

# The Transparency

## Debate: Using social media

Dawn Newton

Communications Consultant

Morello Marketing



#ICSAConf

@ICSA\_News

@goreckidawn

# Social Media is the new word of mouth

People trust  
other people

Start talking online  
like you would



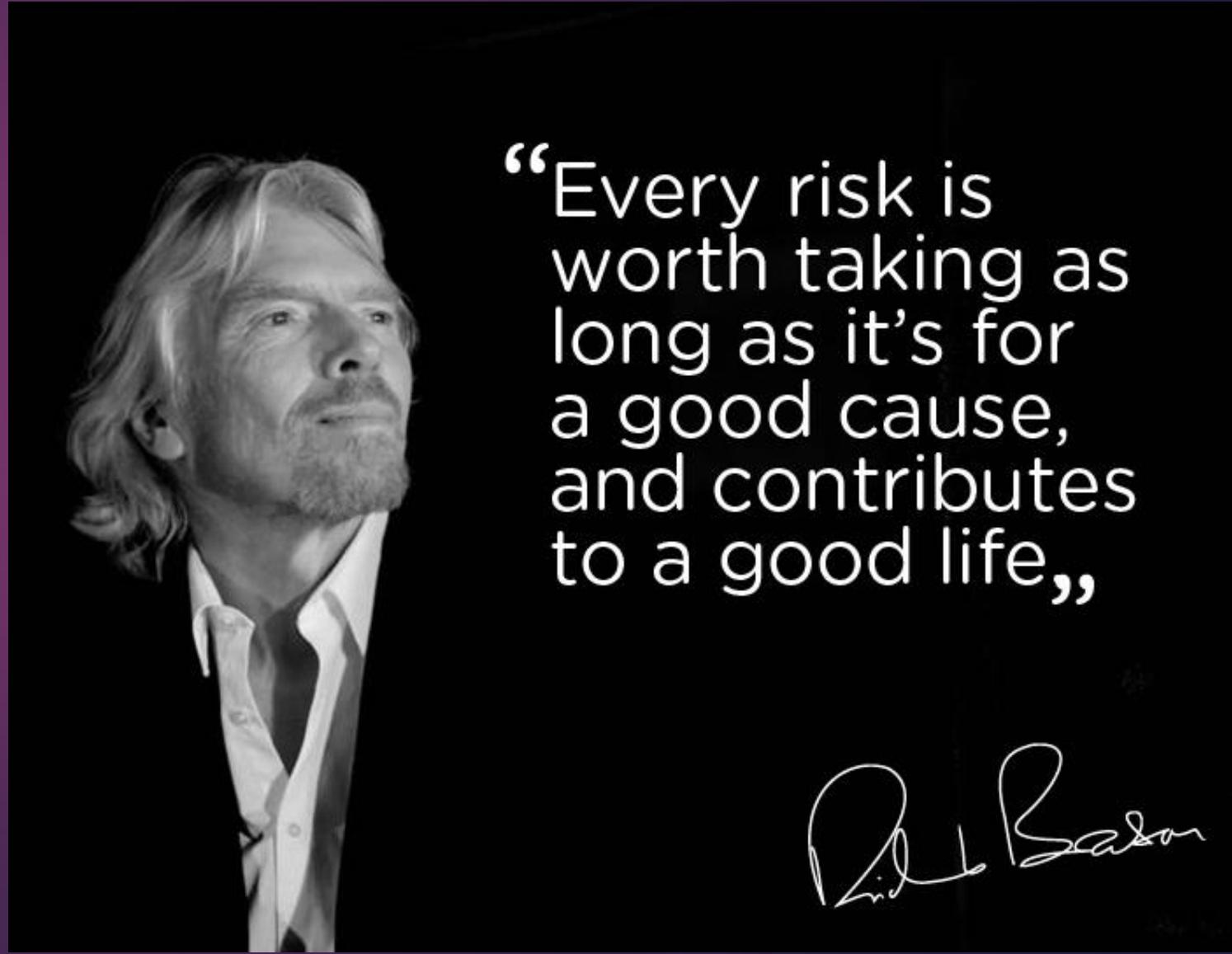
# Which would you rather read?

Something written by  
Richard Branson

or

by the Virgin  
Marketing Team?

## WHY?



“Every risk is worth taking as long as it's for a good cause, and contributes to a good life,”

*Richard Branson*

# Nonprofit leaders need to use social media to:

- ▶ **Drive** conversations online and offline
- ▶ **Influence** others, and shape perceptions.
- ▶ **Build trust** - Adding social media leadership skills to the mix, they can become the more trusted voices who others turn to regarding their sector's social change issues. More and more, the organization's logo alone is not enough to build trust. It requires a real face to humanize the brand. CEOs are seen as experts on your organization's brand, social change issues, and programs, thus their opinions are extremely valuable and trusted by the people in their networks and beyond.
- ▶ **Encourage sharing** - Due to the more personal nature of online professional networks, brand messages are shared more when they are shared by employees than when shared by the brand itself.



