

The audio for this webinar will be broadcast through your computer. Once you join the presentation, a small audio broadcast box will appear on your screen and you will hear the host through your computer speakers.

To join an Audio broadcast in WebEx, click on the Communicate menu in your WebEx screen and select Join Audio Broadcast. If you are having problems connecting with the audio broadcast server you can still join using the teleconference. To join the teleconference follow the steps below:

1. Leave the audio broadcast by clicking on Communicate > Leave Audio Broadcast.
2. Get the teleconference number, click on Communicate > Join Teleconference.

If you are unable to listen to the audio through your computer and wish to dial into the conference line, please use the information below:

Teleconference information:

Call-in toll-free number: 1-866-410-6539 (US)

Conference Code: 597 987 4688

Integrating Social Media into your Wordpress® Site

Your Presenters



Mike Snusz
Sr. Internet Marketing
Consultant



Andrew Fort
Interactive &
Marketing Principal

npENGAGE.com

Who Is GUIDE Creative?

- **Creative on Purpose**

A strategic, creative spin to nonprofit's missions to extend reach and create a bigger impact.

- **Team of Design and Nonprofit Experts**

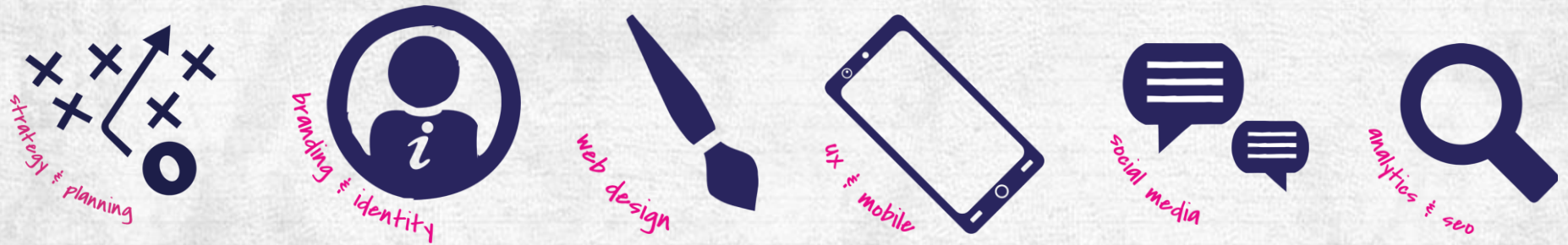
Backgrounds in branding, web strategy, marketing, graphic design, content strategy, email and ex-nonprofit professionals.

- **Exclusive for Nonprofits**

We only work with nonprofit organizations. We know how to create designs that broaden reach, inspire action and mobilize audiences.



What We Do



www.GuideCreative.com

Today's Agenda

1. What platforms are nonprofits using?
2. Integrating social media into your WordPress® site to broaden your social reach
3. Creating engaging content that inspires action
4. Listening

Top Factors for Nonprofit Success

1. Developed a Strategy (41%)
2. Prioritization by Executive Management (37%)
3. Dedicated Social Media Staff (28%)

Source: [2012 Nonprofit Social Networking Benchmark Report](#)

WHAT PLATFORMS ARE NONPROFITS USING?

Most Visited Social Media Sites

1. Facebook (63%)
2. YouTube (20%)
3. Twitter (1.9%)
4. Google+ (1.4%)
5. Pinterest (1.3%)

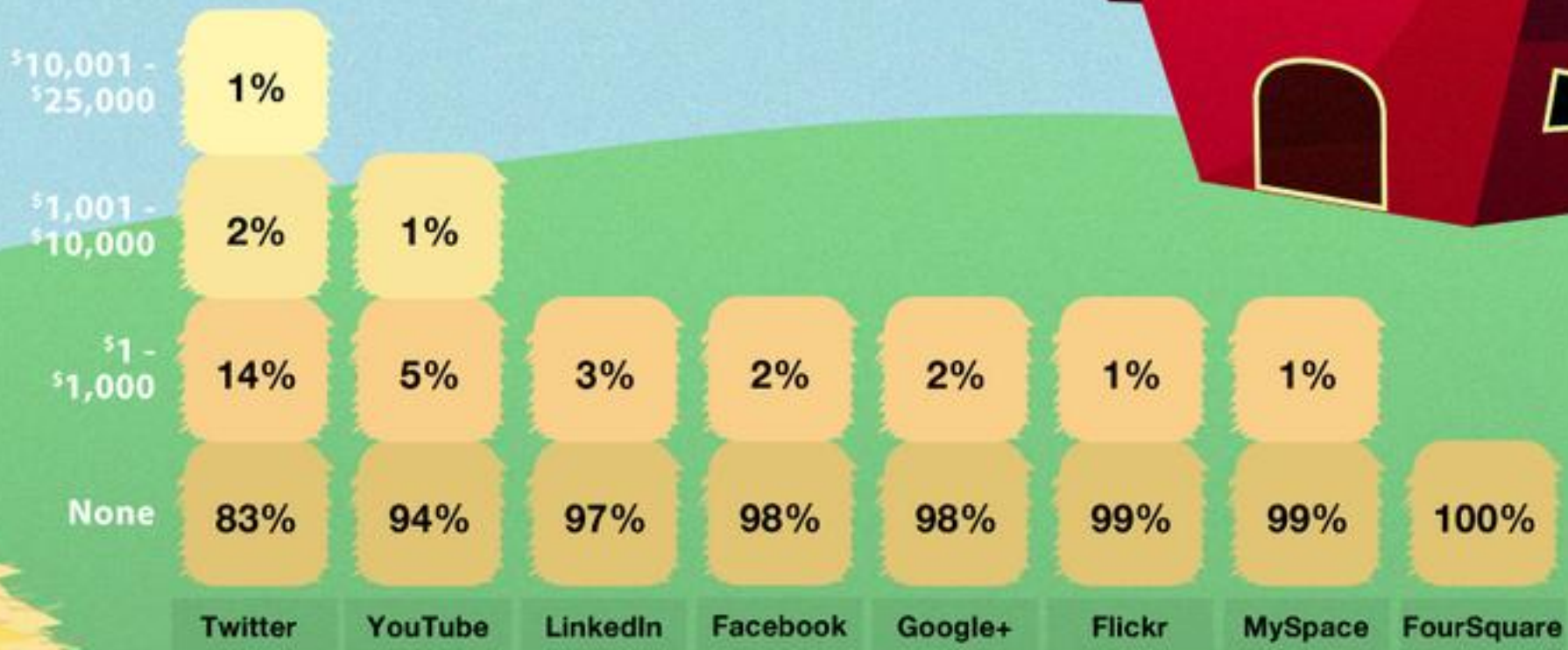
Source: Experian Hitwise U.S. (Oct 2012)

What Are Nonprofits Using?



FUNDRAISING STILL LACKING

NOT MANY HAVE RAISED OVER \$10K THROUGH SOCIAL



Value of a Facebook Supporter

Although small amounts of money are being raised, the low cost of acquisition and the 12-month value nonprofit survey respondents place on a Facebook supporter shows why social networking continues to be an important activity.

January



December

\$214.81

* Averages are based on self-reported data. The way each nonprofit organization calculates the value of a Facebook Like may vary.

Find out more at:

<http://nonprofitsocialnetworksurvey.com>

brought to you by:

