next in nonprofits

Establishing Your Brand Voice

About

Next in Nonprofits provides new social fundraising and communications ideas and consulting for growth.

NextInNonprofits.com

Today's agenda

Choosing a platform or platforms

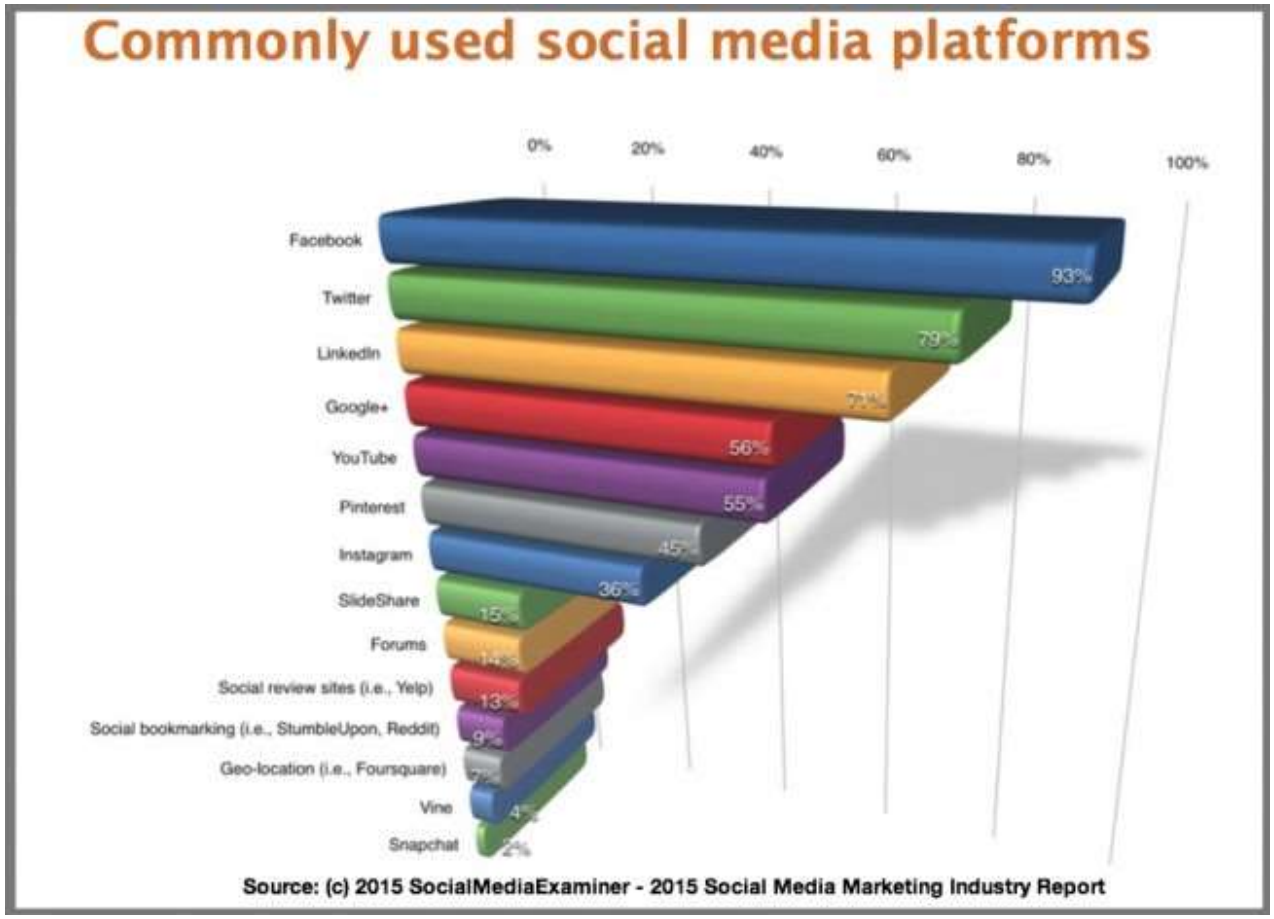
Voice and persona

SumAll and other measurement tools

Hootsuite or other aggregators

Finding eFluencers

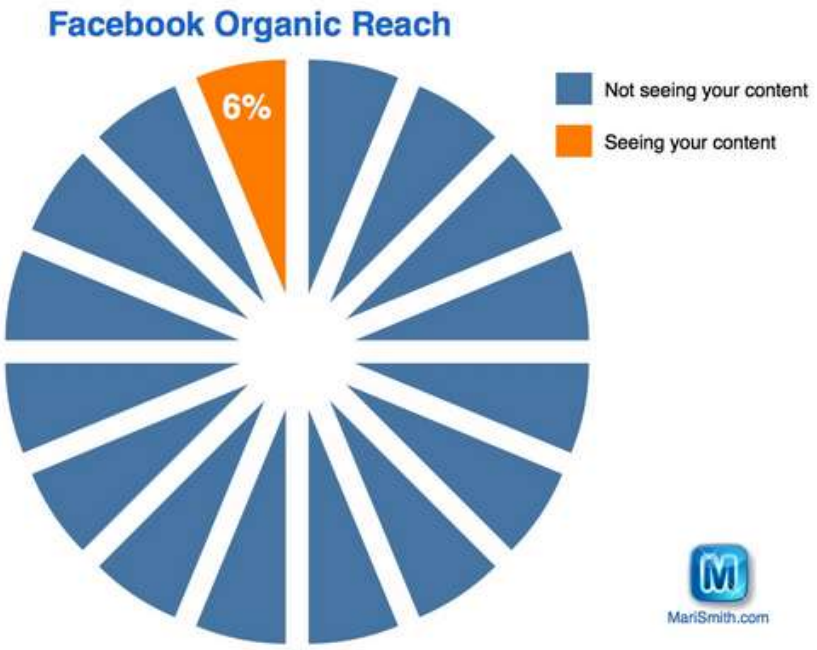
Where are people sharing?



What do you want to say?

Who can see you?

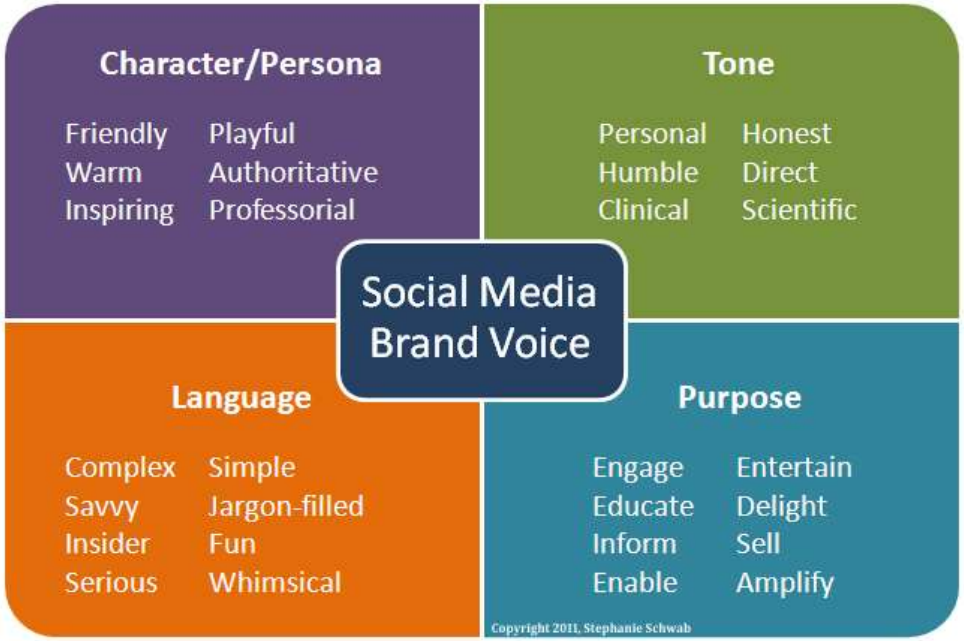
The problem with Facebook organic reach can be summed up in one single graphic: **Only 6 percent of your fans are seeing your content** in their news feed. The other 94 percent are not.



Some sources indicate that organic reach may **drop to 1-2 percent** in the near future. Others say it's **destined to hit zero**; it's only a matter of time.

Choosing a brand voice

Consistency in how you communicate helps audiences connect to you.



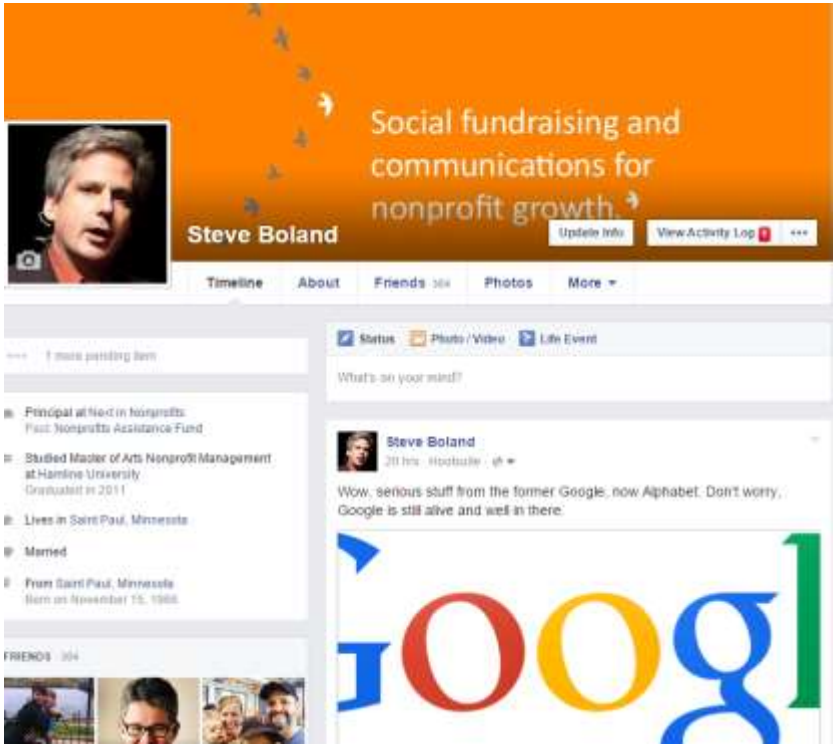
Persona

Create a backstory for the persona. Give it history and likes, make up things it doesn't like.

Establish a brand persona

Create a fictional “person” that everyone uses when they write, to help keep tone and language universal.

