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What's on your mind?

A+ Facebook Content for Nonprofits

By: Mandy O'Neill, President, ConnectedNonprofit

Are you trying to get the most out of Facebook? Here are some data points to consider:

- 90% of Facebook Page views are of the wall… the Newsfeed stream
- 95% of Facebook users view their **top Newsfeed** only

25 minutes ago • Like • Comment • Share

Focus on the Newsfeed Since most fan engagement with Pages occurs in the Newsfeed, the focus of Page administrators should also be on the Newsfeed and posts. For engaging existing users, money and time may be better spent on planning and executing a successful Newsfeed posting strategy than on designing and promoting Page applications. Page applications, especially contests, polls, surveys, until proven otherwise, are still useful in acquisition campaigns.

47 minutes ago • Like

Likes and Comments The low absolute percentage of users who view either a Page or its Newsfeed updates might surprise you and it signals that nonprofits need to work hard to produce compelling updates that draw **Likes** and **Comments** which boost a Page's news feed visibility and Facebook search engine ranking.

about an hour ago • Like

The Value of a Facebook Fan varies from nonprofit to nonprofit. What's more, some fans are more valuable than others based on their level of activity. While all fans in your Facebook community are valuable and at least three industry studies show us that multi-channel donors have a higher lifetime value, those two data points don't always pay the bills. For-profit studies (sources cited on the last page) quoting the aggregate value of a Facebook fan aren't always applicable to you either. To get a true measure of Facebook Fan value, a calculation using your goals and your fan level of activity can answer that question for you. Until then, we measure "bottom-line" value through 1. Acquisition (how many new supporters did we sign up using coupons, quizzes, surveys, etc. 2. More traffic to your website donor or advocacy page from Facebook. 3. Shares, Likes, and Comments. 4. Usage of fundraising applications available on, or through, the Facebook platform 5. Search engine ranking

two hours ago • Like

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Guiding Principles

Before we jump into tips and examples, some guiding principles for A+ Facebook Content:

Yesterday at 8:22am • Like • Comment • Share

Likes and Comments are what you're striving for and will measure for engagement. Likes and Comments show engagement and boosts your EdgeRank making your posts appear more frequently in newsfeeds, which leads to more impressions, which leads to more Like and Comments, and so on… You'll measure fan or supporter "acquisition" much differently than "engagement."

Yesterday at 8:25am • Like

Your Facebook page should be all about your fans and donors…just like your direct mail, online, video, mobile, and telemarketing messaging

Yesterday at 8:29am • Like

Repost important messages. Reposting important messages in a different way is crucial given the low percentage of impressions quoted above. Refrain from posting the exact same message multiple times. That's annoying. Instead, reword and repost.

Yesterday at 8:35am • Like

Use Facebook Ads to Spread Important Information. If you have really important news, such as a medical breakthrough, consider Facebook Ads with a link to spread the word as much as possible. We usually think of Facebook ads for fan acquisition. It's not an either/or. Announce big news with a link back to spread the word and, as an added bonus, acquire new fans.

Yesterday at 8:40am • Like

Talking About Yourself is a Turn-off. According to Clara Shih, author of *The Facebook Era*, a good rule of thumb is you can talk about your organization or your programs once in every five posts (or less). Facebook Pages are all about the soft sell. Overly self-promotional pages are a major turn-off.

Yesterday at 8:45am • Like

Who Are You and Why Should I Care? People should be able to figure out from your Page name, info tab, and blurb box what your mission is and why they should support it

Yesterday at 8:50am • Like

Offer Value on a Consistent Basis. The best way to engage your fans is to offer something valuable on a consistent basis. Value, especially for nonprofits, can take different forms including entertainment value (this IS social media), a sense of belonging, information, or even financial value from special deals and coupons from cause marketing partners, Nordstrom gave $2 off of every bra in support of Susan G. Komen Foundation

Yesterday at 9:00am • Like

Write a comment…

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12 Examples of Value That Generated High Engagement

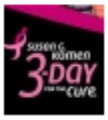
Here are 12 Examples of posts that generated high engagement and response while contributing positively to the nonprofit's mission and brand.