blackbaud®



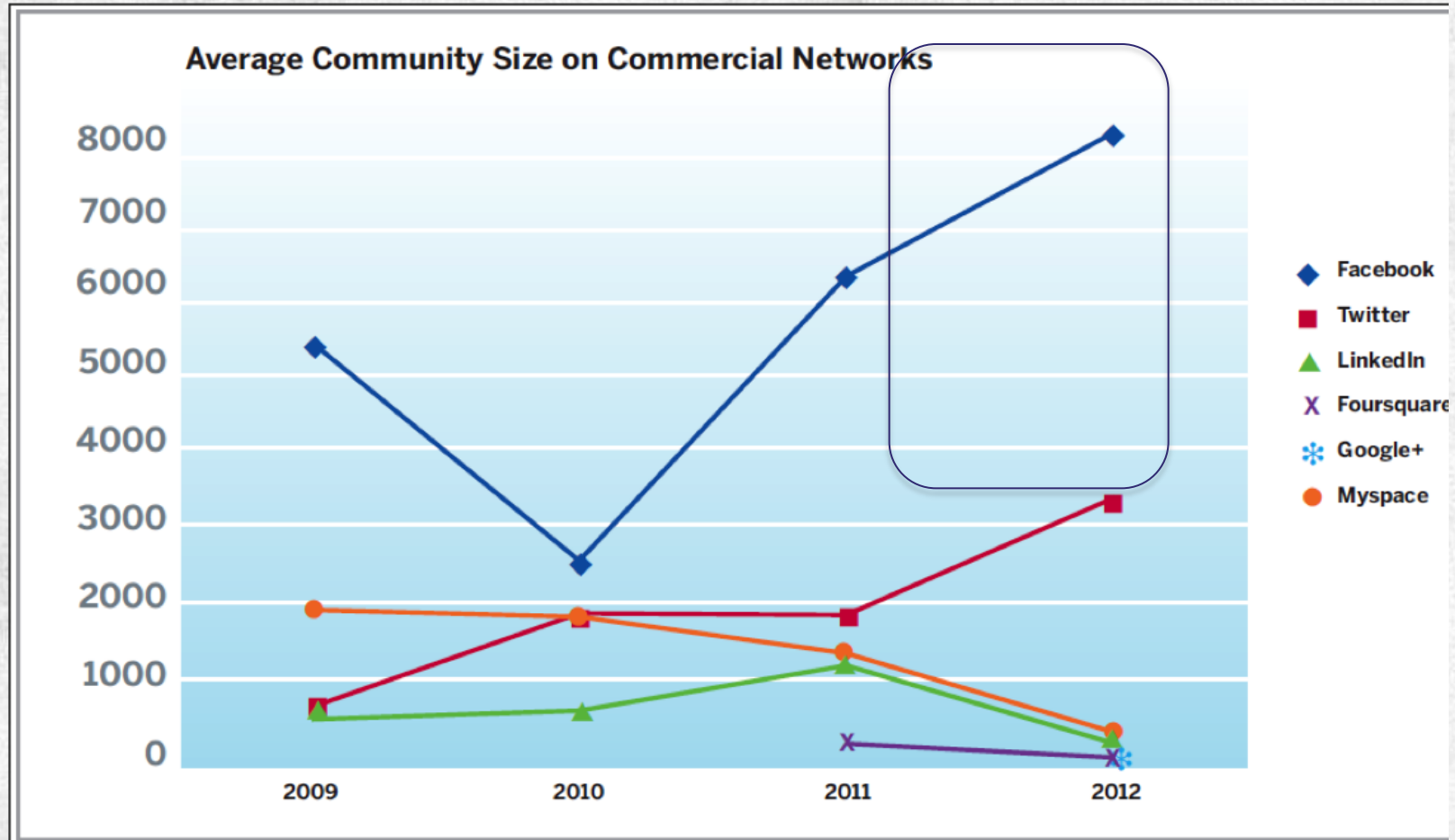
COMMON
KNOWLEDGE

designed by:
visual.ly

Source: 2012 Nonprofit Social Networking Benchmark Report

Which Should You Use?

Focus time on Facebook and Twitter. Use Others to support efforts



INTEGRATING SOCIAL MEDIA INTO YOUR SITE TO BROADEN REACH

Website: Integrating Widgets into Your Site

The screenshot shows the top navigation bar of the Frost Valley YMCA website. On the left, it lists mission goals: "FOR YOUTH DEVELOPMENT", "FOR HEALTHY LIVING", and "FOR SOCIAL RESPONSIBILITY". The main header features the logo "FROST VALLEY YMCA" with the tagline "WHERE SUMMER HAPPENS" and a search bar. To the right are social media icons for Facebook, Twitter, YouTube, and Pinterest, along with "DONATE" and "CONNECT" buttons. A pink arrow points to the Pinterest icon. Below the navigation bar is a menu with links: "ABOUT US", "CAMP", "SCHOOL PROGRAMS", "GROUP & FAMILY RETREATS", "TOKYO", "EAST VALLEY RANCH", "ENVIRONMENTAL EDUCATION", "STORE", "DIRECTIONS", and "CONTACT US". The main content area features a large image of children in "FROST VALLEY" hoodies. A text box contains the heading "WELCOME TO FROST VALLEY YMCA" and a paragraph: "Frost Valley YMCA provides people of all ages and abilities with enriching, even life-altering, outdoor experiences. Located on over 5,000 acres in the heart of the Catskill Mountains, just 2 hours north of New York City, Frost Valley is a summer camp at heart—all year long. We provide year-round access to nature, adventure, environmental education and fun, from summer camp and school programs to specialty group and family retreats. We invite you to explore the many wonders of Frost Valley." Below this is a video player with the title "Beyond the Season: A Giving Opportunity" and a play button. The video thumbnail shows a wooden sign that reads "whose story will you be part of?" with a play button overlay.

Website: FB Widget to Build Social Trust

The screenshot displays the Frost Valley YMCA website. At the top, the logo reads "FROST VALLEY YMCA WHERE SUMMER HAPPENS". Navigation links include "ABOUT US", "CAMP", "SCHOOL PROGRAMS", "GROUP & FAMILY RETREATS", "TOKYO", "EAST VALLEY RANCH", "ENVIRONMENTAL SCIENCE", "STORE", "DIRECTIONS", and "CONTACT US". A "DONATE" button is visible in the top right.

A Facebook widget is highlighted with a red border. It contains the text "Find us on Facebook" and shows the Frost Valley YMCA profile with a "Like" button. A red arrow points to the profile name. Below the profile, it states "8,770 people like Frost Valley YMCA." and shows a row of profile pictures.

To the right of the widget is a newsletter sign-up form with a teal background. It includes tabs for "STORIES", "BLOGS", and "NEWSLETTERS". The form fields are: "FIRST NAME*" (with "First Name" placeholder), "LAST NAME*" (with "Last Name" placeholder), and "EMAIL ADDRESS*" (with "john.appleseed@apple.com" placeholder). A "Submit" button is at the bottom.

At the bottom of the page, there is a banner with the text "whose story will YOU be" and a photo of two smiling children.

www.frostvalley.org

Website: Subscribe to YouTube

The screenshot shows the Frost Valley YMCA website header with the logo "FROST VALLEY YMCA WHERE SUMMER HAPPENS" and navigation links like "ABOUT US", "CAMP", "SCHOOL PROGRAMS", "GROUP & FAMILY RETREATS", "TOKYO", "EAST VALLEY RANCH", "ENVIRONMENTAL SCIENCE", "STORE", "DIRECTIONS", and "CONTACT US". Below the header, there are social media icons for Facebook, YouTube, Twitter, and Pinterest. A "DONATE" button is also visible. The main content area features a "NEWSLETTERS" sign-up form with fields for "FIRST NAME*" and "LAST NAME*", and a "Subscribe" button for the YouTube channel "frostvalley" (99 videos | 171 subscribers). A pink arrow points to the "Subscribe" button.

www.frostvalley.org

Website: Photos from Pinterest

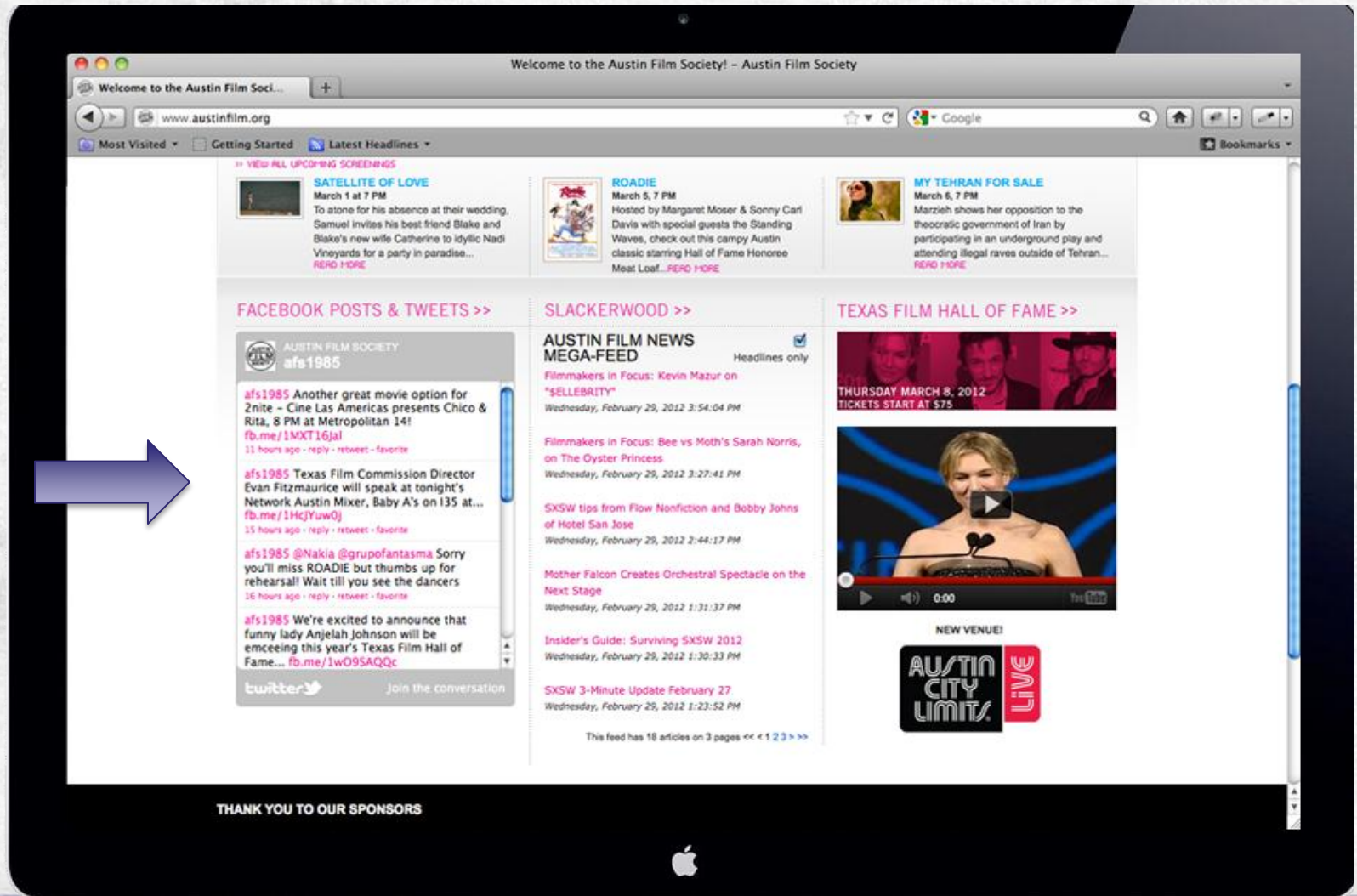
The screenshot shows the Frost Valley YMCA website. The header features the logo "FROST VALLEY YMCA WHERE SUMMER HAPPENS" and navigation links for "ABOUT US", "CAMP", "SCHOOL PROGRAMS", "GROUP & FAMILY RETREATS", "TOKYO", "EAST VALLEY RANCH", "ENVIRONMENTAL SCIENCE", "STORE", "DIRECTIONS", and "CONTACT". Social media icons for Facebook, YouTube, Twitter, and Pinterest are present, along with "DONATE" and "CONNECT" buttons.

