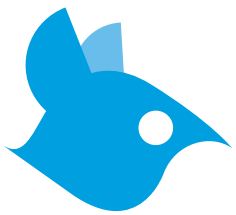
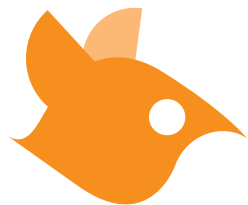


# Something to Tweet About



**How #charities &  
#socialenterprises  
can create great  
#socialmedia content**



Λ E G I S  
M E D I A



# Preface



In late 2012, Social Misfits Media published “About that First Tweet,” a guide to help charities and social enterprises integrate social media into existing fundraising and marketing strategies. “About that First Tweet” was so well received that, one year on, we decided to release its sequel; and like all great sequels, “Something to Tweet About” builds on the successes and lessons of its predecessor.

With “Something to Tweet About” we’re helping charities, NGOs, and social enterprises think about content. More specifically, creating and distributing content that actively engages those that matter most: beneficiaries, volunteers, donors, staff, and others.

Great content doesn’t have to cost much more than time: the time to create something that people will ‘Like,’ ‘Tweet,’ and repost. This guide is designed to illuminate the possibilities of what you can create (even with little to no budget) and provide practical tips on how best to share what you’ve created.

We’re grateful to Aegis Media for their sponsorship of “Something to Tweet About” and to you, our reader, for downloading the guide. I hope you find “Something to Tweet About” inspiring and practical. Now go forth, create, and be social!

**Carlos Miranda**  
Founder, Social Misfits Media



Since the launch of our corporate social responsibility programme, Future Proof, in 2010, Aegis Media has focused on providing support to small- and medium-sized charities. We believe local, grassroots charities are best equipped to address local needs. Effective communication is a crucial part of delivering their social mission. That’s why we launched GlobalGivingTIME, one of the first digital volunteering communities in the world, through which our people help charities, NGOs, and social enterprises around the globe improve their communication.

But the world of media, marketing, and communications is forever changing, and we need to ensure that we provide the best support to charities in this rapidly evolving world. With “Something to Tweet About” we’re providing a practical how-to guide that focuses not on how to communicate, but on what to say. Content that actively engages those who matter most is an essential element of effective communication in today’s world.

We hope this guide, designed as a useful, how-to publication, provides inspiration to look anew at content creation, curation and distribution, which is essential in the social media world we live in today.

**Frank Krikhaar**  
Global CR Manager, Aegis Media



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# Introduction

**Whatever form it takes, content is the material that determines your success on social media. Content can be a video that calls to action or a blog that tells a story; it can be an app that breaks down science or a moustache that makes money. Effective content encourages and directs your stakeholders to take action that tangibly benefits you and your mission.**

Never before in human history have we been this connected, and never before have individuals and organisations alike had the ability to engage directly with so many. People come together on social media because of a mutual interest or goal. It is in these connections where the value and potential of social media lies, and it is the content that you or your organisation share on social media that brings this potential to life.

## Social Media is Here to Stay

Social media is currently the number one reason people all over the world use the internet; it dominates online activity. Twenty seven percent of time online is spent on social media<sup>1</sup> - that's more than email, online shopping, or any other type of activity. And it is not a fad. Individual platforms may come and go (Myspace anyone?), but the

hyper-connectivity common to all popular platforms will be with us for the foreseeable future.

Charities, NGOs, and social enterprises across all causes, irrespective of size and budget, are embracing - or at the very least using - social media. If you're reading this, you probably are too. Social media is changing the way organisations cultivate, acknowledge, report to, and solicit donors. With online giving growing year-on-year (the average online donation to UK charities has increased by 21% over the past three years<sup>2</sup>) the role social media plays in fundraising and marketing will only increase. Social media is already one of the primary ways in which people find out about a cause or organisation, with 47% of Americans learning about a particular cause via social media or some online channel.<sup>3</sup> Trevor Neilson of the Global Philanthropy Group states, "in the next two years, social media will



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**“Social media is currently the number one reason people all over the world use the internet. It dominates online activity; 27% of time online is spent on social media - that’s more than email, online shopping, or any other type of activity.”**

become the primary way that Americans give money to charity.”<sup>4</sup>

While social media has fast become a crucial element of any marketing or fundraising strategy (and it’s only becoming more pervasive), we’re not here to make a case for why your organisation should have a strategic social media presence; for that, let us point you in the direction of our first publication, “About that First Tweet.” We’re here to talk about what happens next; what happens after you embrace the power and potential of social media and integrate it, effectively, into your existing fundraising and communications tactics.

This guide is about what comes after you have a Facebook page, a Twitter feed, a YouTube channel, or a Google+ page. What do you do with them? What do you share with your networks that will be of interest to them and inspire them to take a specific action? In other words, what makes for great social media content?

## Let’s Talk About Content

Great social media content is something that gets people to engage with you or your organisation. Content can be an opinionated blog post about a new piece of legislation, a photo album dedicated to your beneficiaries, an infographic, a video, or even a mobile app. It doesn’t matter if it is professionally produced or created by an amateur. What really matters is that your stakeholders – donors, beneficiaries, staff, leadership, and volunteers – see your content and interact with it in a way that is tangibly beneficial to you, both online and offline.

There is no secret formula to creating engaging content. In our research, we’ve seen all sorts of images, videos, apps, blogs and other types of content help organisations reach more people and inspire action. But what the best examples of content do have in common are two key elements: the content is original and it has been distributed in the right way to the right people.

This is why “Something to Tweet About” exists: to help organisations of all types and sizes, and with different budgets, think about the kind of unique content they can create and how to share that content in a thoughtful and deliberate manner.

## Common Misconceptions

You probably already know how important good content is to making an impact with social media. But for many individuals and organisations, restrictions on time and money, as well as pressure for grand results, can make an investment in creating and sharing original content seem daunting. Here we’ll look at three of the most common misconceptions we hear regularly about content creation and how they can be overcome:

### 1. “Creating compelling content requires a big budget.”

We’ve interviewed representatives from Facebook, YouTube, Google+, JustGiving, and the Dogs Trust who explain that great content is anything that inspires interaction from your audience and stakeholders. Charities and social enterprises can create great content even on a shoestring budget because authenticity and storytelling are the key ingredients for engaging content, regardless of how the content is produced. Later on we’ll look at some case studies of organisations that have been extremely successful without having lots to spend on creating content and we’ll give you tips for how to keep costs down when planning your own content strategy.

**“Charities and social enterprises can create great content even on a shoestring budget because authenticity and storytelling are the key ingredients for engaging content, regardless of how the content is produced.”**

### 2. “I don’t have the time or staff resources to concentrate on content.”

There aren’t many charities, NGOs, or social enterprises that could tell you they have enough time and resources to accomplish everything they’d like to. With tight budgets, busy staff members, and important problems to solve, it can seem that creating new content is a luxury your organisation can’t afford. But creating content and sharing it through social media does not have to be too time consuming. After all, you’re surrounded by content material. Be it articles on your website, volunteers in action, or the stories of people you have helped, there are many ways you can repurpose this content for social media.

Similarly, creating a posting plan doesn’t have to be perfect from the start. Karla Geci of Facebook advises, “start with intuition, then tweak your content as you go.” Keep an eye on what works with your audience and what doesn’t, and go from there.

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**“Let’s make this perfectly clear: content doesn’t have to go viral to be successful.”**

### 3. “If it doesn’t go viral, it hasn’t been successful.”

It’s true that great content cannot be great unless it reaches the right people – sharing and disseminating content well is crucial to your social media success. However, one of the biggest misconceptions around content is that it must reach millions of people in order to make an impact. Let’s make this perfectly clear: content doesn’t have to go viral to be successful. As Jessica Mason from YouTube points out, “you’re going to be better off with 1,000 people signing on to take action in a campaign than if you have millions of views but only 100 people that actually participate.”

Good content is not about numbers, it’s about engagement – and we’ll talk plenty more about this in the pages to come.

#### What’s Inside?

- **Great Content** – We highlight four different pieces of content (a blog, videos, pictures, and an app) created by four very different organisations. While not all of these types of content may be appropriate for you, they do serve to illuminate what can be done and how best to think about content creation.
- **Top Tips** – Representatives from Facebook, YouTube, Google+, JustGiving, and the Dogs Trust give insights and practical advice on how best to share your content in a meaningful and strategic fashion.
- **On a Budget** – Most social impact organisations have budget constraints. Here we highlight how you can create original content on a shoestring (or even no) budget.
- **Resources** – Further reading on how to create original content and how best to share that content across various social media platforms.

