

## Notes and Worksheet

### Principles of Using Facebook Effectively by Beth Kanter

Why Facebook?

Go Where The People Are!

- Global Audience over 700 Million
- Social Networks and Blogs top destination online
- Facebook isn't just for kids any more
- People spend more time on Facebook than any other web site
- Average Facebook user visits the site 40 times per month
- Average user spends an 23 minutes (23:20 to be precise) on each visit
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month

Resources:

Check Facebook

<http://www.checkfacebook.com/>

Nielsen Social Network Report, September, 2011

<http://blog.nielsen.com/nielsenwire/social/>

Facebook 2011 Demographics Revisited

<http://socialmediatoday.com/kenburbary/276356/facebook-demographics-revisited-2011-statistics>

Pew Internet: Social Networks in Our Lives

<http://pewinternet.org/Reports/2011/Technology-and-social-networks/Summary.aspx>

#### These Principles Transcend Facebook

- 1: Create A Social Culture
- 2: Identify SMART Objectives
- 3: Measurement first, not last
- 4: Use the Ladder of Engagement To Guide Strategy: Get Attention First
- 5: Engage With Your Fans A Few Minutes A Day
- 6: Re-Imagine, Don't Cross Post Your Content
- 7: Build Learning Into Your Work Flow

Beth Kanter

<http://bit.ly/santa-cruz-wiki>

<http://www.bethkanter.org>



## 1. Create A Social Culture

A social media policy can pave the way for staff and volunteers to participate and expand your capacity

Steps:

Get Organized

Address Concerns

Review Examples

Meet with Your Team

Write the Policy

Roll Out, Training

Revise and Update As Needed

Detailed Steps:

<http://measure-netnon.wikispaces.com/file/view/social%20media%20policy%20-%20steps.pdf>

Examples and Tips:

Trust is Cheaper Than Control

<http://www.bethkanter.org/trust-control/>

What's in the Policy:

1) **Guidelines:** This section should be one or pages that summarizes how your organization can be more effective at using social media. It should not be about control, but more on how to use the tools effectively. It should lay out parameters around organizational and personal use.

(2) **Manual:** This section refers to your social media plan, includes best practices on using social media with specific examples. Many organizations use it as part of their training.

Facebook Specific:

Girl Scouts of the USA welcomes interaction, discussion, commentary, questions and criticism but ask that comments are kept relevant and respectful. GSUSA reserves the right to remove comments or ban anyone who violates these guidelines. Personal attacks, inappropriate language, spamming and excessive posting will not be tolerated. Thank You.

Other examples here: <http://www.facebook.com/Beth.Kanter.Blog/posts/216089438418528>

As your organizations moves to embracing other social media channels and tools, you may need specific guidelines or mentions in the policy related to the platform. You can find links and resources to a variety of examples: <http://socialmedia-strategy.wikispaces.com/Social+Media+Policy>

Reflection: What issues do you need to address in your social media policy?

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## 2. Create SMART Objectives

What is your intent for using Facebook?

- To engage and build relationships with audience or members
- To provide meaningful content about our campaigns
- To build our base of supporters and members
- To support and energize key stakeholders and champions
- To amplify word of mouth and personal recommendations of our work
- To create more dialogue with our donors and grantees
- To raise visibility of our work/brand awareness
- To connect with more staff members of our member organizations
- Get new ideas and feedback on programs and services
- Identify and build relationships with influencers, allies & supporters
- To support our aligned partners by providing content for their campaigns and attention to their work

Keep asking: To what end?

What is the result that you want to achieve that defines success?

<b>S</b>	<b>Specific</b>
<b>M</b>	<b>Measurable</b>
<b>A</b>	<b>Attainable</b>
<b>R</b>	<b>Relevant</b>
<b>T</b>	<b>Time Bound</b>

Examples

### **Results : Communications Strategy**

Increase website traffic by 25% by November 1, 2012.

### **Tactical: Tool Specific Metrics**

Increase audience connections through Facebook to 1000 by June 1, 2012.

Increase comments with fans on Facebook to 3 comments per post by June 30, 2012

### **Capacity: Content, People, Time, Adoption, Learning, Research**

Integrate social media across organization staff and departments, by engaging staff in strategy and policy creation by June, 2012

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Benchmarks

- How did you come up with your “How Many” and “By When”?
- Compared to peers? Compared to History?
- Realistic or not?
- Monthly, Weekly Targets?

3. Measurement first, Not Last

Metrics

- Look at each of your SMART objectives and ask what is the single best metric to know you are on track?

Type	Objective	Metric
Results		
Tactical		
Capacity		

Awareness	Engagement	Action
Number of Fans Traffic Referral Impressions on FB Posts Other?	Number of comments Per Post Feedback Percentage Per Post Number of posts by Fans Other?	Phone Calls Donations Saved Time Other?

4. Understand the Ladder of Engagement, Get Attention

- What are all the ways that you can promote your Facebook page through other channels?
- How can staff or volunteers help?
- Think through the design for a custom landing page:
  - Value at glance
  - Objective
  - Call to action



## 5. Engage with your fans daily

- Short
- Visual
- Questions

Brainstorm different types of questions related to your objectives or programs

Type	Question
Specific	
Yes or No	
Timely	
Edgy	
Photo	
True or False	
Direct	
Preference	
Fun	
Events	
Experience	
Humanistic	
Tips	
Mad Lib	

**Always Be Commenting**

**fast** (within 24 hours)

**many** (respond to everyone)

**often** (make commenting core to your Facebook activity).

Tip: Check out Nutshell Mail: <https://nutshellmail.com/>



## 6. Re-imagine Your Content for Facebook

## Inventory Content

Owned Content	
Web Site	
Email	
Reports	
Print Materials	
Photos	
Videos	
Curated Content (Your best Sources)	
Blogs	
Web Sites	
Facebook Pages	
Twitter Users	

## Plan out a week of content for Facebook

Content Calendar	Type	
Monday	Question	
Tuesday	Link	
Wednesday	Photo	
Thursday	Poll	
Friday	Question	

## 7. Build learning into your work flow