The main content area is divided into two sections. On the left, a photo gallery displays a photograph of a group of people at a social event. A pink arrow points to the navigation arrows below the photo. On the right, a newsletter sign-up form is visible, with the following fields and content:

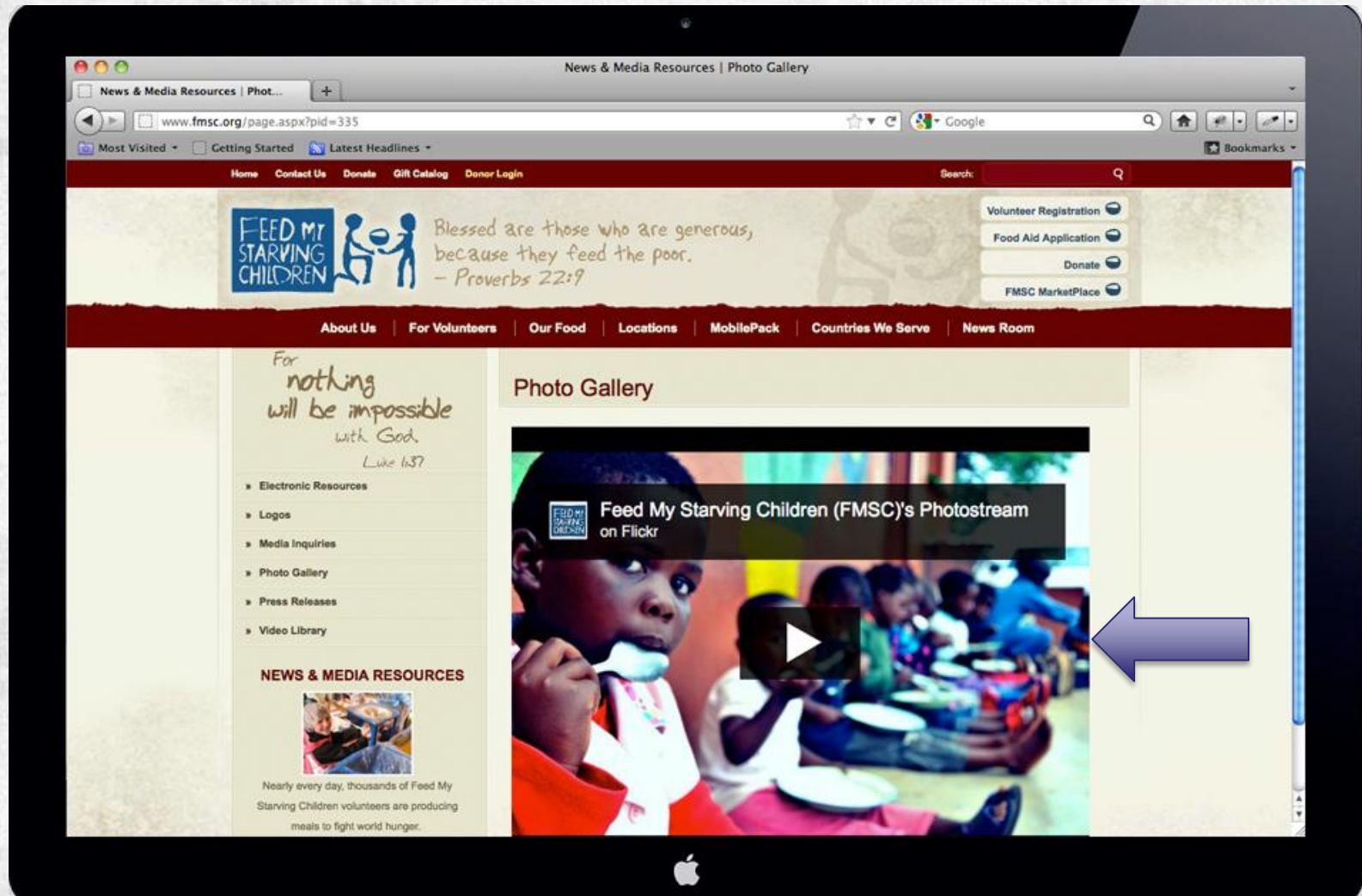
- FIRST NAME***
First Name
- LAST NAME***
Last Name
- EMAIL ADDRESS***
john.appleseed@apple.com
- Submit

www.frostvalley.org

Website: Twitter for Dynamic Content



Website: Photo Feeds for Personal Touch



Website: FB Widget as News & Media

The screenshot shows the Saint Thomas Academy website. The header features the school's logo and name, with the motto "EX UMBRIS IN VERITATEM". A navigation bar includes links for Home, STACONNECTED, Alumni Events, Support Our Cadets, News & Media, and Contact. The main content area is titled "News & Media" and contains a sidebar with links to Alumni Salute, Alumni News, Alumni Class Notes, In Memoriam, Saber Magazine, STA Press Releases, Event Photo Galleries, STA Youtube Channel, STA Facebook Page, STA LinkedIn, and STA Twitter. The main content area is titled "STA News & Media" and includes social media sharing icons, a paragraph of text, and a Facebook widget. The Facebook widget is titled "Find us on Facebook" and displays three posts from "The Official Saint Thomas Academy Alumni Association". A large blue arrow points to the Facebook widget.

News & Media

- ▶ Alumni Salute
- ▶ Alumni News
- ▶ Alumni Class Notes
- ▶ In Memoriam
- ▶ Saber Magazine
- ▶ STA Press Releases
- ▶ Event Photo Galleries
- ▶ STA Youtube Channel
- ▶ STA Facebook Page
- ▶ STA LinkedIn
- ▶ STA Twitter

STA News & Media

Click on the links to the left to check out the latest Saint Thomas Academy alumni and camp what former classmates are doing today and how they continue to support the school. Different regularly profiled in the Alumni Salute section, so be sure to contact us if you or someone you something interesting and deserves an Alumni Salute.

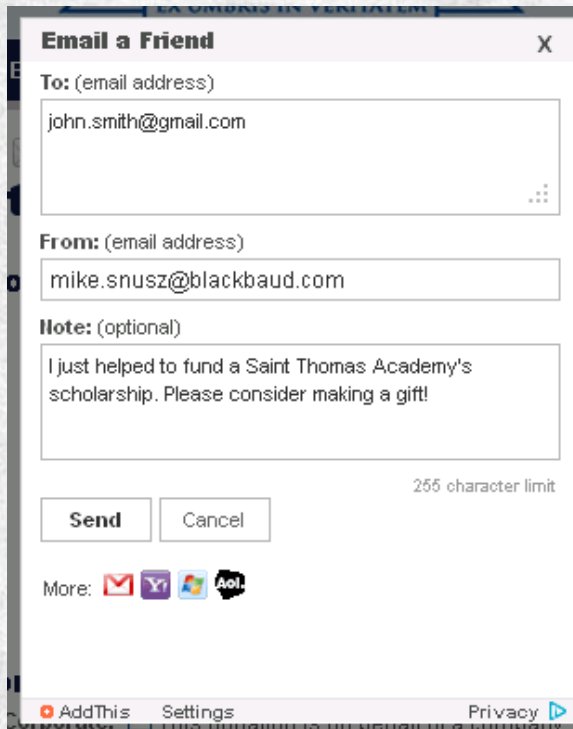
Check out the Saber Magazine and the Saint Thomas Academy Press Releases to see what campus. You can also use the links at left to look at photos from recent alumni events, get LinkedIn, Twitter and watch old and new Saint Thomas Academy videos on Youtube.

Find us on Facebook

- The Official Saint Thomas Academy Alumni Association**
Like 682
- The Official Saint Thomas Academy Alumni Association**
News Update Faculty Achievements - Congratulations to the following faculty members: Mr. Bina has been named the Pre...
<http://ow.ly/14Ixe>
Tuesday at 8:45pm via HootSuite
- The Official Saint Thomas Academy Alumni Association**
SAC Construction Photos - July 2, 2012 (13 photos)

Website: Add Social Sharing Buttons

31% of referral website traffic is from sharing content*



Email a Friend X





To: (email address)
john.smith@gmail.com

From: (email address)
mike.snusz@blackbaud.com

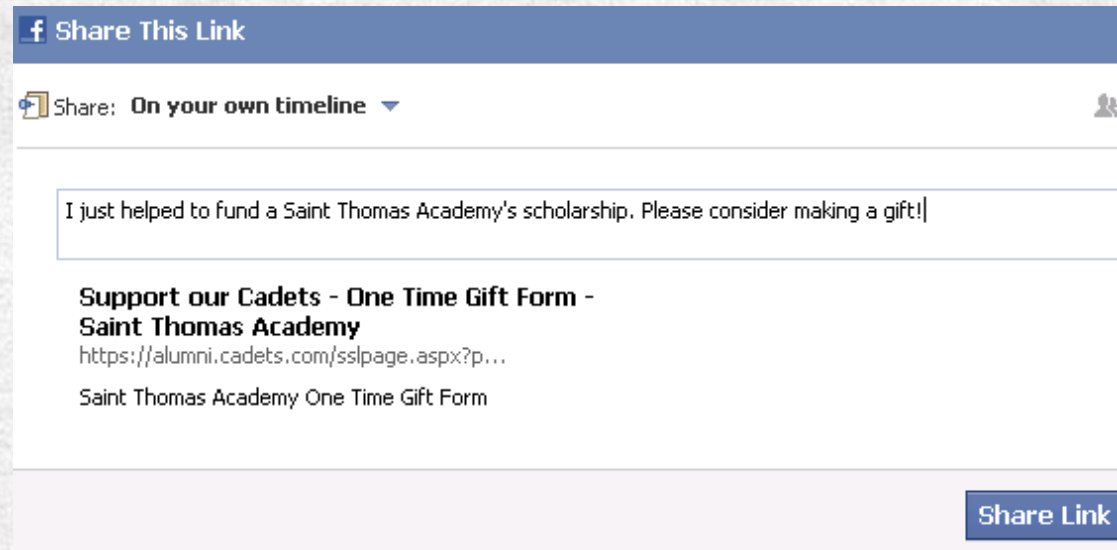
Note: (optional)
I just helped to fund a Saint Thomas Academy's scholarship. Please consider making a gift!

