



2010 SOUTHWEST CLUSTER CONFERENCE

MARCH 2-4, 2010

DALLAS, TEXAS

Facebook, Twitter, Text Messaging and More: Using Social Media for Client and Community Impact

Start small. Devote resources. Evaluate. Adapt. Repeat.

Are you ready to take the social media plunge? Consider these important lessons learned by one highly successful AmeriCorps program in Austin, TX that uses social media to engage both clients and community members:

1. Just admit it – social media works, and you have an obligation to use it.

- Research shows professionals and educators vastly underestimate the use of social media, especially in low-income homes. Research also shows that 80% of households with at least one teenager present have internet connections at home and use the web frequently. (Digital Disclosures, 2007)
- Example: 93% of College Forward's clients (all of whom are considered low-income, disadvantaged, and first generation youth) currently use Facebook or MySpace (only an estimated 35-45% use Twitter). Over 95% of them use text messaging. We now have more success contacting students using social media than we do contacting them by phone or email!
- Leveraging the benefits: (1) Raise friends and awareness, then money. (2) Builds confidence in your organizational mission, culture, and programs. Seeing is believing! (3) Get the media to follow you and your issue area. Educate people on what you do and why. (4) Engage your program alums for long-term sustainability!

2. It's never too late, and you're not too old. Don't get intimidated by the process or the risks.

Practice makes perfect!

- Most social media outlets take an hour or less to learn, and only require a dedication to trying something new!
- New types of social media are constantly evolving and being released; therefore, no one is really a true expert. The only "experts" are users!
- While there are always risks inherent with everything web-related and as "democratic" as social media, there are also great resources out there to help you develop associated policies and procedures to help mitigate these risks (see resources below).

3. Make sure you know your audience(s).

- Decide from the beginning WHO you want to focus on engaging – clients, community, alums, or all of the above? This is critical for determining which types of social media



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you plan to use, and may require setting up multiple accounts, privacy settings, or usage policies to accommodate your different audiences (e.g., College Forward's Facebook page vs. CoFo Collegians page vs. CF AmeriCorps Alums page). Make sure you have an administrator for each separate account to keep your audiences separated if you have more than one.

- Remember that social media does not REPLACE your other communication strategies – but it does greatly supplement them.

4. Choose your weapons wisely. Don't try to do it all!

- Facebook
- Twitter
- MySpace
- Google Wave
- GoogleBuzz
- Flickr
- LinkedIn
- YouTube
- Skype
- Textcasting / GoogleText
- Phonecasting
- Podcasts
- Instant Messaging/GoogleChat
- Blogs (WordPress, etc.)
- Virtual Worlds (Second Life, etc.)
- Video game networks (XBOX, Wii, and Play Station)
- ... and more are being created every day!

5. Make it work for YOU! Start small. Devote resources. Evaluate. Adapt. Repeat.

- Make sure you build managing social media into a job/position description with enough time for them to work on it weekly (daily if possible). It takes time, effort, and a consistent person to get familiar with your accounts to really get results.
- Think of ways to creatively evaluate your social media efforts. Types of measurement to consider: # of friends/contacts made, % of successful contacts made, \$ raised, etc. Capture anecdotal stories of impact.
- Be willing to change your practices as needed. If it's not working after a good effort, don't be afraid to ditch it! If new technology comes along, adapt to use it!



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KEY RESOURCES AS YOU DEVELOP & REFINE YOUR SOCIAL MEDIA:

- EduGuide's Digital Disclosures report, 2007, showing the prevalence of internet and digital media being used even by disadvantaged households. Available for free at: <http://www.eduguide.org/EduGuide-Strategies-Report/tabid/89/Default.aspx>
- Social Fish – Website dedicated to helping nonprofits leverage the power of social media for good. Sign up for their monthly social media newsletter with user-friendly tips! <http://www.socialfish.org/>.
- Free whitepaper on “Social Media, Risk, and Policies for Associations” - <http://www.socialfish.org/whitepaper>
- Article: “Should Nonprofit CEOs and Executive Directors Use Social Media?” – http://beth.typepad.com/beths_blog/2010/02/should-ceos-and-executive-directors-use-social-media.html
- Nonprofit Technology Network (NTEN) – Dedicated to helping nonprofits do their work better through using technology (including social media and networks). Also publishes an annual IT Staffing & Spending Report with real-life examples of how nonprofits budget for and structure their IT departments. <http://nten.org/>
- Nonprofit Social Network Survey Report, 2009. Available free at <http://www.nonprofitsocialnetworksurvey.com/download.php>.
- Google Alerts – receive notifications on when & how your organization is mentioned on the Internet to protect your organization and collect information on how you are being discussed in the media. Essential for risk management and PR. <http://www.google.com/alerts?hl=en>
- Slideshow: TrendsSpotting's 2010 Social Media Influencers - Trend Predictions in 140 Characters – <http://www.slideshare.net/TrendsSpotting/2010-social-media-influencers-trend-predictions-in-140-characters>
- Video: “What’s in YOUR social media arsenal?” - <http://www.socialfish.org/2010/03/whats-in-your-social-media-arsenal.html>