# Leaders can use social media to:

▶ Be transparent

▶ Demonstrate impact

▶ Speak up for beneficiaries

▶ Inspire others

According to the [Guardian article](#)

View real examples click links above

#ICSACConf

@ICSA\_News

@goreckidawn

# Engaging leaders in social

## Motivate

- Talk about why it matters
- Tap into personal motivations
- Align with organisational goals
- Showcase good practice
- Convert offline actions to online

## Upskill

- Inspirational speakers
- Training sessions (online or offline)
- Skills sharing between board members
- Mentors

## Encourage

- Thank them for actively using social
- Include them as influencers and feed content to them
- Involve them on top digital priorities and ask for help

# Tangible examples of social leadership

## Crawl

- Create profile on preferred platform
- Comment on and share posts from the organisation
- Invite contacts to important events through social

## Walk

- Creating posts linking to organisational content
- Sharing stories and insights related to organisation
- Create LinkedIn pulse article about a topic they are expert in and relating organisation

## Run

- Post real-time updates about progress
- Share emotive posts about why they are part of the org
- Use social to listen to what people are saying about the org and get new insight

# Make it easy & clear

“Send a link to board members, and ask them to like it, share it, comment and tell you what they think. However you want them to interact with you, let them know.

People can't read our minds. It's not obvious to them; their universe doesn't revolve around our nonprofit or our social media outreach.”

**- Bridgett Colling, See3 Communications**

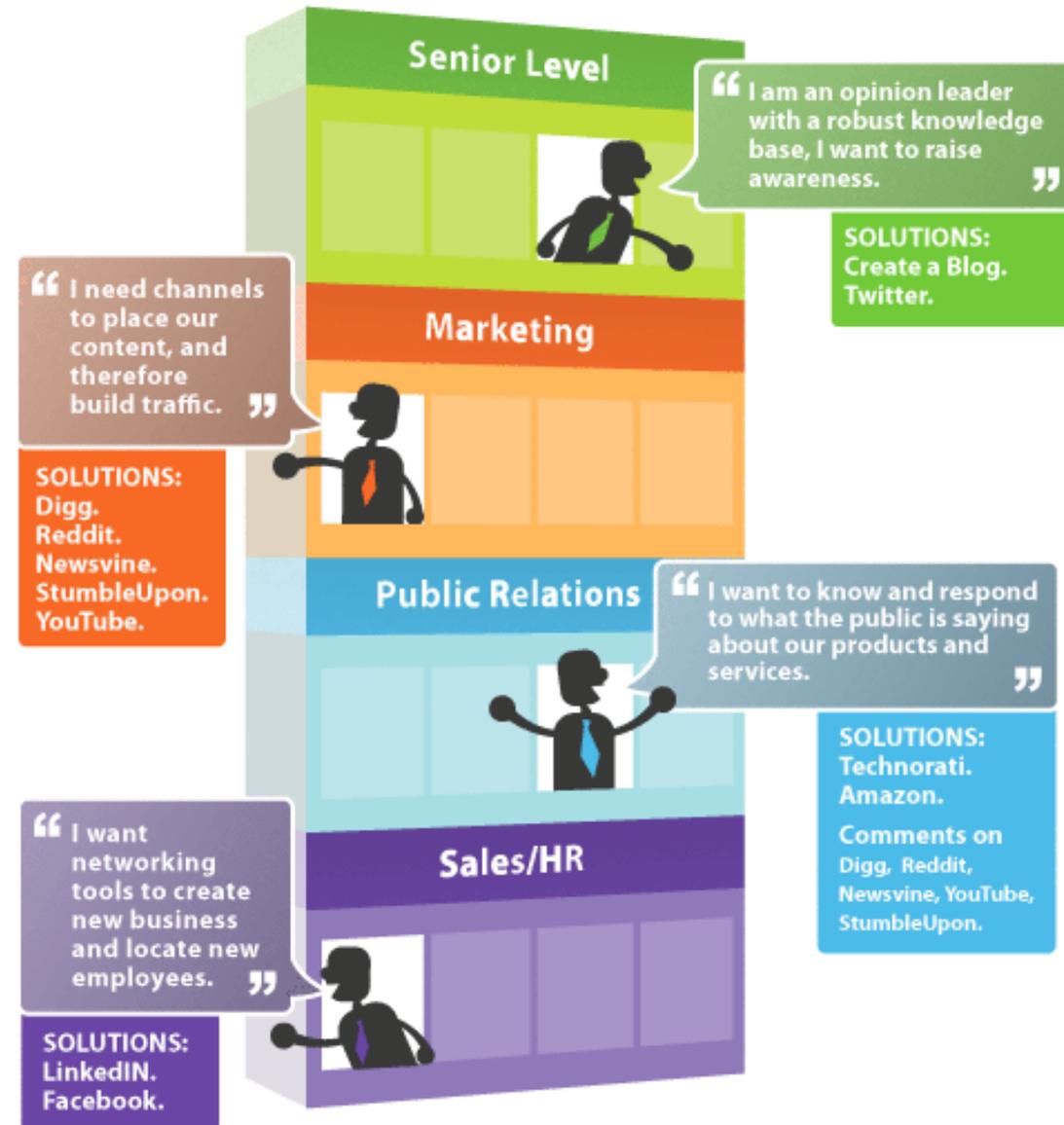
# Provide Sample Posts

- ▶ “Make it easy to share by sending an email with prewritten Tweets and graphics people can share when you’re launching a big campaign, telling them one of the ways they can support you is to share on Facebook, Twitter or whatever network you think they’re most active on,” Colling said.
- ▶ “Make it easy for people. Give them options. And tell them that sharing is meaningful.”