- <sup>1</sup> Experian Marketing Services: [goo.gl/HxVxmT](http://goo.gl/HxVxmT)  
<sup>2</sup> Institute of Fundraising: [goo.gl/M6n944](http://goo.gl/M6n944)  
<sup>3</sup> Nonprofit Tech for Good: [goo.gl/t0IxNY](http://goo.gl/t0IxNY)  
<sup>4</sup> Huffington Post: [goo.gl/Ke7wKa](http://goo.gl/Ke7wKa)

**Happy Reading**



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# Great Content

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# Great Content

## AfriKids' Blog



**A**ward-winning charity AfriKids created a blog to better engage their supporters and friends with their work in Northern Ghana. AfriKids' activities range from running foster homes, schools, and a hospital, to tackling complex cultural issues like child labour and trafficking.

### The Blog

AfriKids launched their blog earlier this year because, according to AfriKids' Founder, Georgie Fienberg, "setting up a blog was a way to give everyone in the organisation a voice and a chance to share their views and experiences as and when they happen. With over 170 staff across 17 projects in one country, working alongside 12 staff on the other side of the world, the stories come flowing thick and fast. Trying to cram the news from the organisation into a monthly newsletter meant that so much was lost."

The AfriKids team, in both London and Ghana, update the blog several times a week with a mix of human-interest and opinion posts; they also include plenty of pictures and links. Their posts range from celebrating the achievements of AfriKids' beneficiaries to commentary on the UN's plans for post-2015 development goals.

The blog's primary objectives are to keep existing supporters informed with what's going on at AfriKids and show new donors and visitors what they do, how they do it, and their impact. "We use the blog's content to drive new audiences to our website with a view to spreading the word and generating interest in what we do." Georgie says. "This ultimately leads to new partners and donors – the lifeblood of our organisation."

### Spreading the Word

AfriKids knows that updating their blog isn't the only step – it won't directly lead to people reading it. Liam Nolan, AfriKid's Fundraising and Communications Manager, explains how analytics have helped hone when they post and how they use social media to raise awareness:

"Using analytics (Facebook Insights, Twitonomy, and Google Analytics) we've been able to look back and see what posts get the most interest from different sources. Our more light-hearted and 'fluffy' posts such as events news, beneficiary case studies and letters from supporters, generate more interest from Facebook than from Twitter. Facebook can be more informal and personal and people use it in their own time, so we target our posts in this way. While people use Twitter in different ways, it's easy for us to find the right people to target our more serious thought pieces at. In the past we've used hashtags to enter into debates, such as recent conversations about charity efficiency and the 'overhead myth'. We've also written



**"AfriKids supporters are generally most active on Facebook in the afternoons and early evening so we'll promote posts towards the end of the working day."**

Liam Nolan  
Fundraising and Communications Manager, AfriKids

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blog posts in response to newspaper articles and tweeted our posts directly at the journalists who've written them. Their audience for a particular piece is exactly the same as ours so we can amplify our reach by engaging with them and getting them to share."

"With regard to when we post, there are many online infographics that give a general indicator of when traffic is highest on various social media. AfriKids supporters are generally most active on Facebook in the afternoons and early evening so we'll promote posts towards the end of the working day. On Twitter, many people use it professionally and so within office hours is a good time to promote. Using various third party tools you can also time your posts to be Tweeted or posted at certain times."

### Why It Works

"The AfriKids blog is insightful and beautiful to look at," states Carlos Miranda, Founder of Social Misfits Media. "The blog works because it brings AfriKids to life through the words and passion of their people."

"The blog gives a human and personal touch to the organisation that really helps to differentiate it from other charities. They do a great job of involving different people from across their organisation. Everyone from their Founder, to beneficiaries, and both their London and Ghana based staff write for the blog - you really get the sense that the blog, and by extension their work, is a team effort. Remember that blogging at the organisational level, should be just that: a team effort. You want to engage key stakeholders - from staff to beneficiaries, to donors, and volunteers - like AfriKids has done, in blogging. This conveniently is also a great way to spread the responsibility so the burden of regular updates does not fall on one person, as that is the easiest way to stray from regular postings."

Other ways that the AfriKids blog works so well:

- The blog directly engages their donors. "Blogging is a great way to publically recognise donors," Georgie says, "show them their money at work, and regularly provide them with content."
- Due to its quality content, the blog has raised AfriKids' profile. "We used to send out an e-newsletter which was hosted on a third-party site," Liam notes. "When we looked at the metrics, we discovered that just 1.5% of recipients actually engaged with the newsletter for any significant amount of time. While this was disheartening, we found that in just two months of having the blog, we had a 1,000% increase in the number of people who read our posts. Of these, around 40% then go on our website. In fact, since the blog, we've been asked to contribute to other blogs, give interviews and have our name promoted to a far wider audience than ever before."
- It's inexpensive. Liam adds that "apart from a relatively cheap photograph plug in, we've integrated

free WordPress software into our website so really the only expenditure we have is in staff time."

- Different posts target different audiences. If you read the blog carefully, you'll notice that it directly engages with a wide variety of readers. "Each post can appeal to a different audience," says Liam. "One day we may use the blog to put up messages of thanks for those who have taken part in challenge events, for example, but the next day may want to use it as a forum to share our organisational standpoint on a particular issue. As long as we're consistent in tone and voice and introducing guest bloggers, it's a great way to be many things to many people."
- One voice. While posts are meant for different audiences, the blog successfully manages to have a coherent and consistent voice.

"The AfriKids blog," says Carlos, "is an excellent example of a charity, spending very little, yet creating a dynamic platform, full of original posts and media, that actively interacts with key internal and external stakeholders. Any charity or social enterprise wishing to start blogging, or even just up their game, should model their work after what AfriKids is doing."

### Takeaways

- **Post with regularity** - Update your blog on a regular basis. Getting multiple people involved with blogging is the best way to ensure constant updates.
- **Integrate** - Promote all blog posts across your organisation's and staff's social media accounts. Be sure to use relevant hashtags and directly engage those who you think will be interested in what you're posting.
- **Analytics are key** - Use your analytics to constantly track and refine what and when you post.
- **Be social** - Treat your blog like a social gathering; have plenty of media and links, ask people questions, talk to people directly, take a stand on certain issues, etc. The more social and engaging you are, the more people will come back to your blog.

### Connect with AfriKids

-  [afrikids.org](http://afrikids.org)
-  [afrikids.org/blog](http://afrikids.org/blog)
-  [facebook.com/afrikids](https://facebook.com/afrikids)
-  [@AfriKids](https://twitter.com/AfriKids)
-  [youtube.com/user/afrikids](https://youtube.com/user/afrikids)

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# Great Content

## Movember's Mo Spaces



**In November 2012, 1.1 million people in 21 different countries took part in Movember and raised \$147 million USD for men's health causes. Since its launch in 2003, Movember has successfully built a movement, one that raises money, inspires action and has fun along the way. Movember is ranked in the top 100 best NGOs in the world by the Global Journal.**

### The Pictures

From mid-September each year, men and women (known as Mo Bros and Mo Sistas) sign up on Movember.com to start their moustache-growing (or in the case of Mo Sistas, moustache-supporting) efforts on 1 November. Throughout the month of November the Mo (Australian slang for moustache) is ubiquitous in major cities around the world, and the men growing them become walking, talking billboards raising money and awareness about the critical issue of men's health.

Movember began as an idea brewed by some friends in an Australian pub, who thought it would be fun to bring back the outdated fashion trend of the moustache. It started in 2003 with no link to charity, but in 2004, four of the original members came together to make their Mo-growing an annual, official charitable endeavour by adding an important cause - prostate cancer.

The topic of prostate cancer and other men's health issues are not particularly easy to talk about. Conversations about prostate cancer are often difficult, serious, or

upsetting - whereas the choice to use the moustache as a focal point for this campaign is really quite humorous. Adam Garone, Movember's CEO and one of the original Co-Founders, notes that "Movember has never, and will never, use negative or scare tactics as part of our marketing or fundraising approach. Both online and offline, we want to inspire people to take action and be a positive force in the fight for men's health."

Movember has managed to maintain the delicate balance between the serious and the funny by creating social media content around the inherently entertaining moustache, such as the 'Moustache Hall of Fame' photo gallery, videos, and research information about men's health. Both types of content effectively promote their cause and provide them with a host of user-generated content, complementing the fun of taking part in Movember with the important impact that participating makes.

### Spreading the Word

Much of Movember's content strategy hinges on a sense of community among its supporters and participants. When men and women register on Movember.com, they obtain a Mo Space page (also known as a fundraising page), where participants can go head-to-head in their fundraising efforts. They challenge each other on leadership boards, earn badges and create teams with their fellow Mo Bros and Mo Sistas. Mo Space pages feature a photograph of the participant as well as the amount of money he or she has raised. Through Movember.com and across their entire social media landscape, Movember creates a close network of people who are joined together in the same movement.