July 29 at 1:00pm • Like • Comment • Share

1. Be Helpful and Informative. Offer news and information your supporters or donors will appreciate. What you post should be relevant to your mission but **mostly relevant to your fans.** The example below offers last minute advice for making the day successful and easy access for participants. While the next example is the Michael J. Fox Foundation sharing "Trial Finder" to help Parkinson's patients find clinical trials to treat and cure Parkinson's, which is the mission of the Foundation.

July 29 at 1:25pm • Like

Write a comment...



Susan G. Komen 3-Day for the Cure

It's almost time Cleveland walkers! Please arrive for Opening Ceremony between 5AM and 6AM tomorrow morning. Remember to print out and bring your credential. If you have completed the online check-in and do not see a link to print your credential on the confirmation page, go straight to Will Call in the Late Check-In tent.

Yesterday at 10:21am · Share

Jamie Pummell and 75 others like this.

View all 31 comments

75 Likes, 31 Comments

http://www.facebook.com/3dayforthecure

Page for Komen 3-Day provides valuable information for participants the night before the event.

Uploaded July 29 at 1:37pm Like • Share • Comment

The Michael J. Fox Foundation for Parkinson's Research

Have you checked out Fox Trial Finder since we launched on beta about two weeks ago? Read why clinical coordinator Terry McClain thinks the tool is an "idea whose time has come." http://www.michaeljfox.org/foxtrialfinder.cfm#q5

- The Michael J. Fox Foundation for Parkinson's Research

www.michaeljfox.org

For The Michael J. Fox Foundation, there is one clear measure of success: delivering patients better treatments and, ultimately, a cure for Parkinson's disease.

Wednesday at 6:55am · Share

70 people like this.

70 Likes and 2 Comments

http://www.facebook.com/michaeljfoxfoundation

Offers immediate connection for patient trials.

Uploaded July 29 at 1:45pm Like • Share • Comment

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2. Share Video. Facebook is now the third most popular video website in the United States. We know that video lifts email response rates and generally improves donation landing page conversion rates. Supporters value video and its growing in popularity.

July 28 at 11:37am • Like

Write a comment...

World Food Programme

Meet Dawude. He's 15. He's just fled Somalia and he wants to become a doctor.

Dawude in Dadaab, Kenya
www.youtube.com

July 15 at 8:52am · Share

100 people like this.

View all 11 comments

100 Likes, 11 Comments
http://www.facebook.com/WorldFoodProgramme

Uploaded July 28 at 11:44am Like • Share • Comment

3. Field Blogs. Field blogs are not always possible for every nonprofit, but they also aren't limited to international relief agencies. If you have a blog, remember to link any new postings on Facebook. Content rules still apply, e.g. make the fan or supporter the hero of the story. And, whenever possible, blog from the field, even if "the field" is a third grade class experiencing an inner city aquarium.

July 28 at 4:01pm • Like

Write a comment...

Doctors Without Borders/ Médecins Sans Frontières (MSF)

Dr Jennifer's latest post from her MSF mission in Congo. On mobile clinics and the difficult decisions MSF staff have to make in the field...

Mobile clinic to Ihula | A Doctor in Eastern DRC
msf.ca

Jennifer Turnbull in Democratic Republic of Congo - An MSF field blog

July 21 at 5:20am · Share

234 people like this.

View all 29 comments

234 Likes, 29 Comments
http://www.facebook.com/msf.english

Posted July 28 at 4:12pm Like • Share • Comment

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4. Make Your Fans, Supporters, and Donors the Hero of the Current Post. There's a multitude of ways to make your Fans the hero of social media content. You can post photos of supporters. Mention donors by name, such as Oxfam mentioning the Bill and Melinda Gates Foundation and later in this article ONE Campaign also mentions the generous financial support of the Bill and Melinda Gates Foundation. A simple thank-you, like Action for Children example below is elegant and powerful.

July 27 at 6:36am • Like

196 Likes, 20 Comments
http://www.facebook.com/3dayforthecure

Uploaded July 27 at 6:38am Like • Share • Comment

27 Likes
http://www.facebook.com/ActionforChildren

Uploaded July 27 at 6:47 am Like • Share • Comment

41 Likes, 9 Comments
http://www.facebook.com/oxfamamerica

Uploaded July 27 at 6:59am Like • Share • Comment

5. Be Funny and Entertaining. Share jokes, stories, or musings that reflect your personality. People will appreciate you brightening their day. Some additional "funny" ideas to complement the examples below:

- Embarrassing Friday. Have a staff member share a "most embarrassing moment" on a particular topic and ask fans to "top it." Could be a Friday tradition. Kick off with an embarrassing or outrageous "dress casual" Friday photo.
- Photos only a mother could love. Start with animals so ugly they are cute and work your way up to humans through old school or family vacation photos.
- Separated at Birth: post photos of staff or donors and celebrities who they resemble

July 26 at 1:41pm • Like

Write a comment...