255 character limit

Send Cancel

More:    

AddThis Settings Privacy



f Share This Link

Share: On your own timeline

I just helped to fund a Saint Thomas Academy's scholarship. Please consider making a gift!

Support our Cadets - One Time Gift Form - Saint Thomas Academy
<https://alumni.cadets.com/sslpage.aspx?p...>
Saint Thomas Academy One Time Gift Form

Share Link

*Source: <http://awe.sm/d0mhE>

Email: Why it's Important to Social Media



FOR EVERY...

1,000 Email subscribers

NONPROFITS HAVE...



103 Facebook fans



29 Twitter followers



12 Mobile subscribers

Source: [2012 Nonprofit Social Networking Benchmark Report](#)

Email: Include Text Links to Social Media

DENVER BOTANIC GARDENS botanic buzz
Volume 7, Issue 3, Win./Spr. Mar. 2012

» mordecai children's garden member-only opening



Friday, March 2, 9 a.m. - 5 p.m.
(Open to the public on
Saturday, March 3)

Have a case of spring fever? Come play in the Children's Garden on our member-only opening day. Meet our mascot Digger and enjoy free goodies from Yes To from 9 a.m. - noon. Yes To, the natural skin and hair care brand, has special deals available [here](#).

[Find out about Mordecai Children's Garden](#)

» unique volunteer opportunity



Join our exhibits team to assist in the creation of our next art exhibit! Volunteers are needed daily starting mid-April to assist internationally-renowned Japanese artist Tetsunori Kawana with a site-specific bamboo installation. Work will include carrying

follow us

 [Follow us on Twitter](#)

 [Find us on Facebook](#)

 [Visit our blog](#)



ENGAGING CONTENT : BEST TIMES & TYPES OF POSTS

Getting your Facebook Posts Seen

Facebook recently said only 16% of fans see organic content posted by brands*

The screenshot shows a Facebook profile for 'Mike Snusz'. The top navigation bar includes the Facebook logo, a search bar, and the user's name. Below the navigation bar, there are several posts. A post from 'Helen Bacon' is visible, followed by a post from 'National Wildlife Federation' which includes a link to a blog post and a large photo of a penguin. A blue arrow points to this penguin photo. To the right of the main feed, there are several sponsored posts: 'The Nature Conservancy', 'Seamless', 'More Birthdays', and 'Nutrex Research, Inc.'. The footer of the page contains copyright information and links for privacy and terms.

*Source: [Ad Age article](#)

What Matters To Facebook's Algorithm?

In order of importance:

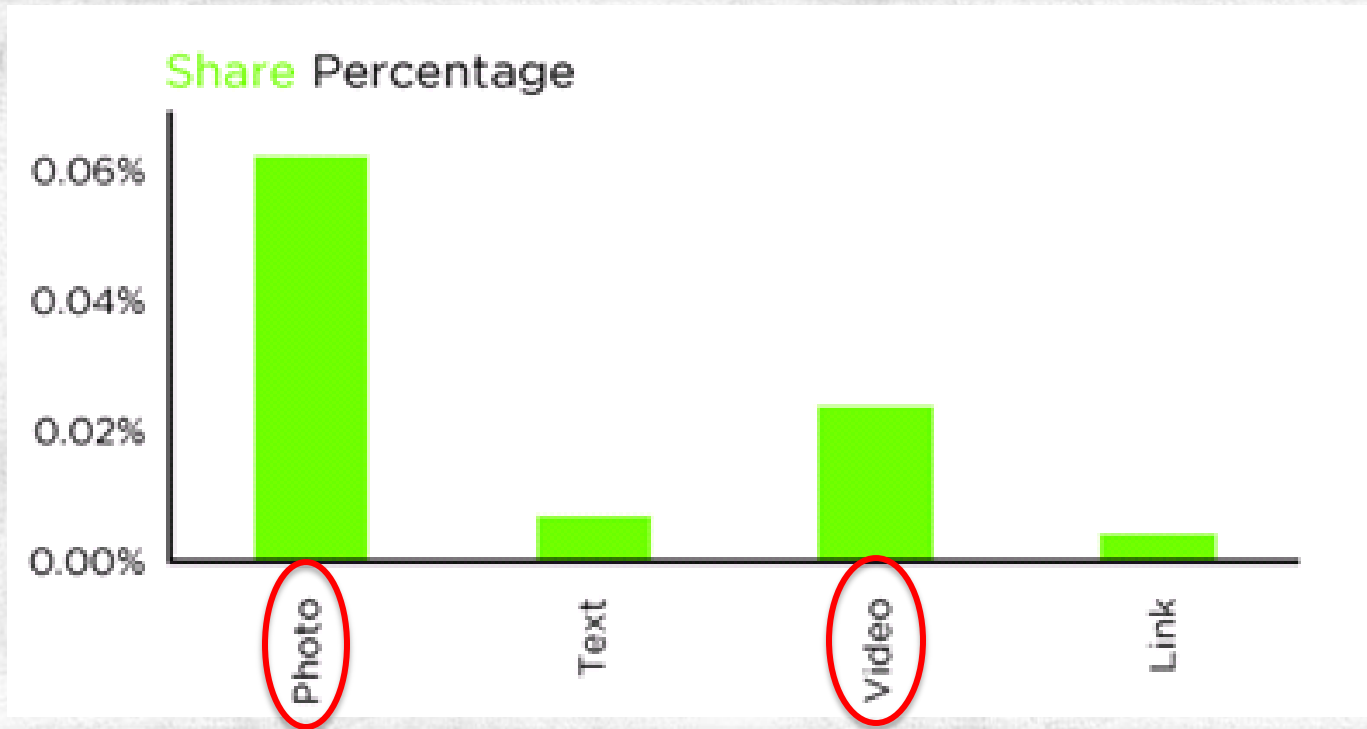
1. Videos
2. Photos
3. Status Updates
4. Links

What Matters To Facebook's Algorithm?

In order of importance:

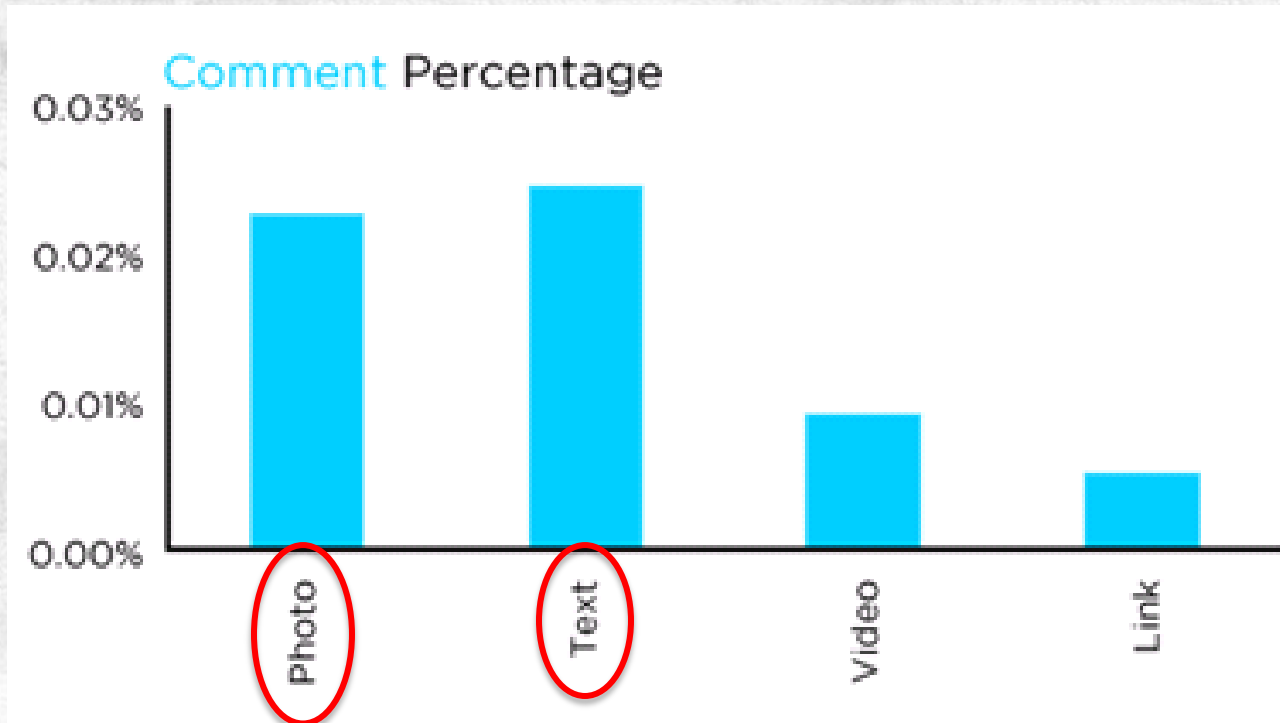
1. Shares
2. Comments
3. Likes
4. Clicks