Through a multi-layered social media approach - which focuses on Facebook, Twitter, Instagram, and LinkedIn - Adam and his crew encourage participants to share their efforts and engage in the movement. Participants are asked to submit pictures of themselves (and their Mos) to Movember.com and then asked to share their



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progress, along with pre-packaged information on men's health, with their social media networks. Adam notes that, "on average, due to social media, each one of our participants shares or creates a conversation with more than 2,400 people during the month of Movember."

To keep things fresh and encourage repeat participation, Movember creates a new campaign theme each year. Everything from the logo, to the website, to their font and colours changes annually. 2013's rock 'n' roll inspired theme, Generation Moustache, is very different from last year's vintage, "Movember and Sons: purveyors of knowledge and fine moustaches," branding.

Movember's originality and social media focus also appeals to large institutional donors who are keen to get involved. Deodorant brand Speedstick, for one, created a series of YouTube videos featuring the misadventures of a clumsy man with a 'Mo.' In 2012, Mr. Clean - Procter & Gamble's mascot who has his own Facebook and Twitter profiles - featured a moustache in his profile picture that grew with every 'like' it received. Every retweet of his picture on Twitter generated a \$1 donation to Movember. For these companies, raising awareness of Movember's cause increased the popularity of their own social media presence at a fast pace and a low cost. Meanwhile Movember benefits by having a presence on these channels which both generates new donations and maximises their exposure.

## Why It Works

Movember is an inspiring campaign in many ways and a strong example of great, original content that has been distributed effectively. "Movember works because it's not about ramming a public health message down people's throats," observes Ross McCulloch, Founder of Third Sector Lab. "Seeing more and more guys growing their facial fuzz throughout November, online and offline, is a constant, subtle reminder of various men's health issues and it gets people to openly talk about things like prostate check-ups. The campaign's fundraising total speaks for itself."

Ross also notes how Movember:

- Is naturally viral. Growing a moustache isn't difficult - almost every man can do it, so the barrier to entry is low. This simple, clear ask - different to bungee jumping or running a marathon - is a big part of Movember's runaway success. That ever-developing moustache is social media gold, giving men ready-made visual content for their Facebook, Twitter, Blog, Instagram, and Vine accounts. The fact that moustaches are incredibly fashionable and equally humorous undoubtedly helps the viral nature of the campaign.
- The target demographic are heavy social media users. Movember's key demographic is young and social media savvy. Movember does not have the same

struggle that other causes do getting men to share their experiences online. This young, male, tech-savvy demographic has attracted big brand partners, such as Gillette, ensuring a much wider reach for Movember year after year.

- It gives men a sense of community. Movember filled a massive niche. Men didn't have a 'Breast Cancer Awareness Month' equivalent until Movember came along. This incredible sense of community amongst Mo Bros and Mo Sistas, driven largely by social media channels, is a big part of Movember's success. This sense of competition and support amongst men taking part in Movember has led the campaign to come top of the 2013 Third Sector Charity Brand Index - it's now one of the most talked about brands in the third sector. Incredible given that it only runs one month per year.

Born of a creative idea and launched with virtually no budget, Movember began as a fun competition between friends and is now a worldwide fundraiser for men's health that continues to grow. It exemplifies how an idea can spread initially through engaging social media networks.

## Takeaways

- **Make it fun** - Don't be afraid to find the light in tough subject matter. Fun and inspiring can go a long way.
- **Be different** - When creating new content, give any and all ideas a chance. See how they might fit with your goals and don't be afraid to try something new.
- **Challenge** - People like to achieve their goals, and they like to push themselves for a good cause. By setting goals for your stakeholders that are within reach, and within a given time period, they are likely to find it easier and more fun to participate.

## Connect with Movember

-  [us.movember.com](http://us.movember.com)
-  [uk.movember.com](http://uk.movember.com)
-  [facebook.com/MovemberUK](https://facebook.com/MovemberUK)
-  [@Movember](https://twitter.com/Movember)
-  [@MovemberUK](https://twitter.com/MovemberUK)
-  [youtube.com/MovemberTV](https://youtube.com/MovemberTV)

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# Great Content

## Breakthrough's Bell Bajao Videos



breakthrough

**H**uman rights organisation Breakthrough seeks to eradicate all forms of violence against women. Its successful campaign Bell Bajao ("Ring the Bell") encourages men in India, and around the world, to take a stand and do just that. Five years from its original launch date, the campaign is still going strong in India and has since spread to China, Vietnam, Nepal, and Pakistan.

### The Videos

Bell Bajao was designed to be both an online and offline action-orientated campaign. Central to the campaign is a series of videos that encourage a simple action: if you hear domestic violence, go and ring the doorbell. All key campaign videos depict men overhearing a woman being abused behind closed doors. In turn, these men actively intervene by simply ringing the doorbell of the home where the violence is occurring.

Mallika Dutt, President and CEO of Breakthrough, explains that "to reach as wide and diverse an audience as possible, we decided to use video. Video reaches people where they are. Our hope is that by reaching newer and younger audiences in the spaces where they already communicate and engage, we will awaken a sense of interest and shared responsibility around issues critical to their lives, and their futures."

"Bell Bajao's message – "ring the bell" – is simple, and simplicity can be powerful," continues Mallika. "A key reason why Bell Bajao has been successful in India, and has now spread to other countries, is that the campaign is inviting. It calls on everyday people to become part

of something larger than themselves: a movement to create safe, violence-free relationships, homes and communities. The message connects with people in a deeply personal way, and I think that is really the heart of any successful 'cause' video."

### Spreading the Word

Since launching the campaign in 2008, Breakthrough has created a dozen official campaign videos. These videos, with their emotional subject matter and direct call to action, are the very heart of the Bell Bajao campaign. Breakthrough commissioned production companies to produce and edit their 12 main videos. While they work with professionals to make the official videos, Breakthrough also creates simpler videos themselves to ensure that they are keeping content fresh and giving their stakeholders reasons to keep engaging with their website and their YouTube channel. In fact, Breakthrough gives equal focus to the production and the distribution of all their videos – all of which are designed to amplify the campaign's messages and encourage action.



**"As social media took off, we began using Twitter and Facebook to take that community conversation even further. Our blog and social media presence are pioneering examples of the digital revolution in India – we opened up a space for visible and accessible discussions over the 'private matter' of domestic violence in an unprecedented way."**

Mallika Dutt  
CEO, Breakthrough

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Mallika adds: “The Bell Bajao website was built to enhance the community experience of the campaign. We wanted to create a space to connect, to share stories and, critically, to find resources if you or someone you know is experiencing violence. The Bell Bajao online community developed very organically through the campaign and has been going strong since 2008. As social media took off, we began using Twitter and Facebook to take that community conversation even further. Our blog and social media presence are pioneering examples of the digital revolution in India – we opened up a space for visible and accessible discussions over the ‘private matter’ of domestic violence in an unprecedented way.”

“Finally,” Mallika concludes, “having a robust and vibrant web presence really enabled us to connect with people outside of India. Very shortly after the blog took off, we began receiving stories of people ‘ringing the bell’ in Saudi Arabia, in Pakistan, in Vietnam – we began to hear that the campaign was taking off in places on the other side of the world! It was the beginning of Bell Bajao coming to life as a truly global campaign. The global reach really drove the message home that violence against women cuts across culture and geography.”

### Why They Work

The Bell Bajao videos and accompanying website successfully highlight the effects and signs of domestic violence. They also very clearly suggest what can be done if you encounter domestic violence as either a victim or a bystander. The straightforward and very visual, direct call to action and instructions are crucial to the effectiveness of the campaign.

Flora Williams, Broadcast Manager at Carat, Europe’s largest media network, says that the “use of video really helps Bell Bajao make an impact, allowing the viewer to connect personally with the message whilst demonstrating the importance of the larger campaign. The combination of information delivered on the website and video content for an emotional reaction is enough to stimulate viewers into action. The fact that the video content is short keeps the viewer interested; we know that viewers tend drop off the longer a video is and a short length works as the main message is at the end. Also, the use of subtitles and sound allows the video to reach both native speakers and an international audience – even just the tone of the voices brings out the general message effectively, whether or not you are a Hindi speaker.”

The videos are constantly being shared through a variety of social media channels in large part because:

- The content and the length are just right. Each of the videos is short (under two minutes) and to the point. They very quickly set the scene, demand attention, and capture the audience.

- True stories. Even though the campaign was initially launched in India, the content is (sadly) universal. Domestic violence happens all over the world and across socio-economic spheres. You may be watching a video meant for an Indian or Chinese audience, but the problem and suggested actions are universal. This encourages sharing across borders.
- Call to action. The campaign empowers individuals by suggesting a very simple and direct action that anyone can understand and do either by themselves or in a group: ringing the bell.

Bell Bajao very successfully highlights a problem that is not always easy to talk about and, just as important, suggests a course of action that anyone can take to help curb violence against women. The campaign was designed to be holistic and it is in this comprehensive approach, elevated by its engaging content, where its success – from a social media perspective – truly lies.