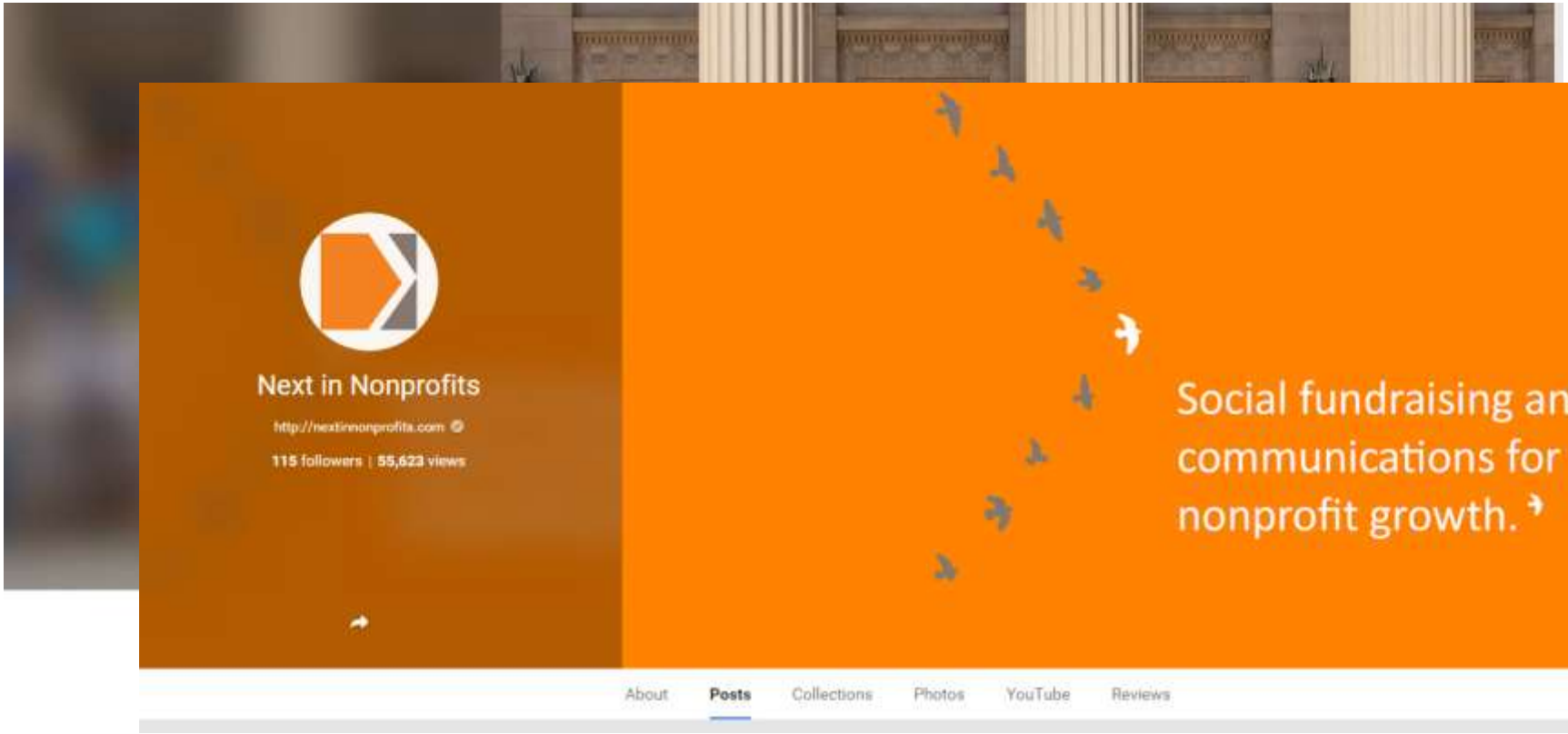
Using more than one persona



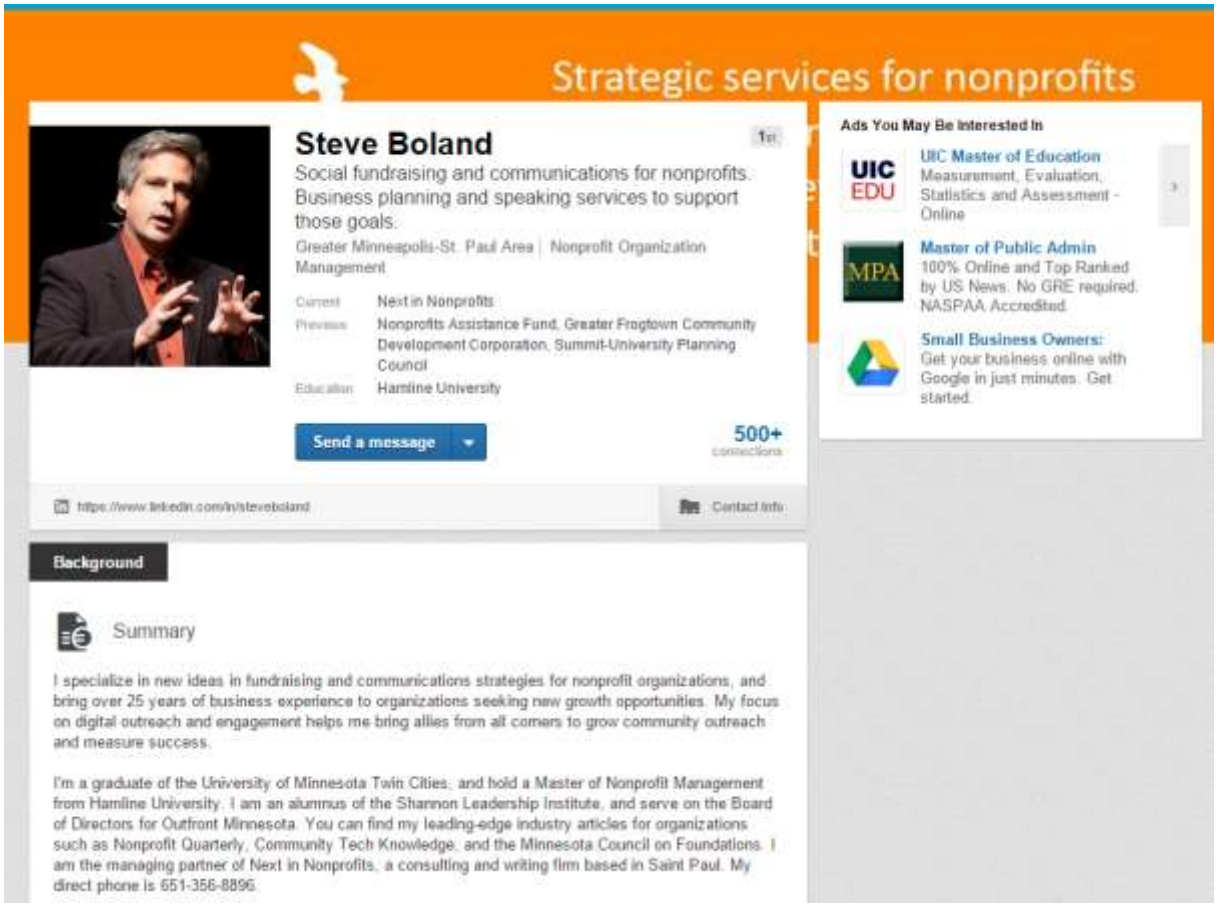
A tale of two Twitters

Consistency in work brands

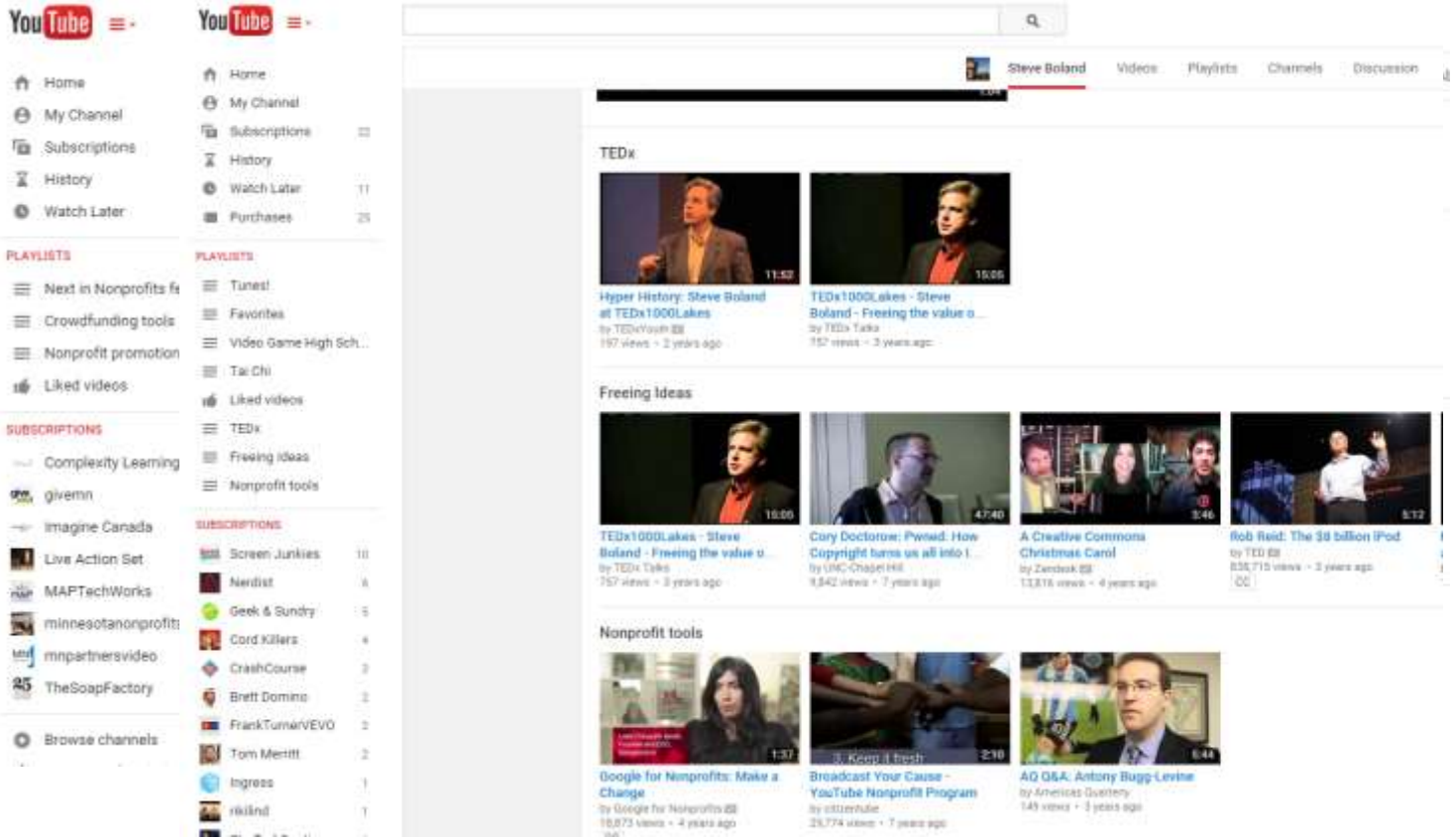
Google + audiences



LinkedIn audiences



YouTube


YouTube
Home
My Channel
Subscriptions
History
Watch Later
PLAYLISTS
Next in Nonprofits fe
Crowdfunding tools
Nonprofit promotion
Liked videos
SUBSCRIPTIONS
Complexity Learning
givemn
Imagine Canada
Live Action Set
MAPTechWorks
minnesotanonprofits
mnpartnersvideo
TheSoapFactory
Browse channels
YouTube
Home
My Channel
Subscriptions
History
Watch Later
Purchases
PLAYLISTS
Tunes!
Favorites
Video Game High Sch...
Tai Chi
Liked videos
TEDx
Freeing Ideas
Nonprofit tools
SUBSCRIPTIONS
Screen Junkies
Nerdist
Geek & Sundry
Cord Killers
CrashCourse
