



Verizon Velocity Social Media Tool Kit

Quick tips to promote your cause
using social media.



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Twitter

Use Twitter to promote your cause and connect with relevant users in just 140 characters!



Overview

What is Twitter? *(source: Wikipedia)*

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as **tweets**. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as **followers**.

Quick introduction to Twitter *(source: CommonCraft)*

<http://www.youtube.com/watch?v=ddO9idmax0o>

Twitter 101 *(source: Twitter.com)*

<http://business.twitter.com/twitter101/>

Download key resources *(source: Twitter.com)*

<http://business.twitter.com/twitter101/>

Tools like TweetDeck <http://www.tweetdeck.com> can make it easier to have conversations on Twitter.



Getting Started

1. Sign up:

Head over to the **sign up page**, and fill out the four fields. Use the “Full name” field to type in the name of your organization. That’ll help people find your organization on Twitter.

2. Fill out your info:

Click **Settings** to get a page where you can fill out a few more details to help people recognize your organization. Pay special attention to the Bio.

Before you leave Settings, check out the **Picture** tab, which is the place to add your organization’s logo. On the **Design** tab, you can upload a background image for your Twitter home page and tweak the page colors.

3. Find relevant users to follow:

Use the search box on your Twitter home page to look not only for people talking about your organization/cause, but also for other organizations similar to your cause. Also search for key terms in your sector. When you find interesting messages, consider following those accounts. Just follow a few whose updates you really want to read, say hello and let conversations grow. Also look at the **Find People** section.

4. Post your first message:

On your Twitter home page, in the box at the top, type in a message. As you type, the counter on the upper-right corner of the box guides you down from 140 characters. When you’ve got a message ready to go, hit **Update** to post it.

If you’re thinking, “Sounds easy, but what should I say?,” consider trying something like, “Excited to start tweeting. Let us know what you want to hear about from Our Company.” Or you could go with, “Hello! Is this thing on?” A conversational, playful tone flies beautifully on Twitter, so don’t hesitate to add some fun into your messages.

Once you’ve posted that first message, you could follow up with some hellos to people you know on Twitter, and perhaps post a link to an interesting news story about your industry (just copy the link and paste it into the update box).

10 Twitter tips for Nonprofit Organizations

http://nonprofits.change.org/blog/view/10_twitter_tips_for_nonprofit_organizations

The Twitter guide book: *(Includes all you wanted to know about Twitter)*

<http://mashable.com/guidebook/twitter/>



Best practices

- Think about Twitter as a place to build relationships.
- Include in your Bio and/or custom background the names (or @usernames) of the people tweeting from your company account.
- It's also a good idea to include additional contact info, like email addresses.
- Use a casual, friendly tone in your messages.
- Check regularly for relevant comments.
- If you like a particular message, retweet it. People often appreciate the sharing and amplification of their ideas, so look to **retweet** cool stuff.
- Make sure your tweets provide some real value.
- Don't spam people.
- Understand the real time nature of Twitter.

Details about best practices on Twitter:

http://business.twitter.com/twitter101/best_practices

<http://mashable.com/2009/06/24/twitter-brand-best-practices/>



Promote Verizon Velocity program

- Apart from your regular updates, tweet your Verizon Velocity reference code *twice a day (note: We recommend no more than two tweets per day).*
- List of promotional tweets for your reference:
 - “Verizon Velocity gives back! (Link to your flyer).”
 - “Support (organization name) through Verizon Velocity (ref code).”
 - “Support our organization (link to your flyer).”
 - “Your next Verizon purchase will help our organization.
(Click here: link to your flyer) for more information.”
- Share updates on the Velocity program.

Upload your flyer & share the link:

<http://www.slideshare.net/singleupload?PHPSESSID=fdac7c2b4206b45eba9a8c8512059db9>



Facebook

How to use Facebook to create a page for your cause & promote your cause.



Overview

What is Facebook? *(source: Wikipedia)*

Facebook is a global social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region.

Quick introduction to Facebook *(source: HowCast)*

<http://www.howcast.com/videos/25824-What-Is-Facebook>

Facebook 101 *(source: Facebook.com)*

<http://www.facebook.com/help.php>



Getting started

1. Sign up:

To get started, go to Facebook.com, click "**Register**" and fill out a short online registration form. Once you're signed up, you'll need to have a profile to share information and photos about your organization with others.