### Takeaways

- **Keep it tight** – Pay close attention to the length of every video you produce. Long videos are not necessarily bad; just remember that the longer it is, the greater chance of drop-off. Ask yourself if everything in the video needs to be there.
- **Be prescriptive** – Ensure that every video you produce has a clear and easy proscribed action. In other words, always have “an ask”. Even if the ask is as simple as ‘subscribe to our YouTube channel.’ You have a captive audience, take advantage of it.
- **Coordinate content** – Mirror the themes, messages, and asks in your videos across your website and social media presence.

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# Great Content

## The American Red Cross Hurricane App



**F**ounded in 1863, the Red Cross/Red Crescent global network is one of the world's most recognized humanitarian movements. The 189 Red Cross and Red Crescent Societies work together to meet the needs of the world's most vulnerable communities. The American Red Cross was founded in 1881.

### The App

Fully understanding the power and potential of mobile technologies, the American Red Cross has developed a range of apps that give people information in times of need, teach basic health and safety, and provide guidance during emergencies. With almost one million downloads since its launch in August 2012, the American Red Cross "Hurricane App" is among the most popular emergency preparedness and response apps available for both iOS and Android devices. Matt Goldfeder, Senior Director of Mobile Product Development with the American Red Cross, and his team designed the app "to provide users with instant access to lifesaving information on what to do before, during, and after a hurricane or tropical storm. This information is meant to help users make critical decisions."

Among the app's key features are:

- Priorities for what to do before, during, and after an event;
- Location based weather alerts that users can share on social networks;
- Maps showing current projected paths of storms and hurricanes;
- Personalised weather alerts for locations where family and friends reside;
- One touch "I'm safe" messaging to family and friends;
- Toolkit with flashlight, strobe light and audible alarm; and
- The locations of Red Cross shelters.

"The target audience for the Hurricane App," highlights Matt, "is everyone who lives in hurricane-prone regions of the U.S. and those who live elsewhere but have family and friends in these areas. The content is available in English and Spanish based on the user's language settings."



### Spreading the Word

With significant resources and reach, the American Red Cross is pro-actively encouraging its networks to talk, share, and download the app. Matt describes how "the 'Download the App' call-to-action is now a part of our organisation's DNA. We promote all of our apps nationally and through our network of more than 500 individual chapters across the country. Our social media strategy actively engages the entire organisation, our partners, and the public. All of these entities are encouraged to not only talk about the app, but to also share critical safety information with the public and participate in broader online conversations related to disaster safety and response."

The Red Cross' analytics reveal that the app is being downloaded almost equally by men and women of all ages with the majority of downloads coming from the East Coast of the U.S. Matt notes how their "analytics tell us that app usage and downloads are most prevalent during "grey skies" (when disasters are actually occurring). We

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**“The ‘Download the App’ call-to-action is now a part of our organisation’s DNA. We promote all of our apps nationally and through our network of more than 500 individual chapters across the country.”**

Matt Goldfeder  
Senior Director of Mobile Product Development,  
American Red Cross

consider the event at hand and tailor our messaging to address current concerns and information needs. This helps us turn people’s attention to the apps at times when it is most relevant.”

The Red Cross’ investment in the app has had great impact on both the organisation and its beneficiaries. “Our apps are now on more than 3.6 million mobile devices across the country,” Matt says. “People aren’t just downloading the apps, they are definitely using them. More than 400,000 people downloaded our Hurricane App during Superstorm Sandy (in October 2012). Right before and during Sandy, users spent the most time reading the preparedness information, tracking the storm, and reading and then sharing alerts through social media. Immediately after the storm, people used the app to locate Red Cross Shelters and to let loved ones know that they were safe. Real-time recovery information was added to the app so users could find locations of Red Cross food and bulk distribution sites, locations of FEMA disaster recovery centres and open gas stations to help those affected by the storm.”

### Why It Works

Patricia McDonald, Chief Strategy Officer at communications agency Isobar, notes that the “app works because it directly leverages the native functionality of the phone. This is an area where apps command a huge advantage over the mobile web experience and something all too few applications really capitalise on. As well as thinking hard about all the different aspects of native mobile functionality the app can leverage, the Red Cross has also thought hard about the user journey and the app’s many different uses, enabling users to choose to access the app in different ways before, during and after a storm. This means the app can accommodate significant amounts of useful information at the planning and preparation stage without getting in the way of the user who needs essential information during a storm.”

“Even the more information-heavy sections of the app,” Patricia continues, “are designed to nudge the user into action with quizzes, checklists and toolkits to break content down into bite-sized, actionable chunks. There are some useful learnings here for anyone developing

a mobile application, not only those within the charity sector.” Chief among these are:



- **Make it unique.** A mobile app should not simply offer a user-friendly version of your web experience. A mobile app can do anything a phone can. An app knows where the user is, it can access their contacts and social networks, it can detect motion and sound and capture images. A mobile app that does not leverage these native functions is missing a trick.
- **Mobile vs. desktop.** Think about how users consume content on mobile versus desktop; think about how you can make it as simple and action-orientated as possible.
- **Simplicity.** While not every application will be used in a crisis, mobile users across a range of sectors do need to be able to complete tasks as quickly and effortlessly as possible. Think carefully about the most important and time sensitive use cases for your app (this might be payment, booking or registration) and ensure they are both effortless (pre-populate forms, partner with seamless mobile payment solutions) and quickly and easily discoverable.

The Red Cross Hurricane app is an excellent example of an application that strategically uses everything mobile has to offer. The app also serves as an extension of the mission and activities of the Red Cross.

### Takeaways

- **Have a business case** - Just because you can build an app, doesn’t mean that you should. Have a proper business case and understand what value the app will add to your organisation.
- **Differentiate** - If you decide to build an app, make sure that it has unique features that will differentiate it from other apps. Get creative; give people a reason to download it.
- **Audience** - Understand exactly who your users will be. Seek feedback during the development process and constantly refine it.
- **Coordinate** - Actively work with your networks to spread information about your app and use your analytics to see where and when you’re getting the most engagement.

### Connect with the American Red Cross

-  [redcross.org](http://redcross.org)
-  [redcross.org/mobile-apps](http://redcross.org/mobile-apps)
-  [facebook.com/redcross](https://facebook.com/redcross)
-  [@RedCross](https://twitter.com/RedCross)
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# Top Tips

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# Top Tips

**Karla Geci**

facebook

**A**s Facebook UK's Head of Media Partnerships, Karla Geci helps a variety of content creators and publishers maximize their use of the Facebook platform. She took time out to share some tips on how you too can get the most out of your Facebook presence.

## What constitutes good content on Facebook?

Good content is anything that encourages people to interact and share. Large photos tend to get high engagement, but also pages with great banter, insightful analysis, and interesting questions drive a lot of interaction with their fans. It's about figuring out what works for your audience and tailoring your publishing strategy.

## What are the most effective ways you've seen an organisation use Facebook?

I have three great examples: to mark their 100-year anniversary, Oreo set out to celebrate 'the culture of the day' for 100 days in 2012. Each morning, trending news stories were given a playful Oreo twist and shared on Facebook using simple page posting. This won them the Cyber Grand Prix award at the Cannes International Festival of Creativity.

Chase Bank worked with JustGiving to allow their Facebook fans to tell them which charities they should be donating to. By listening to their customers, they drove meaningful engagement and conversation on their Facebook Page.

And last but not least, the music station Classic FM used Facebook to drive traffic to a cheeky photo gallery containing the best insults ever heard in classical music. This resulted in more than 50,000 likes on the Classic FM website!

## In your opinion, given the design of the platform, what is the most Facebook-friendly content that one can create and why?

Photos are some of the most clicked on pieces of content and this is true on both desktop and mobile. Images that



are 600x600 pixels or larger are optimal. Also, get creative with your images - the Downton Abbey Facebook Page, for instance, uses images to share popular quotes from the show and engage users with simple and fun word search games.

Try experimenting with different types of content. Avoid simply going through the motions and doing what you've always done. And finally, remember to think about how the story will look and feel on mobile devices.

## Does Facebook content have to be Facebook specific? In other words is putting out the same content across multiple platforms a good idea?

I encourage you to think about your users entire social media universe and the ways they engage with your brand on different platforms. Facebook is a powerful distribution and discovery platform - which aims to help users connect with the people and things they care about. Instagram, for example, is a great way to create beautiful images and videos that can then be shared widely on Facebook. The most important thing to do is to find out how to drive engagement with your content. The answer may be a coordinated publishing strategy that leverages the synergies between Facebook and Instagram for instance.

