

Technology Leadership Academy

Module 5: Online Presence

Websites, Email, Social Media & Mobile



Fall 2013

John Kenyon



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Review

Module 4

Data Management

Silos -> Dashboard

IT Basics - Backups, Documentation

Cloud Opportunities, Risk, Security



Websites

Email

Social Media

Mobile

Lisa Harvey of Energetica



Online Basics

Culture of Content Creation

Coordination Across Channels

Easy to Use Content Management System

Multiple Staff Able to Manage Tools

Regular Review of Metrics

Learning Loop



Which One(s) Don't You Have?

Culture of Content Creation

Coordination Across Channels

Easy to Use CMS (Content Management System)

Multiple Staff Able to Manage Tools

Regular Review of Metrics

Learning Loop

I've been swallowed by a poem. Help!

Hide Details

FROM: Chip Giller, Grist
TO: kennyonsf@yahoo.com

Tuesday, May 1, 2012 10:19 AM



Dear Grist reader,

[Donate now to end this curse that forces us to speak in verse.](#)

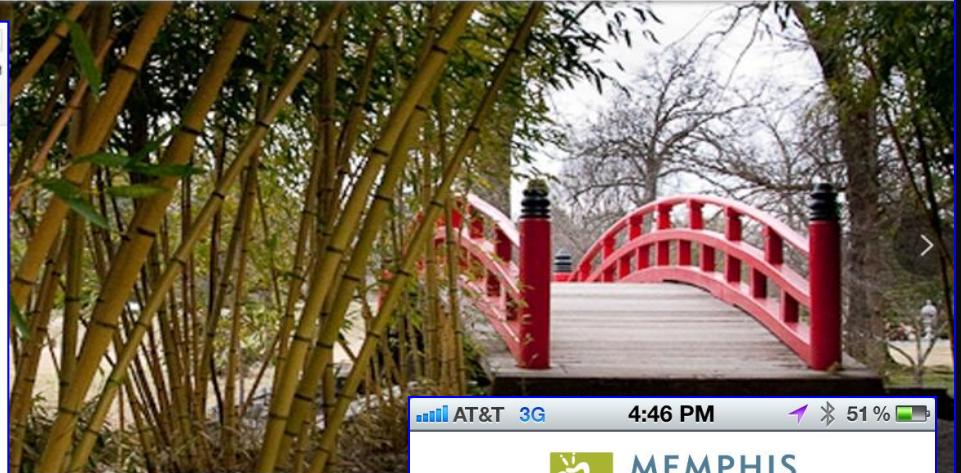
Once upon a workday dreary, while I pondered, weak and weary,
Over many a serious tale of gloom 'n' doom 'n' eco-gore,
While I nodded nearly groaning, came a thought that seemed
worth honing:
If we make this funny, we will surely get folks in the door.
And lo, green news won't be a bore.

Grist was born and, 12 years later, has 1 million fans or greater!
We've helped you and your friends explore,
climate news and views galore.
Carpools, bike lanes, urban gardens,
our punny fun we hope you'll pardon.
At [Grist.org](#) you get the score, on what to praise and to abhor.
So now what am I rhyming for?



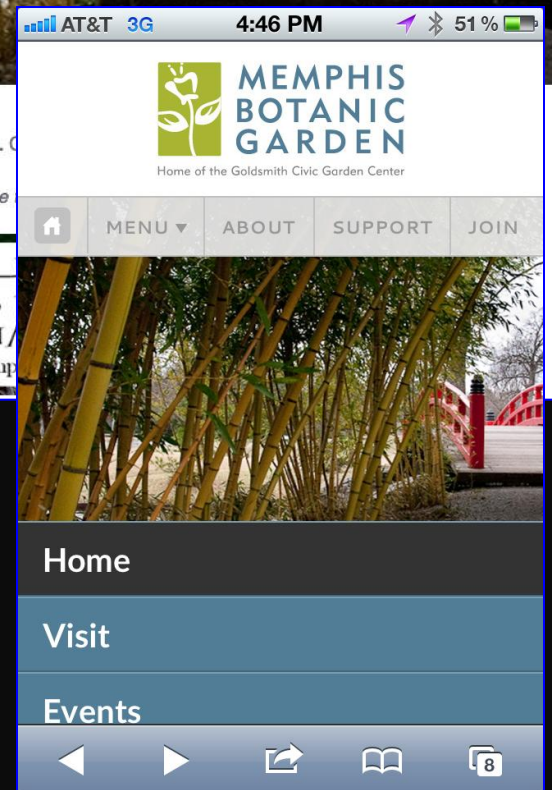
[Click here to see how we got into this mess.](#)

Donate now!



