

eTapestry and SocialMediaFinder

Harness the Power of Social Media



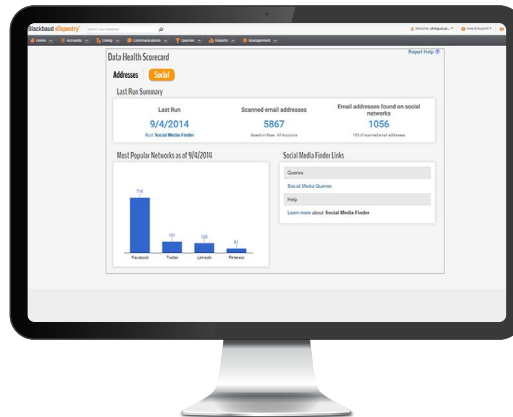
Does your organization have a social media strategy? Do you know your supporters' social media information? Is your social media presence driving measurable results? With SocialMediaFinder integrated into eTapestry, you can easily identify which of your constituents are on social media, what your most valuable networks are, and how you can easily communicate with them to drive measurable results for your organization.

Socially Connect with Your Donors

SocialMediaFinder appends social contact information for all constituents with an email address to provide insight around each constituent's online presence. This information empowers you to target and engage supporters on social media to help spread awareness to their networks or to engage with your organization via social channels.

Spend Your Time Wisely

SocialMediaFinder provides actionable insight into the networks that your supporters are most active on allowing you to make strategic decisions about where to spend your time and how to build your social presence. With SocialMediaFinder, you'll no longer have to guess if you're building awareness for your mission on the right networks to reach the most people. SocialMediaFinder takes the guess work of how to go about maximizing those interactions.



“SocialMediaFinder will allow us to see where our constituents are spending their time on social media and allow us to focus our social presence on the networks and strategies that will have the most impact.”

—Kendall Paul
Executive Director,
Vanderburgh
Humane Society

Easily and Intuitively Drive Results

While SocialMediaFinder makes it easy to identify constituents' social handles for one-on-one communication and helps you decide where to spend your valuable time on growing your social presence, it also provides easy and intuitive ways to drive mass interaction on the networks your organization has a presence on. With eTapestry's easy to use email tools, you can now communicate to constituents based on the networks that they're active on and easily specify further demographics from there. Simply put, eTapestry gives you intuitive tools that help make social media work for your organization.