Brett Domino
FrankTurnerVEVO
Tom Merritt
Ingress
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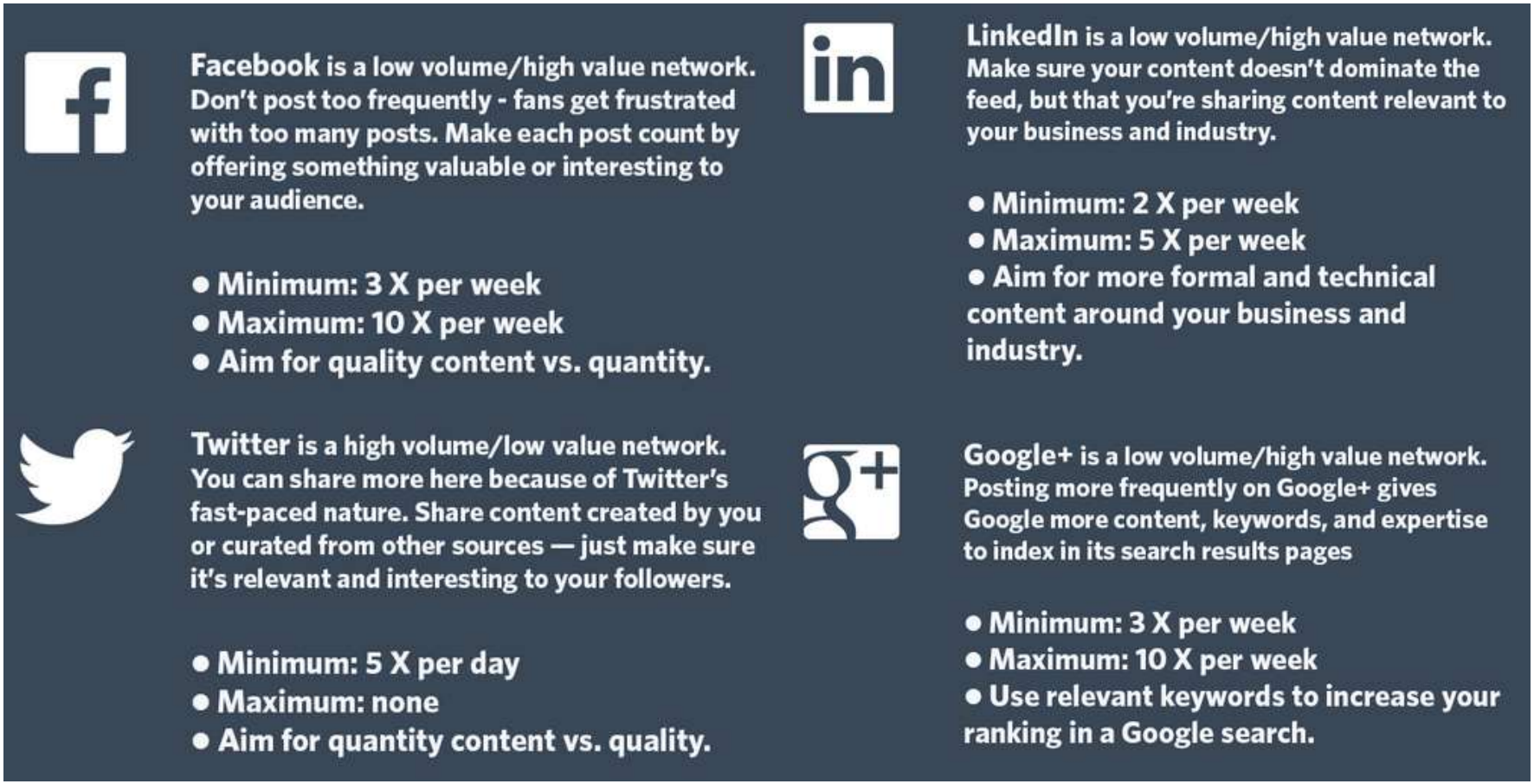
Steve Boland
Videos
Playlists
Channels
Discussion
TEDx
Hyper History: Steve Boland at TEDx1000Lakes
TEDx1000Lakes - Steve Boland - Freeing the value o...
Freeing Ideas
TEDx1000Lakes - Steve Boland - Freeing the value o...
Cory Doctorow: Pwned: How Copyright turns us all into l...
A Creative Commons Christmas Carol
Rob Reid: The $8 billion iPod
Nonprofit tools
Google for Nonprofits: Make a Change
Broadcast Your Cause - YouTube Nonprofit Program
AQ Q&A: Antony Bugg-Levine

And the rest…

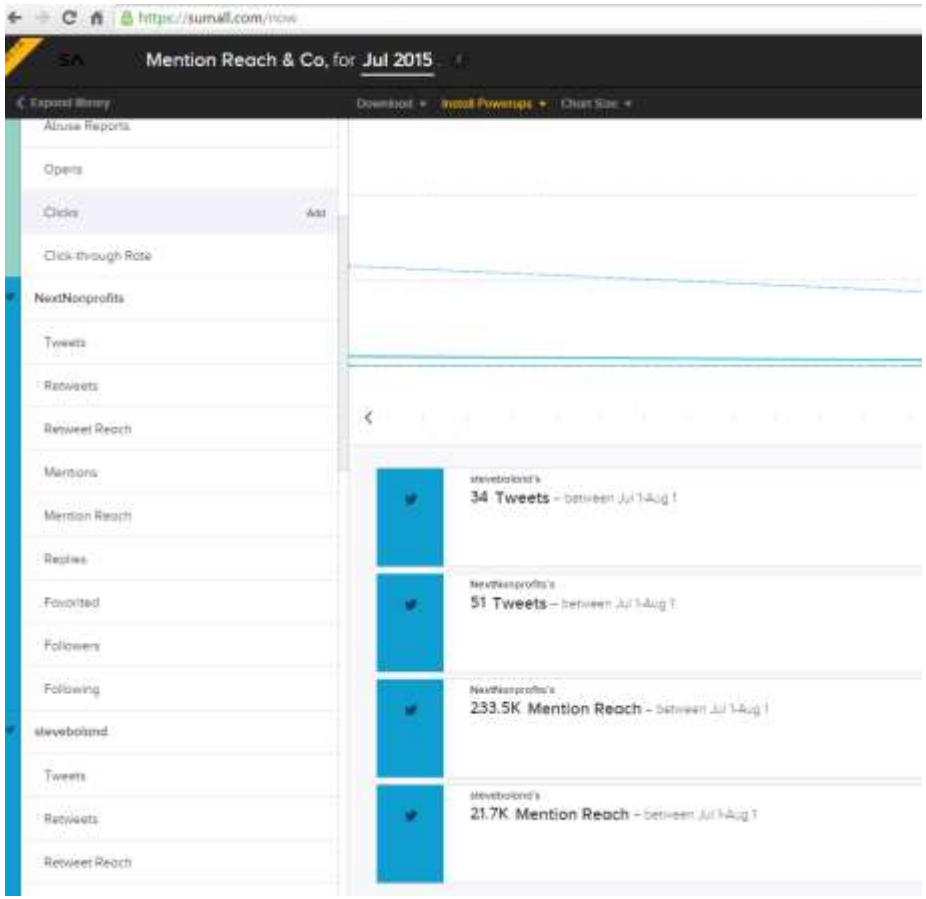
- Instagram
- Tumblr
- Periscope….

A personal brand site

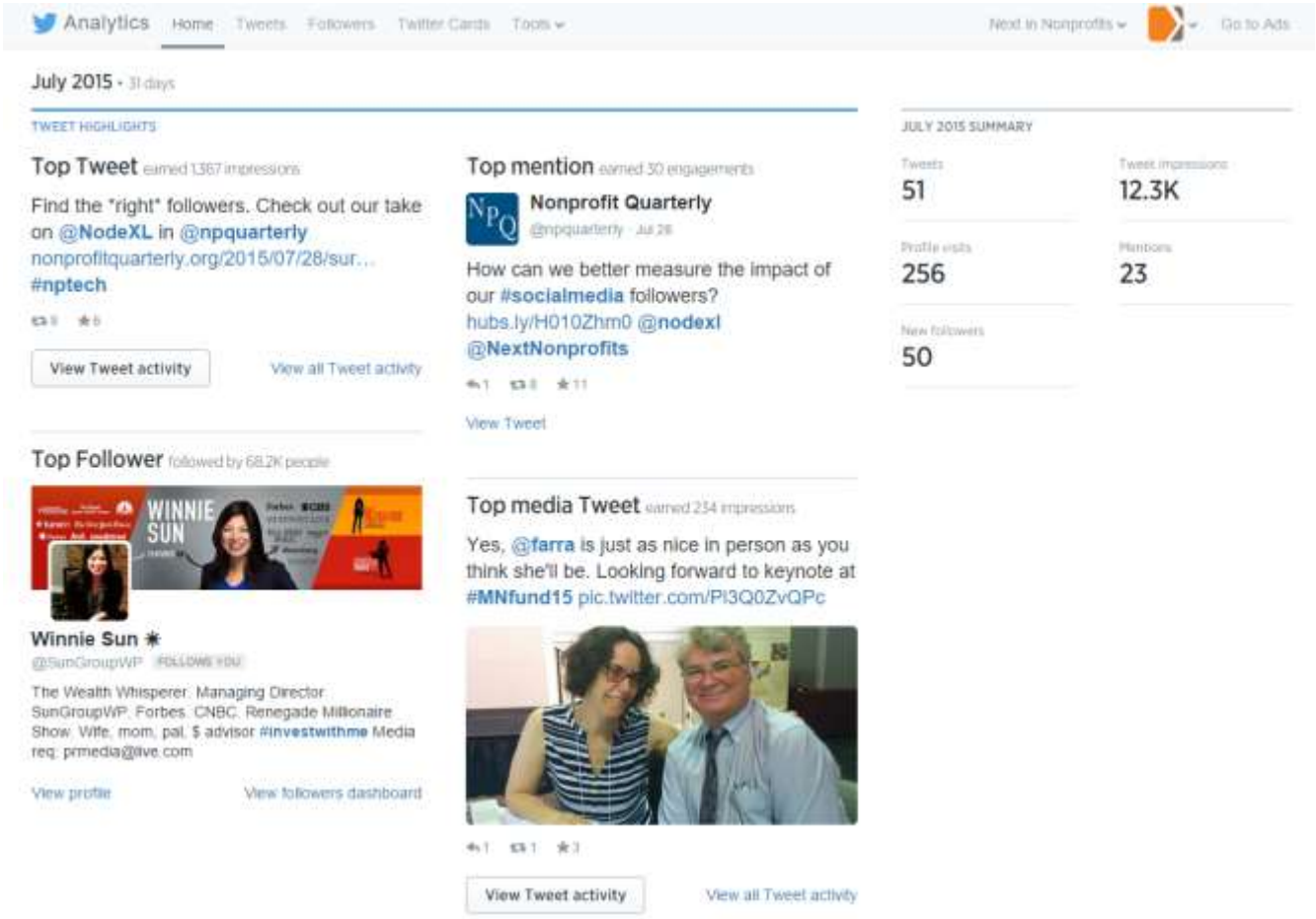
How much content?