nic Garden will close at 3:00 p.m. o

Please plan your visit to allow plenty of time



Email + Website Still #1

Foundational Elements

Content, Conversation, Sharing, Driving Traffic

facebook

twitter

You Tube

Google+



Updates
Calls to Action
Campaigns
Driving Traffic

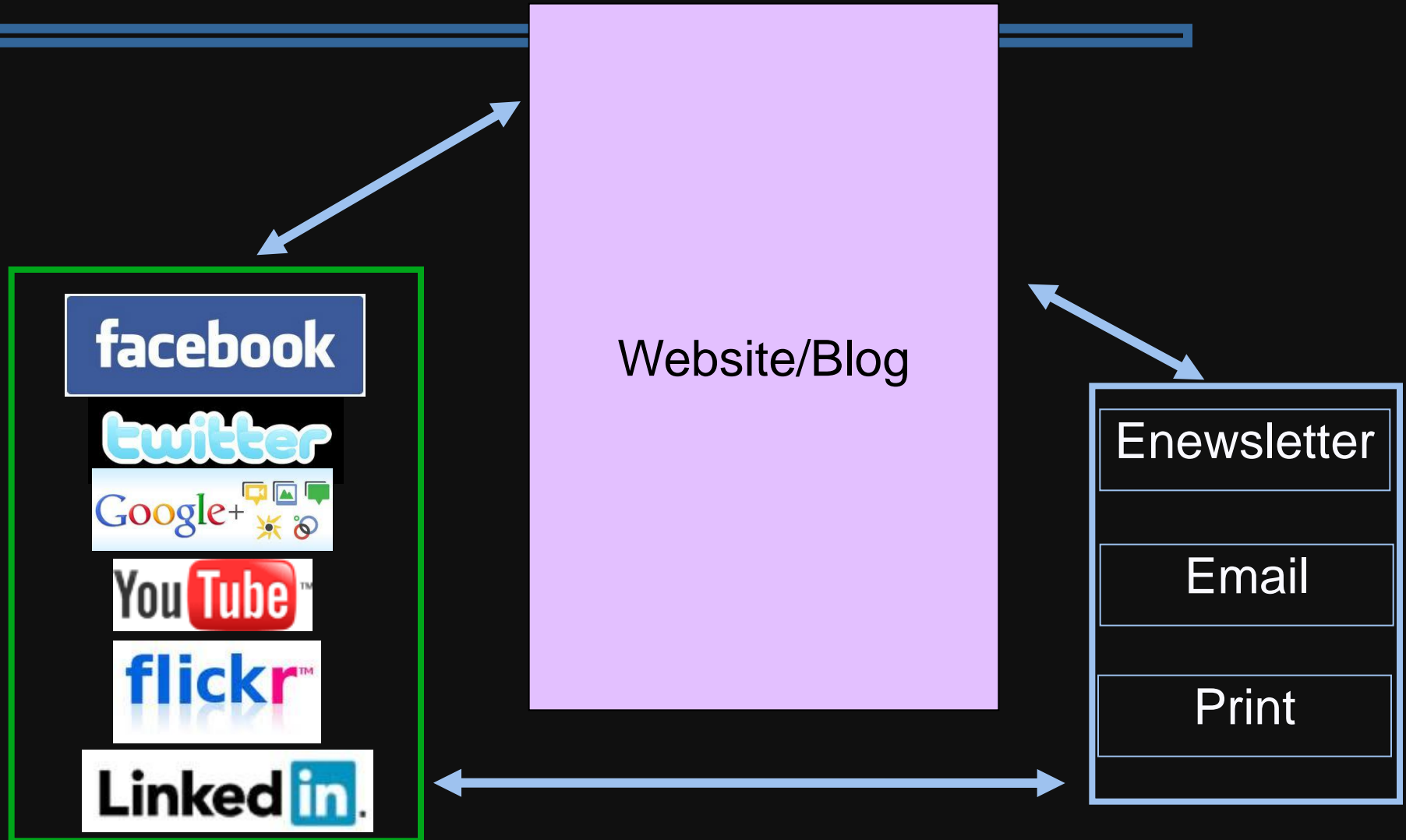
EMAIL



Content
Conversation
Transactions
(Donate, Register, etc.)

WEBSITE

Coordinated Approach



Website Basics



Updated, Easy to Navigate Site

Donor/Member Engagement

Online Donation & Email Tools

Coordination Between Online and Offline

Easy Social Media Sharing

Option for CRM + CMS

AddThis / ShareThis

31 MAY 2012

Category: Networks

Tags:

2 Comments



54

 Tweet

 0

 Like

2

 +1



Have Online Social Networks Become Boring?



I love this new video from the Case For social media for social change. The field has come in adopting social media adoption. The video reminded me of [Machine is US/ing Us.](#) I often used to run workshops back then to generate discussion and change. When I first got started with (2007), I often ran into a lot of raised eyebrows and skeptics suggesting that "Social media is just a fad." This was one of the reasons why I was part of [Networked Nonprofit](#), with co-author Alison Fine back in 2008-09.

Share this with your friends

Write your comment here...



Have Online Social Networks Become Boring?

A place to capture and share ideas, experiment with and publish links about nonprofit technology, educational technology, adoption challenges, <http://www.bethkanter.org/networks-normal/>

Pick one or more destinations:

Email Facebook Twitter LinkedIn Yahoo! [More](#)

Share

Powered by  ShareThis

[Sign in](#) [Do not track](#)

Four Key Website Attributes



- ❖ Credibility

- The public face of your organization

- ❖ Cultivation

- Outreach and building relationships


- ❖ Clickability

- Interactive user experience with clear navigation

- ❖ Content

- Most important element - requires regular input


Homepage Current Style



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Unlocking the Power of People™

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Make a financial contribution to PICO or a PICO member federation today through PICO's secure and easy-to-use web page.


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 Br...

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[Housing Opportunities »](#)

[Good Schools »](#)

[Quality Health Care »](#)

[Safe Neighborhoods »](#)

ECONOMIC SECURITY
Delayed mortgage aid set for March
FEBRUARY 04, 2011

NEIGHBORHOOD REVITALIZATION
Ceasefire is a worthwhile tactic in a violent crime battle that needs a public plan
FLINT AREA CONGREGATIONS TOGETHER (FACT), FEBRUARY 03, 2011

SAFE NEIGHBORHOODS
FACT's Ceasefire is a worthwhile tactic in a violent crime battle
FLINT AREA CONGREGATIONS TOGETHER (FACT), FEBRUARY 03, 2011

HEALTH CARE ACCESS
Honoring Martin Luther King Day by supporting health reform
PICO NATIONAL NETWORK, JANUARY 16, 2011

NEWS

ABOUT US

OUR WORK

GLOBAL WARMING

HOW TO HELP


JOBS

LIBRARY

e.Brief
Sign up for monthly updates

»



[Read our latest e.Brief](#)


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ACCREDITED CHARITY
bbb.org/charity


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» »



To safeguard our planet a healthy environment.



Stop Wolf Killing in the Northern Rockies

[DONATE TODAY!](#)

Spotlight

Gray Wolf Slaughter Begins

Federal protections for gray wolves in the northern Rockies have been removed, and the slaughter has begun. [Read the latest news](#), and learn about the legal challenge being prepared by Earthjustice...

Hot Off The Press

04/10/08
Bush Administration Issues Record of Decisions on National Forest

Take Action »


Donate Now »

Blogs

Notes from our President

Trip »

Homepage New Style

 [read our blog >](#)




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WATER CHANGES EVERYTHING.


WATCH THE VIDEO.


charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of public donations directly fund water projects. [Learn more](#) or [donate](#).

[GET OUR LATEST NEWS.](#)
E-MAIL


 [Twitter](#) **7,867**  [Like](#)  [27,974 people like this. Be the first of your friends.](#)




SPONSOR A WATER PROJECT >



FUNDRAISE FOR CLEAN WATER >



WHAT IS THE WATER CRISIS? >

 Protecting Oceans, Waves and Beaches since 1984 [MY ACCOUNT](#)

[SIGN UP FOR OUR WEEKLY SOUP NEWSLETTER!](#)
email zip code [SIGN UP](#)

[MISSION](#) [CAMPAIGNS](#) [PROGRAMS](#) [CHAPTERS](#) [CURRENTS](#) [STORE](#) [TAKE ACTION](#) [JOIN!](#)




FIND YOUR LOCAL CHAPTER

With nearly 80 grassroots chapters throughout the United States, Surfrider Foundation activists are working to make a difference at a beach near you.
Photo: Chris Straley


[GET INVOLVED](#)


Homepage No Style



Developmental
Disabilities
Service
Organization

Providing services to adults with developmental disabilities
in Sacramento and Stockton California since 1975



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[Main](#)


[History](#)

[Donate Now](#)

[Programs](#)

[Who We Are](#)


[What's New](#)



Welcome to DDSO's Home Page

a 501 (c)(3) Nonprofit Organization

Our site is best viewed in Internet Explorer

[On your Cell Phone?](#)
 [See our mobile site](#)

[Click here](#) if you'd like to volunteer

Would you like more info? Sign
up for Updates

First Name

Last Name

DDSO Interest:(select 1 or more)


DDSO Events
DDSO Newsletter
Short Centers Newsletter
Underwrite/Sponsorship Opportunities

Email


City

State/Province

- DDSO was selected as one of the Great Arts Nonprofits for 2010



Developmental Disabilities Service Organization (DDSO), one of the most respected nonprofits in the Sacramento and San Joaquin Valley Regions, provides a wide range of day program services for adults with developmental disabilities.