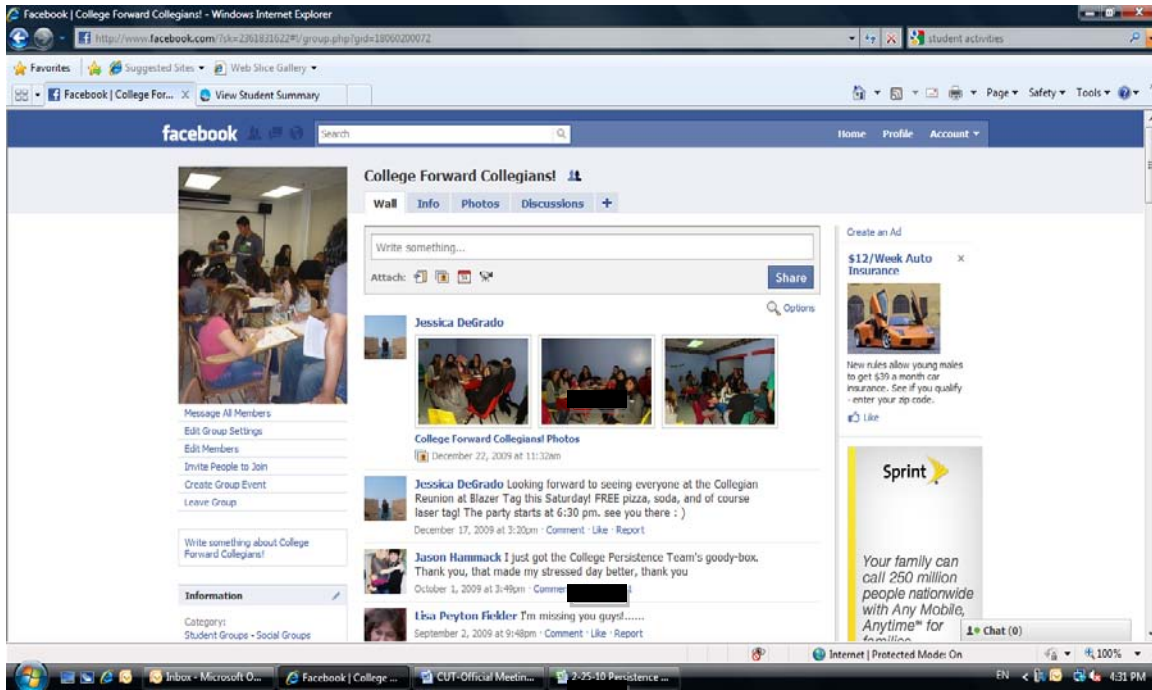


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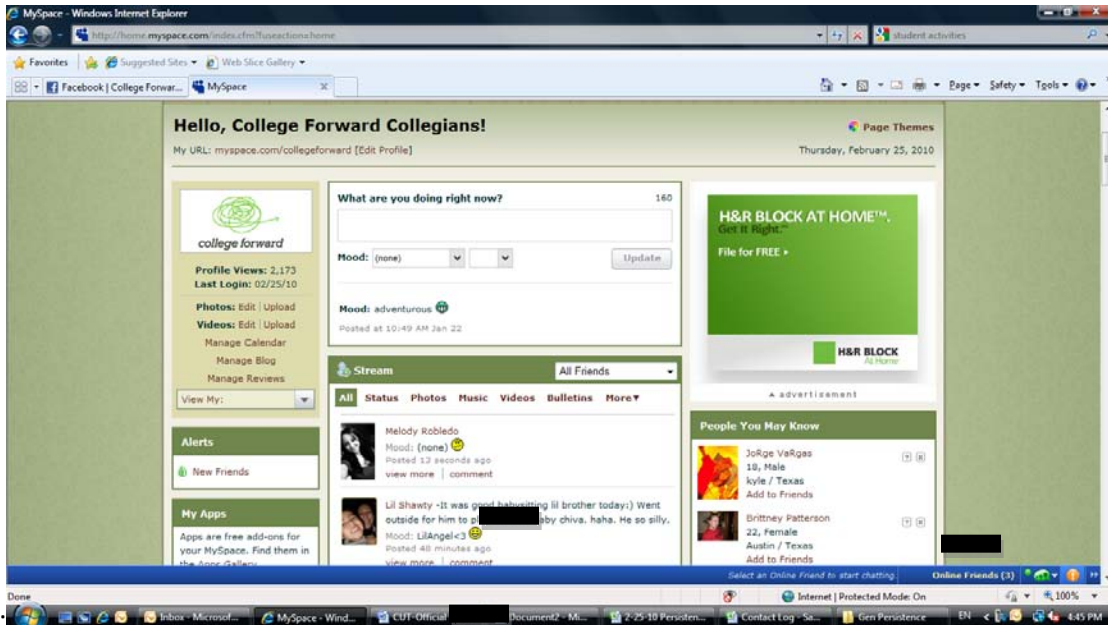
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SAMPLES AND SCREENSHOTS:

Facebook Group:



MySpace



Page:

peers. practice. knowledge. tools.



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Twitter Account:

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Client Contact Log – Individual (recommended for managing client interactions and preferences):

