How To Think Like A Nonprofit Social Media Marketing Genius

Beth Kanter, Beth’s Blog
http://beth.typepad.com
"Not everything that counts can be counted, and not everything that can be counted counts." Einstein #quotes

The Inspiration ...

Beth Kanter, Beth's Blog
http://beth.typepad.com
#1: Understand Organizational Change Theory

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Geoffrey Moore's Version

Geoffrey Moore's 'Crossing the Chasm' diagram
circa 1991

Comments

jeremiah owyang pro says:

Education is needed and Awareness.

Fear and Doubt separate that Scary Chasm.

I find trying a "trial/pilot" are the best things to overcome. Factor in failure as part of the exercise to learn to do it better, that helps bridge the gap.

Beth Kanter Beth's Blog
http://beth.typepad.com
Social Media Workshop at Board Retreat: Demoing Flickr and Twitter

Photo taken with phone to demonstrate flickr and posting by cell phone, then posted URL to twitter to demonstrate how quickly information spreads.

beth.typepad.com/beths_blog/2008/02/the-nonprofit-t.html

This photo has notes. Move your mouse over the photo to see them.

Beth Kanter Beth’s Blog
http://beth.typepad.com
#2: Use the Rule of Thirds

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Rule of Thirds in Photographic Composition
1/3 Web Presence

1/3 Social

1/3 One Way
#3: Listen First

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Listening to supporters in their natural environment
Key Words Are King!

Beth Kanter Beth’s Blog
http://beth.typepad.com
A homeless person isn’t someone you pass on your way into a fancy restaurant
Do you think Twitter is Pointless?

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Realtime results for stroke

@jordan_news: Family waits for answers on why stroke victim left on bus for 2 hours. The family of a woman who had... http://tinyurl.com/52t6hy
13 days ago · Reply · View Tweet

@luckyb52: Your friend had a stroke? Ask him/her to read 80 year old millionaire stroke victim’s inspiring story at http://tinyurl.com/3n7zp
15 days ago · Reply · View Tweet

@elseast: Retweet @foundersheart: Wanna know the Top 10 research advances in heart disease and stroke in 2007? http://tinyurl.com/5jdps2
about 1 month ago · Reply · View Tweet

@PerthNorg: Stage star Roo Guest dies after stroke. Record-breaking performer Rob Guest, who played the Wizard in t... http://tinyurl.com/4lp69q
about 3 hours ago · Reply · View Tweet

@Lynj: American stroke patient travels to China for TCM: http://tinyurl.com/4o7vov
about 1 hour ago · Reply · View Tweet

@OmegaStauf: Did you have a stroke or have you always talked like that?
about 2 hours ago · Reply · View Tweet
#4: Build Relationships with Influencers

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Think Differently

Email Marketing

Social Media

Source: David Wilcox, The Social Reporter
HAM-up
Home | HAM-up

HUNGER ACTION
MONTH
RAISE OUR VOICES AGAINST HUNGER

Join the HAM-up Tweet-up

In recognition of Hunger Action Month, help end hunger by participating in these HAM-up events with your friends from Twitter.

What's a HAM-up Tweet-up?

A Tweet-up is when people following each other on Twitter meet in real life. In recognition of Hunger Action Month, we’re calling this special Tweet-up the "HAM-up". Clever, huh.

Event Schedule
HAM-up Grill-up Happy Hour Kickoff
Thursday, September 11
5:30 – 8 p.m.
Whole Foods Market, 525 N. Lamar Blvd., Austin, TX 78701  [map]

Help kick off the HAM-up... Listen to the sounds of Gina Chavez and her band while enjoying...
Hunger in Austin--Something you can do to help

MONDAY, AUGUST 25 AT 09:33 AM

Here’s something you can do today: For every comment this post gets (indicating it has been read), Tyson Foods will donate 100 pounds of food (a 35K pound truckload) to the [HAM-up (Tweetup)], sponsored by YoFi Financial, Capital Area Food Bank, Social Media Club Austin and 501 Tech Club Austin. Help us fill the truck! Comment here (even one-word comments acceptable--BTW, since comments are moderated, it might take a bit to get them up, but they will).

UPDATE--The response from the online community has been amazing! For every comment you make, we were able to fill the truck in less than six hours. Thank you!!

Tags: America’s Second Harvest, Capital Area Food Bank of Texas, Food Bank, food budgets, Hunger Relief

Comments: (558)
It's about engaging the right 6 people
#5: Make It Easy To Remix Your Content

Beth Kanter, Beth's Blog
http://beth.typepad.com
Hunger is Unacceptable
To make your LOLseal:

**Step 1**: Choose your favorite photo

Click on the link below the photo you'd like to caption. Once you're done, save it to your computer and follow the rest of the steps below.

Write a caption for this photo

Write a caption for this photo

---

**Step 2**: Submit your entry.

Fill out the form below to submit your photo.

Have your own Flickr account? Log in, upload your photo, and use the tag "lolseals08".

First Name

Last Name

Your E-mail

City and State

Your Image

[Upload Photo]
#6 No Instant Gratification

hours per week x # of weeks = results

Beth Kanter, Beth's Blog
http://beth.typepad.com
Results require effort over time

\[ D = \frac{1}{2} \frac{d\ell}{dt} = \frac{1}{c} \frac{dP}{dt} \]

\[ n^2 + 1 = P - P \]

\[ D^2 \approx \frac{K_0}{P_0} \]

\[ D^2 \sim 10 \]

\[ n \sim 10 \]

\[ P \sim 10^8 \]

\[ \alpha \sim 10^{10} (10^{13}) \]

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Using Social Media Strategically to Drive Web Traffic

By Danielle Brigida
danielle.brigida@gmail.com

Endangered Cat Stats

TOTAL: 48,537

43,703 from Digg

4,834 from other places

http://www.slideshare.net/danielle.brigida
#7 Use metrics to discover what works and what doesn’t

Beth Kanter, Beth’s Blog
http://beth.typepad.com
Unique Daily Visitors

Beth Kanter Beth’s Blog
http://beth.typepad.com
### Beth's Blog

A place to capture and share ideas, experiment with and publish links about np tech, educational technology, information design, visual thinking, creativity, ICT in the developing world, and much more.

72 posts per month • 557 posts since Jul 05, 07 • Last update: 30 minutes ago

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Work Flow: Time = Costs

- Reading
- Writing
- Commenting
- Maintenance
- Outreach

Benefits and Value

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http://beth.typepad.com
How do YOU think like a social marketing genius?

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