

SOCIAL **Media Audit**



ConnectedNonprofit

Using Social Media for the Right Reasons

You can't be everything to everyone, so first decide how social media contributes to your mission. Looking to build a community of advocates? Looking to drive revenue to fund more programs? Want to protect your brand and image in the marketplace? Want to use social media for feedback and customer service?

Pick no more than two PRIMARY goals for your social media program from the diagram below.

PRIMARY GOAL #1

Using Social Media for Strategic Organizational Goals

PRIMARY GOAL #2



ORGANIZATION: _____

DATE OF AUDIT: _____

AUDITOR OR TEAM: _____

Introduction

Open with a compelling case for anyone to read this document, e.g. “This audit makes a clear and compelling case to focus on our blog to drive high quality donor leads that will increase revenue by \$32,000 in FY14.” This will be the final piece edited, so you may not be able to answer this question right away, but if you have a hypothesis or working assumption, put it here now.

WRITE YOUR INTRODUCTION:

Which of the following exist for the organization?

Social Media Property	url	Comments/Observations
Website (<i>www.url.org</i>)		
Facebook (<i>www.facebook.com/organization</i>)		
Twitter (<i>www.twitter.com/organization</i>)		
Blog(s) (<i>http://blog.organization.org</i>)		
(<i>http://blog.organization.org</i>)		
(<i>http://blog.organization.org</i>)		
YouTube (<i>youtube.com/user/youtubechannel</i>)		
Pinterest (<i>http://pinterest.com/organization</i>)		
Google+ (<i>http://plus.google.com</i>)		
Flickr		
Additional Social Media Channel		
Additional Social Media Channel		
Additional Social Media Channel		

Background

Question	Answer	Comments
Organizational Goals		
Social Media Goals		
Strengths and weaknesses of current web presence		
What organizations are viewed as competitors (www.competitor1.org)		
What companies do you admire for their social media/digital strategy success? www.admire1.org		

<p>Who has responsibility for social media in the organization?</p>		
<p>What tools are in place to help with measurement? <i>Facebook Insights</i> <i>Twitter Analytics</i> <i>Google Analytics</i> <i>YouTube Analytics</i> <i>Spredfast</i> <i>Hubspot</i></p>		
<p>What are senior staff reactions to social media like Facebook and Twitter?</p>		
<p>What is in place to help the company deal with adverse comment and discussion on social media sites now?</p>		
<p>What are the email marketing, SEO, Display ad, Google Grants, and any other online marketing processes in place for the organization?</p>		

Competitive Analysis

Establish who your competitors are and how well they perform on the web and in social media will help establish benchmarks and goals for YOUR ORGANIZATION and the brand. (Link to actual sites)

Competitor	Web <i>Example: www.comp1.org</i>	Blog <i>http://blog.url.org</i> <i>Est. 180 subscribers*</i>	Facebook <i># of fans</i>	Twitter <i># of Followers</i>	YouTube <i># of videos</i> <i>#of followers</i>	Pinterest <i># of followers</i>
Competitor #1						
Competitor #2						
Competitor #3						
Competitor #4						
YOUR ORGANIZATION						

*Subscribers are only available if self-published. Estimation arrived at Google Reader Viewership doubled since Google Reader represents 50% or more of total subscribers for most new blogs. What doesn't show are page views off Google Analytics that account for more viewership than reported here.

Facebook

How does YOUR ORGANIZATION utilize and benefit from Facebook?

Feature	Observations	What is the current or possible <i>measurable</i> benefit?
Assess the presence of the organization or brand on Facebook		
Look for staff involvement with Facebook		
Look to see how they use Fan pages		
Links to company or brand site		
Record number of fans		
Last time Facebook presence was updated		
Specific Facebook apps or automation		
"Fan us on Facebook" on website		

Twitter

How does YOUR ORGANIZATION utilize and benefit from Twitter?

Feature	Observations	What is the current or possible <i>measurable</i> benefit?
Biography and background		
Styles of tweets. Publishing		
Conversation		
Links to company or brand site		
Number of followers		
Retweets		
Recency		
Follow us button website		
Retweet buttons next to content		

Blog and comments

Blogs are some of the most powerful drivers of both community and reputation. How does YOUR ORGANIZATION utilize and benefit from Blogs?