DDSO was established in 1975, a time when society's common response to those with developmental disabilities was one of disregard. Mary Short, wife of California Senator Alan Short, was an accomplished photographer who used her skills to capture the expressions of joy from Special Olympics athletes. She became a strong advocate for people with disabilities.

Four Email Cornerstones

Personal

Personalize messages with data

Targeted

Segment lists and target emails

Integrated

Email integrated with web content, direct mail, etc.


Trackable

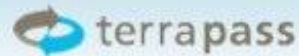
Seek out and use data about your emails



Newsletter Techniques

Subject Line
Short Items
Visual
Teasers

No more gas tax | A baby's carbon footprint | Sustainability myths
The TerraPass Footprint <terrablog@terrapass.com>  Add
To: kenyonsf@yahoo.com



[Subscribe](#) • [Calculate footprint](#)

Climate change news and tips

March 18, 2009

THE TERRAPASS FOOTPRINT



Mother Earth takes on a whole new meaning

A new baby brings new questions about environmental impact [Read more](#)



Getting rid of the gas tax, redux

Whatever its virtues, the gas tax is nearing the end of its life [Read more](#)



ScanGauge II car computer
Real-time fuel use data

\$159.95
[More Info](#)



High of 50? Dust off your bike

Pump the tires and grease the chain. Spring is here!
[Read more](#)



Top 10 sustainability myths

Questioning some conventional environmental wisdom
[Read more](#)

Top-selling products

Free shipping on orders of \$100!

PowerCost Home Energy Monitor

New lower price!



\$109.00
[More Info](#)

Smart Strip

Tame your appliances



\$30.95
[More Info](#)

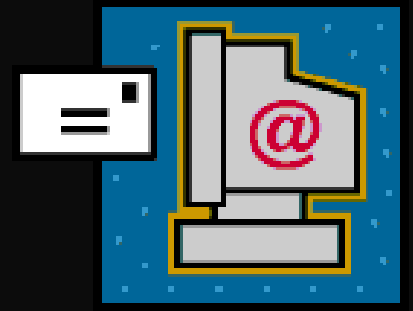
Kill A Watt EZ

Know where your energy goes



\$44.95
[More Info](#)

Review: Email



Build your email list everywhere to increase prospects:
Events, phone calls, all print materials

Websites don't raise money - emails do

Test approaches, respond to data and track results

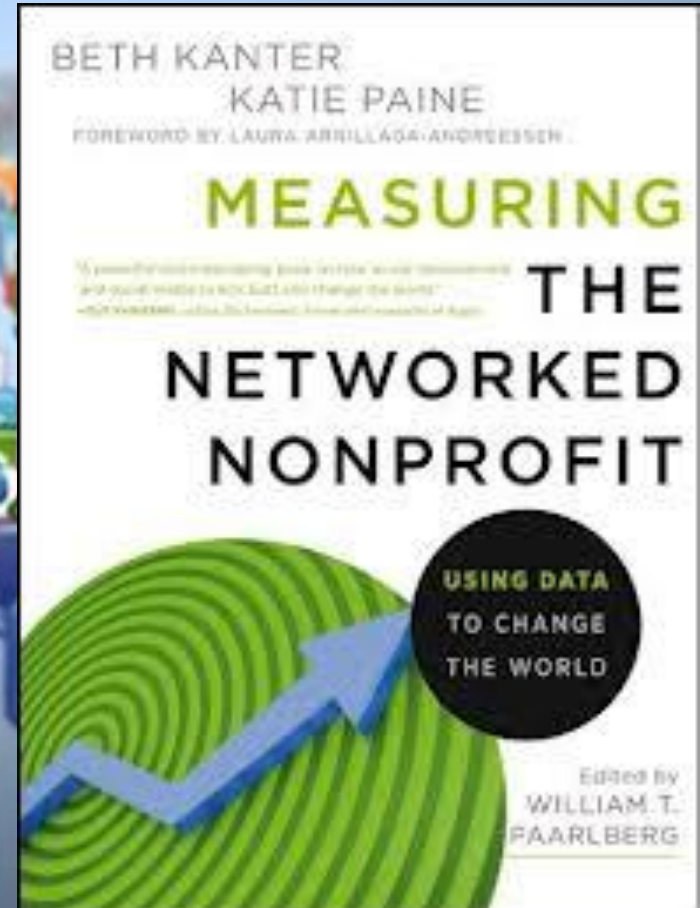
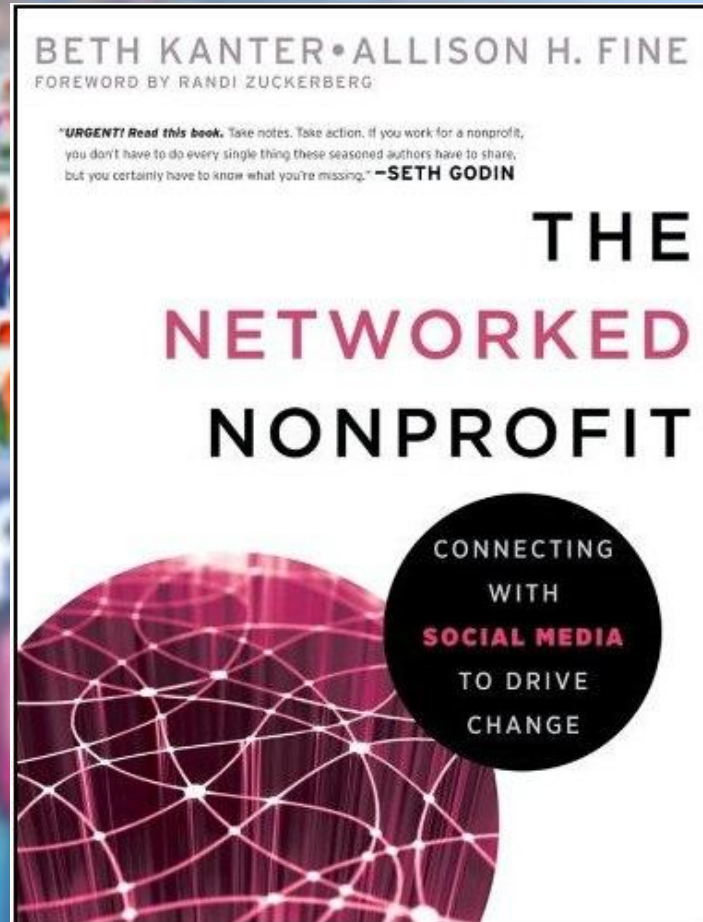


What would I like to see change about...

Our website activities?

Our email activities?