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**“Try experimenting with different types of content. Avoid simply going through the motions and doing what you’ve always done. And finally, remember to think about how the story will look and feel on mobile devices.”**

Karla Geci  
Head of Media Partnerships, Facebook UK

### **If I’m a small - to medium - sized organisation with a Facebook page, how often should I be posting content?**

Again, first figure out how to drive meaningful engagement with your content. Prior engagement with stories influences the distribution and reach of future stories. Start with what you’d like to achieve with your Page and some intuition regarding the type of content to post and create a publishing plan. Use Facebook Page Insights to compare how one type of post does against another to determine what works with your audience and then adjust your plan.

### **Is it all about the numbers? Can you be successful on Facebook with a modest number of likes?**

You have to remember that what’s important is the engagement, not just the number of likes. Ask how your audience is incentivized to like and engage with your page. Does your page post content that delights users, is it content they would be proud to share, is it interactive, does it reward fans? Facebook is a two-way communication platform so it’s important to ask questions and also respond. Many pages regularly host live Q&A’s using the comment reply feature. This is a great way to involve public figures associated with your brand.

Additionally, think about where you put the Facebook share buttons on your website - are you making your content easily sharable to Facebook? Some great sites that really highlight and encourage sharing are BuzzFeed, Slate, and Upworthy.

### **What does Instagram add to the Facebook experience?**

Instagram is exciting because people are using it to tell stories through photos and you certainly don’t have to be a professional photographer to create engaging content on Instagram. There are many great examples of companies who are telling stories in new ways via their Instagram account. General Electric, which is probably

not the first brand you’d think to search for on Instagram, posts amazing photos that highlight their research, technology and sustainability efforts. They publish powerful imagery, which doubles as great content for Facebook. A CNN journalist used Instagram in the field to share a unique perspective of North Korea, and the list goes on.

I think it doesn’t matter what type of organisation you are, there’s a way to connect with your audience on Instagram. Say why you’re there and share related content. All of my favourite Instagram accounts have personality and purpose and that’s why I like to follow them.

**“Ask how your audience is incentivized to like and engage with your Page. Does your page post content that delights users, is it content they would be proud to share, is it interactive, does it reward fans?”**



Karla Geci  
Head of Media Partnerships, Facebook UK

### **What features or capabilities does Facebook have that you wished more charities and social enterprises would take advantage of?**

Our Insight dashboards for Pages, Websites and Apps. If you’re a Facebook admin, this is the best way to find out what’s working with your audience.

Hashtags and Graph Search are great tools for filtering your News Feed by keyword, such as #charitywater. It’s now possible to click on a hashtag and search by hashtag to filter for all public posts containing that hashtag. So when you include a hashtag in your post, that’s a call to action for users to join the conversation.

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-  [facebook.com](https://www.facebook.com)
-  [facebook.com/nonprofits](https://www.facebook.com/nonprofits)
-  [facebook.com/kggeci](https://www.facebook.com/kggeci)
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# Top Tips

Jessica Mason



**J**essica Mason, Lead at YouTube for Good, spends her days helping charities, nonprofits, and social enterprises learn how to get the most out of YouTube. Here she explains what makes polished YouTube content that's guaranteed to engage your audience.

## What makes a great YouTube video?

A great YouTube video is a video that tells a story. I tell nonprofits not to sit their CEOs down and let them talk at a camera. Nobody is going to watch that. To make a great video you need things that are action-packed and original. A great video can be so many different things as long as it sticks to that framework of: you're telling a great story, you're showing action, you're informing your viewers. That's the recipe for a successful video.

## Does it matter if videos are professionally done or more on the amateur side?

Professional videos are wonderful and it's great if you have the budget to make them. But that shouldn't keep you from making videos. On YouTube we find that authenticity and storytelling tend to be more important than the quality of the video. That's because YouTube is a broader community of people sitting in front of their cameras, talking, and sharing stories. People on YouTube crave authenticity.

One of the examples I love to use of this is Invisible People. I often pull up one of their videos. It has several hundred thousand views and he's just interviewing a homeless person underneath a bridge. The sound quality of the video is awful, but it's such a compelling story, it's compelling footage, and it's someone sharing a real, difficult experience.

**"On YouTube we find that authenticity and storytelling tend to be more important than the quality of the video."**

Jessica Mason  
Lead at YouTube for Good



## How can someone format a video to make it YouTube friendly?

Length doesn't matter much. But if you're worried about length you can go into your YouTube analytics and find out how long people are watching your videos for and at what point they're dropping off. So it depends on your audience and what they find interesting, which you can find out through your analytics. In terms of format, there are two things - first, the thumbnail image needs to be very compelling. So you don't want a zoomed out, fuzzy image to be your thumbnail. Use an image of action, something closer up. You want to think about making something people want to click on with that thumbnail. The other thing is your metadata, or the words you use to tag your videos.

Also, titles matters - if you have a video around International Women's Day, make sure you put that in the title of the video, that you tag the video with keywords that people are searching for that are related to your video. This also helps with both Google and YouTube search.

## How can organisations make videos that inspire people to offline action?

Every video should tell people what you want them to do, even if its 'subscribe to our channel to find out more about what's going on'. If you're fundraising you have to

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tell people 'click here to donate.' We try to give nonprofits special tools to create a call to action. If you go to YouTube.com/nonprofit, you can enroll in our nonprofit program and that gives you tools like a call-to-action button you can use in your videos - it will tell people where to click and it can take them to your website, or to where to donate. You want to make it simple, and something you can do. For example, the Rainforest Alliance video 'Follow the Frog' ends with a very easy call-to-action for its viewers.

### **I've posted a video on my YouTube channel, now what?**

Don't stop posting. I think the biggest thing that can be daunting and intimidating is when organisations put a video up and they just expect views to come. The thing to do is start spreading the video to your audience, for example through email, but you have to keep posting. Some people post every day, some people post once a week. If you're just starting out I'd say post once a month or once every two weeks. The more you post on your YouTube channel, the more likely you are to come up in search results, and you'll grow a following. You'll have subscribers, people who know they can come to your channel for fresh content regularly. No one wants to visit a channel to see the same video they've already seen, so it's important to keep posting. We know that people who subscribe to a channel watch a lot more videos than those who don't.

You also want to be using YouTube as your hub and then spreading what you do on YouTube out onto other platforms. For example, 700 YouTube videos are shared on Twitter every minute. So one of the things you're doing, if you're a curator, you should be posting your playlists on Facebook, on Google+, on Twitter and making people aware of them.

### **How important is original content versus sharing someone else's content?**

It depends what you want. One of the great things about YouTube is you have the ability to create playlists and curate content. If you're strapped for cash, you can still run a great YouTube channel where you make a few videos on your own, but you're also regularly creating playlists around your cause. For example, 'Here's everything you need to know about the oil spill off the coast.' You can make your YouTube channel a hub for people to go to just by being a curator.

### **Is it all about the number of views?**

The number of views doesn't necessarily mean success. You can have a big international hit and get millions of views, but that isn't necessarily what every organisation wants or needs. What matters is getting the right content to the right people and making your channel a hub for information.

Another way of measuring success is how many people are doing what you want them to - how many are donating or clicking through to your website? Then compare that with the number of views that you got. Everyone wants to have a viral campaign - but you're going to be better off with 1,000 people signing on to take action in a campaign than if you have millions of views but only 100 people that actually participate.

### **What features does YouTube have that you wished more charities and social enterprises would take advantage of?**

Our Donate button! Only 10% of nonprofit channels have implemented the Donate button. You can have a button right there within your videos, or next to your videos, or wherever you want on your channel, that makes it really easy for people to donate. I just donated to CARE through their YouTube channel and it's so easy to click through, you even get a tax receipt emailed to you straightaway.

### **What are the top pieces of advice you would give organisations that are looking to spread a message on YouTube?**






Start by setting goals. A lot of nonprofits think 'we should do a video' without thinking through the goals of what they want out of this video. Once you figure out your goal(s), do two things:

1. Really commit and post regularly. Think of your YouTube channel as a TV station; you want to have constant programming available.
2. Make sure you're doing everything you can to distribute your content on your Facebook profile, your website, your Twitter feed, Google+, and whatever other platforms you're using.

### **Anything that you would like to add?**

A lot of nonprofits shy away from video because they think of it as a lot of work. And it is - it's harder than just writing something in 140 characters or writing a Facebook post - it's time consuming. But video packs an emotional, powerful punch that text will never be able to accomplish. So if you can commit to video, do so, as it often turns out to be a worthwhile investment.

#### **Connect with YouTube & Jessica**

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# Top Tips

## Ramya Raghavan

Google+

**T**he newest of the major social media networks, Google+ boasts some really unique and exciting features. Ramya Raghavan, Head of Politics and Causes for Google+, ensures that charities and nonprofits take full advantage of everything Google+ has to offer. She shares with us some practical tips on how to make Google+ work for you and your organisation.

**Google+ is more of a new kid on the block than some of the other social media platforms. What are some of your unique features that charities can take advantage of?**

You can think of Google+ as your identity across Google. And it has definitely been built to tie into other Google products. I think two features of Google+ that might be interesting to nonprofits are Hangouts on Air and Communities.