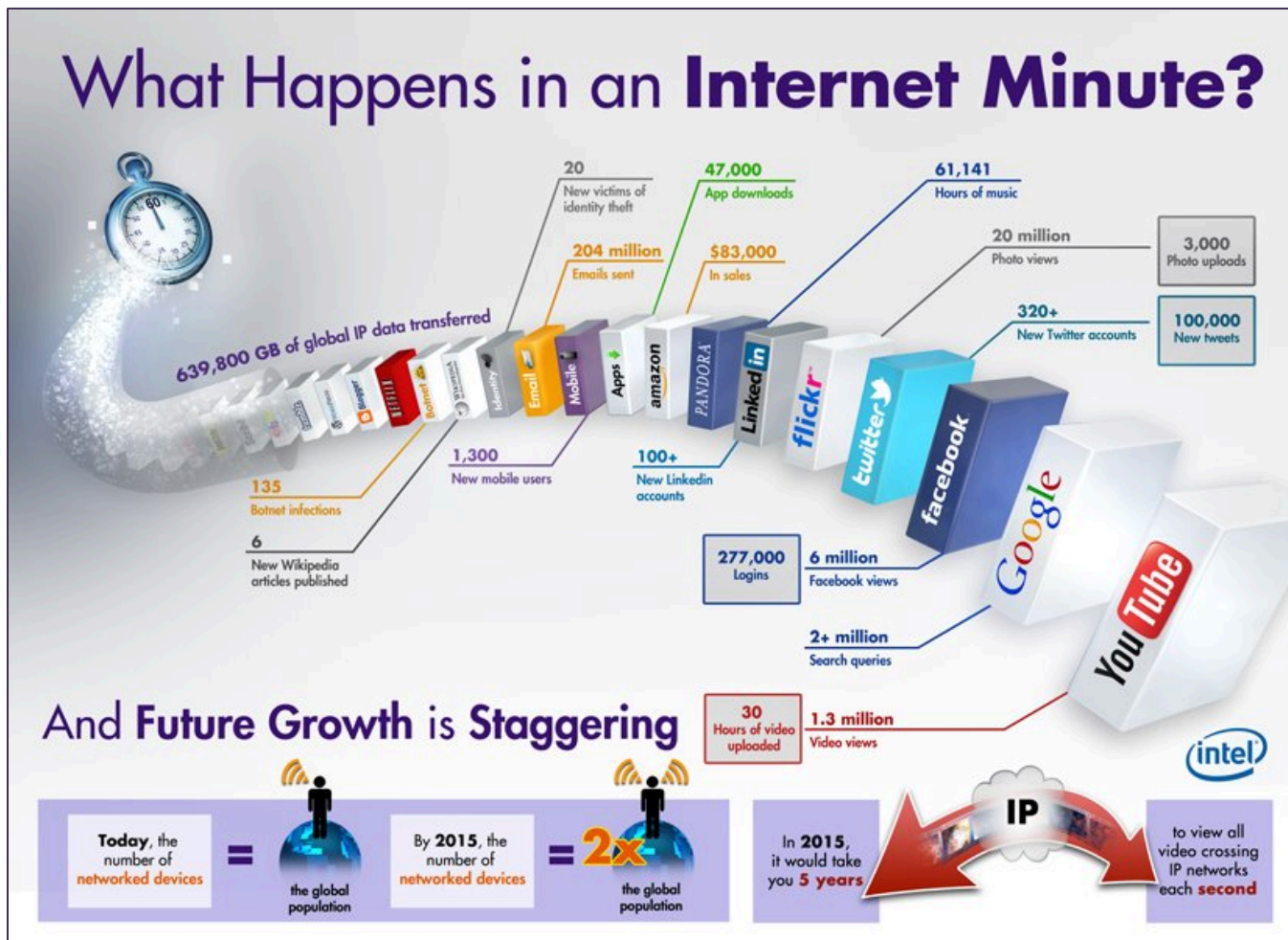
Feature	Observations/Notes	What is the current or possible <i>measurable</i> benefit?
Editorial Calendar – does your content flow? Is it posted consistently, e.g. once a week, or once a day? Does it drive inbound leads? Comments? Shares? New advocates?		
Guest blogging and/or community participation in your blog		
Who are the powerful bloggers in their industry?		
Does the blog or presence help you provide a place for constituent discussion?		
How are you monitoring reactions to your organization or products on blogs or posted in comments? Is the company participating in responding to comments?		