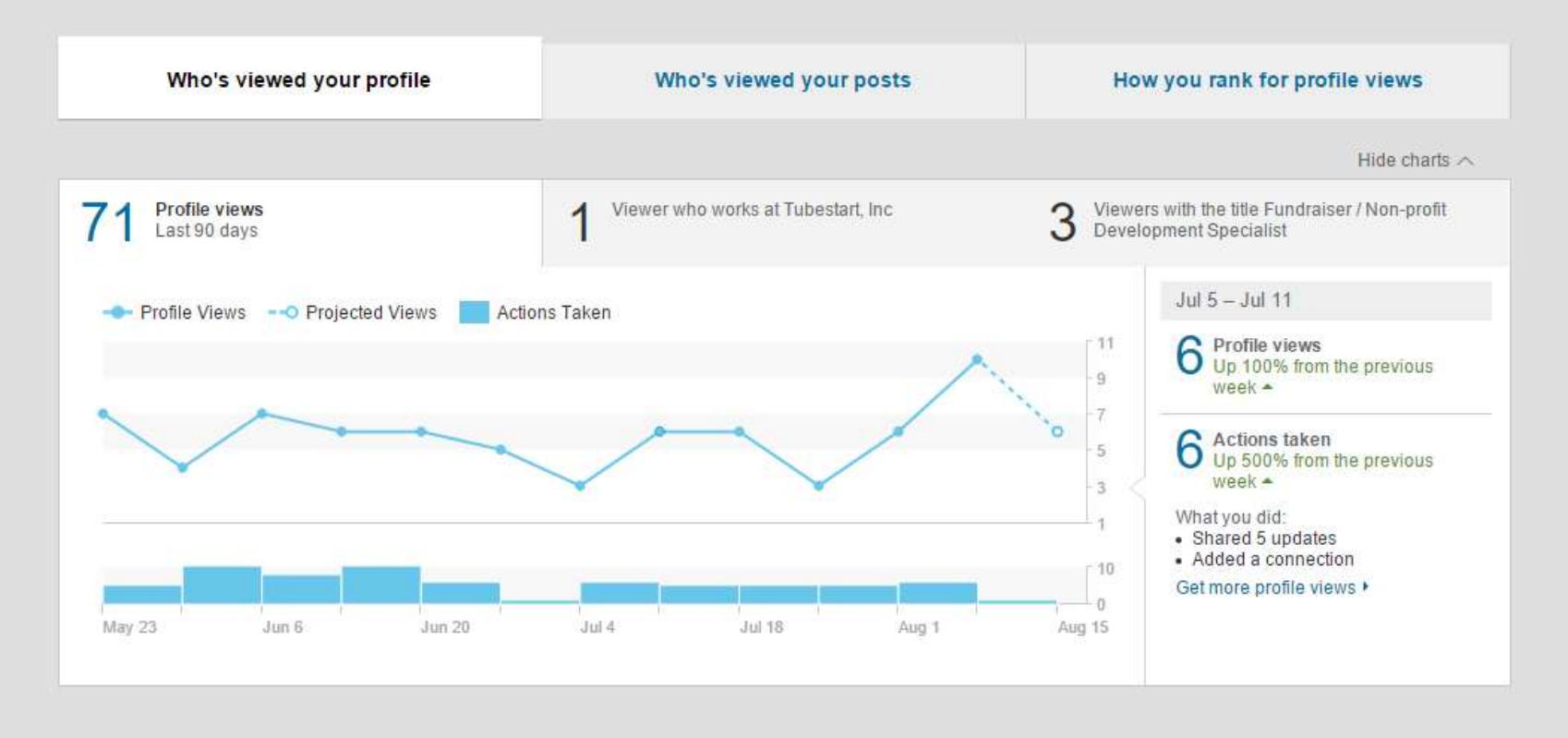
Measurement



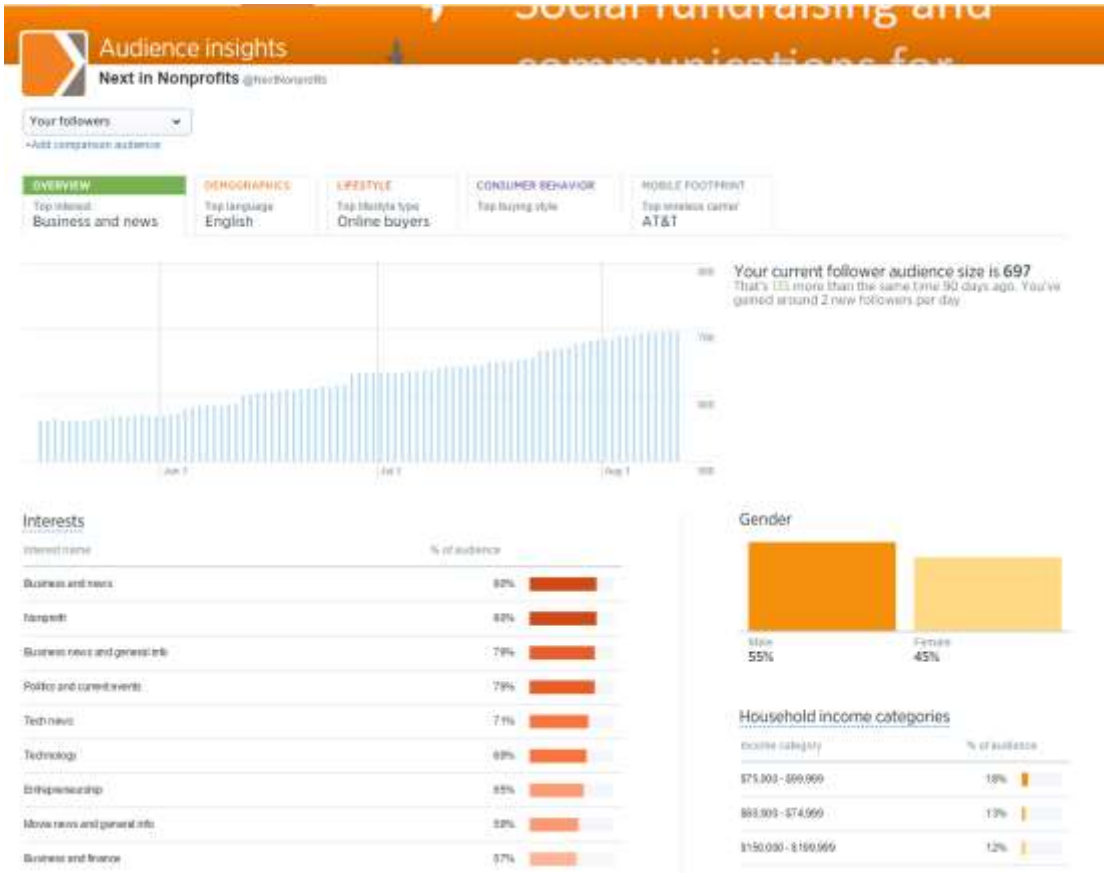
Native measurement



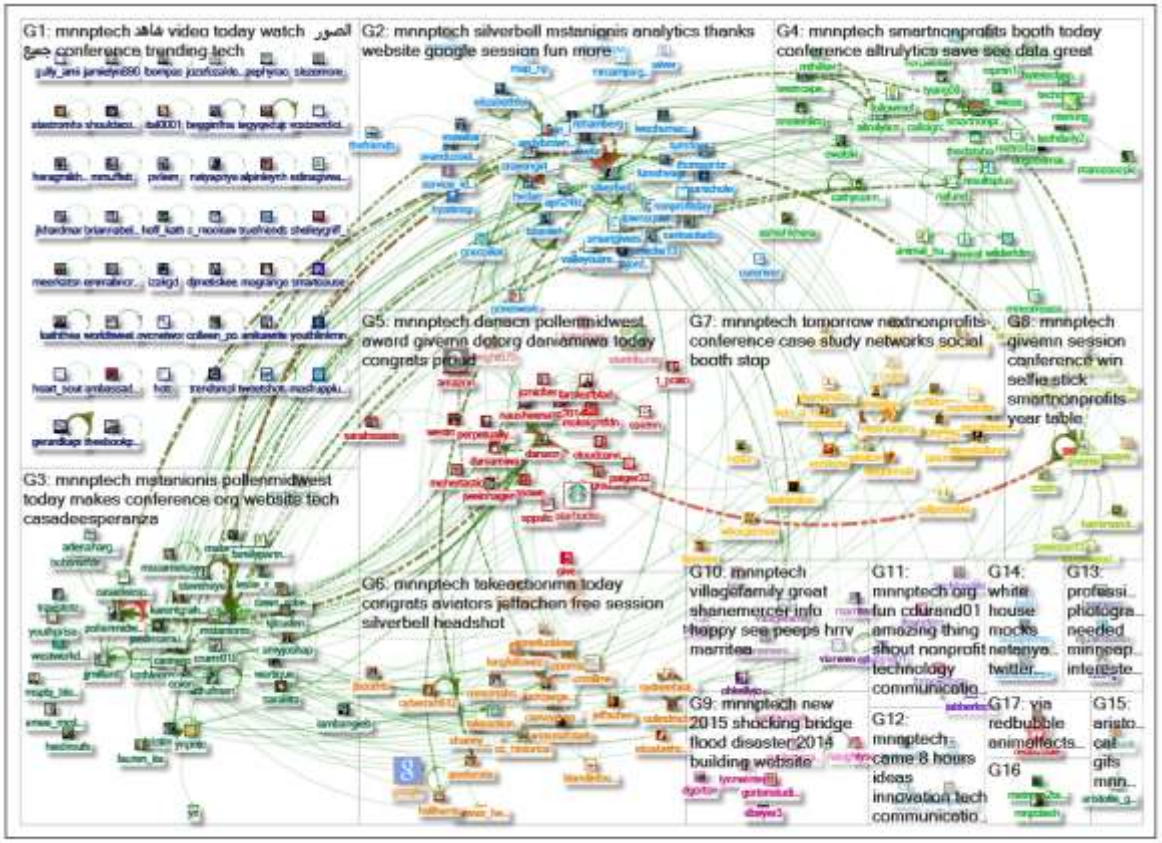
Native measurement



Native measurement



Measurement

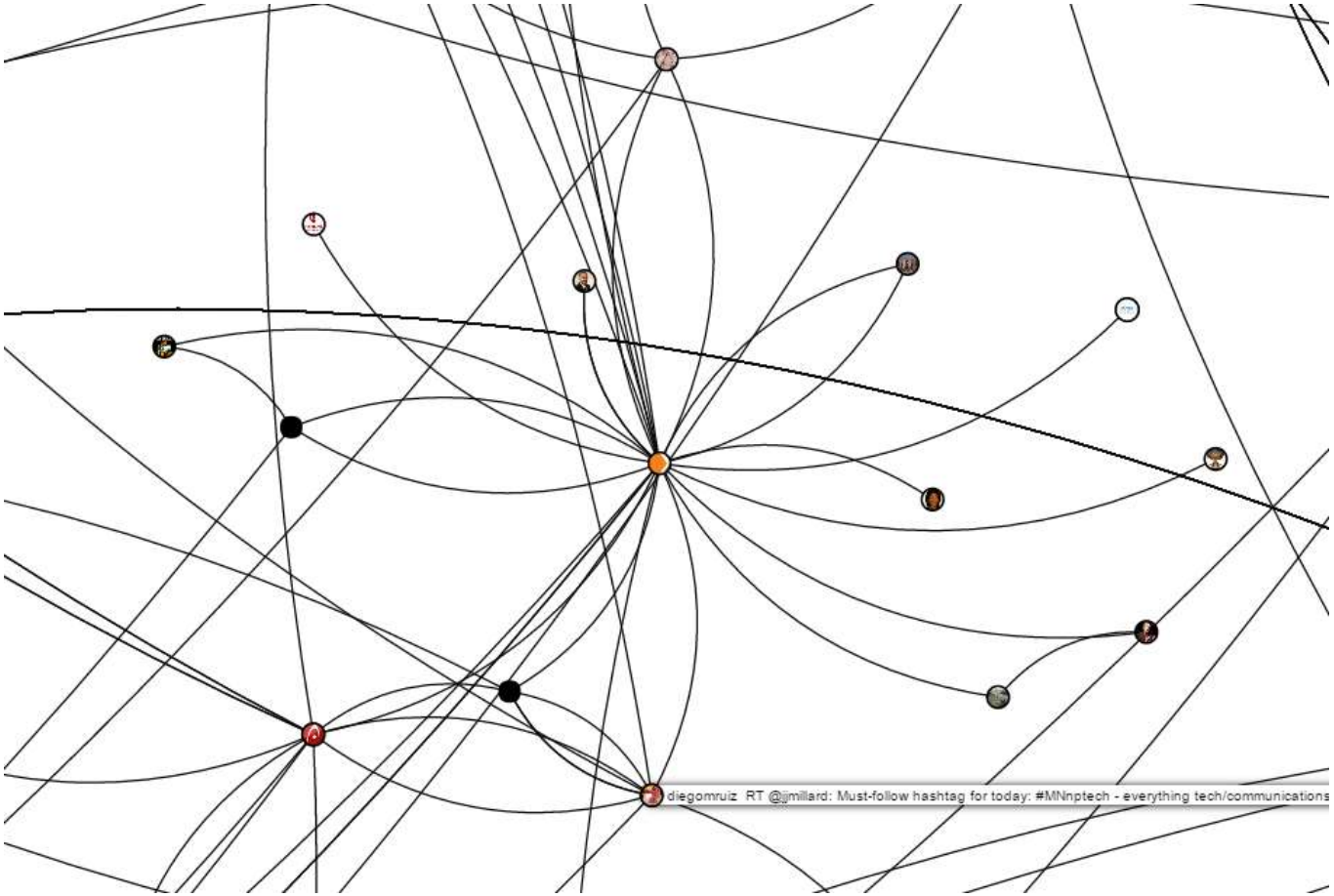


#mnnptech Twitter NodeXL SNA Map and Report for Thursday, 09 April 2015 at 14:50 UTC

