Telling Your Story through Social Media

2013 Sapphire Symposium and Awards
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Introductions

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Objectives

This session will help:

• Answer what you want social media to do for you
• Configure the nuts and bolts of a social media strategy
• Illustrate compelling nonprofit campaigns
• Recap what’s really important
• Provide a list of social media gurus
What can social do for you?
Define Your Purpose and Answer What Does Success Look Like

Social is effective for

- Awareness
- Recruiting
- Networking
- Promoting
- Conversion
- Fundraising

Align your objectives with your organization’s overarching goals for synergy and focus.
The Nuts and Bolts
Step 1: Determine where you want to be

- **Blog**
  - Detailed Content
  - Good for telling a story
  - Blended content – video, images, podcasts can be embedded

- **Facebook**
  - One of the largest social sites
  - Easy to locate partners, influencers

- **Mobile**
  - You will find your audience more connected via mobile than desktop – optimize accordingly

- **Twitter**
  - Your best resource for listening, learning and following your influencers
  - Text-only format keeps it simple
  - Link back to your www

- **Pinterest**
  - Share images, videos from your www here
  - Drives more traffic than all other top social sites combined
  - Content must be aspirational to work

- **LinkedIn**
  - Network with your professional audience here
  - Leverage your thought leadership by joining groups relevant to your organization
Step 2: Who will be your storyteller? Creating your social team
Step 3: Keep Legal Happy

- If you have a governing organization or legal department, get them onboard with your social media objectives early.

- Create a policy or guidelines to manage your risk.

- Train your employees and volunteers on guidelines and rules of engagement

- Turn your employees into advocates!

Download this!
Step 4: Create Your Content - Start with Intention

- Create relevant content with your organizational goals in mind
- Have a consistent voice
- Determine who are your influencers
- Partner and share about clients and volunteers
- Connect on an emotional level and be memorable!
- Get local and know the community you are in and connect
- Not all stories are text! Be creative with how you share
- Be thankful and humble
Step 5: Post, Monitor and Engage

• You’d never leave a phone call unanswered – don’t leave a comment hanging

• Determine what works and do more of that

• Measurement will validate your efforts

• Circle back internally and let others know what is happening
Nonprofit success stories

Wounded Warriors – Pinterest
Canine Companions - Facebook
Danielkids – You Tube
Florida Literacy Coalition – Twitter
Florida Blue – Multi-site
Daniel’s YouTube content built with TV guest spots

How to Help Your Kids Eat Healthier

Published on Sep 25, 2012
Jim Clark, president and CEO of Daniel, discusses obesity trends in children and what parents can do to help their kids eat healthier on WJXT4: The Local Station.
Wounded Warriors Project leverages Pinterest.

Wounded Warrior Project

The mission of WWP is to honor and empower wounded warriors. (Note: pins, likes and comments do not constitute endorsement.) Check us out online at woundedwarriorproject.org

9 Boards  98 Pins  0 Likes  Activity  Follow All

1,541 Followers  27 Following

Words to Live By  Inspiration  Shop to Help Wounded W...  Warrior Life  Logo sightings

3 pins  29 pins  14 pins  8 pins  11 pins

“I want to be always serving.”

Follow  Follow  Follow  Follow  Follow

Memorial Day Tribute  Warrior Stories  Believe in Heroes® - Shop  Believe in Heroes® - Meet...
CCI makes the most of Facebook
@FloridaLiteracy extends their reach.
Multichannel coverage of @MWKF visit to @FLBlue
Recap
Start small, stay focused – and success will follow

Stay true to yourself

Authenticity trumps volume

Creativity includes testing and learning

Sharing is caring
Top 8 SoMe Gurus

John Haydon

Discussing social media marketing for nonprofits

Mashable

GUY KAWASAKI

The show for Real People Doing Real Work in Social Media

Social Pros podcast

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Questions and Answers