256 Likes 41 Comments

http://www.facebook.com/AARP

Uploaded July 26 at 2:16pm **Like • Share • Comment**

197 Likes, 36 Comments

http://www.facebook.com/ONE

"Poop" is funny

Uploaded July 26 at 2:32pm **Like • Share • Comment**

6. Give Fans Something to Do. Fan and donor acquisition works best when we use engagement tools like contests, games, petitions, or surveys. Fans appreciate the same engagement in their newsfeed. It's why Facebook developed Questions. Ask simple questions. Ask fans to take action. Use urgency and a deadline. Link or embed the advocacy action page or petition into your newsfeed. Some nonprofits create a separate tab or page for embedded advocacy action. Your conversion rates will be higher if you run a link in the newsfeed a few times versus relying on a dedicated tab.

July 25 at 8:55am • Like

Write a comment...

172 Likes, 487 Comments

http://www.facebook.com/DucksUnlimited?ref=ts

Uploaded July 25 9:27am Like • Share • Comment

94 Likes, 17 Comments

http://www.facebook.com/ONE

Remember to give fans feedback on your progress, e.g. "we submitted 25,000 petition signatures this morning" or "17,325 of our supporters contacted Congress about this critical vote."

Uploaded July 25 at 9:32am Like • Share • Comment

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7. Acquisition as an Engagement Strategy This important topic is it's own whitepaper subject, but for purposes of this paper, below are a few recent great examples of nonprofits engaging fans extremely well for acquisition strategies. The World Food Programme link leads to a quick mission-based quiz and captures the fan's email address and contact information at the end of the quiz. This works well because the quiz qualifies that the fan cares about world hunger and the fan must give contact information to get the matching gift of a warm meal for a child. The ONE Campaign example below is offering something of value (a book) in exchange for quick survey information. In this case the information ONE wants to know what other nonprofits fans follow. This information is extremely valuable for research and fan persona development, but more so, knowing who else your fans support is a good indication of who you can partner with for chaperoned acquisition emails, advocacy alliances, coalitions and other potential partnerships that benefit both organizations.

July 24 at 6:45am • Like

Write a comment...

World Food Programme

For every person who takes this short quiz on the drought in the Horn of Africa, a child will receive a warm meal thanks to an anonymous (and very generous) donor. Test your knowledge, then challenge your friends!

Take this short quiz -- and you'll feed a child!
gifts.wfp.org
For every person who takes this short quiz on the drought in the Horn of Africa, a child will receive a warm meal thanks to an anonymous donor to WFP. Test your knowledge, then challenge your friends!

July 21 at 7:16am · Share

182 people like this.

View all 27 comments

182 Likes, 27 Comments
http://www.facebook.com/WorldFoodProgramme?sk=wall

Uploaded July 24 at 6:47am Like • Share • Comment

ONE

Hello everyone! We're giving away a copy of Rye Barcott's "It Happened on the Way to War," a book about a US marine's path to peace.

To win the book, leave a comment with an answer to this question: What nonprofits do you follow besides ONE? Why?

We'll choose a comment at random & announce the winner on Monday at 10 AM ET.

Wall Photos

Yesterday at 8:34am · Like · Comment · Share

52 people like this.

View all 105 comments

52 Likes, 105 Comments
http://www.facebook.com/WorldFoodProgramme?sk=wall

Uploaded July 24 at 10:16am Like • Share • Comment

8. Answer Fan Questions. Even if a question or post is unflattering, leave the post up with your polite answer. The authenticity of the exchange will more than outweigh the negativity of the comment. Of course, always remove vulgar, hateful, and disturbing comments immediately.

July 23 at 6:32pm • Like

Write a comment...

http://www.facebook.com/memphiszoo

Uploaded July 23 at 7:01pm **Like • Share • Comment**

9. Love Your Fans and Shine the Spotlight on Them. Facebook users love to look cool. They love to be recognized in front of their peers. Post a status update that expresses appreciation for one of your die-hard supporters. Your other fans won't feel left out.