Top Hashtags in Tweet in G6:
mnnptech
raisethewage
broadband
analytics
effective
likeaboss
pubradio
geekonfleek
nptech
nobs

Top Hashtags in Tweet in G7:
mnnptech
adwordsgrants
mobile
crowdfunding
socialnetworking
amazonecho
nonprofit
meerkat
omg

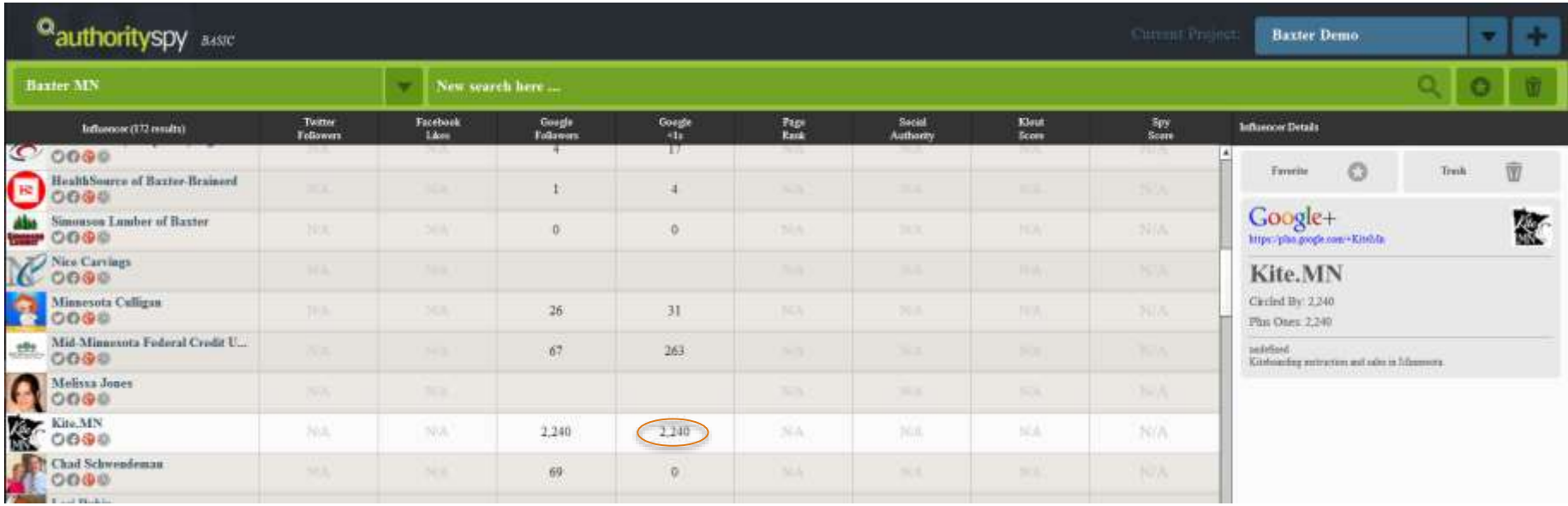
Measurement



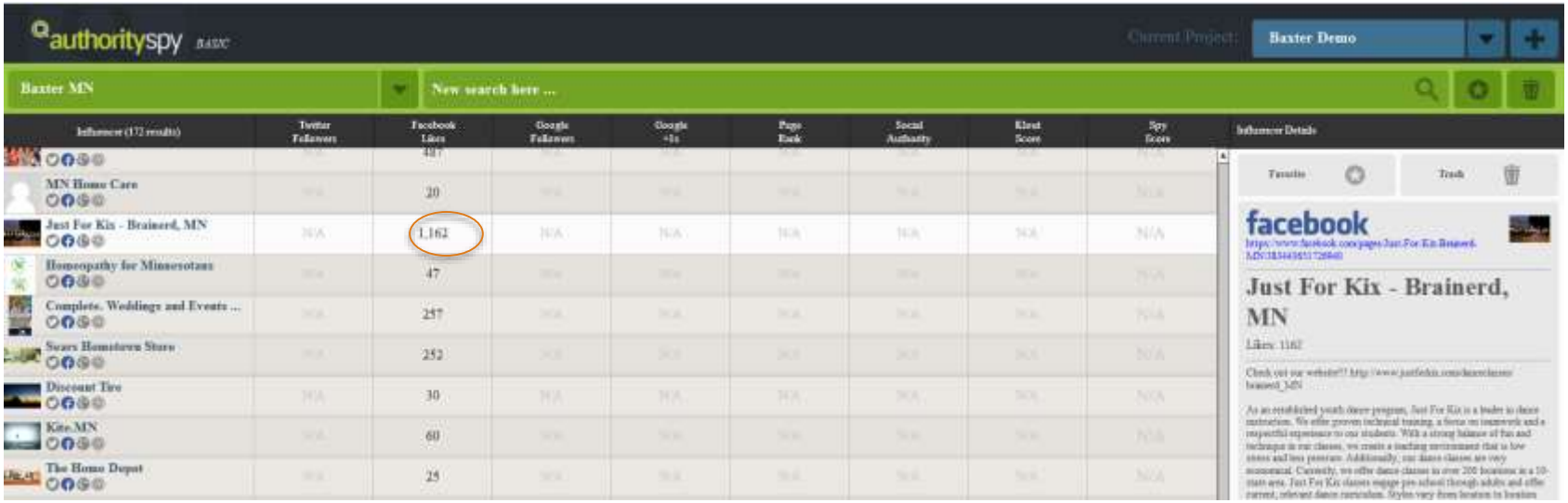
Follow the right people

AuthoritySpy Aggregates Multiple Data Sources From Across the Web Including…

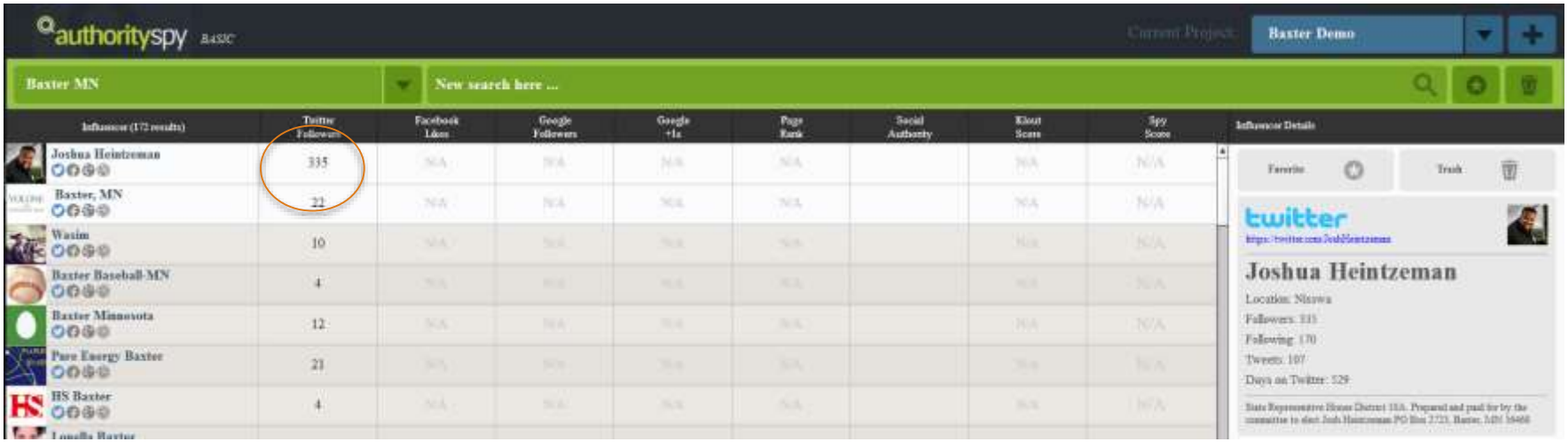
Follow the right people



Follow the right people

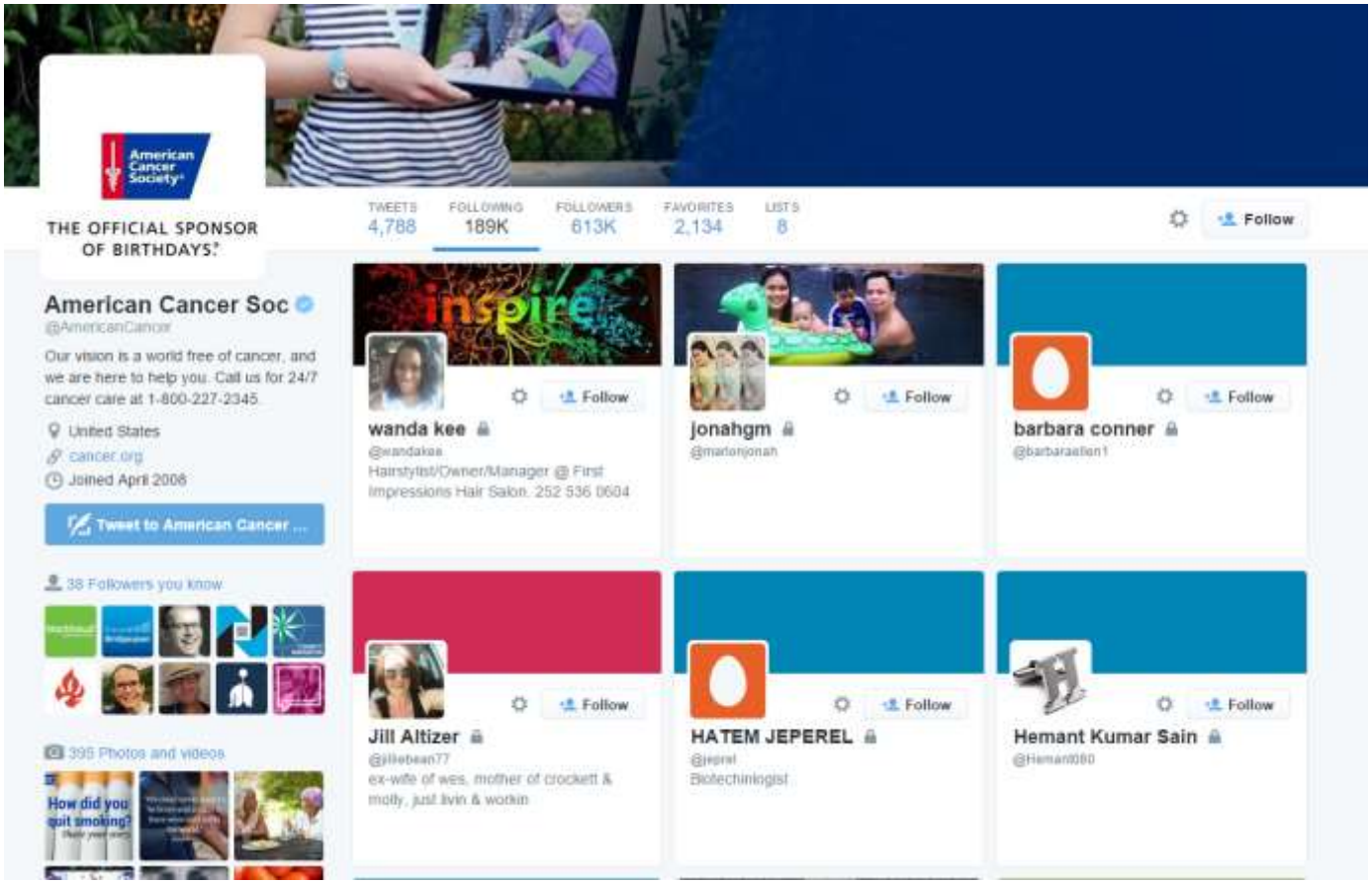


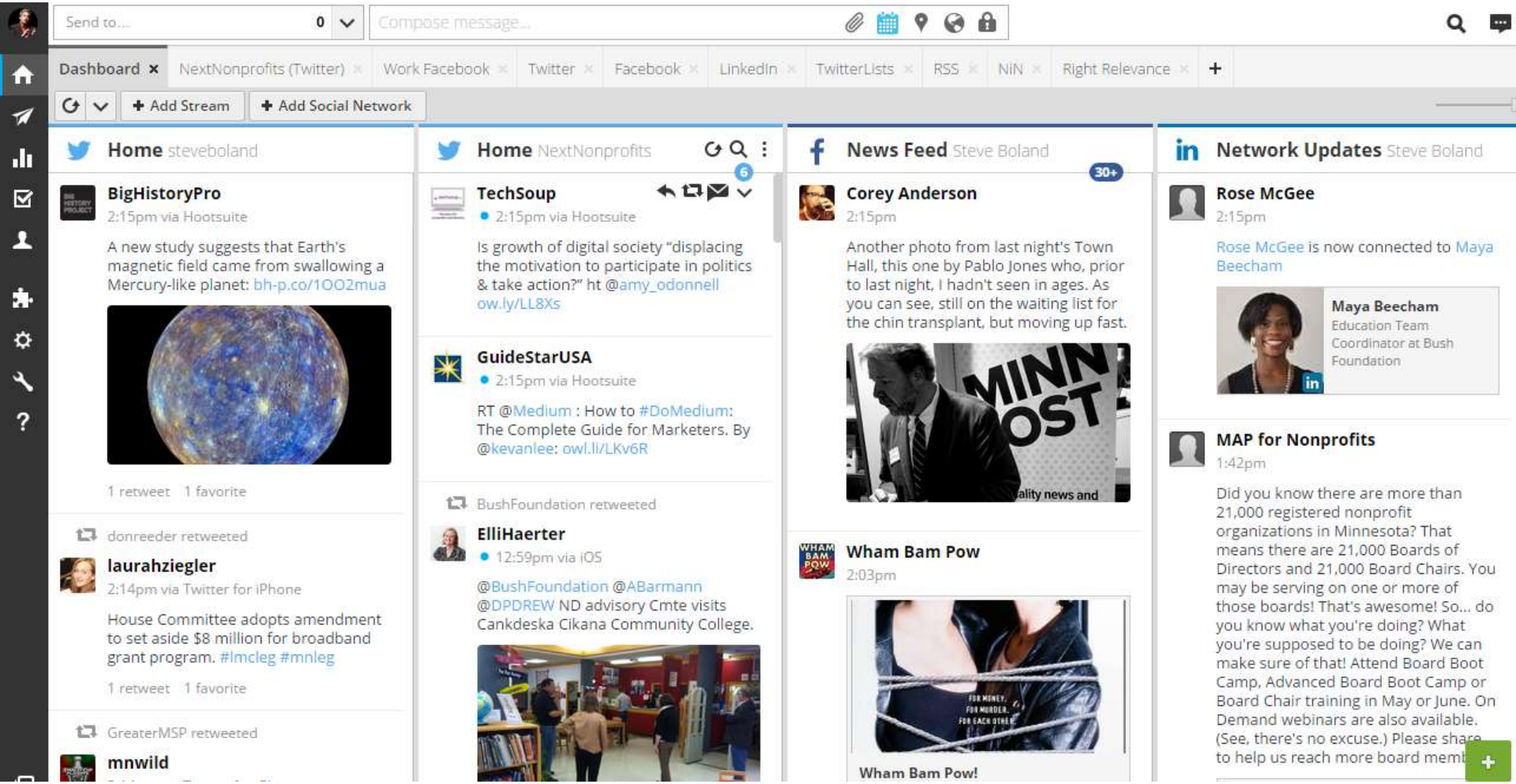
Follow the right people

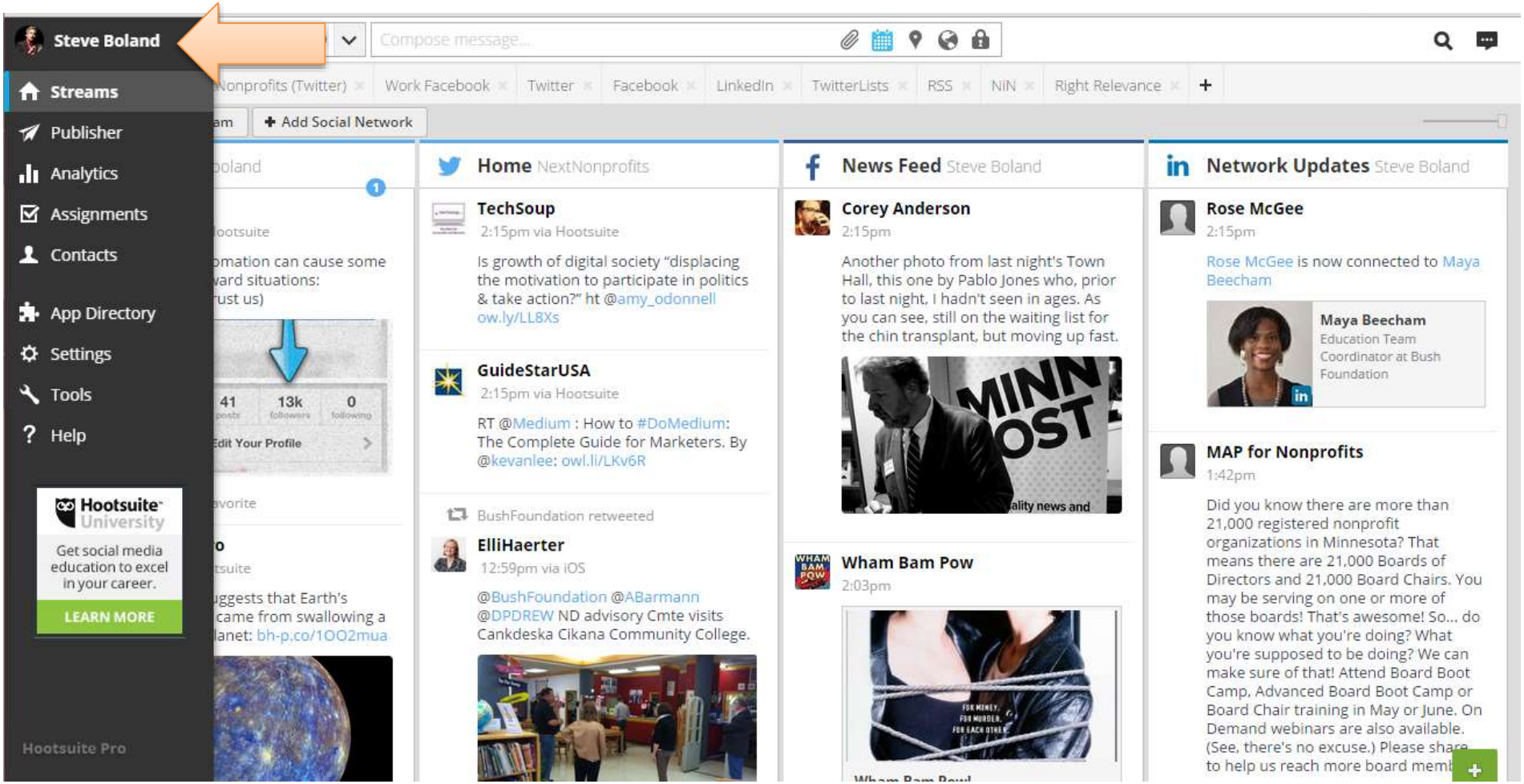


And maybe who they follow

Don’t autofollow




Send to...
Compose message...
Dashboard
NextNonprofits (Twitter)
Work Facebook
Twitter
Facebook
LinkedIn
TwitterLists
RSS
NiN
Right Relevance
+ Add Stream
+ Add Social Network
Home steveboland
BigHistoryPro
2:15pm via Hootsuite
A new study suggests that Earth's magnetic field came from swallowing a Mercury-like planet: bh-p.co/1OO2mua
1 retweet 1 favorite
donreeder retweeted
laurahziegler
2:14pm via Twitter for iPhone
House Committee adopts amendment to set aside $8 million for broadband grant program. #lmcleg #mnleg
1 retweet 1 favorite
GreaterMSP retweeted
mnwild
Home NextNonprofits
TechSoup
2:15pm via Hootsuite