# Staff and Volunteers

- Everyone can and should contribute
- It's everyone's job to advocate for your cause
- Face to face conversations and training work well (try a lunch and learn)

## Building a Company with Social Media



# LinkedIn

- Underutilised by charities
- High net worth individuals and companies
- CEO, board members or other staff can post short updates or longer articles on Pulse

# What is pulse?

- LinkedIn Pulse a blog
- Written and posted by an individual
- Allows you to gain exposure and new followers
- If you post frequently and get good views and shares, you can become an influencer

A screenshot of a LinkedIn Pulse article. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, Profile, My Network, Learning, Jobs, and Interests. The article features a photo of two women in winter jackets. The title is "What's made our Storytelling Highlights?". The author is Jude Habib, a Digital Storyteller & Social Entrepreneur. The article text discusses an event called "Being the Story" and mentions "sounddelivery HQ".

in Search for people, jobs, companies, and more... Advanced

Home Profile My Network Learning Jobs Interests Business Services Try Premium for free



## What's made our Storytelling Highlights?

Published on September 2, 2016

 Jude Habib  
Digital Storyteller & Social Entrepreneur. Passionate About Put...

 5  1  2

Who stole August? We don't know about you but we can't believe that August just came and went and now September is upon us. It's all systems a go at **sounddelivery** HQ with just two weeks - yes two weeks - until Being the Story. Think TEDTalks meets the Charity sector it's set to be a thought-provoking day of storytelling which will provide much needed creative inspiration to explore how your organisation can show it's impact. There's still tickets available, so **book now** to be part of the conversation. But until then here are our top picks this week from the worlds of powerful storytelling, charity communications and fundraising.

[www.linkedin.com/pulse/whats-made-our-storytelling-highlights-jude-habib?trk=prof-post](https://www.linkedin.com/pulse/whats-made-our-storytelling-highlights-jude-habib?trk=prof-post)

# The Transparency

## Debate: Using social media

Dawn Newton

Communications Consultant

Morello Marketing



#ICSAConf

@ICSA\_News

@goreckidawn

# Further reading

Beyond the boardroom

<http://sites.northwestern.edu/jordanrickard/2016/05/30/beyond-the-boardroom-nonprofit-boards-and-social-media/>

## Thought leadership

How Your CEO Can Use Social for Thought Leadership

<http://www.bethkanter.org/thought-leadership/>

How Nonprofit CEOs Use Social for Leadership

<http://www.bethkanter.org/nonprofit-ceo-leaders/>

Balancing Personal and Organizational Brand on Social Media Channels

<http://www.bethkanter.org/networkedleadership/>

The Engaged Leader: Digital Transformation

<http://www.bethkanter.org/engaged-leader/>

How Nonprofit Leaders Make the Time for Social Media

<http://www.bethkanter.org/time-barrier/>

## Personal Brand on Social

Perfect Your Online Leadership Profile on Social

<http://www.bethkanter.org/leader-profile/>

7 Questions to Ask When Uncovering Your Personal Brand

<http://www.forbes.com/sites/williamarruda/2013/11/12/7-questions-to-ask-when-uncovering-your-personal-brand/>

Finding Your Brand Voice

<http://www.socialmediaexplorer.com/social-media-marketing/finding-your-brand-voice/>

9 Ways to Humanize Your Brand

<http://www.socialmediaexaminer.com/humanize-your-brand-with-social-media/>

The Ultimate List of Nonprofit CEOs on Twitter

<http://list.ly/list/10a-ultimate-list-of-lists-of-nonprofit-social-ceos>

Cheat Sheets and Twitter Tutorials for CEOs

<http://www.pinterest.com/kanter/nonprofit-and-fdn-ceos-social-and-mobile-cheat-she/>

## Smarter Social Networking

Smarter Professional Networking Online

<http://www.bethkanter.org/networking/>

Managing Yourself in A Smarter Way by Rob Cross and Robert Thomas

<https://hbr.org/2011/07/managing-yourself-a-smarter-way-to-network>

Tips to Becoming A Master Connector

<http://www.lifeoptimizer.org/2007/06/06/106-tips-to-become-a-master-connector/>

A Few Good Tools To Manage Your Professional Network

<http://www.bethkanter.org/networked-rolodex/>

The Art of Tidying Your Online Professional Network Connections

<http://www.bethkanter.org/tidying/>

Five Steps To Organize Your Connections on LinkedIn

<http://topdogsocialmedia.com/5-easy-steps-organize-prospects-build-relationships-using-linkedin-relationship-tab-infographic/>