Hangouts on Air are video chats where up to ten people can participate. With the click of a button, you can broadcast this conversation live on YouTube for the world to see. After the Hangout on Air is completed, it can be uploaded to YouTube so you can continue to share the content with your audience. Hangouts on Air are a great way to hold meetings, town-hall events, press roundtables, debates, and more.

Google+ Communities gives people a venue to talk on Google+ about their shared interests. For example, the Crohn's Colitis Effect created a Community where people can discuss their personal experience with the disease, while the World Wildlife Fund uses their Community to encourage wildlife enthusiasts to share beautiful imagery.

**I have little to no marketing budget, how can my organisation be successful on Google+?**

The great thing about Google+ is that you don't need a large marketing budget to be successful - all of the features are free, including Hangouts on Air, which can be a great substitute for expensive webinar, live-streaming or video-conferencing software.



**Given its design, what is the best type of content that one can create and share on Google+?**

Google+ is a really visual platform so posts with photos, GIFs (graphics interchange format) and videos tend to perform really well. High-resolution photos and videos show up larger in your Google+ stream, giving them even more prominence. The United Nations has used this strategy to attract over 1.5 million followers on their Google+ page. In addition, there is no character limit on text posts on Google+ and we often find that longer text posts spark more meaningful conversations on the platform.

**Is there a big difference between creating and sharing content for Google+ for the desktop versus mobile?**

When you're creating and sharing content, it's important to consider where your audience will be when they consume it. For example, it's easy to flick through photos or text posts when you're on the go with the Google+ mobile app. However, if you're programming a Hangout on Air, you may want to consider doing it at a time when your audience may be at their laptop or smart TV so they can really immerse themselves in the content and watch for a longer period of time.

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**"The great thing about Google+ is that you don't need a large marketing budget to be successful - all of the features are free, including Hangouts on Air, which can be a great substitute for expensive webinar, live-streaming, or video-conferencing software."**

Ramya Raghavan  
Head of Politics and Causes, Google+

### **How can I make sure that I'm using Google+ to take advantage of all the different products in the Google ecosystem?**

Practically, it's important to use the same login and password when setting up your Google account so that you can make the most of how Google+ ties into other products. This way, when you stream a Hangout on Air on YouTube, the archived version will go on your YouTube page. And soon Google+ will help power YouTube comments so that viewers are seeing the most relevant comments.

You should also be linking with Google for Nonprofits, which provides a whole suite of tools specifically for nonprofit organisations, like free ad grants, which can help you market your work without a large budget.

### **What features does Google+ have that you wish more people would take advantage of?**

Google+ is integrated into Google search. If you're on Google+, your organisation can show up on our 'nonprofit knowledge panels' when people are doing searches on Google. When you search for a nonprofit organisation, like Kiva, on Google.com, you will see information to the right side of the search results that highlights the nonprofit's financials, cause, and recent Google+ posts. You can start following the organisation on Google+ directly from the panel by clicking the Follow button. To learn more about related nonprofits, click on one of the organisations under "People also search for" and a carousel of similar organisations will appear at the top of the search results.

### **What are some of the most creative ways you've seen nonprofits use Google+?**

We love seeing how organisations innovate with our platform and engage the community. We recently saw Camfed launch a #GirlsEdu fundraising campaign to send thirty African girls to school, with the help of the Google+ community. They also integrated Google+ Sign-In on their website to allow people to easily share their donation with their Google+ Circles.

The Monterey Aquarium is a local organisation in Northern California but they've used Google+ to reach a global audience. They consistently post exciting images and videos of the creatures that inhabit the aquarium, giving people who can't visit a vivid glimpse of what's happening. In addition, they regularly host Hangouts on Air so that the public can ask questions of the aquarium's experts about different exhibits.

### **What are your top three tips for organisations wishing to strategically use Google+?**

One would be to think about your goals first and apply the right social tactic to meet those goals. For example, if your goal is to connect with press from around the world, you might consider doing a press conference via Hangout, to connect with reporters that you couldn't otherwise. If your goal is to rally your volunteers, you might want to create a Google+ Community for those volunteers so they can connect and share best practices.

Two, use hashtags. Hashtags are becoming an important discovery mechanism on Google+ and in Google search. For example, now, when people search a particular hashtag on Google (say, #environment) they may see a cluster of Google+ posts that feature that hashtag on the right side of the search results page. Adding relevant hashtags is a great way to get your content discovered in the wider Google ecosystem.

And last but not least, lighten up. Some of the most interesting posts we've seen in the nonprofit space feature animated GIFs that help bring a cause to life. For example, fashion designer Marc Jacobs created a fun Google+ GIF to celebrate marriage equality. You can create your own GIFs easily with Google+'s "Auto-Awesome" tool, just shoot a series of photos in "burst mode" on your phone or camera and upload to Google+. Google+ will automatically turn them into a GIF!

#### **Connect with Google+ & Ramya**

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# Top Tips

**Jonathan Waddingham**

**JustGiving™**

**E**very year, more and more money is raised online for charitable causes. Social media has and will continue to play a big role in the growth of online fundraising; It is quickly becoming the dominant way people find out about causes and how to support them. JustGiving has been on the forefront of online fundraising since its launch in 2001 - the platform has helped organisations raise more than £1.5 billion. We asked Jonathan Waddingham, JustGiving's Social and Labs Product Manager, how best to marry your social media presence and your online fundraising activities.



## **How does JustGiving fit into the social media space - is it more than just a mechanism for online donations?**

The site has always been social to a certain extent, as it's mainly people giving to other people, but social media has given us a new and powerful way to amplify that behaviour and reach more people. Facebook and Twitter have become incredibly effective channels for fundraising - in the past we used to rely on people emailing their contacts. Now those contacts are primarily found on social media websites. So whilst the fundamental behaviour of telling people about fundraising hasn't changed, the tools and mechanics have.

**"We're getting close to the time when 50% of our traffic comes from various social media platforms, but we see most traffic, almost 40%, come from Facebook sources."**

Jonathan Waddingham  
Social and Labs Product Manager, JustGiving

## **How can an organisation best integrate JustGiving into their website and their social media profiles?**

It depends on the size of organisation and their technical proficiency. At the basic end, an organisation can use our embeddable buttons to easily link to fundraising and donating on JustGiving from their website, so their supporters have a simple journey on a trusted platform. Charities active on Facebook can add our app to take donations on Facebook. The more advanced can create bespoke experiences and tightly integrate fundraising and donations by using our range of APIs (Application Programming Interfaces), which are basically a way of taking all the functionality you have on JustGiving, and integrating it into your charity's own website.

## **Does JustGiving lend itself better to one social media platform over another?**

Nearly 50% of our traffic comes from various social media platforms, but we see most traffic, almost 40%, come from Facebook. It is the most important network for us for a few reasons - it has the biggest reach and usage in the UK and it's more of a network for friends than Twitter, where you can follow everyone. The network you have on Facebook is usually going to be a

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closer network and those people might be more inclined to support your fundraising activities. Given the depth of integration we can do with Facebook around apps, sharing and Timeline, we also allow our users to connect and share on Facebook in a way that isn't possible with any other network at the moment.

**"We know about 10% of people share their donation to a fundraising page, and we know each Facebook share is worth an average of £5, so we could help charities raise even more if even more people shared their stories."**

Jonathan Waddingham  
Social and Labs Product Manager, JustGiving

### **In your opinion, given JustGiving's design, what is the best type of content that one can create for a JustGiving page?**

Having a good photo and clear story are important on the page (for example, runners with a picture on their JustGiving page raise a third more on average than those without) but content around the 'ask' is just as important. Crafting your 140 character message or Facebook share to drive people to your page in the first place is key. And that's about distilling your campaign to answer the simple question of 'what are you doing' and 'why' in as few words as possible.

### **What features does JustGiving have that you wish more people would take advantage of?**

I wish more people shared their donations. We know about 10% of people share their donation to a fundraising page, and we know each Facebook share is worth an average of £5, so we could help charities raise even more if more people shared their stories. Obviously we're trying plenty of different ways to do this, so watch this space.

### **What are your top tips for organisations wishing to strategically share their JustGiving activities across their social media platforms?**

1. Keep a look out for supporters who are sharing their fundraising activities and amplify them. For example, listen out on Twitter for people raising money for you, and talk to them and retweet them to your audience.
2. Don't forget mobile. Facebook mobile is now the second biggest source of traffic to JustGiving, bringing more people than Facebook desktop, so we've

seen a huge shift in mobile usage - from 4% in Jan 2010 to 46% mobile and tablet visitors in Jan 2013. The rise of social media use on mobile is the main driver of this mobile growth, so it's vitally important that charities bear that in mind when sharing content on social networks.