Is growth of digital society "displacing the motivation to participate in politics & take action?" ht @amy_odonnell ow.ly/LL8Xs
GuideStarUSA
2:15pm via Hootsuite
RT @Medium : How to #DoMedium: The Complete Guide for Marketers. By @kevanlee: owl.li/LKv6R
BushFoundation retweeted
ElliHaerter
12:59pm via iOS
@BushFoundation @ABarmann @DPDREW ND advisory Cmte visits Cankdeska Cikana Community College.
News Feed Steve Boland
Corey Anderson
2:15pm
Another photo from last night's Town Hall, this one by Pablo Jones who, prior to last night, I hadn't seen in ages. As you can see, still on the waiting list for the chin transplant, but moving up fast.
Wham Bam Pow
2:03pm
Wham Bam Pow!
Network Updates Steve Boland
Rose McGee
2:15pm
Rose McGee is now connected to Maya Beecham
Maya Beecham
Education Team Coordinator at Bush Foundation
MAP for Nonprofits
1:42pm
Did you know there are more than 21,000 registered nonprofit organizations in Minnesota? That means there are 21,000 Boards of Directors and 21,000 Board Chairs. You may be serving on one or more of those boards! That's awesome! So... do you know what you're doing? What you're supposed to be doing? We can make sure of that! Attend Board Boot Camp, Advanced Board Boot Camp or Board Chair training in May or June. On Demand webinars are also available. (See, there's no excuse.) Please share to help us reach more board