2. Fill out your info:

Photos, links to your organization's web site, and videos can all be added. When creating your profile, you can include as little or as much information as you feel comfortable.

3. Find friends and connect with your community:

Now that you have a Facebook account, connecting to people in your community is easy. Start by using the **Search** feature to find friends who are already using Facebook and request to be their friend. You can add just about anyone you can think of, including your members, supporters, volunteers, staff, and even your board members. Don't worry if you don't have a big list right away. Once you have two or more contacts, you'll be able to expand your social network by locating mutual friends and contacting them.

4. Send and receive messages:

Facebook offers a message board feature called "**The Wall**" that displays member profile pages. You can use it to post all kinds of messages to your network. But beware: Comments can be viewed by all your contacts in your list of Facebook friends.

5. Create a group for your organization or event:

Creating groups allows you to share information about pretty much anything. You can create groups for your organization or event to make announcements, join discussion groups, or even to share pictures. There are two kinds of groups on Facebook — open and closed. So be sure to create open groups so that people can find it and your members can invite others to join.

6. Upload and share pictures:

Start by creating an album which you can then assign limitations to (for example, visible to my members only) & upload photos within them. The album is then added to your profile, and other users can see and comment on them. You can also "**tag**" your photos with the names of people in the pictures and share the photos via a Web link or by email.

The Twitter guide book: *(Includes all you wanted to know about Facebook)*

<http://mashable.com/guidebook/twitter/>



Getting started *(Continued)*

7. Promote your events:

Facebook is a great place to promote your organization's events. Simply create the event, add pictures, and invite your contacts to join. In addition to groups, you can post details of events in your profile so people can RSVP.

8. Promote your blog or newsletter:

This feature allows you to share information beyond what's in your profile in two ways. You can either post a note on your page or import your external blog. It is a nice way to communicate with your constituents and update them on your organization. You can also integrate an RSS feed into your blog with notes. When you post it, the note is displayed in your profile and every one of your "**friends**" is notified and other members can add comments.

9. Keep in touch with your members:

Facebook has a feature called "**News Feed**" that allows you to see all kinds of activity within your network. It's very similar to an RSS feed, in that when you log in to Facebook you immediately receive an update of all of the actions your contacts have taken. And if someone posted a new photo album or RSVP'd to an event, you'll be notified right away.

10. Maintain some privacy:

On Facebook, you are in control of what information is out there about your organization and who can see it. You can retain some privacy by blocking certain people from viewing your profile or by creating a limited profile to hide information you might not want to share with your contacts.

Promote your cause in six easy steps

<http://www.techsoup.org/learningcenter/internet/page7416.cfm>

Nonprofits on Facebook

<http://www.facebook.com/nonprofits?ref=ts>

10 Facebook strategies for everyone

<http://www.allfacebook.com/2009/03/facebook-page-strategy/>

Start a cause on Facebook!

http://apps.facebook.com/causes/causes/new?_method=GET



Best practices

- Add the “**Causes**” App for fundraising, but don’t just limit your organization to using Causes for Facebook fundraising
- Configure your Page’s “**Settings**” to allow more participants
- Use your organization’s logo as your Page picture
- Add Share Buttons to your blog and website
- Put “**http://**” before all websites in “**Updates**”
- Add and use the “**Links**” App to get your organization to show up in “**News Feed**”
- Ask questions to spark conversation and activity on your Page or Profile
- Add the “**Social RSS**” App and feature it as a Tab if your organization does have a blog
- Add a Twitter Tab to your Page or Profile
- Add a YouTube Tab to your Page or Profile
- Limit your Status Updates to one per day

Details about best practices on Facebook:

<http://www.diosacommunications.com/facebookbestpractices.htm>



Promote Verizon Velocity program

- Apart from your regular updates, update your status with the Verizon Velocity reference code once a week. *(note: Do not spam your friends)*
- List of promotional updates for your reference:
 - “Verizon Velocity gives back! (Link to your flyer)”
 - “Support (organization name) through Verizon Velocity (ref code).”
 - “Support our organization (link to your flyer).”
 - “Your next Verizon purchase will help our organization.
(Click here: link to your flyer) for more information.”
- Include a link to your flyer on your page.
- Share updates about the Velocity program.