Effective Social Media



Coordinated Approach



CUSTOMER LIFETIME VALUE BY CHANNEL (NORMALIZED)

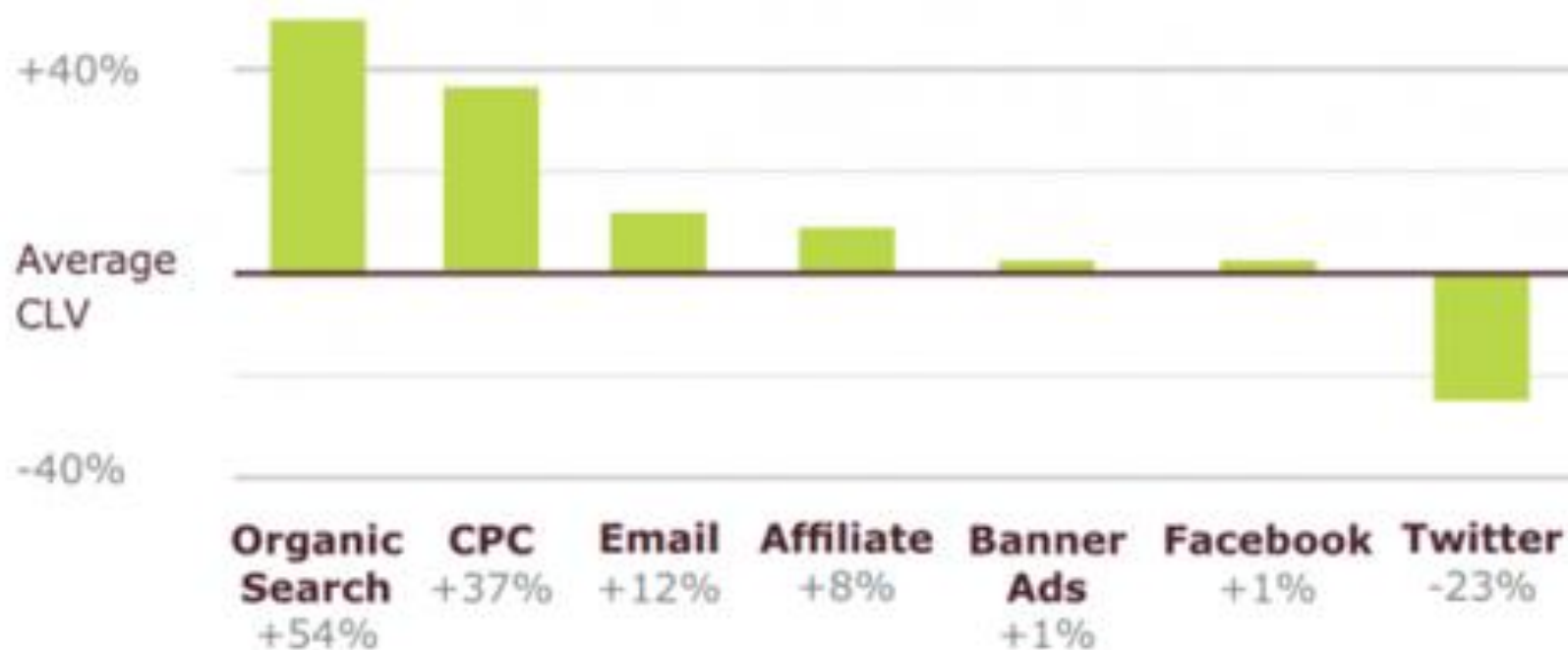


Image: Custora

Bridge to Offline Behavior Change or Action

1. Bloggers write stories
↓
2. Potential donors read stories
↓
3. Donors make online donations
↓
Rangers do anti-poaching
↓
more wildlife

Gorilla Protection

Welcome to the 2009 Year of the Gorilla

DONATE

Annex, on 20 Oct 2009

What wonderful news..... keep them coming Kabre..... fill this world back up with beautiful gorilla babies! Thanks for sharing... I hope this precious one can live a long life!

**Relationship
building**

**Customer
service
issue**

**Influencer
complaining ...**



Listening and Responding

Small Pilots

- Learn, Reiterate



*People share
wildlife
sightings*



*Inspiring Americans to
protect wildlife for our children's future*

WHO WE AREWHAT WE DOWHERE WE WORKHOW TO HELPNEWS & BLOGSPHOTOSWILDLIFE

Wildlife Watch

HOMEABOUTTELL YOUR STORYSUBMIT YOUR PHOTOSRESOURCESPARTNERSTWITTER

Share 53 Tweet 3 Forward



IMG_0655 Notes | Link | ▶

1 2 3 4 5 ▶ PictoBrowser

See Anything Cool in Nature? Tell Us About It!



On 4/17/2013 Katie wrote:
Something odd happened on April 8. I accidentally left the door of the chicken coop open overnight, and when I went out to check on the chickens, I found all 32 of them missing. There were black feathers everywhere, but only a few of our chickens were black. A few days later, my dad found a hole that had been dug in our garden that had yellow feathers in it. Our theory is that a fox ate the chickens, and buried one there to ...

[Tell us your story...](#)

Welcome To
Wildlife Watch!

Participate in Wildlife Watch and let us know about the wildlife and plants you observe where you live! Wildlife Watch is a national, nature watching program created for people of all ages.

Visit Wildlife Watch before and after your adventures in nature. Before you head outside, click your state on the dropdown list below. Review all the possible species and natural phenomena you might observe. After you return indoors, come back to Wildlife Watch and report the data online.

It's simple, fun and you'll learn a lot about the wildlife that exists in your neighborhood. Plus you'll be helping Wildlife Watch track the health and behavior of wildlife and plant species nationwide.

There are other fun ways to participate in Wildlife Watch:

- Share Your Wildlife Stories online. We want to hear about your experiences in nature.
- Join our Flickr group and post animal and plant pictures. First timers and professionals welcome!

Don't forget to invite your friends and family to participate. As the seasons change, so do the species on Wildlife Watch, so there are new things to see and observe all year-round!