Recommendations

Recommended Actions

Narrow social media focus to high performing social media channels. The following data charts show (1) the social media channels your constituents are organically using, (2) the social media ROI social marketers are getting today, and (3) the social media channels that brand leaders are planning to invest in 2013 for the highest ROI. This is simply a list of some high priority actions that YOUR ORGANIZATION may want to consider for immediate ROI and better integration with other communication channels.



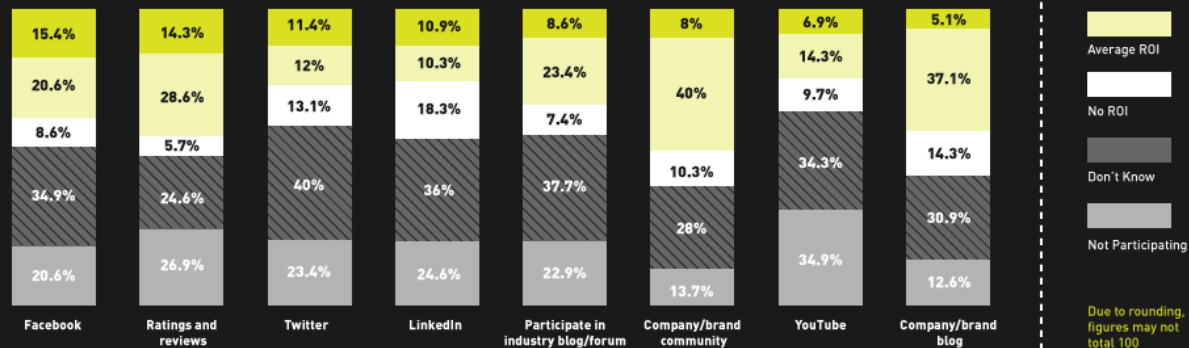
Major brands plan to invest in social media channels with largest organic online engagement

PROVEN PLATFORMS AND TOMORROW'S TRENDS

SURVEYING SOCIAL MEDIA ROI

To understand what activities might return the most value, we can look at what marketers are experiencing now. A survey of CMOs revealed Facebook currently is the most valuable social marketing platform.