Most Shared Posts



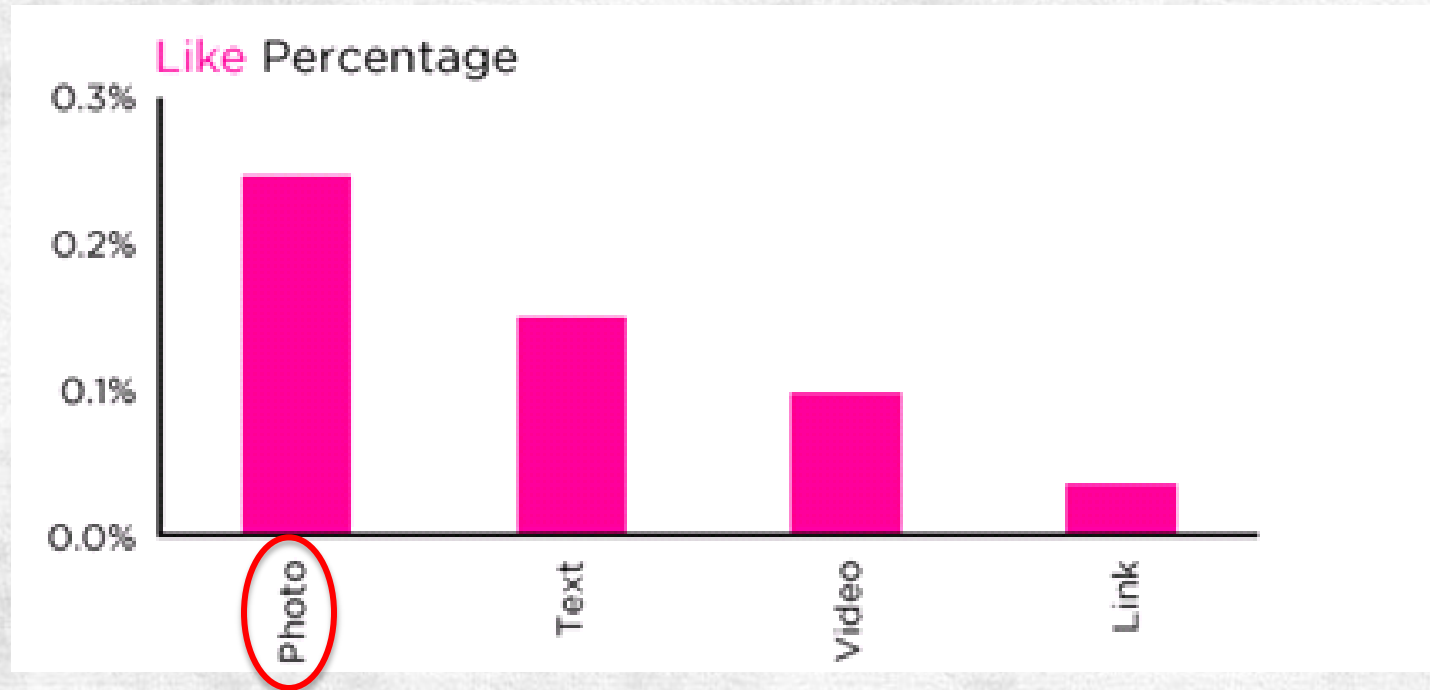
Source: [Dan Zarrella's How to Get More Likes, Comments and Shares research](#)

Posts with Most Comments



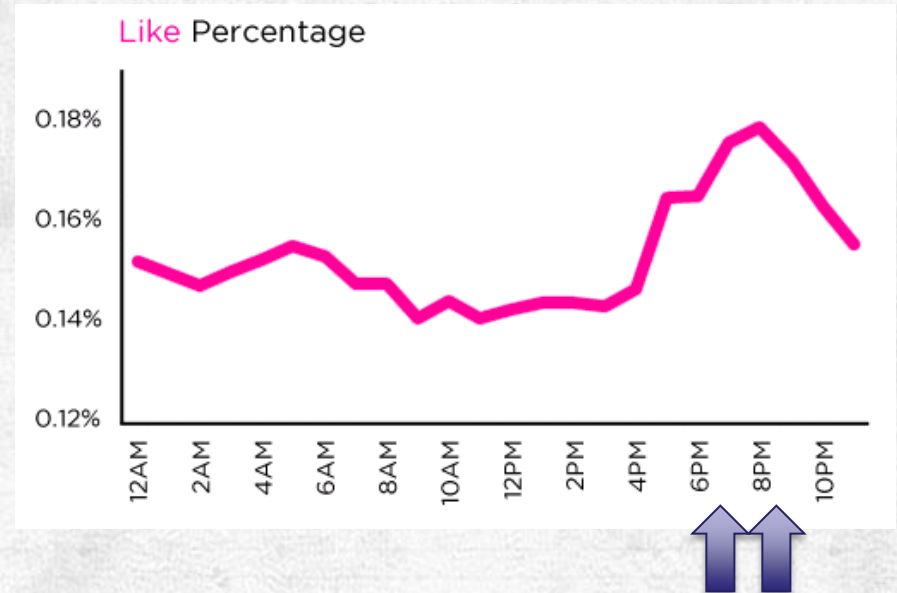
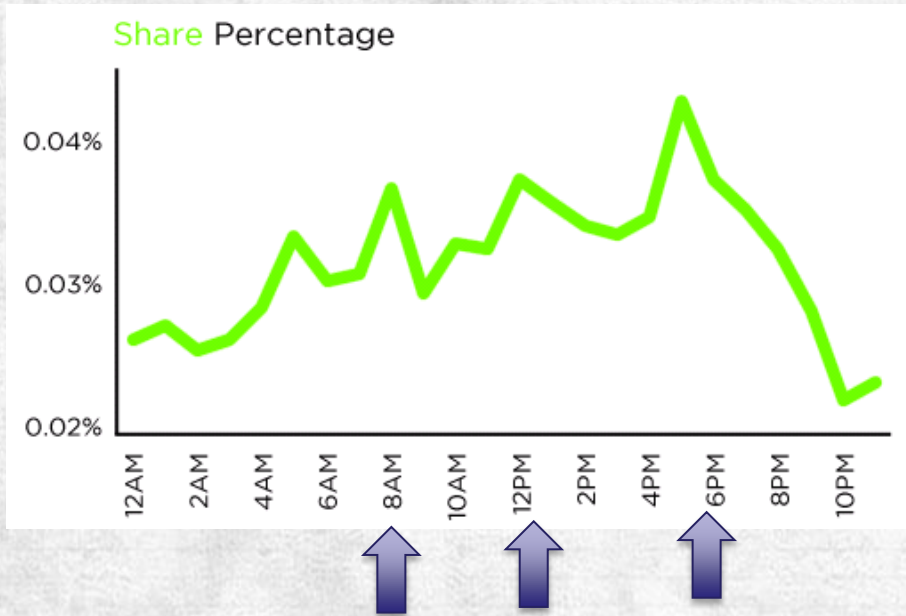
Source: [Dan Zarrella's How to Get More Likes, Comments and Shares research](#)

Most Liked Posts



Source: [Dan Zarrella's How to Get More Likes, Comments and Shares research](#)

Best Time to Post?

