

GET IN THE NETWORK!

Presenters:

Lori Reed, Governor-Elect, GWR, SI Phoenix, Inc.

Lisa Farrar, Member, SI Phoenix, Inc.

LEVERAGING SOCIAL MEDIA



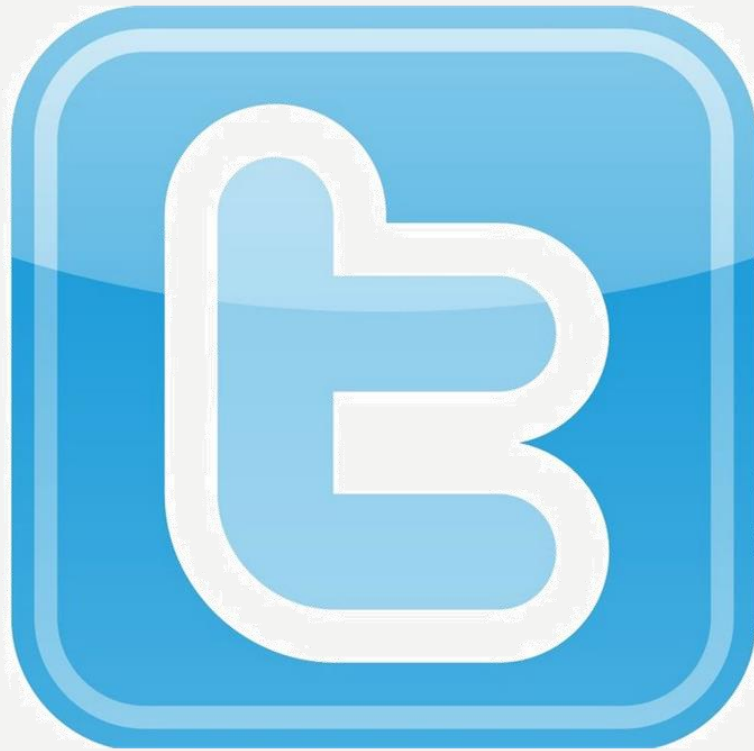
the power of social media



BENEFITS OF SOCIAL MEDIA

- Learn what your supporters are saying about your organization.
- Drive traffic to your website or events pages.
- Drive visitors to online donation pages.
- Enable supporters to share messages about your organization.
- Empower your most passionate and influential supporters to promote your organization.
- Humanize your organization.
- Acquire new contacts.
- Increase trust and loyalty from your supporters.
- Legitimize your club

WHAT SOCIAL MEDIA SITES ARE BEST FOR NONPROFITS?



HOW MANY SOCIAL SITES SHOULD WE USE?