Steve Boland
Streams
Publisher
Analytics
Assignments
Contacts
App Directory
Settings
Tools
Help
Hootsuite University
Get social media education to excel in your career.
LEARN MORE
Hootsuite Pro
Compose message...
Work Facebook
Twitter
Facebook
LinkedIn
TwitterLists
RSS
NiN
Right Relevance
Add Social Network
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TechSoup
2:15pm via Hootsuite
Is growth of digital society "displacing the motivation to participate in politics & take action?" ht @amy_odonnell ow.ly/LL8Xs
GuideStarUSA
2:15pm via Hootsuite
RT @Medium : How to #DoMedium: The Complete Guide for Marketers. By @kevanlee: owl.li/LKv6R
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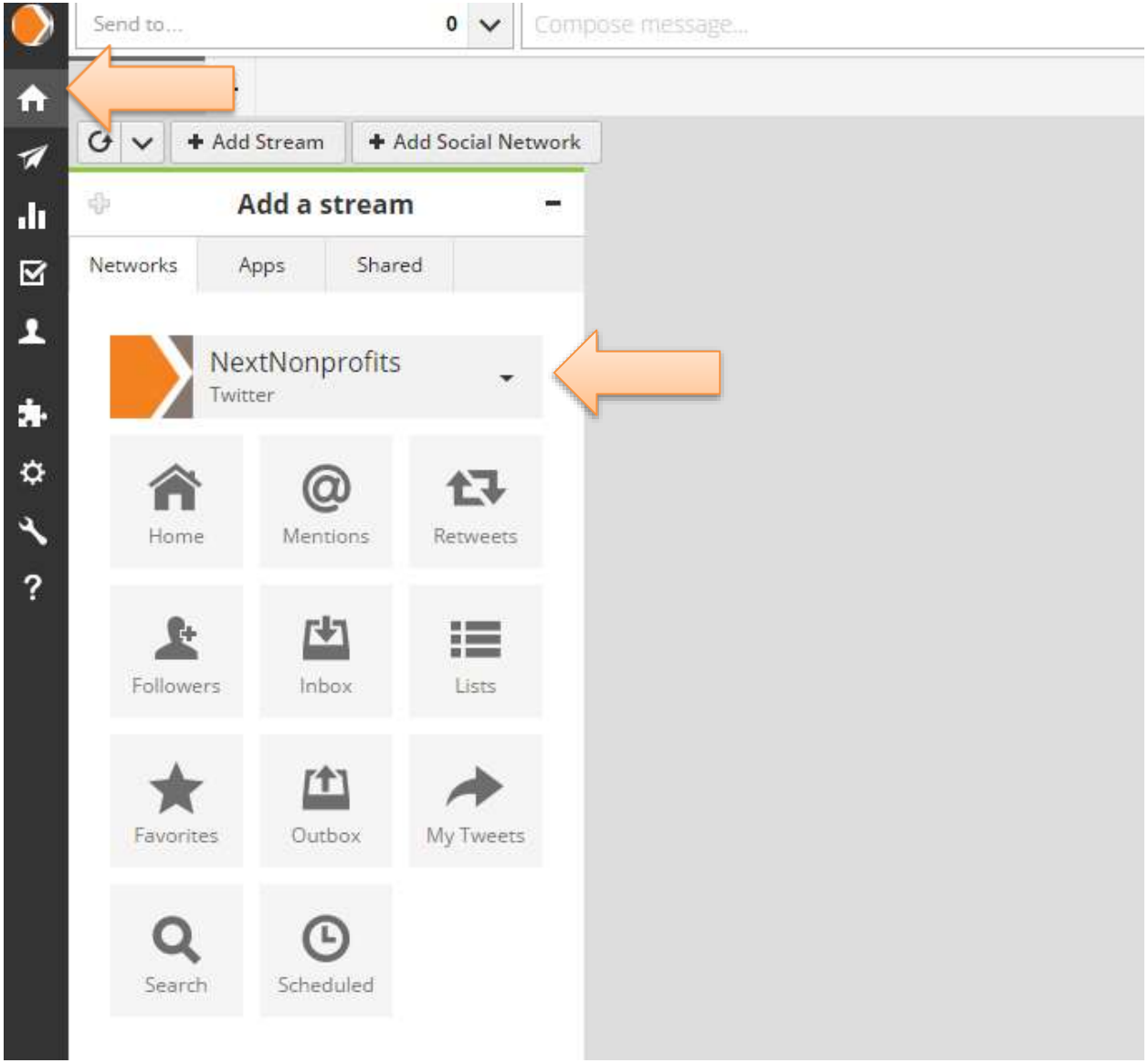
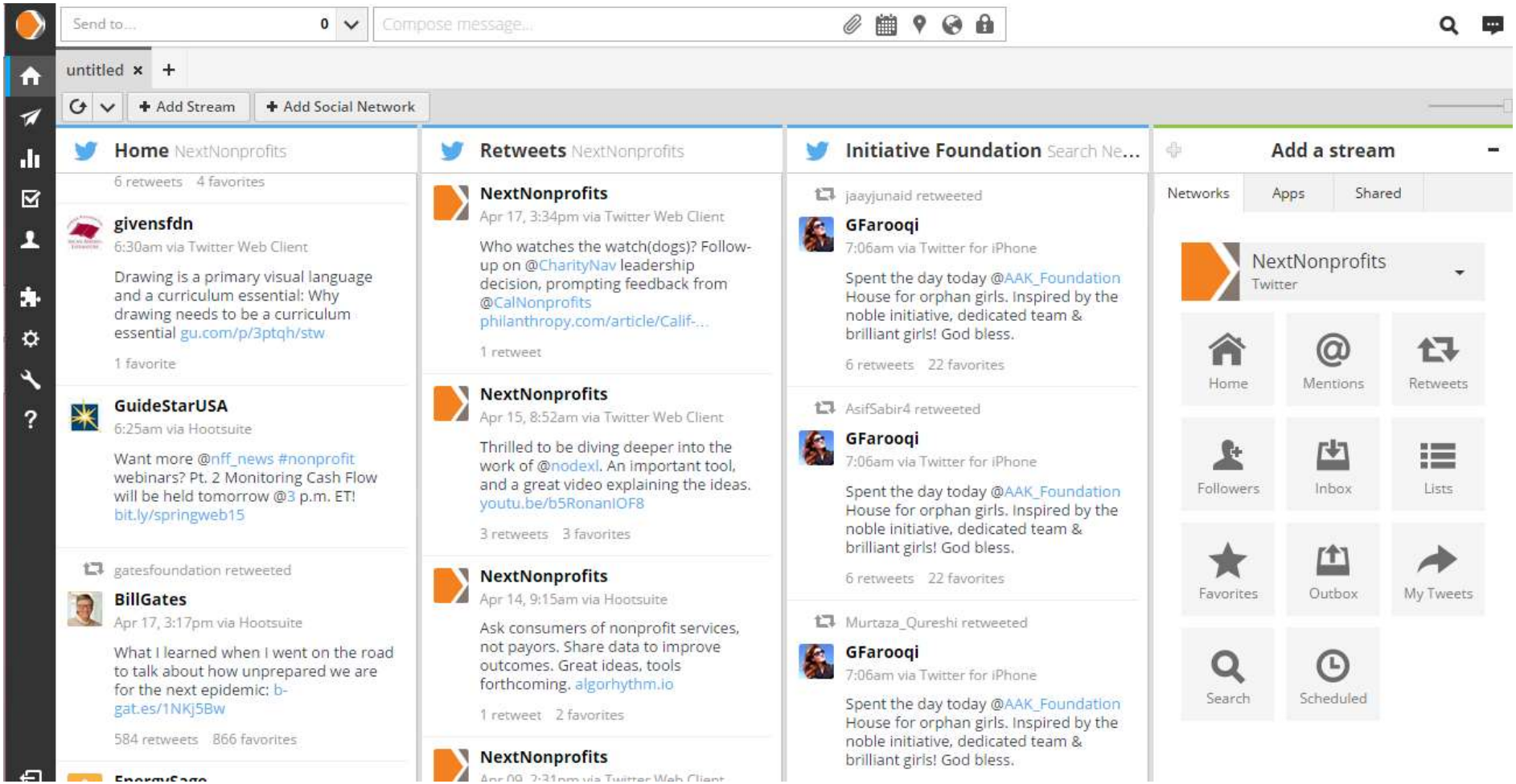
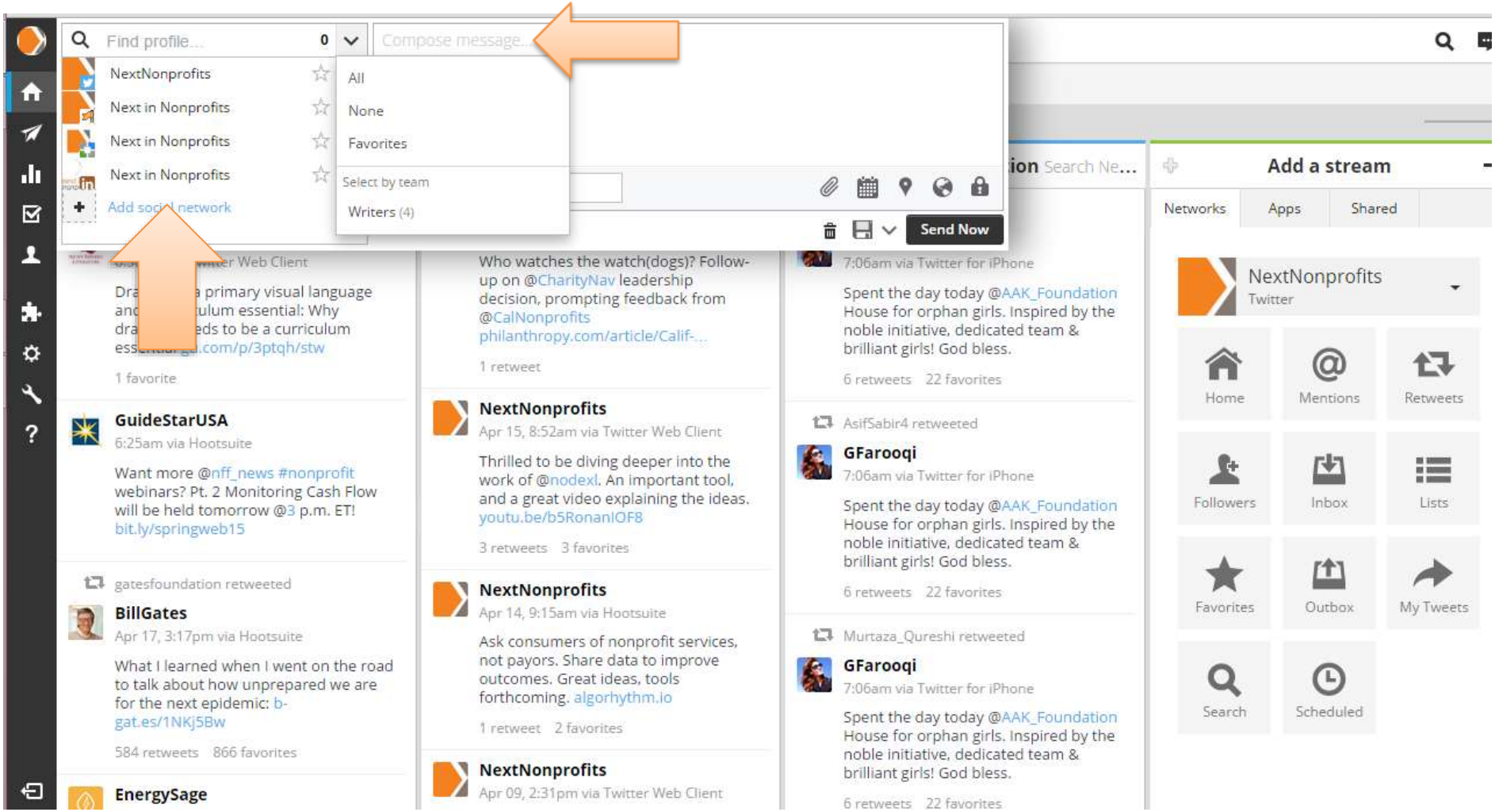
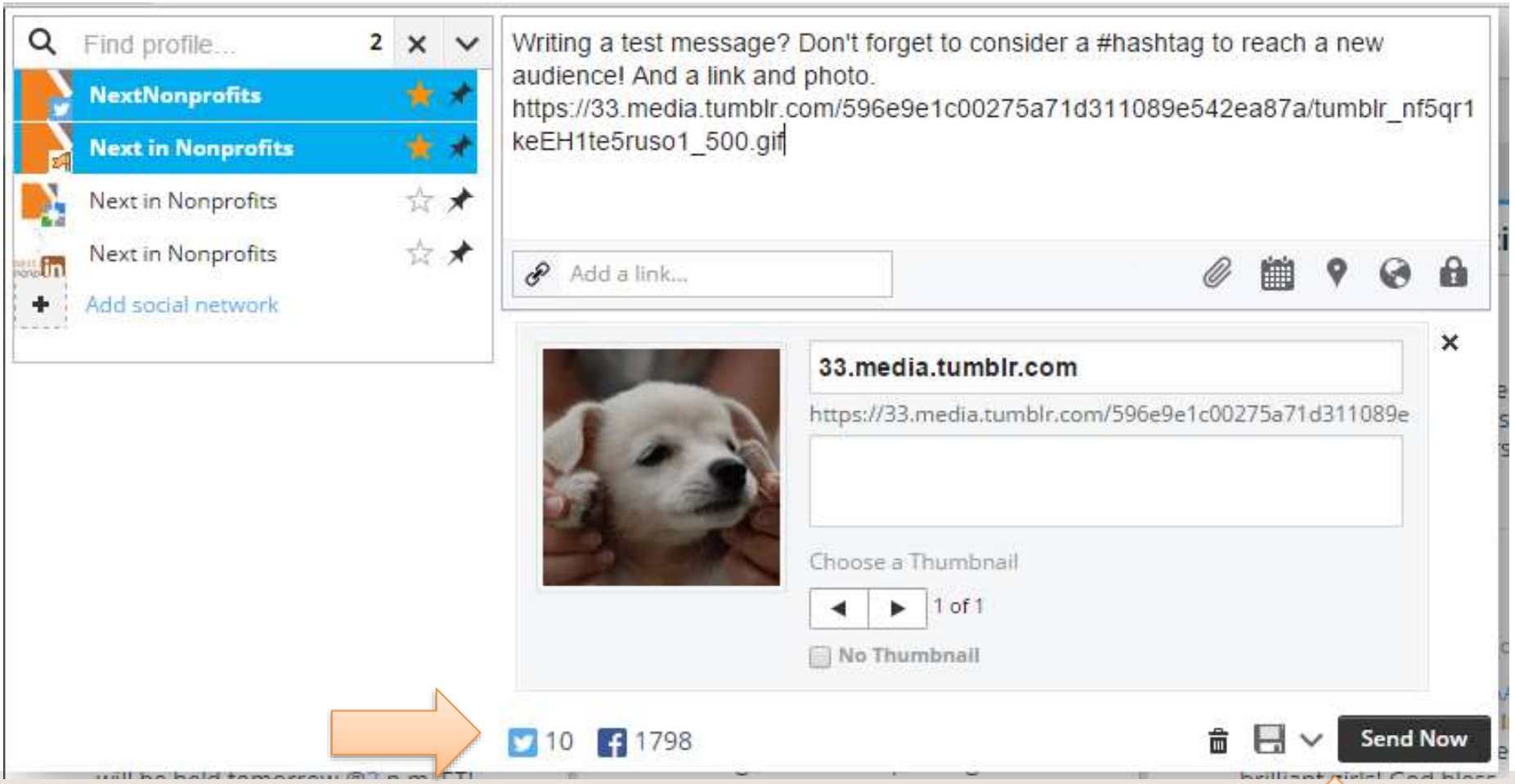

