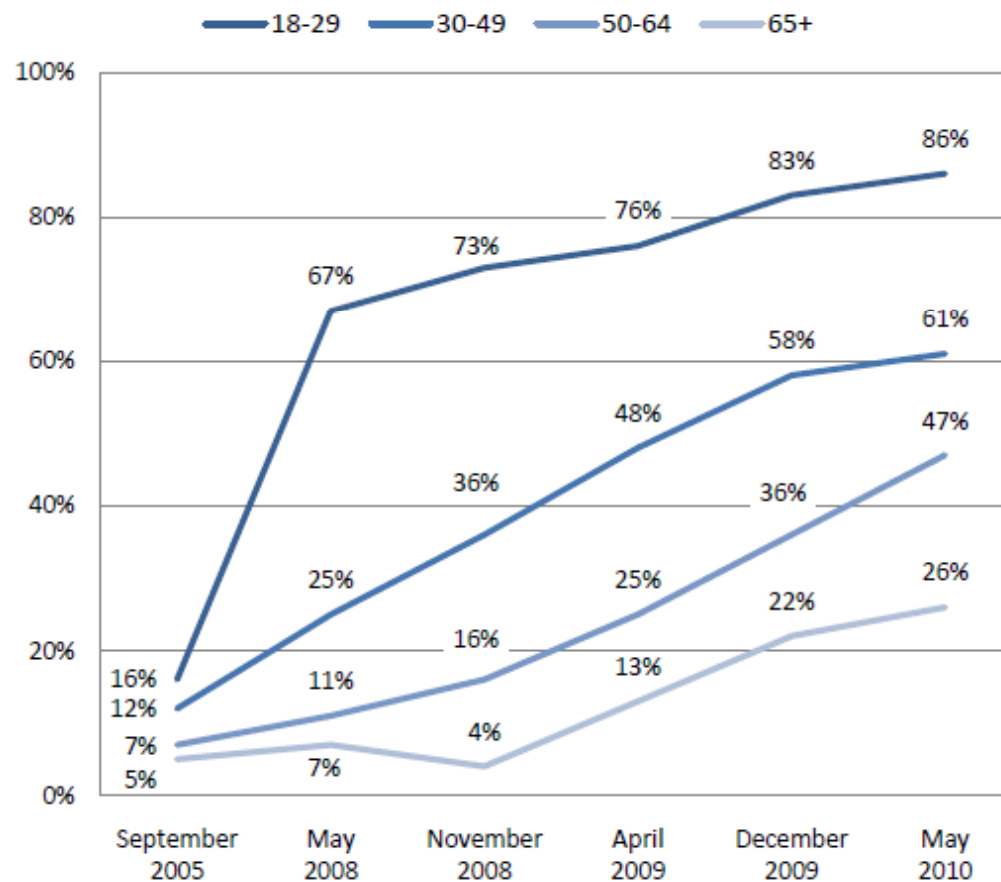
Older Adults and Social Media

- 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.**

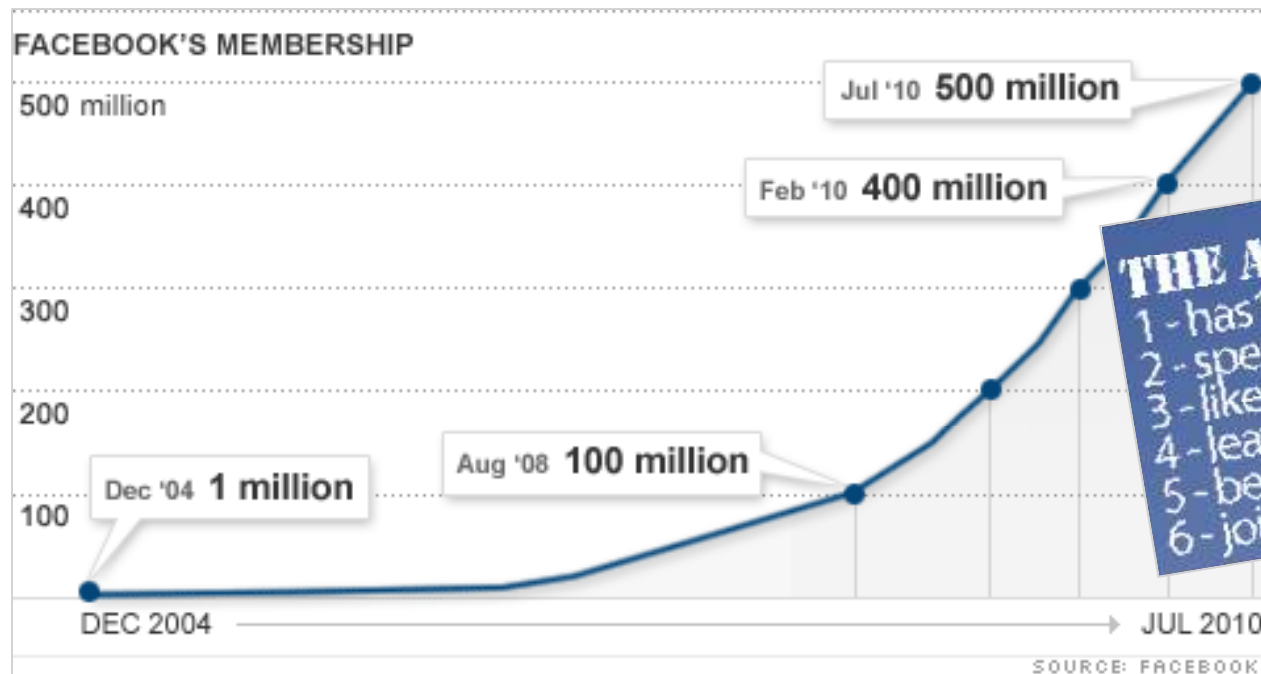
Growth in Older Demographic

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



<http://www.childdevelop.ca/>

Information

Founded:
1909

64 People Like This



Jess
Johnson



Nicholas
Gooding



Rachel
Curtis



Katrina
MacDonald



Rick Pannell



Sam
Dykxhoorn

Create a Page for My Business
Report Page

CDI

Wall Info Photos

Welcome



CAMPAIGN
FOR CATHOLIC
SCHOOLS

Click to join CCS and show us your support!



Welcome to the CCS. Connect with us, learn and their families.

[Learn More](#)

Check out our wall to see what current issues are being discussed that could affect child development.

Information

Founded:
2007

24 People Like This

Campaign for Catholic Schools-BOSTON

Wall Info Photos Donate Newsletter Welcome

Welcome!



We are rebuilding Catholic schools in Greater Boston because:

- Catholic schools work and are critical in inner-cities: 99% of students graduate, 97% go to college
- Many Catholic schools are in danger of closing and do not receive public funding
- We have created a new, sustainable model of Catholic education that has proven to work

Take any action below to get started »

[Learn More](#)

[Get Connected](#)

[Donate on FB](#)





check us out at omrf.org

OMRF