0 1 2 3 4
5 6 7 8 9

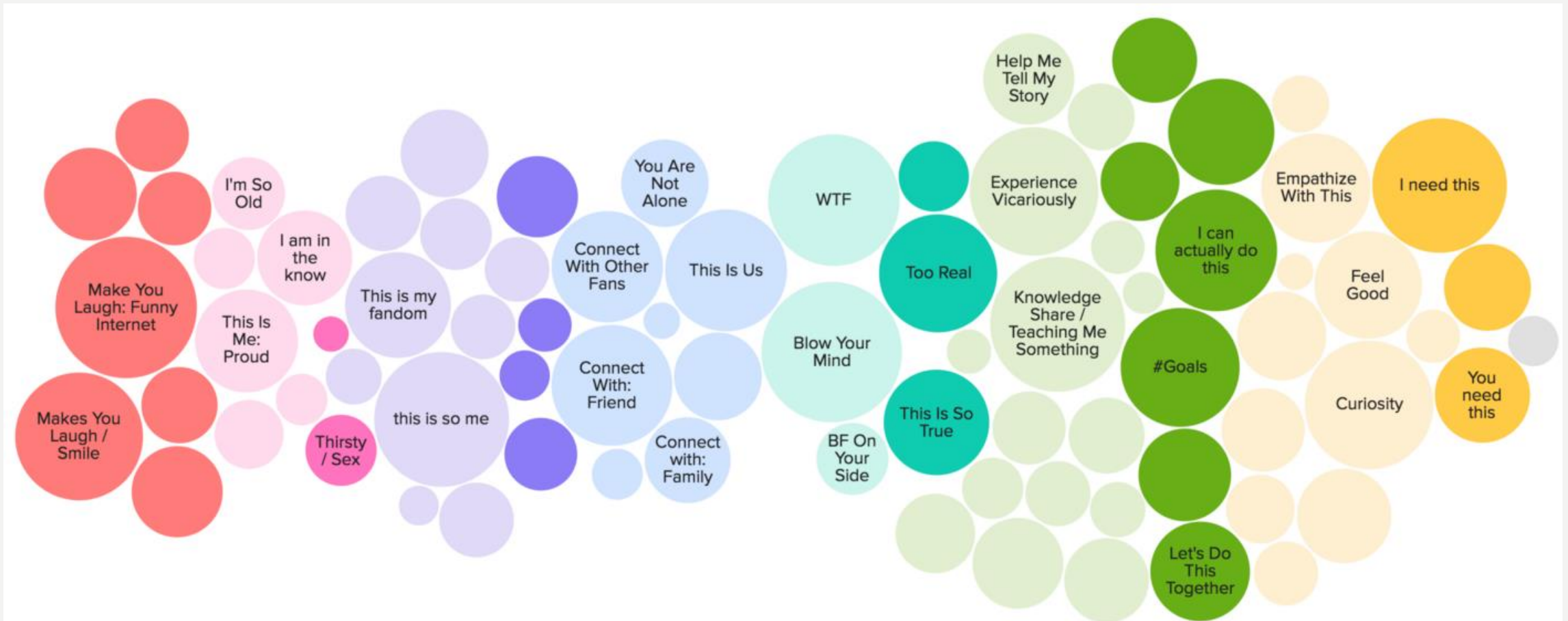
HOW OFTEN SHOULD WE POST?





**WHAT
SHOULD
WE POST?**

WHAT MAKES A POST GO VIRAL?



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PUBLIC AWARENESS

LEVERAGING SOCIAL MEDIA



Soroptimist International of the Americas

Create Page @Username

Home

About

Photos

Likes

Give

Events

Videos

Notes

Posts

Wall Paper

Manage Tabs

Promote



OUR MISSION

To improve the lives of women and girls through programs leading to social and economic empowerment.

Liked Message More

Donate Now

Status Photo / Video Offer, Event +



Write something...



1 Draft

Created Wednesday, June 8 at 4:02pm. See draft.

This Week

See All

7,831↑
Post Reach

1
Website Click

0
Donate Now

Non-Profit Organization · Philadelphia, Pennsylvania

Search for posts on this Page

66% response rate, 5-days response time
Respond faster to turn on the badge



11K likes +24 this week

Jenée Briggs-Sampson and 23 other friends



7,831 post reach this week



See Pages Feed

Posts from Pages you've liked as your Page



Soroptimist
[suh-rop-tuh-mist]

noun. A global volunteer network of women working to improve the lives of women and girls.

Best for women. What the organization strives to be—women at our best, helping other women to be their best.



SOROPTIMIST
Making the world a better place for women and girls.



SOROPTIMIST

Improving the lives of women and girls through programs leading to social and economic empowerment


93%

OF COMMUNICATION IS

NON VERBAL

(PSYCHOLOGIST ALBERT MEHRABIAN)





SOROPTIMIST
Best for Women

[Join us!](#)

[Soroptimist.org](#)

Soroptimist International of the Americas

Create Page @Username

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Promote

SOROPTIMIST

International of the Americas

ONEmission

MANY WOMEN

countless dreams

OUR MISSION


To improve the lives of women and girls through programs leading to social and economic empowerment.

Liked Message More


Donate Now

Status Photo / Video Offer, Event +


@SOROPTIMIST IN




Soroptimist International
7,649 like this · 62 people checked in here




Soroptimist International
500 like this




Soroptimist International of Lakewood/Long Beach ...
616 like this · 30 people checked in here



Soroptimist Indian Rock
411 like this



Soroptimist International Corona
821 like this



Soroptimist International of Los Banos
384 like this

This W

See All

Non-Profit Organization · Philadelphia, Pennsylvania

Search for posts on this Page

66% response rate, 5-days response time
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11K likes +24 this week

Luz Aida Aponte and 23 other friends

7,867 post reach this week

See Pages Feed

Posts from Pages you've liked as your Page

TAGGING



Public · Conference · Hosted by Soroptimist International of the Ameri...

