

#GivingTuesday Introduction to Social Media

Welcome to #GivingTuesday's introduction to social media! This is for groups and organizations that may not be very familiar with social media and are looking for help to create their online presences. We've provided the basics here, as well as some examples of how 2012 partners used social media for their #GT initiatives.

This is by no means a comprehensive guide. We encourage you to also read our toolkit (coming soon) and research to find out how to best use social media for your organization.

What is social media?

Social media is “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” To put it simply, it allows for the creation and exchange of user-generated content. Social media consists of the following:



- **Blogs** Short for “web log,” a blog is an online journal in which pages are usually displayed in reverse chronological order. Blogs can be hosted for free.
- **Wikis** A wiki is “a collective website where any participant is allowed to modify any page or create a new page using a Web browser.” A well-known example is Wikipedia.
- **Social network sites** These have been defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection and (3) view their list of connections and those made by others within the system.”
- **Status-update services** Also known as microblogging services, status-update services allow people to share short updates about people or events and to see updates created by others.
- **Media-sharing sites** These sites allow users to post videos or photographs.

These categories can and do overlap. Twitter, for example, is a social network site as well as a status-update service. Likewise, users of Facebook can share photographs and users of the media-sharing site Pinterest can follow other people.

Some popular social media channels:



Twitter is a communication information network that connects people to each other, ideas, and topics. It's a way for businesses, people and organizations to connect, get feed back, and interact with the people. Messages are limited to **140-characters** called "tweets."



Facebook is the world's **largest social network**, with over **a billion users worldwide**. If your organization joins Facebook, you'll decide how you want to use its different features. There's no single way to use Facebook—it's all about discovering what works best for your organization.



Tumblr is a microblogging platform. Tumblr works with **seven types of posts**; text, photo, quote, link, chat, audio and video. Tumblr's primary focus is ease of use. It **combines the social sharing** of Twitter and Facebook with an easy-to-use blogging platform.



Pinterest is a social networking community that allows users to **visually share** interests. Users share things on Pinterest by uploading images or sharing things found online. Pinterest has many categories, such as weddings, tattoos, recipes, architecture and jewelry (the list goes on...).



An online public communications site. The site allows for registered users to upload and have available for the public their **videos** for viewing. Anyone who goes to the site can view the videos that are posted.

Why should my organization use social media?

People using social media for donating and generating awareness for their favorite causes, termed '**social giving**,' is growing at a very high rate.

Some quick facts:

- For **41 percent** of nonprofits, creating a detailed social media strategy works in receiving gifts. Making social media an executive priority proves profitable for **37 percent** of groups, while devoting a specific position to social media is effective for **28 percent**.
- The top trends in social giving include the focus by foundations on **monetizing Facebook** to raise funds, as well as the **increasing use of Twitter** to promote causes and contributions, and the **social support of Google+** to integrate Google's features with fundraising efforts.
- Networks make it easy to contribute with a click, such as **Facebook's** addition of donations as an option in **Facebook Gifts**. This popularity is proven by the rising amount of the average social giving donation each year. Friendly persuasion also comes into play, with a **friend's mention of their donation leading 68 percent of their contacts to learn more about the foundation and 39 percent to give to that charity**. Even just promoting fundraising events on social networks can raise funds, with **Twitter mentions yielding up to 10 times more money**.



-Courtesy of MDG Advertising

Some Social Media Lingo

@ – This sign is how you talk to people. Anytime you see @ followed by a username the message is either being directed at, or referencing to that person.

– The hashtag denotes a topic, event, idea, etc. that your tweet pertains to. The tag can be placed any where in the tweet, but is often put towards the end.

RT – This stands for ReTweet. It’s a way of echoing what someone says with your own followers.

Fav – The little star icon that comes next to tweets (on Twitter.com) is how you favorite a tweet. Favoring a tweet is a way to collect tweets you find inspirational or to save for later if you’re on a mobile device.

The example below has @, #, RT and Fav (and did we mention Channing Tatum?).



DM – Stands for Direct Message. This is a private message sent between two people that only those two people can see.

A **friend** is someone you’re connected to on Facebook. Friends get connected by sending a friend request.

A **status update** is a post on your Timeline — you create a status update by typing in the box that says “What’s on your mind?”

