



FOR THE LIFE OF YOUR BUSINESS

*A Crash Course in*  
**SOCIAL MEDIA FOR NONPROFITS**

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## PREFACE: WHO IS THIS GUY?

**My background, or why you should trust what I'm saying...**



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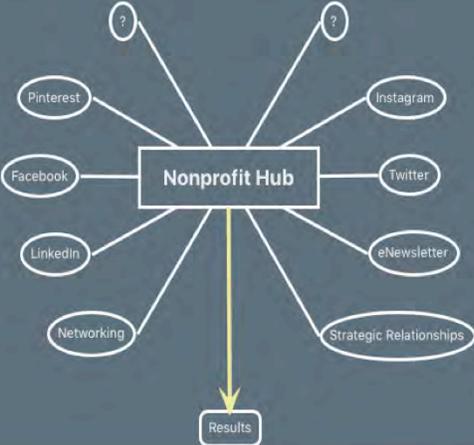
## INTRODUCTION: KEY TAKEAWAYS

- **Marketing Plan Lite: the key to social media is strategy!**
- **Should your nonprofit be using social media? (YES!)**
- **Which platform makes sense for your nonprofit?**
- **Resources to learn more**

# CHAPTER 1: MARKETING PLAN

WHY Statement

Target Demographic



## CHAPTER 2: WHAT ARE WE DEALING WITH HERE?



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Social media can be completely overwhelming. There are over 200 sites that fit the definition of a Social Media or Social Networking site. 13 have at least 100 million users

So what I like to do is take a practical approach to explaining what we're dealing with, and then walking you through how use it – in a hands on workshop.

So, let's get a definition of social media. Wikipedia defines social media as:

**Social media** are [computer-mediated](#) tools that allow people to create, share or

## CHAPTER 3: WHO ARE WE DEALING WITH?



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Who uses social media?

- 50% of ALL Americans have used a social media site
- 74% of all internet users use social media sites
  - 71% of online adults use Facebook
  - 23% of online adults use Twitter
  - 26% of online adults use Pinterest
- More time spent on social networks than on any other category of site

26% use Instagram

28% use LinkedIn

Twitter: Compared with late 2013, the service has seen significant increases among a number of demographic groups: men, whites, those ages 65 and older, those who

## CHAPTER 3: RETHINK WHO



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### **1. THE FASTEST GROWING DEMOGRAPHIC ON TWITTER IS THE 55–64 YEAR AGE BRACKET.**

This demographic has grown 79% since 2012.

The 45–54 year age bracket is the fastest growing demographic on both Facebook and Google+.

For Facebook, this group has jumped 46%.

For Google+, 56%.

### **2. 189 MILLION OF FACEBOOK'S USERS ARE "MOBILE ONLY"**

### **3. YOUTUBE REACHES MORE U.S. ADULTS AGED 18–34 THAN ANY CABLE NETWORK**

### **4. EVERY SECOND TWO NEW MEMBERS JOIN LINKEDIN**

### **5. 93% OF MARKETERS USE SOCIAL MEDIA FOR BUSINESS**

### **6. 25% OF SMARTPHONE OWNERS AGES 18–44 SAY THEY CAN'T RECALL THE LAST TIME THEIR SMARTPHONE WASN'T NEXT TO THEM**

## CHAPTER 4: STRATEGY THOUGHTS

- **Why**
- **Who**
- **Where**
- **How**
- **Metrics**



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Before you even think about a strategy, you need to be ready for the commitment that comes with managing your online presence.

**WHY:** why will you be using social media?  
Engagement story about KSPS

**WHO:** who are you using social media to reach?

**WHERE:** what channels will you be using?

**HOW**

Intentional

## CHAPTER 5: HOW DO WE DEAL WITH IT?

**Explore - where is your audience?**  
**Monitor - begin learning their language**  
**Engage - create relevant content**

## CHAPTER 6: RESOURCES

- **Take an online course**
  - **Lynda.com**
  - **Udemy.com**
  - **Gale Courses: Spokane County Library District**
- **SCORE Workshops**
- **“Social Media for Good: A How-to Guide for Nonprofits”**  
- **Heather Mansfield**

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Once you have a strategy in place and you know what channel to use, learning the channel because easier. You already know what you'll be doing, you just need to learn how to do it.

## CHAPTER 7: TIPS

- **Get Comfortable**
  - Use social every day
- **Ask for help**
  - SCORE
  - Google
- **Track what you're doing!**

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Start using a platform consistently and grow your comfort level. You didn't learn to drive in a day, you won't learn social media in a day either. The key is to get comfortable and don't worry about making mistakes. Once you have a history or posts under your belt you can then see what has been working.

Now that you're more than likely overwhelmed, let's break this down and figure out how to deal with it.

THE MOST IMPORTANT ADVICE I CAN GIVE YOU

## EPILOGUE: CONNECT WITH ME

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