Select Your State

Alabama Go





Robin in
Washington, DC
#NWF

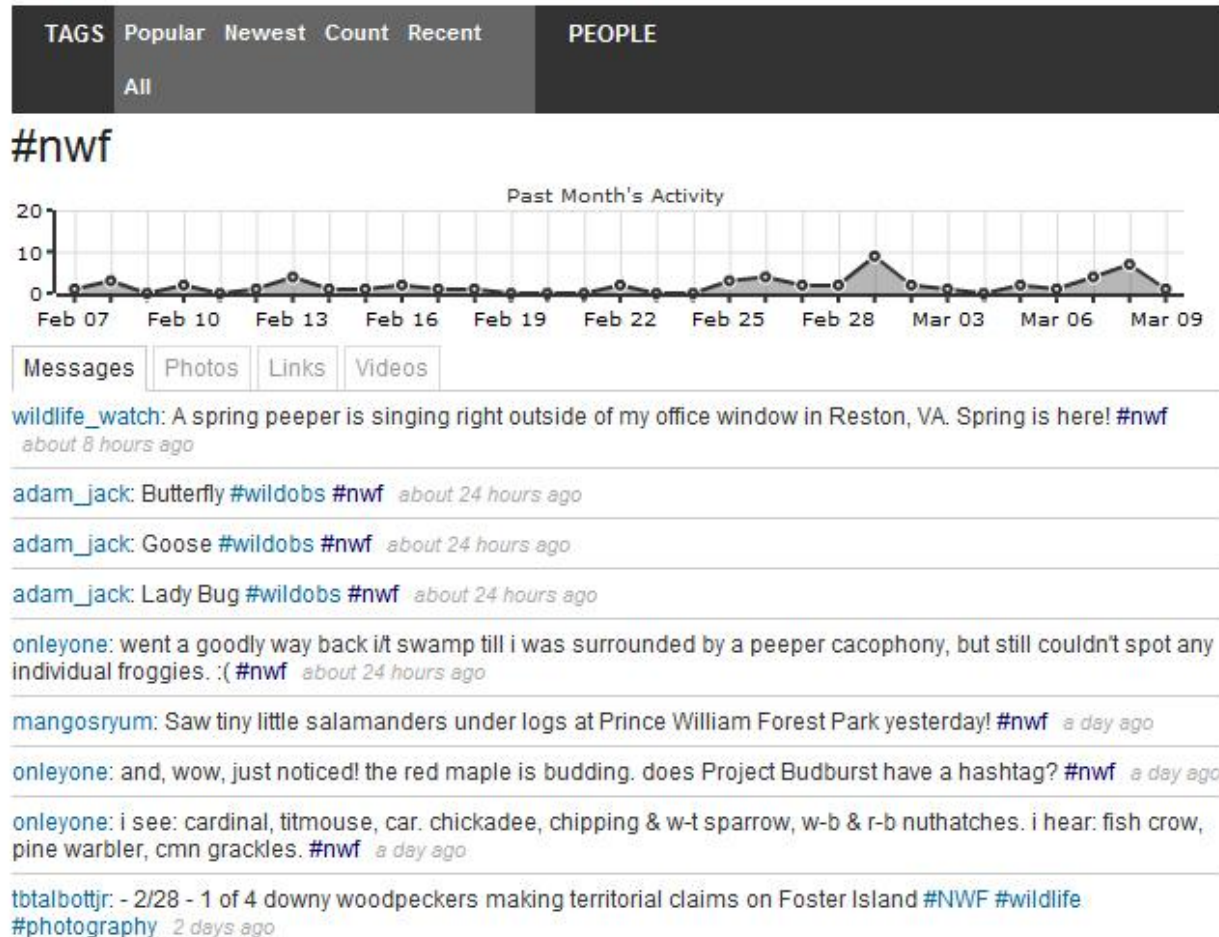
Wildlife Watch
+ Mobile
+ Twitter



SuperFantastic, Flickr

Started Small (Realistic)

#hashtags



50 unique
Twitter Users

200 Wildlife
sightings in
first month

At least 5
tweets a day

Policy

Develop a Guide

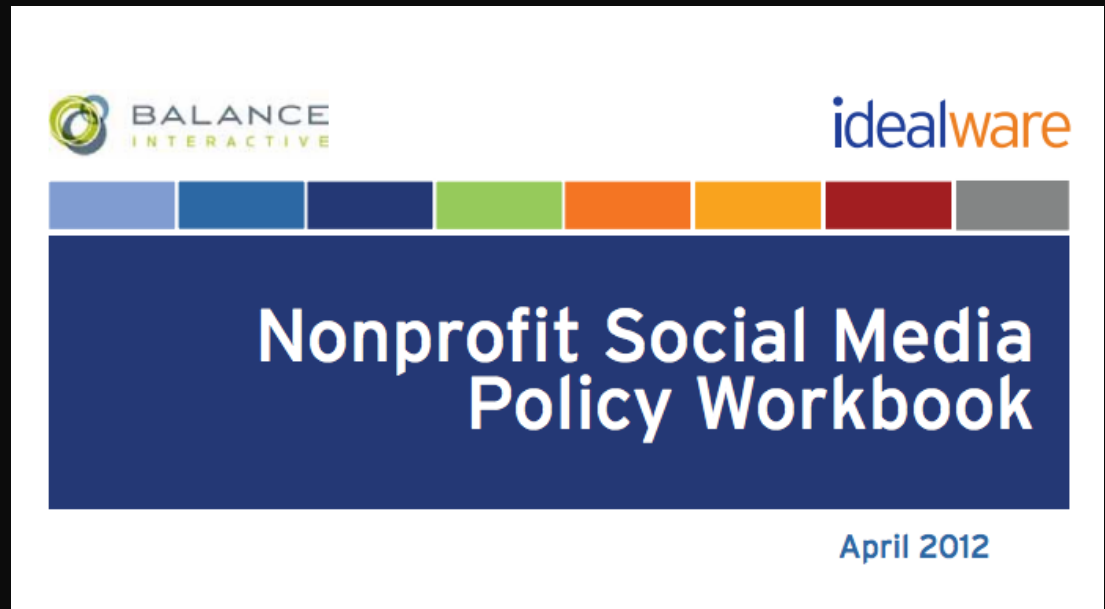
Guidelines - would/would not say

Helps leverage interns, volunteers

Examples:

<http://socialmedia.biz/social-media-policies/>

<http://www.bethkanter.org/staff-guidelines/>



Common Concerns

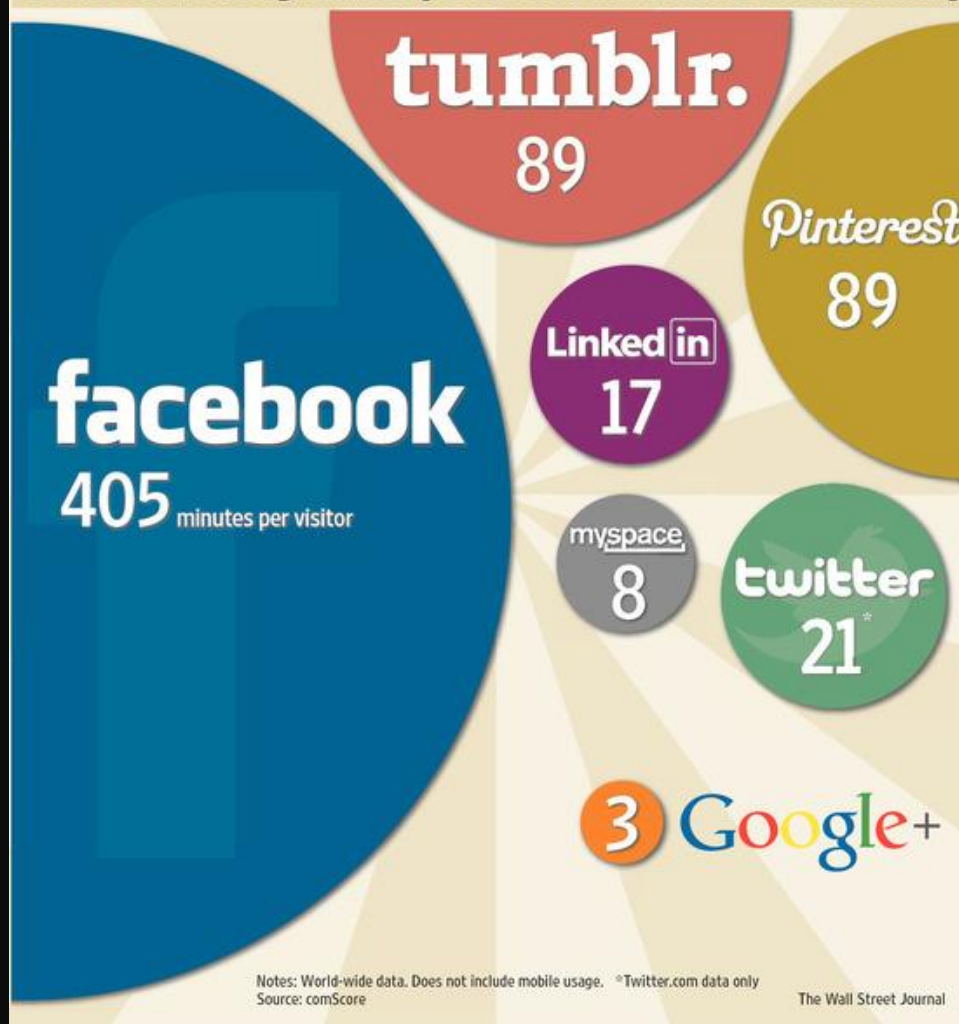


Loss of control over messages

Dealing with negative comments

Addressing personality vs. organizational voice (trust)

Time Flies | Average minutes per visitor to social-media sites in January



Go where people are & tap into user participation
Drive website traffic

FOR EVERY 1,000 EMAIL SUBSCRIBERS,
NONPROFITS HAVE...

f 149

FACEBOOK FANS

53

TWITTER FOLLOWERS

29

MOBILE SUBSCRIBERS

ANNUAL GROWTH:

FACEBOOK
FANS

46%

TWITTER
FOLLOWERS

264%

PHOTO POSTS HAD THE HIGHEST VIRALITY
(GENERATING LIKES, SHARES, AND COMMENTS).

LINK AND SHARE POSTS RECEIVED THE MOST LINK CLICKS.

For the full report, visit www.e-benchmarksstudy.com



2013

eNonprofit Benchmarks Study

An analysis of Online Messaging,
Fundraising, Advocacy, Social Media and
Mobile Metrics for Nonprofit Organizations

AUTHORED BY



Your Own Metrics are More Important
Interesting to Compare
No True Industry-Wide Benchmark

Mobile Impact



Operations | Programs | Fundraising

IFRC RAMP

Rapid
Mobile
Phone-based
Survey



International Federation
of Red Cross and Red Crescent Societies

Challenge - collect data related to Malaria

Developed toolkit for collecting and reporting via mobile

Efficient



Replaces decades-old paper + pencil method

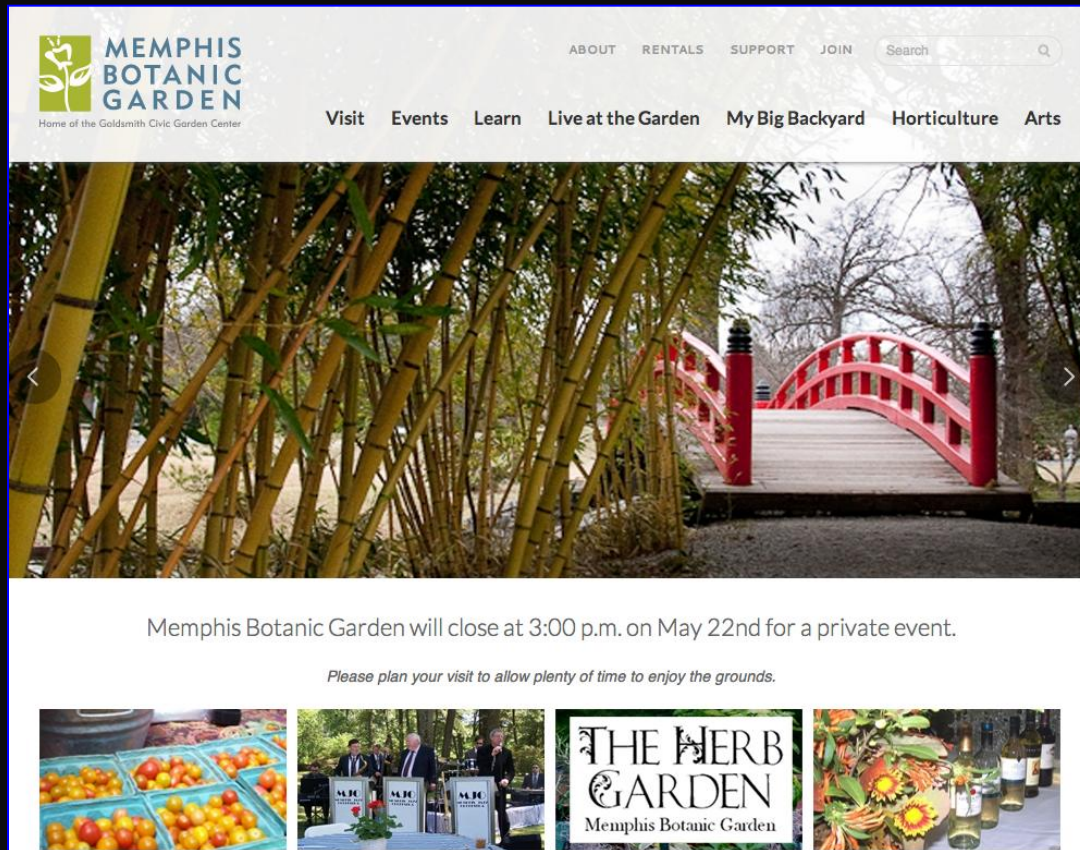
Reduced time + costs of collecting, reporting