★ Interested

+ Going

✉ Invite

✎ Edit

...



July 20 – July 23

Jul 20 at 12 PM to Jul 23 at 10 PM



Walt Disney World Dolphin

1500 Epcot Resorts Blvd, Orlando, Florida 32830

Show Map

About

Discussion



Write Post



Add Photo / Video



Create Poll



Write something...

Details

Join us as we “Celebrate Our Story” and begin writing the next chapter of our future. Here’s a sneak peek of some of the great events you don’t want to miss!

EVENT TIPS

Next Tip

Use Short Event Names



A short name that represents your event will perform better because important info won't get cut off in News Feed.

Edit Name

GUESTS

17

interested

57

went

78

invited

INSIGHTS



1.7K Reached ⓘ

+2 this week



273 Viewed ⓘ

EVENT PAGES

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MEMBERSHIP

LEVERAGING SOCIAL MEDIA

ATTRACT PROSPECTIVE MEMBERS



SIA RECRUITMENT CAMPAIGN



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PROGRAM

LEVERAGING SOCIAL MEDIA

TALK ABOUT DREAM PROGRAMS



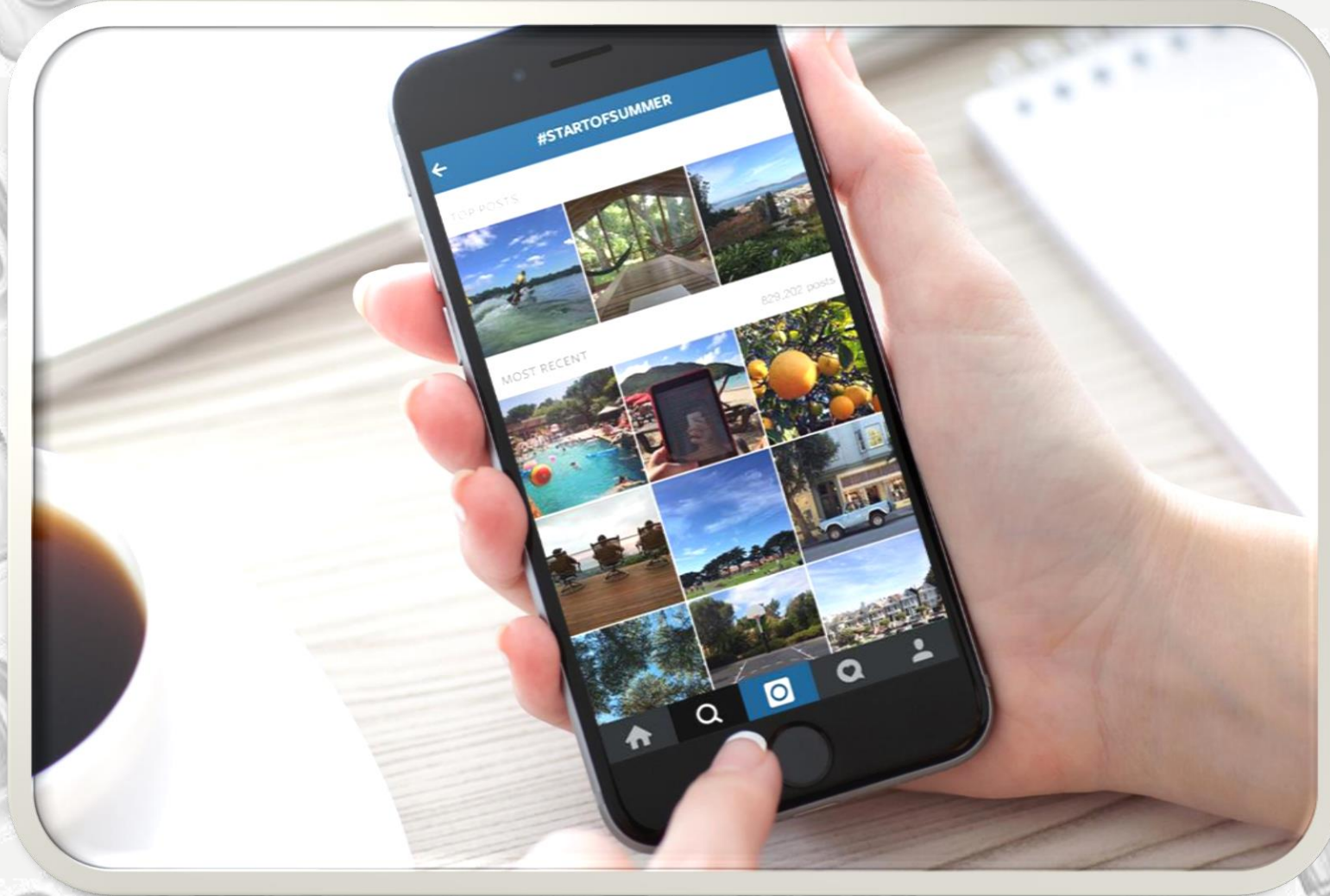


Tyra

▶ ⏮ 🔊 0:41 / 3:00



INSTAGRAM PHOTOS



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FUNDRAISING

LEVERAGING SOCIAL MEDIA:

*FACEBOOK

*LINKEDIN



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

A Woman with a Vision

Joan Jackson is a dedicated charter member of SI/Victoria Westshore, BC, and she has a profound dream of better lives for women and girls. Through her relationship with Soroptimist, Joan is taking tremendous strides to make her dream a reality. The organization and its mission of helping women and girls has become a major passion in her life, along with her family, animals, and wildlife. Joan wanted to find a way to give back to the organization that means so much to her.



Joan is pictured here in one of her favorite places, Tower Point, hugging her rescue dog, Ella.

