



Effective use of social media – for engagement and development

Examples drawn primarily from the United States, and would have to be adapted for international usage.

1. Case Study – Election campaigns of Barack Obama

Two of the most successful uses of social media have been the two election campaigns of Barack Obama. They built community, called people to action and raised a lot of money. Much will be written about Obama's 2012 campaign, but case studies have already been written about his earlier 2008 campaign.

The 2008 effort included 5 million supporters on social networks, 50 million viewers of campaign-related YouTube videos, 1 billion e-mails, over 100 thousand Twitter followers, and 6.5 million online donations totaling more than \$500 million, with 6 million of them of \$100 or less. For a short readable overview, with useful details concerning some specific social media strategies for developing community and raising funds, see the *European Business Review*: "Obama and the power of social media and technology," by Jennifer Aaker and Victoria Chang: <http://faculty-gsb.stanford.edu/aaker/pages/documents/TEBRMay-June-Obama.pdf>

2. White Paper – "Social Media Handbook for Nonprofits - Social Media for Social Good"

Ayelet Baron, a Director of Cisco Systems, compiled 97 pages of useful information from many sources and with many references as well: <http://www.slideshare.net/ayeletb/social-media-for-social-good-1599758>.

Ayelet's white paper covers best practices, what Chief Information Officers should know, where to start, which social media to use, tactics and successes, and how to measure return on investment. Just as importantly, it acknowledges that social media may not be right for everyone – and issues caveats. Written in 2009, some aspects dated, some links broken, but insightful strategic overview. Here is a short extract from the Point of View – Guidelines for Success.

Don't Do Social Media Just To Do Social Media. You need to have your website, email marketing and online-fundraising ducks in a row prior to moving into new social-networking space. *Prepare to Lose Control.* If you are not comfortable with this, social networking probably is not for you. *It's About Two way Communication.* Listen. Social media is not about you. It's about people's relationships with you. Focus on the long term. It takes time to get results and build relationships. *Dedicate the Right Resources.* Do not hand the responsibility of your social media networks to an intern. Grow or hire an expert. *Educate Your Leaders.* Before you jump in, make sure that your organization's leaders understand the implications of social media.

3. A short introduction – some social media strategies, tools, and tactics from Kaukab Jhumra Smith (extract below)

- **Figure out where your prospective donors are** [including where they are online]. It comes back to the same basic social-media commandment: Listen first to find your people.
- **Bring it down to one person's story.**
- **Demonstrate your impact.**
- **Create a personal connection through video.**
- **Use mobile messaging** - Texted donations work best when your donors are already primed to act because of all the work you'd done beforehand through e-mail and other communication.

See SmartBlogs, "How to raise funds for your non-profit using social media:"

<http://smartblogs.com/social-media/2010/08/13/how-to-raise-funds-for-your-nonprofit-using-social-media/>

4. An innovative on-line campaign with "game-like" features. The volunteer-based alumni association of SSE-Riga pushed annual contribution rates from 11% to 33% with an online fundraising campaign: <https://vimeo.com/52150696>. Instantaneous feedback and multiple rankings harnessed the competitive spirit of their business-oriented alumni.

5. Some specific tools can be found on Social Brite: <http://www.socialbrite.org/2010/05/28/19-tools-for-fundraising-with-social-media/>