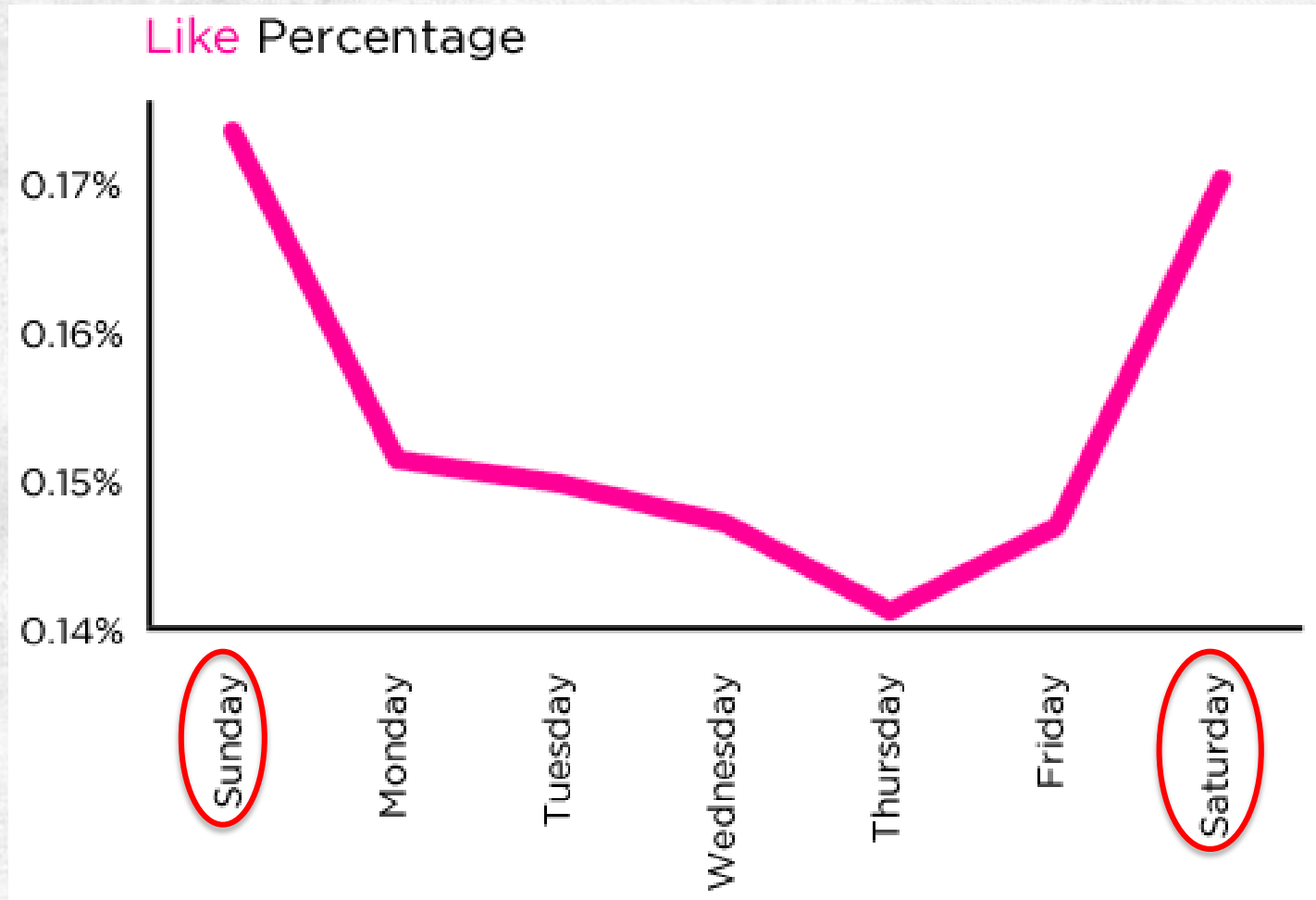


Source: [Dan Zarrella's How to Get More Likes, Comments and Shares research](#)

...and Facebook posts **outside business hours** had **20% more Likes & Comments**

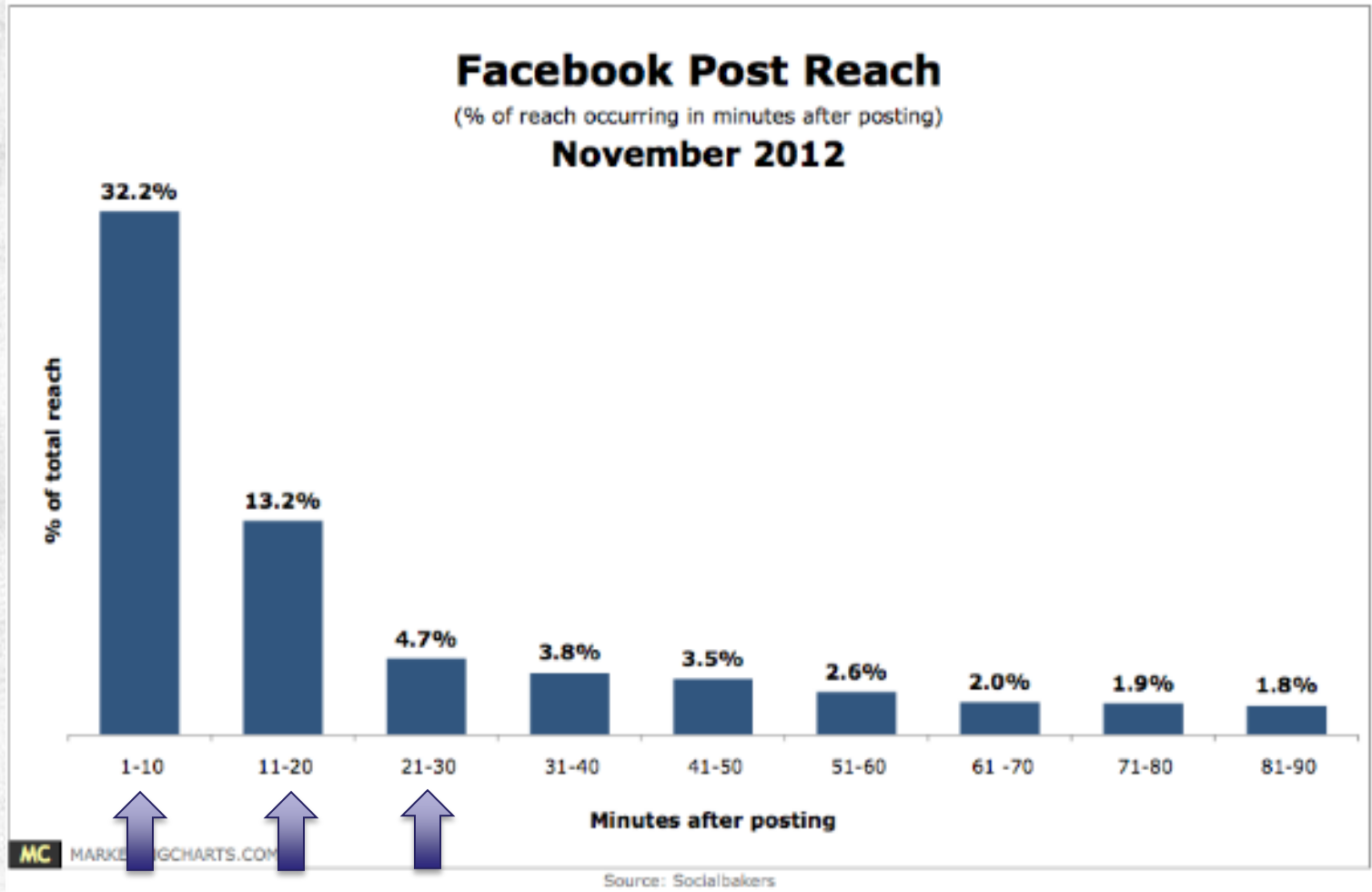
Source: [Buddy Media's Strategies for Effective Wall Posts: A Statistical Review](#)

Best Day to Post?



Source: [Dan Zarrella's How to Get More Likes, Comments and Shares research](#)

Facebook Post Reach (in minutes)



Increasing Retweets and Replies

Tweets...	Engagement Rate (Replies and Retweets)
between 8am – 7pm	+30%
1-2 hashtags	+21%
under 100 characters	+17%
contain images	2x higher

Tweets...	Retweet Rate
with links	+86%
asking followers to “RT” or “Retweet”	12x higher
spelling out “Retweet”	23x higher

Source: [Buddy Media's Strategies for Tweeting: A Statistical Review](#)

ENGAGING CONTENT: EXAMPLES & BEST PRACTICES

Make the Most of Your Cover Photo

facebook 32 Search for people, places and things

mercy HOUSING
Live in Hope

Opening the
door to
new
POSSIBILITIES

mercy
HOUSING

Mercy Housing
3,000 likes · 84 talking about this · 24 were here

Like Message

Use Images Strategically



Seton Hall University Alumni

Class of 92 Reunion
Saturday, October 6th

6 days to go

Seton Hall University Alumni
6,746 likes · 91 talking about this · 48 were here

Like * ▾

Non-Profit Organization
The only official Facebook page for alumni of Seton Hall University in South Orange, NJ. Maintained by the Office of Alumni Relations. www.shu.edu/alumni