Joan became a monthly giver. She says, "I want to support programs on a larger scale than just within our club." Joan encourages others to join the monthly giving program because "we can have enormous impact if we work together." While helping women and girls through monthly giving is crucial to Joan, she also says she feels a sense of "personal satisfaction" from her gifts. Joan aspires to become a member of the Laurel Society, and monthly giving is an easy, efficient way to reach that goal. Joan says, "when I'm eventually a member ... it will feel as if I've climbed a steep mountain and reached a place with a view."

Joan is a visionary within the organization in other ways. Among other accomplishments, in 2014 Joan's club was honored with the program Soroptimists Celebrating Success Award for its Anney's Closet initiative, a program that offers free, essential home goods to women and girls in need. Through both her volunteer work and her monthly giving commitment, Joan sees a better world for women and girls becoming possible right before her eyes.

[Join Joan as a monthly giver today.](#) The women and girls who count on Soroptimist will be enormously grateful!



Soroptimist International of the Americas

Published by Kamali Brooks [?]

Like This Page · August 8 · Edited ·

Joan Jackson of SI/Victoria Westshore, BC, in [Soroptimist International Western Canada Region](#) aspires to be a member of the Laurel Society, and is well on her way through her monthly giving membership! Read about what inspires Joan's goal, and consider becoming a [#monthlygiver](#)--you could be profiled next! To learn more about [#monthlygiving](#) visit: bit.ly/monthlygiving

Tag Photo Add Location Edit

Like Comment Share

39

Top Comments

14 shares

5 Comments



Gwen Nowlan Beautiful article!

Like · Reply · Message · 1 · August 9 at 12:42am



Nilgün Turan Congratulations Dear Joan

Like · Reply · Message · 1 · August 8 at 6:54pm · Edited



Pat Ferguson Way to go, Joan.

Like · Reply · Message · 1 · August 8 at 4:52pm



Kathy Mooney Wonderful article, Joan!

Like · Reply · Message · 1 · August 9 at 12:32am



Ann Gor congratulations joan

Like · Reply · Message · 1 · August 9 at 2:26am



Write a comment...