There's more, encourage your fans to post content like pictures, videos, links, and musings. Your Facebook Page should be all about your fans! Some other ideas:

- You have a row of profile pictures at the top of your Profile page. Are these photos of you? Or your fans?
- Share stories of how small donations or volunteers make a difference for your cause
- Initiate a "Passionate Fan of the Week" contest. I couldn't find a good example from the nonprofit sector, so see the example below from Dunkin Donuts. Dunkin' Donuts runs an ongoing "Fan of the Week" contest where fans submit photos of themselves with the brand, and each week the winning photo is used as the Facebook Page profile picture for all one million fans to see. Change it up to "Passionate Fan of the Week" where supporters submit their photo and why they care about your issue, what it means to them. Get a cause marketing partner to agree to a $25 gift certificate each week to the Passionate Fan of the Week.
- If you're running a peer fundraising event, highlight your top grassroots fundraisers of the week.

July 22 at 11:16am • Like

Write a comment...

164 Likes, 48 Comments

http://www.facebook.com/DunkinDonuts

Uploaded July 22 at 11:18am **Like • Share • Comment**

10. Invite Fans to Your Events Both on the Newsfeed and through Events. To create an event, click "Edit Page" on the top right of your Facebook Page. On the left side of the screen, click the "Apps" tab. Find the "Events" application and click "Go to App." Provide the specifics of the event and invite your fans! But remember, most traffic goes to their wall, so post on the wall, and post more frequently as the date of the event counts down.

July 21 at 4:34pm • Like

Write a comment...

http://www.facebook.com/CanadianBreastCancerFoundation

Uploaded July 21 at 4:35pm Like • Share • Comment

11. Announce Breakthroughs or Salient Events. Share medical breakthroughs, national events, and third party links related to your mission or issue news.

July 20 at 2:02pm • Like

Write a comment...

24 Likes, 15 Comments

http://www.facebook.com/carefans

Uploaded July 20 at 2:05pm Like • Share • Comment

12. Special Deals, Discounts, Giveaways. We showed you earlier that the ONE Campaign is giving away a book in exchange for a quick audience survey. AARP is large enough to negotiate national discounts, but local vendors are usually very happy to offer cause marketing discounts for local charities. It offers value to your fans, local business, and you. Maybe a cupcake shop will give your event walkers a 20% discount on cupcakes during event weekend? Businesses will love the exposure on Facebook.

July 19 at 8:22pm • Like

Write a comment...

24 Likes, 15 Comments
http://www.facebook.com/carefans

AARP
Members can receive exclusive discounts of up to 10% off commercial-grade treadmills, ellipticals and other fitness accessories from Smooth Fitness. Are you an eliptical or a treadmill kinda person? http://aarp.us/rp010m

Fitness and Workout Discounts
www.aarp.org
The AARP Fitness and Wellness Program is a members-only resource that offers AARP members access to discounts on fitness-related products and programs from providers that include Gold's Gym, Ace Personal Training, Leslie Sansone's Walk at Home program and Smooth Fitness.

2 hours ago via AARP Social · Share
23 people like this.
View all 4 comments

Uploaded July 19 at 8:23pm Like • Share • Comment

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Sources
About 75 public domain Facebook pages were evaluated for the research and data above. Each example offers a link to the public Facebook page. ConnectedNonprofit did not perform any of the work cited in this report. We evaluated the data and drew conclusions based on the data available. We strongly encourage you to visit to Like and Comment on every page illustrated in this paper. And in that process, like us, become students of using Facebook to achieve your mission. Some additional sources and inspiration for this paper include:

- http://www.insidefacebook.com/2011/06/22/unique-page-views/
- The Facebook Era
- http://socialmediatoday.com/socialmediaclub/273292/how-ensure-your-facebook-wall-posts-are-seen-edgerank
- http://www.allfacebook.com/facebook-fan-value-2011-06
- http://www.bruceclay.com/blog/2011/05/the-value-of-a-facebook-fan

July 18 at 5:01 pm • Like • Comment • Share

ConnectedNonprofit

Thank you very much to Brooke Fritz for editorial feedback!
2 seconds ago and never expires • Like

You like this.

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