Upload your flyer & share the link:

<http://www.slideshare.net/singleupload?PHPSESSID=fdac7c2b4206b45eba9a8c8512059db9>



Blogs

How to utilize blogs to spread your message
& promote your cause.



Overview

What is a blog? *(source: Wikipedia)*

A blog (a contraction of the term “web log”) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Quick introduction to blogs *(source: CommonCraft)*

<http://www.youtube.com/watch?v=NN2I1pWXjXI>

Blog providers *(source: Wired.com)*

All of the following service providers offer very similar tools:

- WordPress.com
- Blogger.com
- Xanga
- Vox



Getting started

1. Find a decent blogging provider that appeals to you:

The most popular providers include LiveJournal, Blogger, WordPress.com, and Xanga. These sites are pre-made with templates and push-button publishing that don't require much technical know-how.

2. Once you sign up:

You'll have a gallery of ready-made templates to choose from. With these, you can pick a color scheme and layout for your blog. Most sites come with a set of predefined layouts and schemes that you can choose from. Select one and personalize it. Then add your organization name, interests, images, etc.

3. Add blogging freebies:

Like buttons, images, Twitter apps, guest maps, guest books, comment boxes for readers' input, etc.

4. Change your blog settings to public:

This will enable all the internet visitors to view the published post.

5. Write few posts, make layout adjustments to suit your style:

Blogging is similar to writing an email, look for "Add New" to post in your blog's dashboard. A look at the video link mentioned below will give you a better understanding about this topic. Once you finish writing the post, click "Publish" to make the post appear on the URL you set up during sign up.

Source: <http://www.wikihow.com/Start-a-Blog>

5 tips to start a blog for nonprofits:

http://www.casefoundation.org/spotlight/technology/start_nonprofit_blog

How to start a blog using:

Wordpress: <http://en.support.wordpress.com/getting-started/>
<http://www.youtube.com/watch?v=H1ImndT0fC8>

Blogger: <http://www.google.com/support/blogger/bin/answer.py?hl=en&answer=112498>



Best practices

- Find a voice that is meaningful & relevant to your target audience.
- Post on a regular schedule.
- Use Keywords to help improve search results.
- Announce on other social networks to notify others about your post.
- Don't post your blog link everywhere because it can actually seem rude.
- Spell check your writing before posting.
- Reinforce your organization's core values.
- Encourage interaction with readers.
- Announce/promote organization's community participation, events, etc.

Details about best practices on Blogosphere:

<http://socialmediab2b.com/2009/06/business-blogging-best-practices/>

<http://www.wikihow.com/Start-a-Blog>

<http://www.capturetheconversation.com/read/blogging-best-practices-checklist>



Promote Verizon Velocity program

- Reference the Velocity program in posts related to fundraising.
- Announce regular results of fundraising efforts through Velocity.
- Encourage readers / community members with their own blogs to write about the Velocity program as a way to support your cause.
- Include the Velocity website badge on your blog.

Upload your flyer & share the link:

<http://www.slideshare.net/singleupload?PHPSESSID=fdac7c2b4206b45eba9a8c8512059db9>



Other Tools

How to utilize other tools in social media to spread your message & promote your cause.



How to easily ...

- **Upload documents on Scribd.com:**

<http://support.scribd.com/forums/33626/entries>

- **Start a local meet up group:**

http://www.meetup.com/help/How-can-I-start-a-new-Meetup-Group/?a=q_90

- **Add a Twitter button to your website/ blog:**

<http://twitbuttons.com/>

- **Add a Facebook Fan button to your website/ blog:**

<http://www.docstoc.com/docs/9646635/Add-a-Facebook-Fan-Button-to-your-Website>

- **Use YouTube to create, share videos:**

<http://www.google.com/support/youtube/>

- **Become a member at SocialVibe.com:**

Email partners@socialvibe.com for more information.



Conclusion

5 essential tips to promote your nonprofit organization using social media.



Promote your organization using social media

- Remember that social media is a platform for conversation.
- Be active and responsive.
- Be personal and authentic.
- Encourage sharing content, conversation, Etc.
- Make social media an organization-wide activity.

More on the essential tips:

<http://mashable.com/2009/08/21/charity-social-media/>