825 NE 13th
Oklahoma City, OK 73104
 405-271-7400

Information

Founded:
1946

396 People Like This



Dave Rader



Kendra
Isola



Debbie
Mosby
Brown



OMRF Like

Wall

Info

Welcome

Donate

Petri Dish

Honor Someo...

HOW YOU CAN HELP

100% of your gift supports research

Support Medical Research at OMRF.

Please support medical research at OMRF with your gift today. Donating through the form below is fast, safe and secure however if you'd prefer, you can donate on our website directly.



Gift Information

Gift amount:

- ☐ \$35
☐ \$60
☐ \$120
☐ Enter an amount (\$5.00 minimum)

Your Information

Donate Tab



OMRF



Wall

Info

Welcome

Donate

Petri Dish

Honor Someo...

check us out at omrf.org

OMRF
825 NE 13th
Oklahoma City, OK 73104
 405-271-7400 

Information

Founded:
1946

396 People Like This



Dave Rader



Kendra



Debbie

GET THE DISH ON RESEARCH

Fill out the form below
to sign up for our
newsletter.

* First Name:

* Last Name:

* Email:

Submit

About Our Newsletter

The Petri Dish is OMRF's quarterly e-newsletter. We'll keep you up-to-date with the latest research and OMRF news.

eNews Tab

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Next Steps

Next Social Media – Facebook call **Tuesday, November 9, 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
- <http://community.customer.convio.com/community/css/socialmedianov2010>

Thank you!

Questions?