Like is a way of showing you approve of a post. Click the Like button (it looks like a thumbs up sign) on status updates, pictures, articles, videos, and even comments.

When you **share**, you repost content to your Timeline for your friends list to see.



The **News Feed** is a list of status updates and other activity from those that you are friends with or subscribed to.

A Facebook **Fan Page Timeline** is similar to a personal Timeline, except it represents a business, public figure, or an organization.

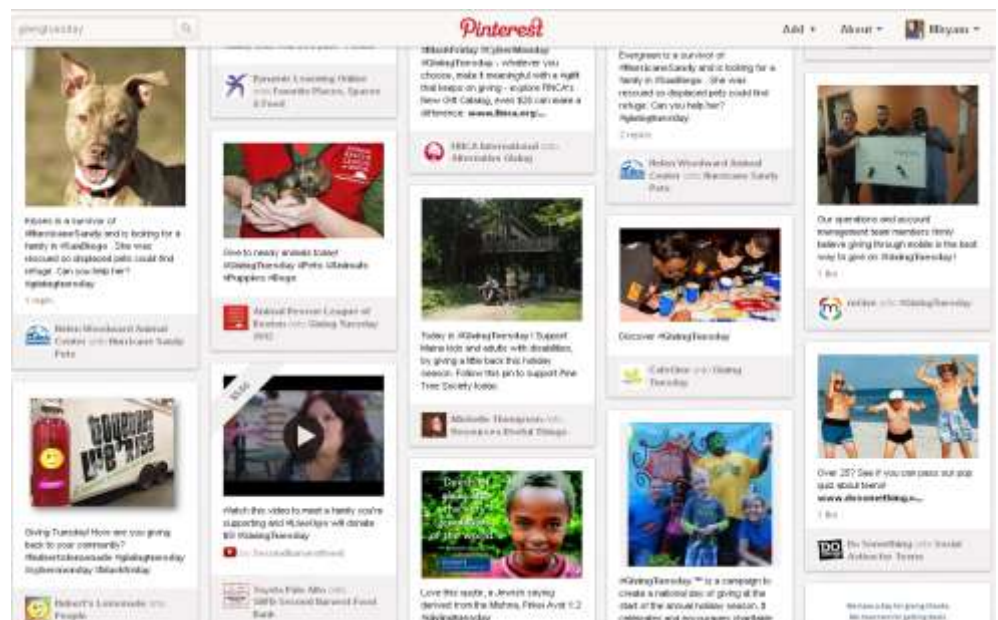
Pin-An image added to Pinterest

Pinboard-A themed set of photos

Pinning-Placing an image on a board

Repin-Reposting someone else's image to one of your boards

Pinner-Someone who does the sharing



2012 #GivingTuesday Partner Social Media Examples

facebook Search for people, places and things

Panthera Timeline 2012

Panthera November 27, 2012

#GivingTuesday (8 photos)
 Post 1 of our 8 Facebook badges to help us spread the word that today, on #GivingTuesday, all donations to Panthera will be matched, doubling the impact of all contributions to protect the world's wild cats! Choose your fave from our #GivingTuesday album & download or share directly to your wall. Donate now @ <http://bit.ly/1TCHm>

2X Double your Donation
 all donations matched Nov. 27th



www.panthera.org/givingtuesday

#GIVINGTUESDAY

Like Comment Share 176



[Speakers | center photo, left to right: CIM Community Outreach Director Chris Hoff-Pauck, CSA Vocal Music/Choirs Director William B. Woods, CIM Vice President Karin Stone, CSA Principal Andrew Koonce, CIM alumnus and CSA Band Director Robert L. Davis and CIM Vice President Eric Bower]

CIM is collecting donations of much-needed musical instruments, accessories, books, lessons and more for the aspiring young musicians studying at CSA. A formal presentation of the donated items will be made at the **22nd Annual Black Heritage Concert** on Sunday, January 27, 2013, at 4 p.m. in Kulas Hall. (Please join us!) For information on how you can help support this collection campaign, visit csa.edu/givingtuesday now. For product donation ideas and sources, see our [#GivingTuesday board on Pinterest](#). ©2012 CIM/

Hoops Care @hoopscare
 So many children now receive free health care thank you but we need to get to 1000! [go to gg/10987](http://go.to/gg/10987) #givingtuesday yfrog.com/mvx
 (Sant)