Effective

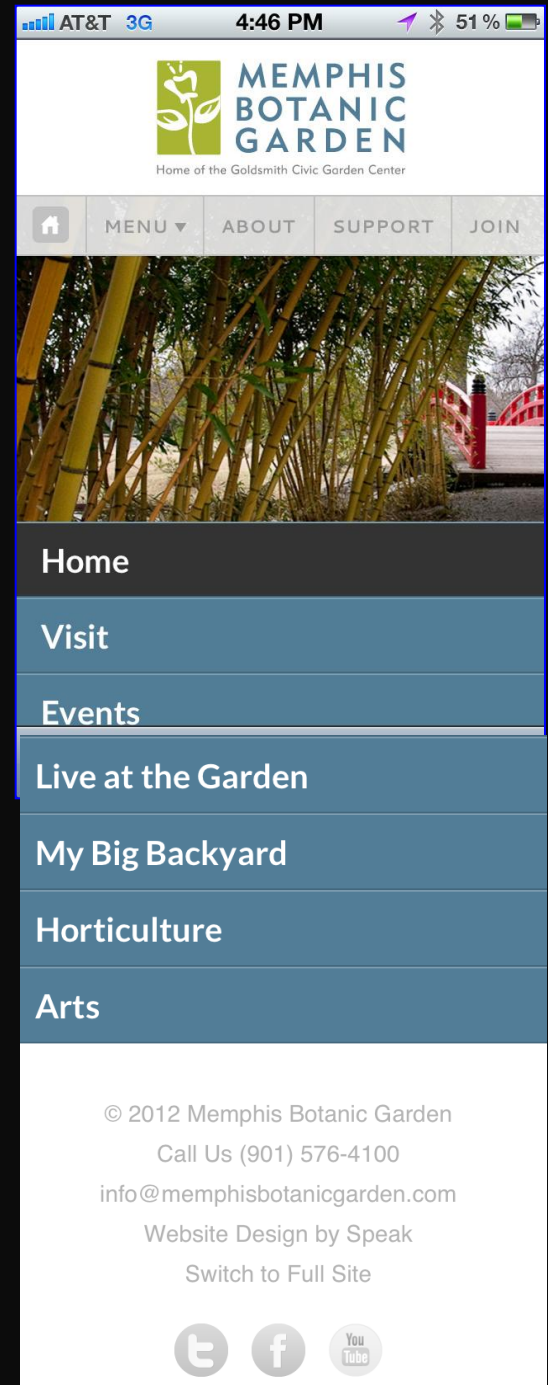


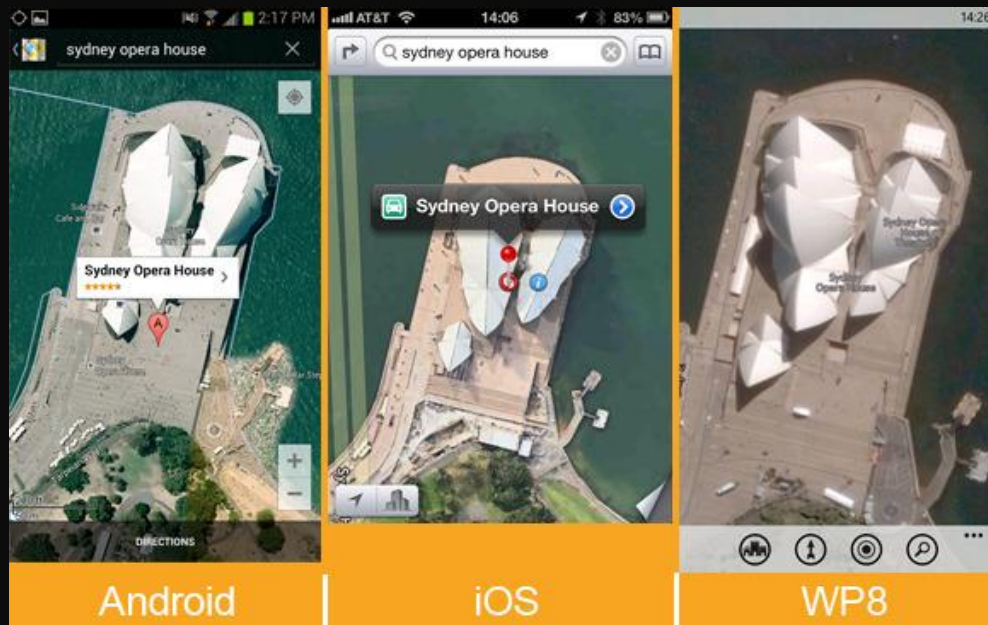
Data available - days vs. weeks

Direct data access for program managers

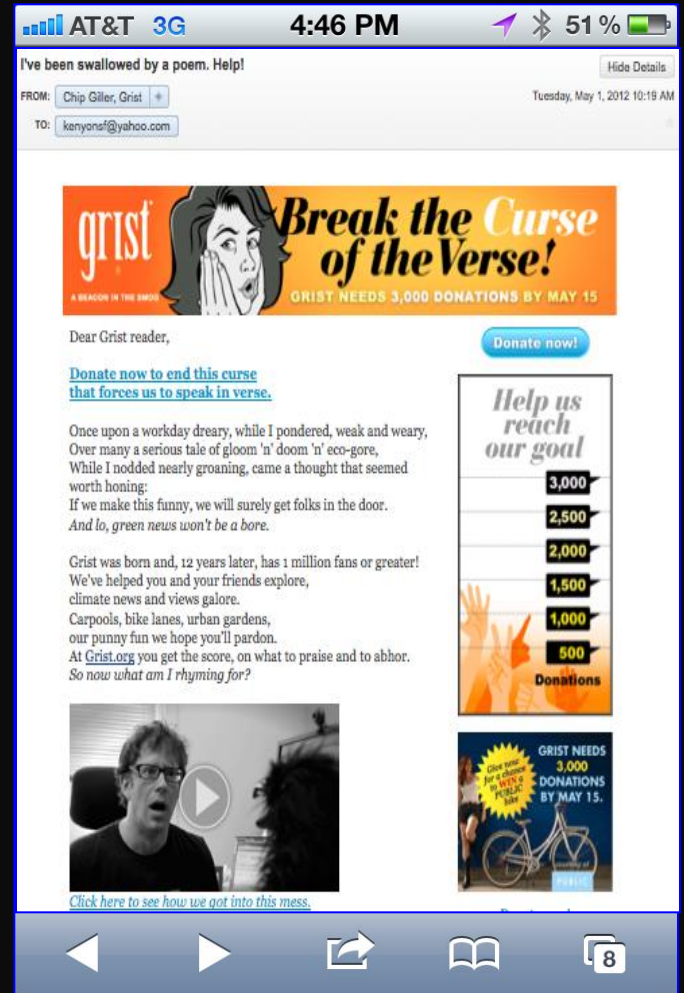


Mobile friendly website





Emails configured for mobile

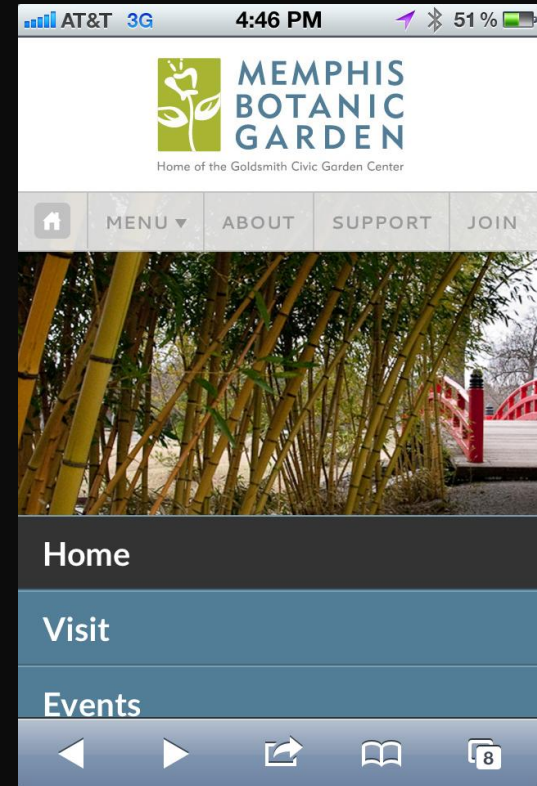


Mobile + Fundraising

15% of traffic to donation pages - mobile

23% use mobile to help fundraise

Mobile users raise almost 3x more



Source: 83,000+ campaign participants

Artez <http://info.artez.com/mobile-fundraising-research-paper-2013/>

Iwaidja App



Leverages uptake of mobile by indigenous communities

Keeps language alive

Iwaidja App



Translate, Record, Share

Mobile is Personal



Don't Start with Apps

Start with Mobile Strategy

Get in Mobile Mindset - use just your phone for a day

Reflection



What goals might mobile tools serve?

Website Metrics

- ✓ Unique Visitors
- ✓ Most [Least] Popular Pages/Stories
- ✓ Time on Site/on Page
- ✓ Keywords
- ✓ Website Traffic Sources
- ✓ Document Downloads



Email/Enews Metrics

Emails									
Show 10 Emails Go									
Date Sent ▼	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
2/3/2009	FCS News -- January 2009	409	14.2% (58)	0	0	18.8% (66)	18.2% (12)	0	
12/29/2008	It's Not Too Late For a Great FCS 2008	396	11.4% (45)	0	0.5% (2)	23.9% (84)	6.0% (5)	0	
12/23/2008	FCS Season of Giving	398	11.1% (44)	0	0.5% (2)	23.4% (83)	4.8% (4)	0	
12/5/2008	Kids Helping Kids	384	4.9% (19)	0	0.5% (2)	24.7% (90)	1.1% (1)	0	
11/6/2008	6th Annual Fall Luncheon -- A Success!!!	386	8.3% (32)	0	0.5% (2)	24.6% (87)	14.9% (13)	0	
9/25/2008	6th Annual Fall 2008 Luncheon -- Correction	389	4.4% (17)	0	0.8% (3)	25.3% (94)	1.1% (1)	0	
9/22/2008	6th Annual Fall 2008 Luncheon	343	11.4% (39)	0	0	25.3% (77)	3.9% (3)	0	

- ✓ Open Rate
- ✓ Click-through Rate
- ✓ Response Rate for Requested Action
- ✓ eNewsletter Subscribes /Unsubscribes

facebook

■ Posts ?
■ People Talking About This ?
■ Weekly Total Reach ?



Page Posts

All Post Types ▾

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
11/9/11	Education is ripe for being t...	35	4	2	5.71%
11/10/11	Protect the Open Internet	31	2	1	3.23%
11/10/11	5 Tips for Creating Video an...	32	3	1	3.13%
11/17/11	Great resource for Occupy f...	36	3	1	2.78%
11/8/11	Social media monitoring tools	38	4	1	2.63%
11/9/11	See this and other videos of...	41	2	1	2.44%

Toolbox



Flickr photo: See-ming Lee

Spreadsheet/Dashboard

Monthly Report

Editorial Calendar

Review: Measure Results

- ✓ Regularly Review Metrics/Statistics
- ✓ Set Benchmarks
- ✓ Use Information to Improve and Evaluate:
Collect, Analyze, Adjust (Repeat)



Metrics

What outcomes could we measure?

Review



- Engaging the Audience - Conversation
- Value Relationships -
Even if They're Not Traditional "Donors"
- Have Clarity About Your Story
- Tracking Activity, Tracking Activity, Tracking Activity
- Respond to Data
