



**Marketing Your Foundation through #socialmedia**  
*advanced*

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Download this presentation:  
[www.tefn.org](http://www.tefn.org)  
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**Guerilla Marketing**

- “Guerrilla marketing is an advertising strategy in which low-cost unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.”

• *Wikipedia.com*



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## Why?

- News outlet that is relevant and meaningful to your audiences
- Inexpensive
- Immediate
- Free professional development
- Find helpful information about students and staff (intervention)
- Assist parents/students/donors/volunteers (directly) with issues as needed
- Recruiting efforts
- Recognition of staff and students


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## The Big 7 for 2015

- Facebook (23% growth rate, 1.15 billion)
- Google+ (33% growth rate, 359 million)
- YouTube
- Twitter – (44% growth rate, 215 million)
- **Instagram** (150 million)
- Pinterest (20 million)
- **LinkedIn**



### Social Media Explained



- I'm eating bacon
- I like bacon
- I have skills including eating bacon
- This is where I eat bacon
- Watch me eat my bacon
- Here's a vintage photo of my bacon
- Here's a recipe with bacon
- I work for Google and eat bacon
- I'm listening to music about bacon

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### Top 7 Anticipated Social Media Trends for 2015



- Social media will be designed more for mobile devices.
- Images will be used in a more extensive manner.
- Short videos will be more in use.
- Companies will look to go for viral marketing.
- Real-time marketing will rise significantly.
- Instagram and LinkedIn will be the most popular platforms.
- Creativity will be the need of the hour.

Source: <http://www.socialmediatoday.com>

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### Facebook



- Demographics (25+)
- Policies
- "Friend" vs. "Page"
- Custom URL:
  - [www.facebook.com/username](http://www.facebook.com/username)
- Give it a human voice




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### Facebook Audience

	Users	%	Growth since 2011
US Males	82,000,000	45.6%	28.8%
US Females	96,000,000	53.3%	18.9%
13-17	9,800,000	5.4%	-25.3%
18-24	42,000,000	23.3%	-7.5%
25-34	44,000,000	24.4%	32.6%
35-54	56,000,000	31.1%	41.4%
55+	28,000,000	15.6%	80.4%
High School	3,000,000	1.7%	-58.9%
College	4,800,000	2.7%	-59.1%
College Alumni	60,000,000	33.3%	64.6%



Source: [strategyfirst.com](http://strategyfirst.com)  
Figures from January 2014

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### Facebook Content



- What do you post?
  - Donor acknowledgements
  - Your cause (other groups that research or advocate)
  - Appeal for donations, volunteers, etc. Be specific!
- When do you post?
  - Tuesdays, 9 a.m.

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### Twitter



- Demographics (<25) – young alumni
- Develop a hashtag
  - #corsicanaef
  - #corsicanaisd
  - #homeofchampions
- Pull staff tweets to your site (more voices)
- Link to fresh content (more voices)
- Say what you don't know (stop the guessing)
- Ask for what you need. (# community engagement)




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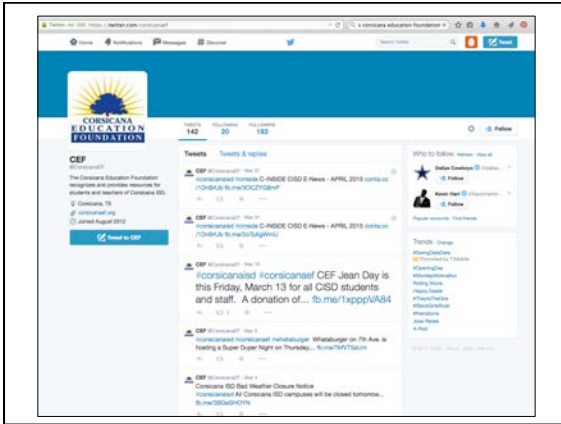
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## Twitter

- 5 p.m. – best time to post and get retweeted
- Set aside 10 minutes a day – intentional tweets, not sporadic
- No need to Tweet everything immediately. Keep a notepad.