### **What are some good examples of charities using JustGiving creatively and strategically?**

Last year Cancer Research UK trialed a new fundraising event called Dryathlon, where the aim was to encourage (primarily) men to give up alcohol for January and raise money at the same time. The reason it was so creative was that CRUK thought about this event with social at its core - they provided lots of content for their fundraisers to share, and encouraged them with badges to reward them for being a dryathlete. Not only was this creative, it was massively effective. Participants who received badges raised up to 40% more than those who didn't, and the overall event was a huge success, raising over £4 million in the first year.

On the more strategic front, Tree of Hope (a UK charity focused on supporting sick children and their families) invests in helping their supporters raise more money - for example, they follow-up with everyone that sets up a JustGiving page for them and encourage them to use our free text giving service as well. So far this year they've raised an extra £8,000 in text donations - all on top of their online fundraising.

### **Connect with JustGiving & Jonathan**

-  [justgiving.com](http://justgiving.com)
-  [blog.justgiving.com](http://blog.justgiving.com)
-  [facebook.com/justgiving](https://facebook.com/justgiving)
-  [@JustGiving](https://twitter.com/JustGiving)
-  [@Jon\\_Bedford](https://twitter.com/Jon_Bedford)

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# Top Tips

## Jacqui O'Beirne



**F**or our last interview, we thought we'd turn it over to someone in the thick of it. Jacqui O'Beirne, Head of Digital Marketing at the Dogs Trust, develops and executes the Dogs Trust's social media strategy. Founded in 1891, the Dogs Trust is the largest dog welfare charity in the UK. Jacqui shares her social media experiences, learnings, and some top tips.

### On which platforms is the Dogs Trust most active?

We are currently most active on Facebook and Twitter, though we are dipping our toes into Google+, Tumblr, Pinterest, Instagram, and Vine. We like to be early adopters but we are also aware of what our core activity is and we can't spend a lot of time creating content that only a few hundred people are going to see. We treat each audience as the individuals they are and try to create content that they will like.

### How did you build your social media audience?

At first we spent a lot of time talking to ourselves - as you do on any new platform - and started to wonder why we were there. But we then decided to tap into our large email database by sending them emails about our social media profiles to make them aware of where we were. We also decided to automatically email every new person that joined our database with the info. It took a long time and was a very slow burn, but watching the numbers go up (back then it was numbers game!) was amazing. When we got to 10,000 we were ecstatic; to reach 100,000 was only ever a dream but now we are pushing 600,000 on Facebook and over 100,000 on Twitter.

### Can you share a real-life result that is directly attributed to your social media activity?

Rehoming the first dog via Twitter was a day I'll never forget. We were in our early days of using Twitter and were trying everything and anything to get the conversation going. We found a dog that looked like Kevin Keegan so we tweeted a picture of him, and one of our followers saw it and took her mum to visit the



centre where the dog was. They didn't actually rehome that dog but they did rehome another one. We kept in touch with them throughout the whole process.

### What kind of original content does the Dogs Trust create?

We are lucky to have a subject matter that is very easy on the eye so it's easy for us to create original content and to get it shared far and wide. We work hard to make sure each photo or video conveys the right message. I have also been lucky over the years to always have great team that can see an image and be creative with it, whether it's finding a celebrity look-alike or putting a great caption to what otherwise would be just another dog photo.

### What content creation advice would you give organisations whose content is not "as easy on the eye" as dogs and puppies?

Use your assets. If your subject matter is a little unusual or difficult, use the people of your organisation, or those that have benefited from your charity or service; a happy smiling face can do wonders. One popular post we have done in the past was a simple 'thank you' to all the mothers out there for Mothers Day: we used an image of a person rather than a dog, but as it was a message that was relevant to everyone it was shared quite a lot.

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**“Big numbers don’t mean big engagement. We rehomed our first dog with very few followers.**

Jacqui O’Beirne  
Head of Digital Marketing, Dogs Trust

I also think it’s important to look at what your competitors are doing. Never be afraid to do the same or improve on what they do - we all learn from each other and in the end it’s the cause that benefits by getting our messages and brands out there.

**Do you encourage your social media audience to create and share content on your behalf?**

We always encourage people to share pictures of their dogs with us, we love to see those happy faces and hear their stories. We celebrate all dogs and are happy to see any dog on our feed. And we are currently launching our new #presspaws campaign which will be asking all our supporters and followers to help us create a tumblr blog full of user generated content (www.presspaws.org.uk). The blog is a feed of pictures of people ‘pressing paws’ with their dogs - and many look like they’re high-fiving or holding hands! The idea is to raise awareness of our Christmas campaign, about taking time to think if you really have the time to care for a dog for the rest of its life.

**When it comes to sharing your original content, how do you guarantee engagement while staying true to your strategy?**

We made a decision about 18 months ago to brand all our imagery, as we were aware that it was being shared and the message was getting lost. Now everything will have the logo and a call to action within the image so when it shows up elsewhere it’s still clear its ours.

We have our core organisational objectives in the back of our minds with everything we do. But we also have to be aware what our supporters want - though we do a lot of serious campaigns, we have to do them in a way that engages people (often this means enhancing serious messages with nice imagery so that the posts will be shared).

**Talk to us about how you approach Twitter. Why is Twitter important to the Dogs Trust?**

Twitter is a myriad of things depending on what day it is! It can be a customer service channel, it can be a way to approach celebrities, it can be an event noticeboard, it can be a collaborative tool to engage other charities and businesses. Every day is different. It is important

to us as we can get to people quickly and help people in a way that we maybe can’t do elsewhere.

**On Twitter is it all about the followers?**

Big numbers don’t mean big engagement. We rehomed our first dog with very few followers, if anything we now have more voyeurs than engagers but those who do engage are loyal and will defend us to the hilt. Twitter is no longer a numbers game; it’s about making relationships and loyalty. Your tone of voice is important too, if you can talk in the first person and show understanding you’ll get a better result.

**What kind of content do you share on Twitter and why?**

We share our dogs for rehoming, for obvious reasons! The day is drawing nearer that all dogs must be microchipped, so we retweet a lot of microchipping events because we want to be shown as a leader on this. We share fundraising pages of our supporters, and highlight events we are taking part in such as the recent Animals in War service for Remembrance day. We try and have an image with every tweet we broadcast to ensure a retweet or two!

**What top three pieces of advice would you share with a small - to - medium sized charity or social enterprise with no capacity devoted to social media?**

Do It - find the one network where your supporters are hanging out in and concentrate on that.

Schedule - If you have limited time, spend a short time once a week scheduling your posts or tweets for the week. Even if you post just once a day people will look out for it and a loyal following will do a lot of the hard sharing work for you.

Brand everything - in a world of sharing once your image is out there it’s no longer your own but make sure people know where it came from, wherever it ends up.

**Connect with the Dogs Trust & Jacqui**

-  [dogstrust.org.uk](http://dogstrust.org.uk)
-  [facebook.com/DogsTrust](https://facebook.com/DogsTrust)
-  [@DogsTrust](https://twitter.com/DogsTrust)
-  [@jacquiobeirne](https://twitter.com/jacquiobeirne)
-  [youtube.com/DogsTrust](https://youtube.com/DogsTrust)

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# On a Budget

## Creating great content with limited funds

**This guide features some great pieces of content from organisations with widely different budgets and resources. Given that most charities and social enterprises don't have much income to invest in content creation, we wanted to explain how, even with a limited budget, anyone could create any of the four types of content we highlight.**



### Blogs

Blogging is one of the cheapest ways to generate and distribute original content. There may be some costs associated with building a blog into your existing website, but these should be minimal. Nowadays, backend blog management and analytics software, like WordPress and Google Analytics, is either free or cheap (not to mention, easy to use). For those smaller organisations with no website or absolutely no budget, creating a bespoke blog on a site like Tumblr is free. In fact, the only real cost associated with blogging is time: the time to write and distribute a post and the time to manage and learn from your analytics.



### Videos

Though a bigger budget may help you produce a more polished video, the most important aspects of a successful video are actually authenticity and storytelling. You can tell an interesting and original story by filming from any smartphone, digital camera or an inexpensive flipcam. Nearly all computers now come with basic video editing software; and even easier to use is YouTube Editor, which, though quite basic, has the tools to help you create a succinct and compelling video. Creating one or a series of videos using these tools keeps your YouTube channel updated with fresh, engaging content and provides great material for your website, blog, and other social media channels.



### Pictures

Sharing photos is an easy way to incorporate engaging, user-generated content into your campaigns or daily social media activity. Nearly every type of mobile device (e.g. phones, tablets, etc.) now comes with a camera, and the popularity of photo sharing apps such as Instagram means you can instantly share unique images that reach audiences across several platforms. Taking a picture of something as simple as one of your volunteers in action can be compelling for the right audiences. Additionally, pro-actively asking your followers to share their photos with you on social media includes them in your activities and gives you a bank of original content at no real cost (other than time).