- Try New Things!

John Kenyon - Nonprofit Technology Educator & Strategist

Nonprofit Technology consulting, training and writing about appropriate, effective solutions.



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תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Дěkujeme vám
ありがとうございます
Tack


www.johnkenyon.org

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making a positive difference

energetica

SOLUTIONS TO SUIT YOUR BUDGET



From basic to bespoke - we've got you covered. < 6 of 6 >

PORTFOLIO



WE LIKE...

The 2013/14 Fostering NSW campaign has been launched.
We are proud to be a part of their great world

CONTACT ENERGETICA

Phone: +61 2 9585 9850
Mobile: 0403 079 850



Lisa Harvey

[Home](#)[Resources for carers](#)[Forum](#)

FOSTERING NSW

Growing together



↑
Visit the
forum!

[What is foster care?](#)[What to expect](#)[Is it for me?](#)[Carer stories](#)[How to Apply](#)

Kids in care rock!

What do kids say about
fostering?



Welcome to Fostering NSW

Welcome to Fostering NSW – a great place to find out more about foster care and adoption in NSW.

With more than 17,800 children and young people unable to live at home we always need more carers.



We need Aboriginal



Yfoundations

Creating a future without youth homelessness



[Youth Homelessness](#)

[Need Help?](#)

[Get Involved](#)

[News](#)

[Contact](#)



[Home](#)

Welcome

Yfoundations is a peak body that seeks to end youth homelessness and aims to represent the needs of young people at risk of, or experiencing, homelessness.

We provide support to youth workers and the sector through training, policy and structural advocacy.

Training

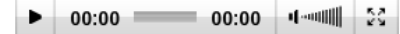
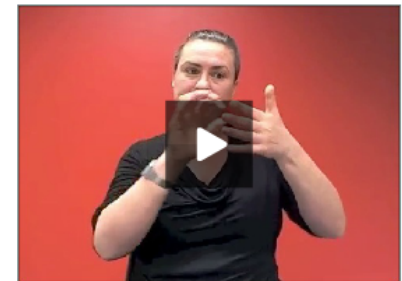
[Visit our training page](#)

[subscribe](#)



Awards

And the Winner is ... All Arts Access Award Winners Announced



Play | Stop



Welcome...

Arts Access Australia (AAA) is the peak national body for arts and disability. Have a look through our website for news, connections and information about the vibrant Australian arts and disability sector.

Check out the profiles of some fantastic Australian artists. Browse through our resources section, where you'll find a huge range of useful advice, resources and reports. Subscribe to the free monthly AAA E-news. Or watch this space for our new online disability awareness course (coming soon).

Subscribe to AAA's e-news

Receive ☐ Text ☒ HTML

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making a positive difference


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SOLUTIONS TO SUIT YOUR BUDGET



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PORTFOLIO



WE LIKE...

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We are proud to be a part of their great world!

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Phone: +61 2 9585 9850
Mobile: 0403 079 850

Connecting Up