Contact Log: Vivian							Personal Information	Academic/Professional Info.
Individual Contacts							Home Phone:	College/University:
3	Date	Method	Time	Length	Staff	Description	High School:	
4	8/16/2007	Phone		30sec	Saul	Called and left message with ph #	Intended Major:	
5	8/20/2007	Phone		2min	Saul	Reached Grandmother, Vivian was working at the time.	Current Schedule:	
6	8/21/2007	E-Mail			Saul	Vivian send us an email stating she is fine and is enrolled	Special Ed Needs:	
7	9/6/2007	E-Mail			Saul	Vivian sent us an email about waiver fees. Apparently if	Career Ambition:	
8	9/25/2007	E-Mail			Saul	Vivian responded to my email. She is doing very well and	Employment:	
9	9/27/2007	E-Mail			Lauren	Sent Vivian an e-mail of praise.	Off/On Campus:	
10	10/10/2007	E-Mail	10:45 AM		Lauren	Sent an e-mail about ACC Gathering.	Hours Per Week:	
11	10/17/2007	Phone	5:40 PM		Lauren	Left message		
12	10/23/2007	Phone			Lauren	Left message		
13	10/26/2007	E-Mail			Lauren	Vivian e-mailed. She will not be able to attend ACC Gather		
14	10/29/2007	E-Mail			Lauren	Vivian e-mailed.		
15	12/11/2007	E-Mail			Lauren	e-mailed Vivian.		
16	1/3/2008	E-Mail			Lauren	e-mailed Vivian.		
17	1/4/2008	Phone	2:45 PM		Lauren	Left message		
18	1/14/2008	E-Mail			Lauren	Vivian sent an e-mail update.		
19	2/19/2008	E-Mail			Lauren	exchanged e-mails		
20	3/7/2008	E-Mail			Saul	sent message about her recommendation		
21	3/10/2008	Phone		40 min	Saul	Spoke about herself, accomplishments, and career plans		
22	3/12/2008	in person		3 hours	Lisa	Lisa met w/ Vivian and Cindy @ Starbucks. See note		
23	4/9/2008	myspace			Lauren	exchanged myspace messages		
24	4/14/2008	Phone		3:05 PM	Lauren	Left message about helping @ Hays		
25	4/24/2008	Phone			Saul	called cell and was told it was the wrong number, called		
26	5/13/2008	Phone			Saul	spoke to her about the amercorps position and eyec		
27	9/3/2008	facebook			CG	sent intro/check-in message		
28	9/9/2008	facebook			CG	sent a follow-up FB msg about Joseph		
29	9/15/2008	facebook			CG	checked in w/ her about Arell's contract		
30	9/16/2008	facebook			CG	invited her to join the FB group		
31	9/26/2008	facebook			CG	sent check-in message		
32	9/30/2008	facebook			CG	sent reminder email about visit		
33	10/3/2008	E-Mail			CG	sent reminder email about visit		
34	10/6/2008	E-Mail			CG	saw at visit - see notes		
35	10/7/2008	in person	10:30am	2 hours	CG	wrote on her wall		
36	10/14/2008	facebook			CG	wrote on her wall about mid-terms		
37	10/29/2008	facebook			CG	wrote on her wall about mid-terms		
							Date: 8/21/07	Vivian prefers E-mails, because she works in the day as a babysitter and will attend classes as well. EMAIL WORKS THE BEST!
							Date: 9/27/2007	Sent Vivian an e-mail of praise. She responded saying that she has been accepted to the McCoy College of Business Administration at
							Date: 3/13/2008	Vivian is the first CF Collegian to successfully transfer out of
							Date: 10/08/08	I met last night with Vivian and (at her request) Cyndi. Three hours at Starbucks. Vivian seems to be doing extremely well. She's taking one
							Date: 12/9/08	CIS class at ____ this semester (and several others at ACC, but the She decided to change her major to Mass Communication. She's only
							Date: 1/8/09	got 2 classes left until she completes her Associate's Degree from ACC. She's taking one of those classes next semester. She plans to
							Date: 7/14/09	Vivian is waiting to hear from one of her professors, to find out if she needs to take the final for that class on Thursday. If she doesn't, she'll
							Date: 9/9/2009	be able to make it to the Holiday Freeze.
							Date: 10/5/2009	Vivian is going to try to come to the Career Workshop. If she's able to, she plans to bring other CoFo students. Her mom just got out of surgery, so if she's doing okay, Vivian will feel comfortable leaving
								Vivian got the internship with Univision! But I haven't had a chance to talk with her about it. (In an email she said "It's so awesome! More than what I expected." I was hoping to talk with her about it at the
								I got a chance to facebook chat with Vivian last night. She was telling me about her internship at Univision and she sounded very excited about the whole experience is sad that it is coming to an end (in 16
								Vivian said she wanted to be a part of the ____ group, but did not want to be an officer because of time constraints and was not sure



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Client Contact Log – by caseload/group (recommended for analyzing group contact success rates):

				Week 3						
Key: P - phone, F - facebook, M - mspace, E - email, I, In-Person, T - text, W - twitter				College	CPC	M 15	T 16	W 17	Th 18	F 19
239	08	Abiona	ACC	CW-SD						
240	08	Justin	Not Attend	CW-SD						
241	08	Teresa	Not Attend	CW-JD						
242	08	Ismael	Not Attend	L-JD						
Class of 2009										
244	09	Alora	Baldwin B	L-SD						
245	09	Yulmanelly	Not Attend	L-SD						
246	09	Dianne	ACC	L-SD	E					
247	09	Jorge	ACC	L-SD	E					
248	09	Amanda	ACC	L-SD				F		
249	09	Beatriz	ACC	L-SD	E		Ps			
250	09	Alejandra	ACC	L-SD	E	Es				
251	09	Jaime	ACC	L-SD	E					
252	09	Yvonne	Not Attend	L-SD						
253	09	Danielle	ACC	L-SD	E					
254	09	Nancy	Not Attend	L-SD						
255	09	Juan (Johnny)	ACC	L-SD	E					
256	09	Anahi	ACC	L-SD	Fs	E		Fs		
257	09	Alejandra	SCI	L-SD						
258	09	Raymond	Baptist Bit	L-SD				F		

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