Social Media Marketing Activity with Highest ROI



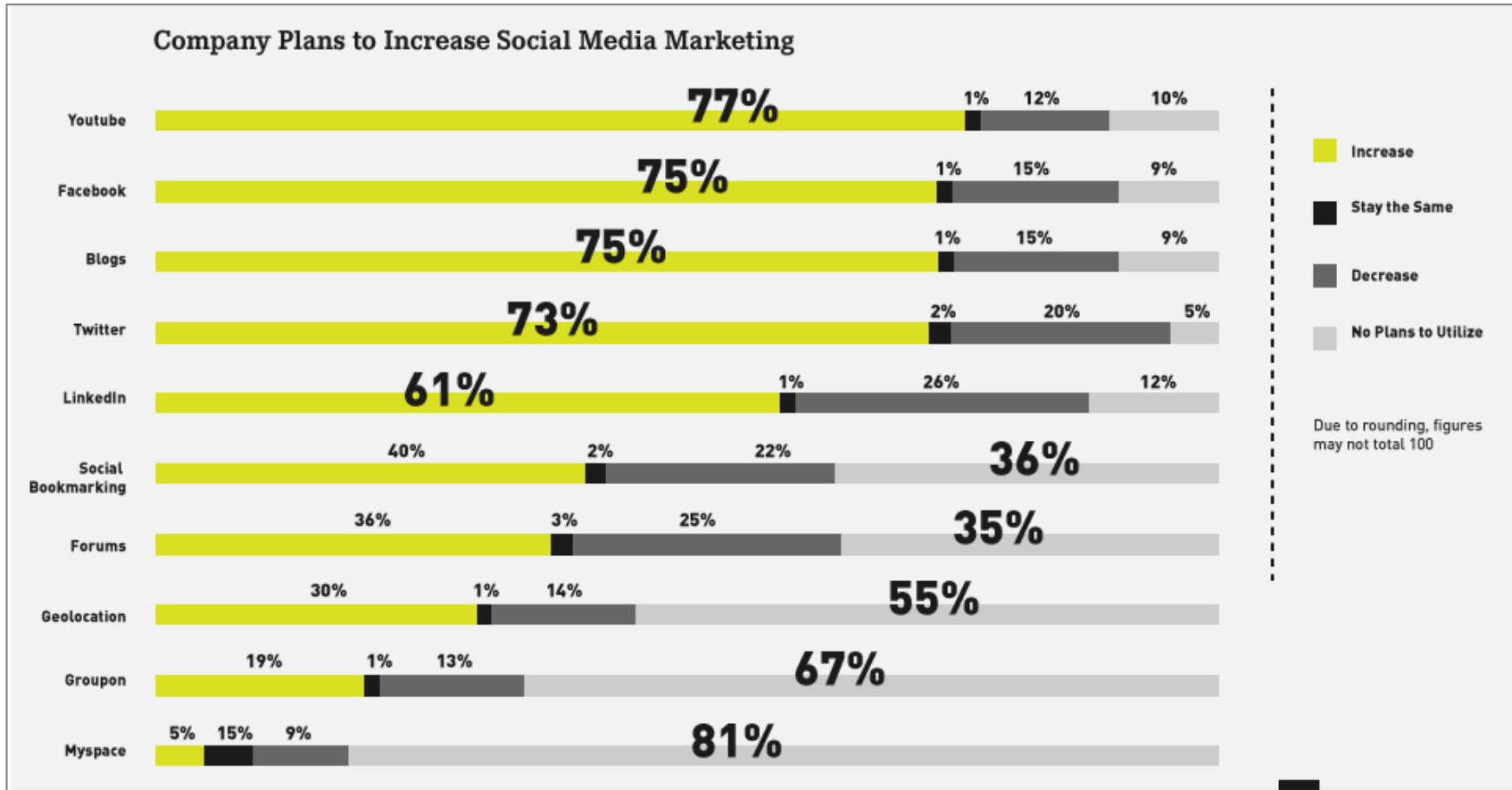
EMERGING PLATFORMS

Although the data above suggests that Facebook is the most valuable social marketing platform by ROI, marketers chose YouTube as the medium they plan to increase marketing most.



Trust logos "matter"

Top four channels drive both revenue and awareness.
Pick two to “get good at”



Facebook

Choose one or two goals for each social media platform, e.g. revenue growth and community building, or advocacy and awareness, plus “housekeeping” items to clean up from your current program.

Choose from: Acquisition and Revenue, Awareness & Marketing, Advocacy, Building Community, Feedback or Customer Service.

PRIMARY GOAL FOR FACEBOOK #1

PRIMARY GOAL FOR FACEBOOK #2



Twitter

Choose one or two goals for each social media platform, e.g. revenue growth and community building, or advocacy and awareness, plus “housekeeping” items to clean up from your current program.

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PRIMARY GOAL FOR TWITTER #1

PRIMARY GOAL FOR TWITTER #2



Grist.org ran a one-hour campaign to raise money. They offered a pool of \$5K to match any donation 1:1. They had a branded landing page and thanked donors immediately on Twitter to increase the traffic stream and enthusiasm. Celebrity tweeters announced their donations via Twitter. When Grist hit their goal of 30 gifts within the first 30 minutes, they increased the campaign goal with another \$5K match that ultimately fell short of another 30 gifts.

The “additional” match grant fell short of recruiting another 30 donors, however, Grist ended the hour with about 50 new donors.

Blogs

Traditionally, nonprofits leverage blogs for three main business rationales: **Bloggging for Content, Bloggging to Create Community, and Bloggging to Build Housefile.** Choose which one applies to you and build out your recommendations to support the type of **Blog** that serves you and your constituents best.

PRIMARY GOAL FOR OUR BLOG #1

PRIMARY GOAL FOR OUR BLOG #2



Tips to Improve Your Blogging

Create a Page about What Your Blog is "About." For most organizations, the "About" page and "Employment" pages are among the top ten most trafficked pages on your site. Aside from your blog, the "About This Blog" page is the most important page and most nonprofits don't have one.

Ask People to Share - Actively ask readers to share blog posts as a closing call to action for important posts

Post Photos in the Blog Viewer – We're a society of online scanners, not readers

Use Keywords in Blog Titles and Posts

Write Every Headline 25 Times. Your headline is your most important content.

Use Video Blogs Whenever Possible

Pursue Guest Blogging Opportunities That Can Drive Traffic Back to Your Blog

Use dynamic calls to action: "Join us" "Share" "Ask a Question" "Sign Up"

Reporting and Analysis

Define how and what you will report and with what frequency to hit your goals. If possible show an image of your Monthly Dashboard Report(s).

“What gets measured gets done”