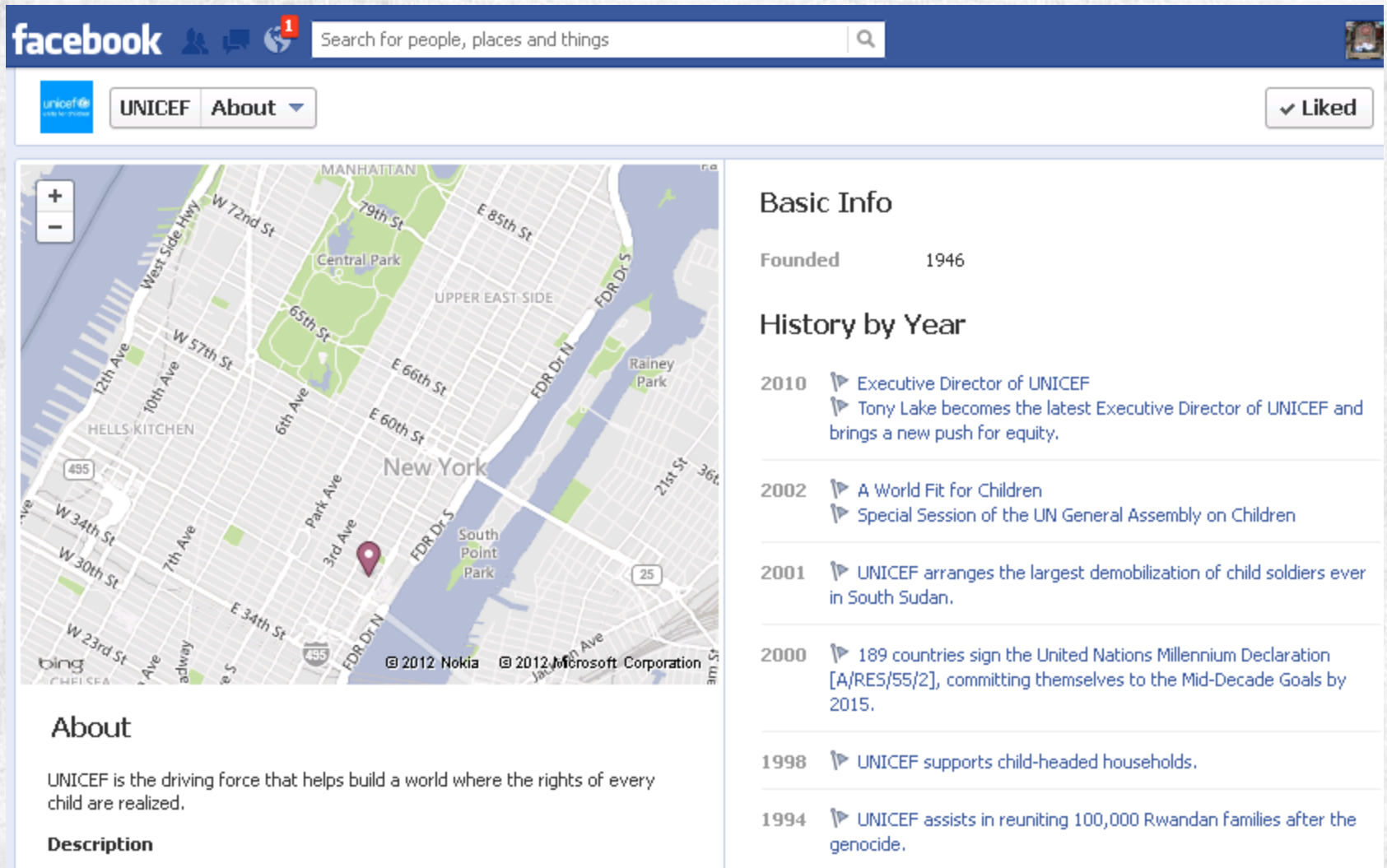
About Photos Likes Map Events

6,746

Newark Elizabeth

2 ▾

Tell Your Story Using Milestones



The screenshot shows the UNICEF Facebook page. At the top, there's a search bar and a notification icon. Below that, the UNICEF logo and 'About' button are visible. The main content area is split into two columns. The left column features a map of New York City with a red location pin in the Hell's Kitchen area. The right column is titled 'Basic Info' and 'History by Year', listing key events from 1946 to 2010.

facebook Search for people, places and things

UNICEF About

✓ Liked

Basic Info

Founded 1946

History by Year

- 2010** ▶ Executive Director of UNICEF Tony Lake becomes the latest Executive Director of UNICEF and brings a new push for equity.
- 2002** ▶ A World Fit for Children
▶ Special Session of the UN General Assembly on Children
- 2001** ▶ UNICEF arranges the largest demobilization of child soldiers ever in South Sudan.
- 2000** ▶ 189 countries sign the United Nations Millennium Declaration [A/RES/55/2], committing themselves to the Mid-Decade Goals by 2015.
- 1998** ▶ UNICEF supports child-headed households.
- 1994** ▶ UNICEF assists in reuniting 100,000 Rwandan families after the genocide.

About

UNICEF is the driving force that helps build a world where the rights of every child are realized.

Description

Use Photos!



Mercy Housing

September 5

We just want to thank everyone across the country for your support of our Back-to-School events and campaign. Your helped provide backpacks and school supplies to hundreds of young residents and helped them start the school year on a high note. (There is still time to support our after school programs - you can make a donation at www.mercyhousing.org/givenow)



Ask Questions



World Vision USA
September 27

TELL US: How did you connect with your sponsored child this month?



Like · Comment · Share

61

743 people like this.

View previous comments

2 of 67


Ask for Shares

Please **SHARE** if you care for "spooky" wildlife!

Are you afraid of spiders? Here's a page that may make you feel a bit better about them... <http://bit.ly/spiderscare>



Like · Comment · Share

 224

Ask for Comments



Stand Up To Cancer

October 9

Caption this! What do you think was said in this moment between Alicia Keys, Samuel L. Jackson and Justin Timberlake? Leave your caption in the comments! "_____"



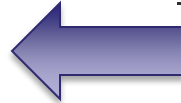
Use Fill in the Blank Posts



Wounded Warrior Project

October 1 

Fill in the blank: The biggest challenge facing wounded warriors today is _____.



Like · Comment · Share

 103

 966 people like this.

 View previous comments

2 of 1,763



Use Emoticons

1. 33% higher Share Rate
2. 33% higher Comment Rate
3. 57% higher Like Rate

Sources: Hubspot, Salesforce, Buddy Media, Lightspeed Online Research, Edison Research

Offer Exclusive Info



World Vision USA

September 19

Ever wondered what it's like for World Vision staff to gather stories and photos to share with you? Join us as Jon Warren and Kari Costanza take a "behind the scenes" look at gathering these stories, and ask your own questions! <http://bit.ly/PPCL4K>



Pin Your Important Posts



Highlight Posts



National Wildlife Federation

Tuesday

Please SHARE if you are busy with autumn preparations too!

Chip in by harvesting native tree seeds!

Learn more: <http://bit.ly/treeseeds>



LISTENING

What You Should Be Listening For?

- Organization Name
- Names of Key Staff
- Program Names
- Campaigns Names
- Events
- Keywords
- Local Content

Workshop: Social Media Listening

Worksheet: Social Media Listening for Nonprofits *7 months ago* [Edit Presentation](#)

Email Favored x Download Embed More...

2) What Am I Listening For?

Organization and Staff Members
What is the name of your organization and key staff members?

- *Examples: Coastal Community Foundation; Justin Case (name of E.D.)*

Keywords Related to Your Organization, Mission, or Campaigns
What keywords might your supporters use in their social communications?

- *Examples: "animal rescue"; "Movember"; child welfare;*

Local Community Keywords
If your mission is local, what keywords should you be monitoring?

- *Examples: New York City; NYC; Florida; Dallas; southeast;*

Twitter Hashtags
What hashtags are related to your organization, mission, location, etc?

4 tweets
1 share
0 shares
WordPress
More
Analytics

3 / 8

[VIEW & DOWNLOAD
Slideshare.net/ChadNorman](https://www.slideshare.net/ChadNorman)

Tools You Can Use

- [Google Alerts](#)
- [SocialMention.com](#)
- [IceRocket.com](#)
- [BoardReader.com](#)
- [BackTweets.com](#)
- [Search.twitter.com](#)
- [Social News Sites](#)



WORDPRESS

A prescribed, flexible and scalable way to showcase your mission, interact with your audience and inspire action online, that fits within your budget and can be up and running quickly.

WordPress® For Nonprofits

Our Approach

Strategy & Visual Design

- **Extensive Discovery**
We design exclusively for non-profits, so we're a great place to start. Once we partner with nonprofits, we create a project plan that will meet the unique needs of the organization with which we're working.
- **Design and Web Strategy Expertise**
A design and web strategist to walk you through the entire process, tailor your website to your goals and remind you to keep your audience in mind.
- **Top 10 Design Best Practices**
We carefully make sure each design follows our set of best practices that are proven to make a nonprofit website more successful and impactful.

Top 10 Design

Tips for Non-Profit websites

- 1 **Keep the Audience in Mind**
Is content focused on the audience's needs?
- 2 **Have a Focused Homepage**
Is there ONE clear message on the homepage?
- 3 **Share the Mission**
Within 5 seconds of looking at the homepage, can you describe the mission?
- 4 **Use Compelling Imagery**
Does the imagery trigger an emotional response?
- 5 **Ensure Ease in Navigation**
Does it take 2 or less clicks for key tasks?
- 6 **Include Clear, Bold Calls to Action**
Does prominent imagery contain directive text and a link?
- 7 **Showcase Stewardship**
Is support impact easy to access?
- 8 **Keep Content Fresh**
Are events, news and timely content up to date?
- 9 **Be Social**
Is there a way to connect via social media?
- 10 **Make it Interactive**
Are there ways for the user to interact?



Ongoing Services

Go Live and Beyond

- **Launch Assistance**
- **Urgent Care**
Assurance that we'll keep your site working the way we built it
- **Resources**
DIY knowledgebase, archived webinars, tutorials and premium content directed specifically to non-profits
- **Ongoing Education**
Premium quarterly webinars for valuable insight and practical application
- **One On One**
We find ways to make your site even better than the day it went live

Our Partners



COLUMBIA LAW REVIEW

LEAP OF FAITH
TOGETHER
LOFT
Community Services

ScienceNews for **KIDS**
PUBLICATION OF THE SOCIETY FOR SCIENCE & THE PUBLIC



veterans community
FOUNDATION
Supporting veterans as civilians.