ACKNOWLEDGE DONORS

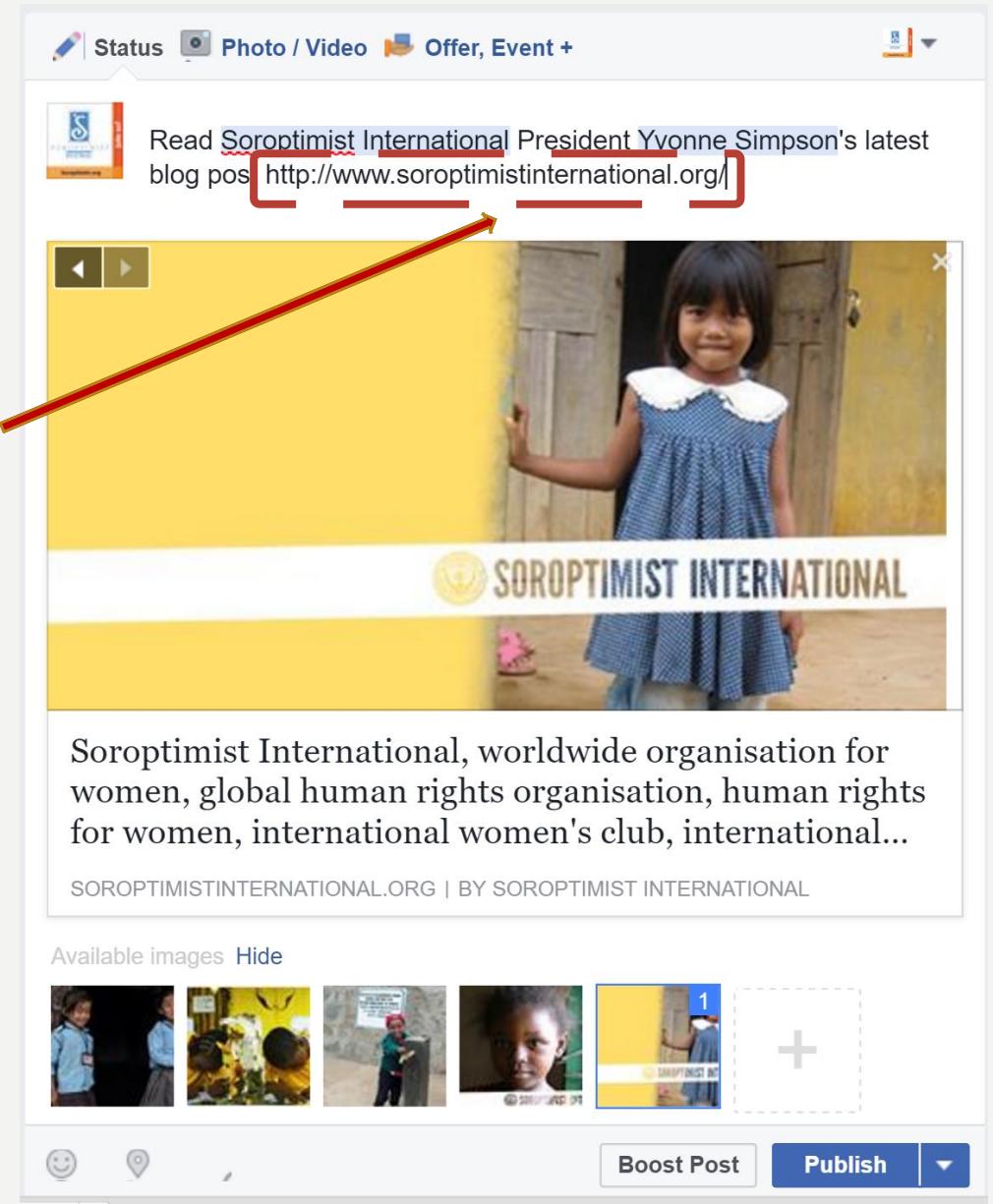
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A FEW LAST TIPS

LEVERAGING SOCIAL MEDIA

A FEW LAST TIPS

- Limit Facebook posts to 5 lines or less.
- Delete unnecessary links.
- Use bit.ly to shorten/customize long links.
- Get consent from award recipients and *Dream It, Be It* participants.
- TED Talks
- Facebook itself is a great resource
- Google it! – The best way to see what is new is to google it



QUESTIONS?

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