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## Google+

- Friends+Me = Shares Google content with other platforms
- Chrome will share to your personal profile Chrom Do Share plugin
- Steady Demand - analytics

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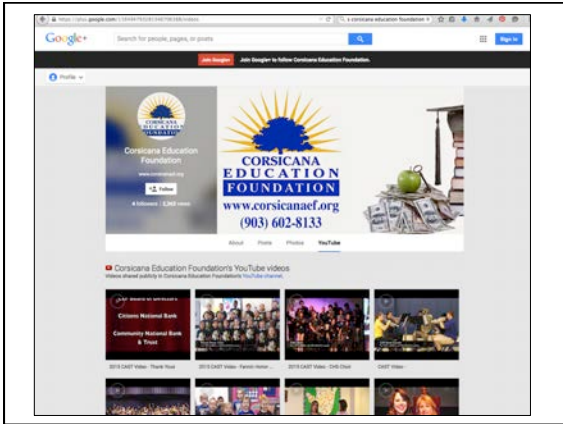
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## YouTube

- Owned by Google
- Examples – PooPourri, Dollar “Gentral” Girls, Uptown Funk
- Understand your demographics to craft messages
- Partner with YouTube celebrities
- Link to your site/complete descriptions
- Be clever & tell a story

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**Instagram**




- 50% crossover with Twitter
- Create engagement with photo contests
- Feature your “peeps” – donors, board, staff
- Get more interest in your events (# is also for Instagram)




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**Pinterest**




- 4x more women than men
- Attracts older people & high earners \$75,000+
- About section – key statement, mission
- Location is key for local searches!
- Be social (follow others)
- Organize you boards; make them specific
- Don't just pin your own stuff. – Visual & Variety




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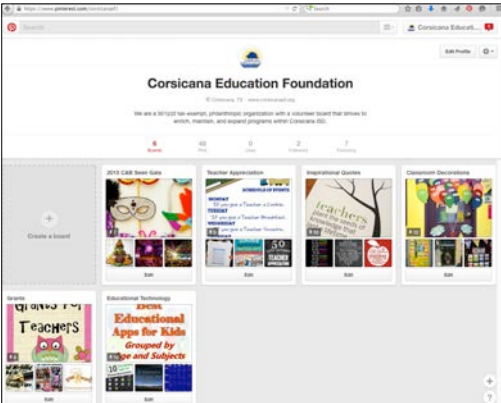
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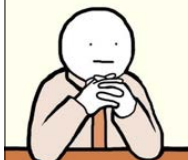
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## Linked In

- Attracts high earners \$75,000+
- Scoping competition
- Advanced people finder
- Polls – opinion, quick market research



In 20-30 years, one of the hardest things our kids will have to do will be finding a screen name that hasn't already been taken.






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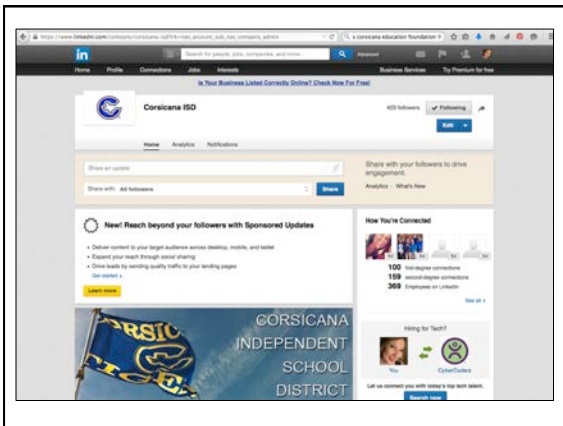
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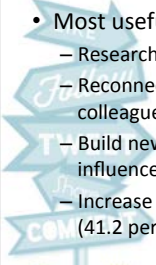
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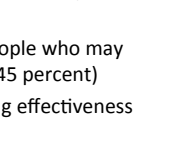
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## Linked In

- Most useful in 2013 for:
  - Research people and companies (75.8 percent)
  - Reconnect with past business associates/colleagues (70.6 percent)
  - Build new relationships with people who may influence potential customers (45 percent)
  - Increase face-to-face networking effectiveness (41.2 percent)





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### Tips

- Limit the number of platforms
- Keep consistent usernames and profile pics for branding
- Share your content and make it shareable
- Establish a routine (stats)
- Dedicated time, but limited Social Media War Room

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### Policies & Social Media

- <http://socialmediagovernance.com/policies/#axzz1t9QE04Ym>
- Common Sense Media – Digital Citizenship
- <https://www.common sense media.org/educators/toolkits>

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"It appears that you're only attention starved. Perhaps you should rip another selfie on facebook."

your cards

I would like you a lot more if social media didn't keep me in touch with all your stupid thoughts.

your cards

Questions? (903) 602-8133  
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