

pioneers
a volunteer network

Pioneers Social Media Session
November 3, 2011

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Agenda

- Social Media Overview
- Tips & Tools
- Resources
- Discussion/Q&A



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The Social Media Prism is Growing By the Second!







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New Age of Social Media: From Monologue to Dialogue

Old Communication Model	New Communication Model
✦ Talking <i>to</i> audience	✦ Stimulating conversations
✦ Mass-marketing	✦ Micro-marketing, segmented
✦ One size fits all	✦ Tailored messaging, approach
✦ Eyeballs, not engagement	✦ Trust via engagement
✦ Equals, not influencers	✦ Focus on influencers
✦ Rigid, static	✦ Pliable, dynamic, adaptable
✦ Few channels	✦ Multi-media
✦ Opt-out	✦ Permission-based



General Social Media Tips

- Be Unique
- Create Community
- Be Authentic
- Keep it Simple
- Be Creative
- Be Resourceful





General Social Media Tips

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"I'm not getting many visitors to my blog. I thought more people would want to read about my infected pinky toe!"



Pioneers Social Media Tools



1,700 years of video
2 billion views per day



Nearly 500 million members
3 billion photos each month



200 million tweets per day



2 million users
1 million check-ins per day



Pioneers Social Media Tips

- **Create a Local Facebook Page:** Great tool to share news about your Pioneers events, engage your community and build team unity among your Chapter.
- **Links:** One of the best tools for increasing page views is to link to other pages. Remember to tie into Pioneers Headquarters website ([Pioneers Headquarters' organizational page](#)) and use the Share link to distribute items from the Pioneers Headquarters Facebook page to your page.





Pioneers Social Media Tips

- **Connect:** Establish relationships and connect. Use your tools to tell Friends/Followers what's happening at your chapter
 - events, fundraisers, meetings, etc.
 - publish insightful and interesting information in your status updates, calendar
 - engage with polls or by posting videos, photos or other links.
 - Ask your fans/followers to utilize the Share links





Pioneers Social Media Tips

- **Events:** The Facebook Events calendar is a great tool to remind membership of upcoming events. It automatically sends reminders to those who are “friends” of your chapter. Event attendees can also post updates and engage.
- **Talk Back:** Be engaged. You don’t have to reply to everything, but check in daily to assess what’s happening. Designate 1-2 Facebook “owners” or “spokespersons” that check/post items to your Facebook page daily.



Social Media Etiquette

- Remember your “cocktail party rules” (no religion, politics, petitioning, etc.)
- Avoid gossip or speculation
- Use appropriate language and photos
- Use good judgment





Resources

- **Pioneers Web Site** (Member Center/Social Media) - pioneersvolunteer.org/membercenter/membertoolsandresources/socialmedia.aspx
- **Facebook** – www.facebook.com/pages
- **Mashable.com, Hootsuite/Tweetdeck**
- **Nonprofit.org** – nonprofitorgs.wordpress.com/
- **We Are Media** – www.wearemedia.org/
- **Google, Bing, Yahoo**

