NEW ERA IN COMMUNICATIONS

Utilizing online tools for fundraising and engagement

Wednesday, 7 November 2012,
IBMEC University, Rio de Janeiro, Brazil
40th WFUNA Plenary Assembly
INTRODUCTION

THERE IS NO SUCH THING AS A SOCIAL MEDIA EXPERT
Session objectives

Integration

Voice and Policy

Q & A

Engagement
Key takeaways

- **Integration** and a complement

- **Consistent** and simple, **manageable** strategy

- **Engagement** and **adaptation** in measuring success
• **Integrate + complement**
  – Evaluate your website - is it easy to navigate?
  – Social media links and mailing lists on each webpage?

• **Consistent** and simple, **manageable** strategy
  – Formulate a social media policy and figure out who is your audience
  – Set up a Twitter and Facebook account and be ACTIVE

• **Engagement** and **adaptation** in measuring success
  – Does your online presence match your offline presence?
Who is your audience?
Website + Social Media

WFUNA Launches Publication on the Future of the UN Development System

WFUNA is partnering with the Ralph Bunche Institute for Peace (RBIP) as part of the UN Development System project, Mapping China's Human Development Cooperation in Development projects. The findings in this study are based on a new global perceptions survey that consulted the wide UN community on their views on China's development efforts. The survey identifies the challenges inscaling change, and offers a vision for change. The report also offers a way forward in strengthening and improving the UN development system.

WFUNA 40th Plenary Assembly

WFUNA will hold the 40th Plenary Assembly hosted by UBA, Brazil, on November 7-10. The Assembly will focus on the theme, "The Future of UN Reform.

Facebook

You are posting, commenting, and liking as World Federation of United Nations Associations. Change to WFUNA Representatives.

Twitter

Follow WFUNA

Tweets

WFUNA + Social Media
OUR WORK
Platforms

140 characters or less
Quick way to engage or share
Live tweet events
Search events using #hashtags
Conversation in real-time
Frequency vs. quality?

Status updates
Share photos or links
Facebook uses algorithms to push content to the top of the newsfeed
Frequency vs. quality?

Do you have a dedicated social media manager or team?
If you don’t, this is a great tool but be careful!
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Description</th>
<th>Twitter</th>
<th>Facebook</th>
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<tbody>
<tr>
<td>10/10/2012</td>
<td>Wednesday</td>
<td>ATP China</td>
<td>Last week WFUNA implemented Advanced Training Program at the UN: China - Now you can check out our summary and pictures from a fun and busy week! <a href="http://ow.ly/eKvYu">http://ow.ly/eKvYu</a></td>
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Fundraising

• Go through your follower/fan/subscription list and find people who have extensive reach and the potential to network for you because they believe in your story

• Build legitimacy - can open up world of new donors

• Take advantage of online tools that help you manage and coordinate and simplify
Richard Evans
Finding your voice

- Who is your audience?
- Select three adjectives to describe your organization
- Who is responsible? Is this a team?
- Do posts need to be approved?
- Take action
- What is your policy in this situation? What if?
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List of Resources

Social Media Best Practices, Resources, and How-tos

Social media for nonprofits (Nonprofitorgs)
Mashable
http://www.mashable.com/guidebook
Socialbrite
Beth Kanter
The Daily Good
Charity How-to

If you want to get really technical
Hubspot - calculate paid versus earned media (traditional ads versus earned)