### Apps

Apps often require some budget to produce. However, there are ways to reduce the costs. When designing an app, create a roadmap for it and develop it in phases. Ensure that you know what you want your app to do and that you understand who your users will be. You also want to make sure that the app will have some unique features in order to set it apart from the thousands of apps already available. The first build should be the app in its most basic form, this will help keep costs down and allow you to test how users respond. Sites that offer free services, like "Mobile by Conduit," can help you get started. Based on your users, develop for only one platform at the beginning (e.g. iOS, Android). Plan to add additional features later as feedback comes in. Once you're happy with the basic build, shop around to see who out there can build on what you've already done for the best price.

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# Resources

## More great content & top tips

**B**elow is a list of online resources to further help and inspire you to create and share great social media content. Under each of the platforms featured in this guide, we list their official publications and webpages dedicated to charities, social enterprises, and nonprofits. We then list some of the websites and blogs that excite and inspire us.

### From the Platforms



#### Facebook

Facebook Pages:  
A Guide for Causes and Nonprofits  
[goo.gl/q1yp6i](https://goo.gl/q1yp6i)

Facebook for Business  
[goo.gl/UlrbkN](https://goo.gl/UlrbkN)



#### Twitter

Twitter Success Stories: Nonprofits  
[goo.gl/84kWFH](https://goo.gl/84kWFH)

The Twitter for Good Blog  
[goo.gl/UFzvXu](https://goo.gl/UFzvXu)



#### YouTube

YouTube Nonprofit Program  
[goo.gl/nFFRti](https://goo.gl/nFFRti)

YouTube's Playbook for Good  
[goo.gl/RxIw9](https://goo.gl/RxIw9)



#### Google+

Google+: Best Practices for Nonprofits  
[goo.gl/M34jQt](https://goo.gl/M34jQt)

Google for Nonprofits Blog  
[goo.gl/z5p0Zn](https://goo.gl/z5p0Zn)



#### JustGiving

We Make Giving Social -  
JustGiving's Blog  
[goo.gl/dKWtGD](https://goo.gl/dKWtGD)

JustGiving Charity Support  
[goo.gl/kHLMxT](https://goo.gl/kHLMxT)

### From Around the Web

The Guardian - Voluntary Sector Network  
[theguardian.com/voluntary-sector-network](https://theguardian.com/voluntary-sector-network)

The Guardian - Social Enterprise Network  
[theguardian.com/social-enterprise-network](https://theguardian.com/social-enterprise-network)

Mashable  
[mashable.com](https://mashable.com)

Nonprofit Tech for Good  
[nptechforgood.com](https://nptechforgood.com)

Social Media Week  
[socialmediaweek.org](https://socialmediaweek.org)

Ventureneer  
[ventureneer.com](https://ventureneer.com)

UK Fundraising  
[fundraising.co.uk](https://fundraising.co.uk)

HuffPost Impact  
[huffingtonpost.com/impact](https://huffingtonpost.com/impact)

Sofii  
[sofii.org](https://sofii.org)

Pro Bono Australia  
[probonoaustralia.com.au](https://probonoaustralia.com.au)

Claire Diaz Ortiz's Blog  
[clairediazortiz.com](https://clairediazortiz.com)

Zoe Amar's Blog  
[zoeamar.com](https://zoeamar.com)

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# Acknowledgements



## Contributors

Written by: **Carlos Miranda & Alissa Steiner**

Designed by: **Roger Chasteauneuf**,  
Fred Design, [www.freddesign.co.uk](http://www.freddesign.co.uk)

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## About Social Misfits Media

Social media and mobile apps have changed how we do good in the world. At Social Misfits Media our mission is to further this tech-based revolution. That's why we help charities and socially conscious businesses use social media and mobile apps to better interact with the people critical to their success. Our work focuses on developing dynamic social media strategies and mobile apps for marketing, campaigning, and fundraising purposes.

Social Misfits Media was founded by the team behind I.G. Advisors. I.G. is a consultancy working with individuals and institutions to create and implement effective philanthropy, CSR, and fundraising strategies.

## About Aegis Media

With consumers more connected, through a range of devices, than ever before, the era of media convergence is presenting many opportunities as well as a new, complex media eco-system. From identifying who the consumers are, to how they make their decisions, Aegis Media helps clients build consumer relationships by communicating their products and brands effectively.

Through our brand businesses of Carat, Isobar, iProspect, Posterscope and Vizeum make the best use of today's media mix to bring to life the right communication strategy and deliver the best results for clients. Our services include communications strategy through digital creative execution, media planning and buying, mobile applications, SEO, brand tracking and marketing analytics.

**With  
Thanks**



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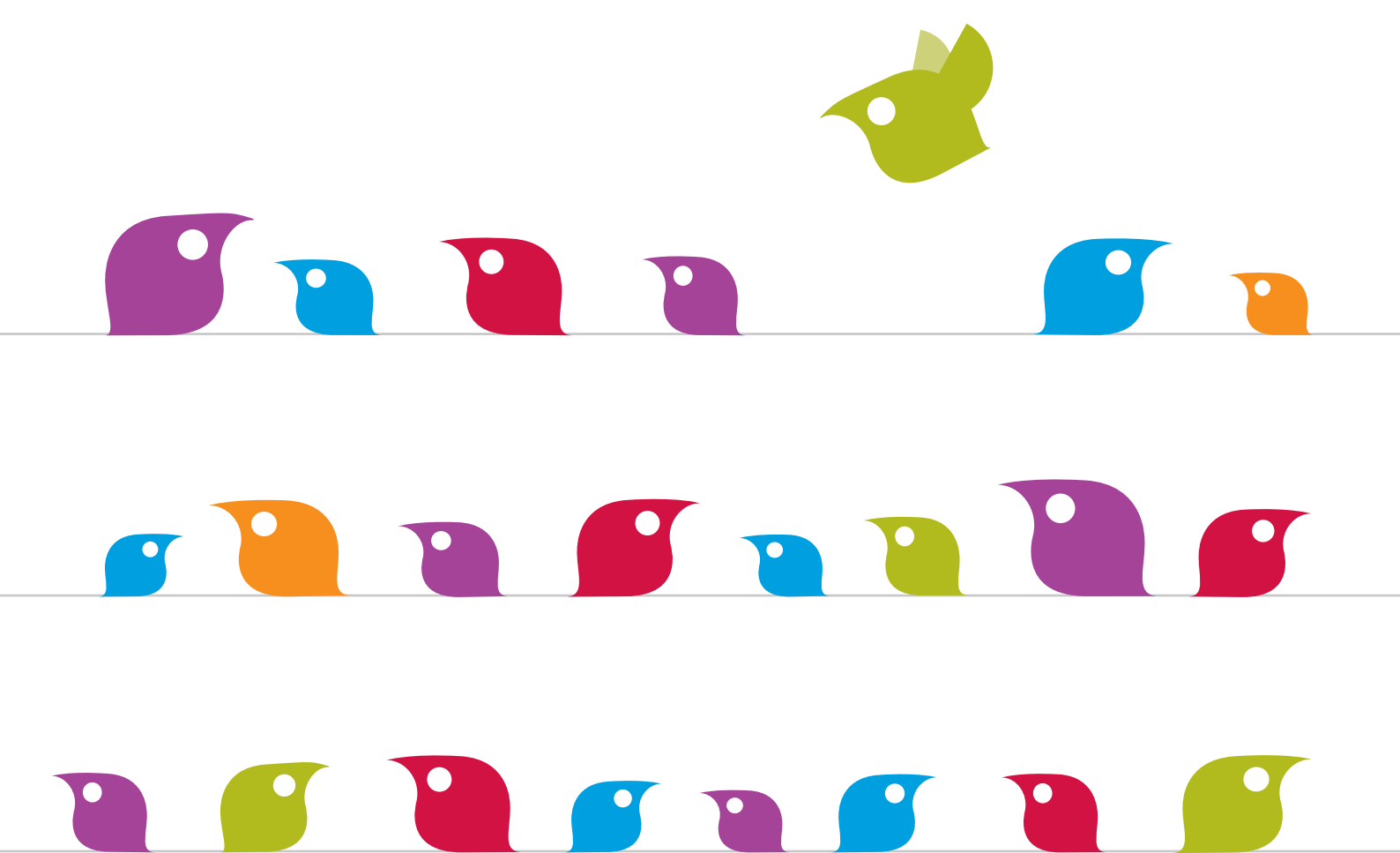
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**Social Misfits Media**

- socialmisfitsmedia.com
- info@socialmisfitsmedia.com
- facebook.com/SocialMisfitsMedia
- @MisfitsMedia

**Aegis Media**

- aegismedia.com
- futureproof@aemedia.com
- facebook.com/AegisFutureProof
- @AM\_futureproof



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