YouTube givingtuesday

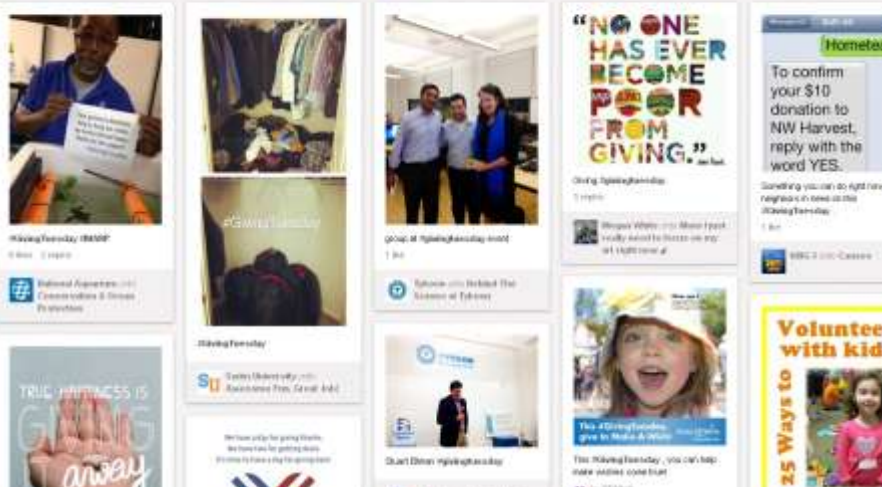


FPS Giving Tuesday 2012
 WatchFPS 12 views 320 views

Published on Nov 28, 2012
 For Paten Sake Giving Tuesday, FPS.

givingtuesday Pinterest Add About Me

Pins · Boards · Pinners — search results for givingtuesday



Examples of pins include: "NO ONE HAS EVER RECOME FROM GIVING.", "Volunteer with kids", "TRUC HAPPINESS IS AWAY", and "To confirm your \$10 donation to NW Harvest, reply with the word YES."

Done #CyberMonday shopping? Time for #GivingTuesday! Give to those in need @ bit.ly/cpcgivingtues



#GivingTuesday bit.ly/cpcgivingtues
 Nov. 27, 2012 Benefiting Jacob Riis Childcare Ce

Like · Comment · Share 1

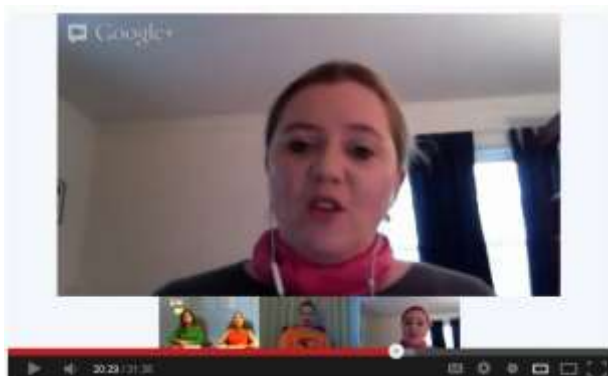
Five (and a half) Easy Ways to Connect to #GivingTuesday Online



1. Once you create a Twitter profile, search for #GivingTuesday and follow us. If you have status updates related to #GivingTuesday, you can use the hashtag (#), #givingtuesday
2. After you join Facebook, 'like' us to stay

p-to-date on the latest and greatest #GivingTuesday activities.

3. Join other social media sites that make sense for your organization to use and find #GivingTuesday.
4. You can use the hashtag '#givingtuesday' on most social media activities. For example, if you blog, post a photo or status about #GivingTuesday on Pinterest, Facebook, Twitter, Tumblr, YouTube and more!
5. Join us for our Google+ Hangouts. 2012 #GT partners found them to be very helpful. Google+ is Google's social network. Google+ Hangouts are live social networking, connecting with people who are online at the same time via instant messaging, live video chat, or group conversations.



- 5.5 Start planning early! Some of the best and well-executed #GivingTuesday initiatives are those that are creative and well-thought-out.

Good luck! We look forward to seeing your posts, tweets, blogs, photos and pins (see how we just threw some social media lingo in there?)!