Highland Park
Education Foundation

THE FOUNDATION OF ARTS
Find the Artist in you!
SUPPORTING THE ARTS IN NORTHEAST ARKANSAS

FROST VALLEY YMCA
WHERE SUMMER HAPPENS



The Dominican Province of St. Joseph

WORDPRESS THEME GALLERY

Theme #1



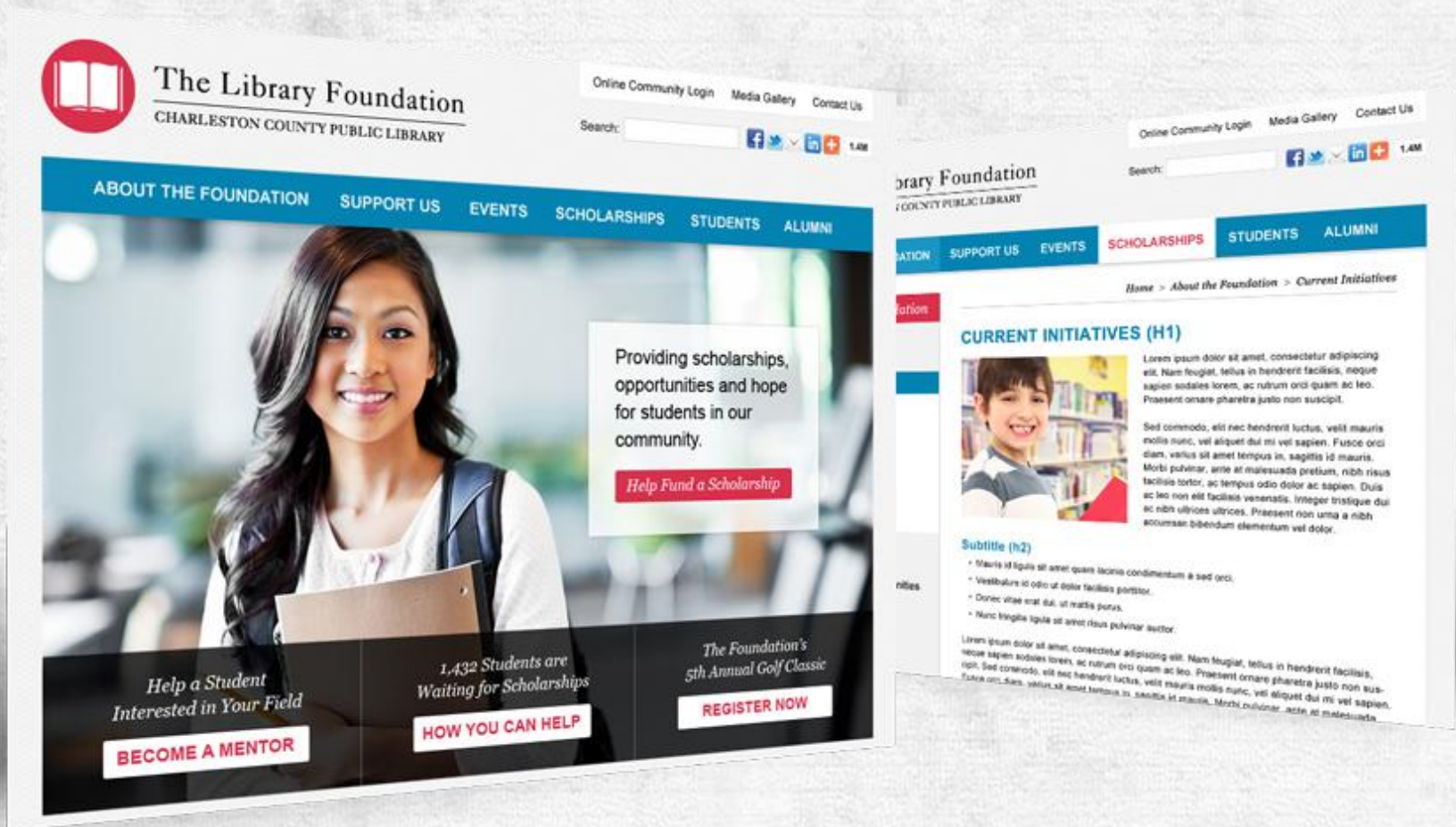
Theme #2



Theme #3



Theme #4



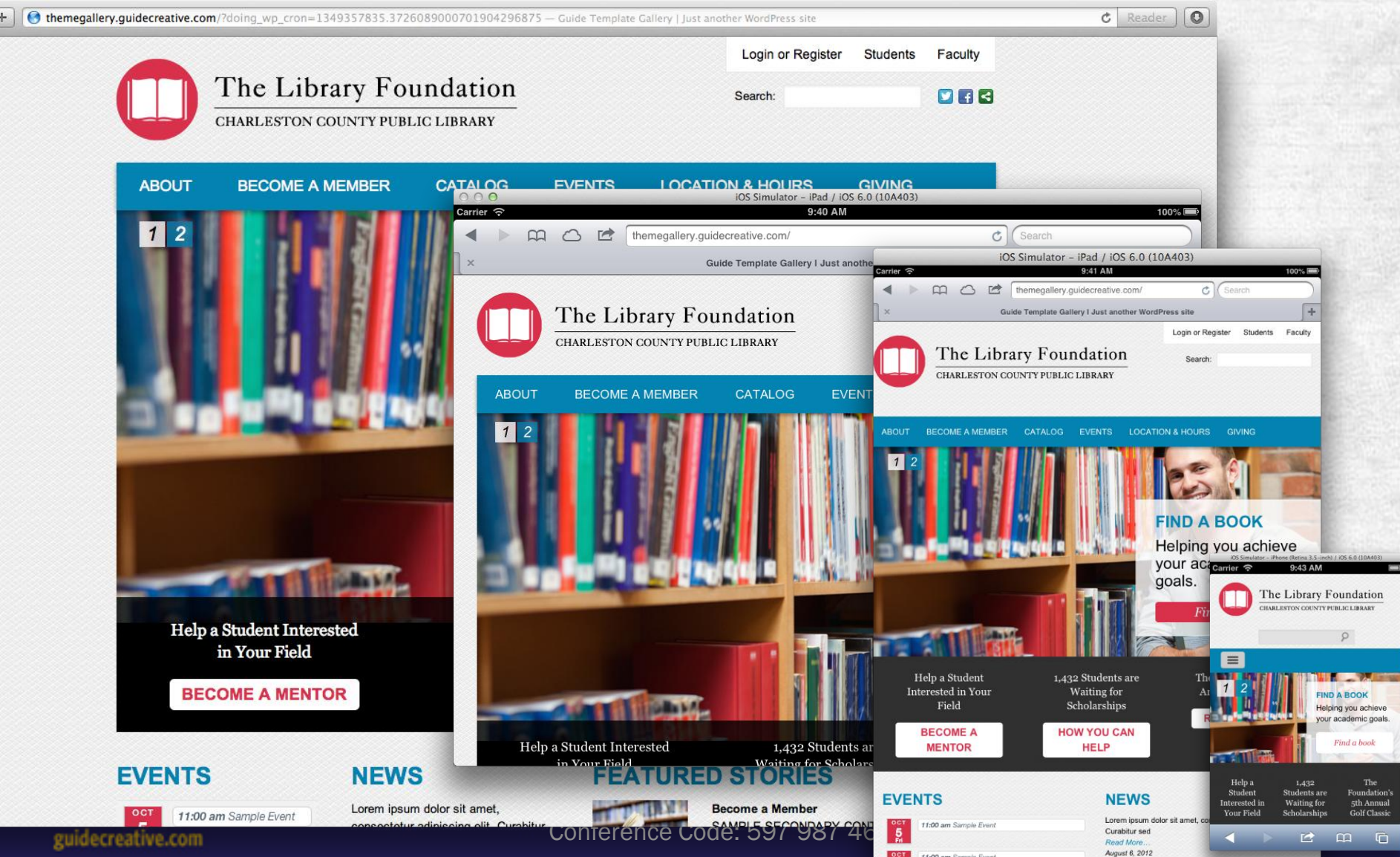
Theme #5



Theme #6



Responsive Mobile Design Built In



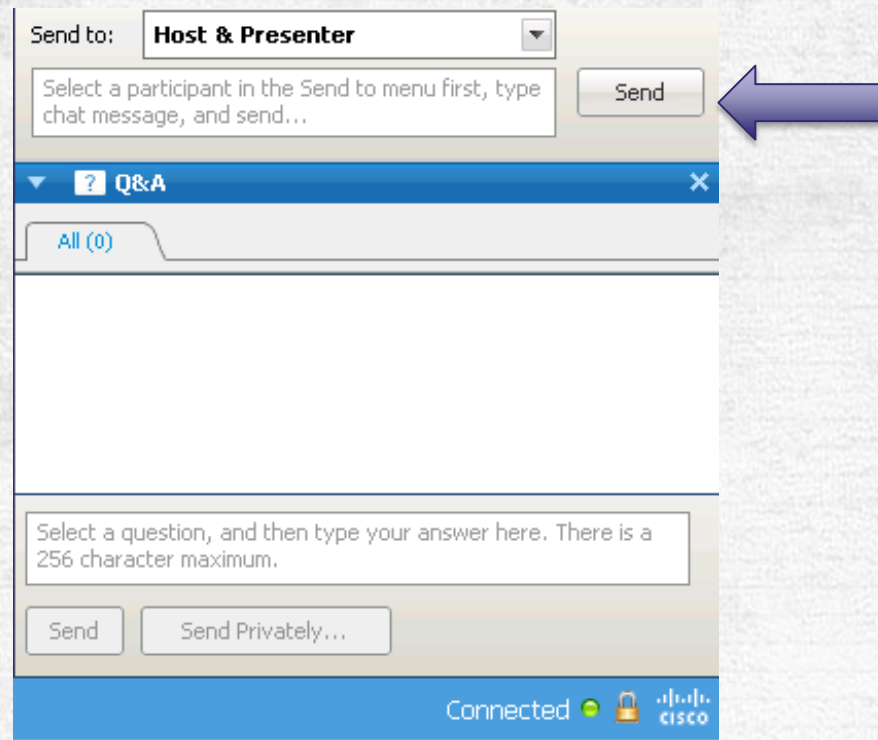
Conference Code: 597 987 46

► What Now?

Resources and Next Steps

- www.guidecreative.com/blog
- Assess Your Site!
www.guidecreative.com/topten
- Get In Touch!
hello@guidecreative.com

Questions?



Kelley.Jarrett@guidecreative.com
@keljar