Send to...
0
Compose message...
Add Stream
Add Social Network
Add a stream
Networks
Apps
Shared
NextNonprofits
Twitter
Home
Mentions
Retweets
Followers
Inbox
Lists
Favorites
Outbox
My Tweets
Search
Scheduled

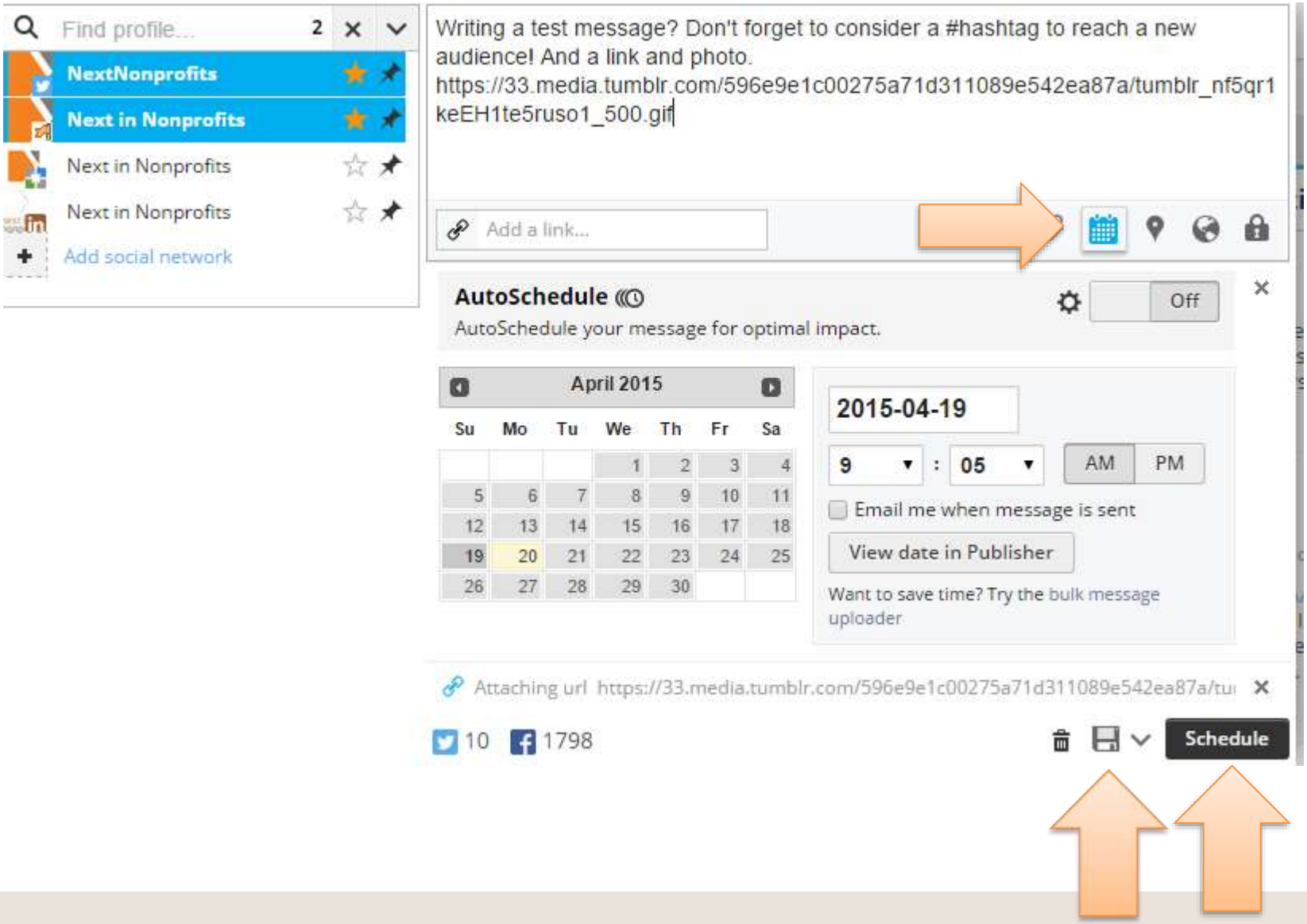
Create streams and tabs



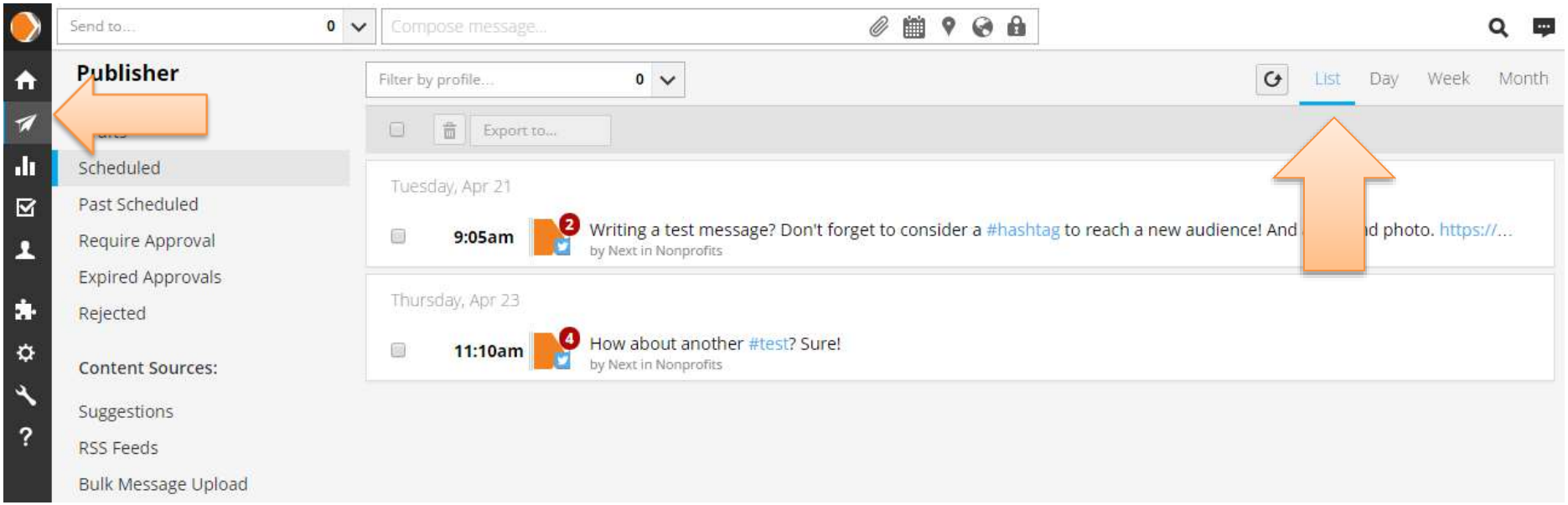

Find profile...
0
NextNonprofits
Next in Nonprofits
Next in Nonprofits
Next in Nonprofits
Add social network
Compose message...
All
None
Favorites
Select by team
Writers (4)
Send Now
Add a stream
Networks
Apps
Shared
NextNonprofits
Twitter
Home
Mentions
Retweets
Followers
Inbox
Lists
Favorites
Outbox
My Tweets
Search
Scheduled
GuideStarUSA
6:25am via Hootsuite
Want more @nff_news #nonprofit webinars? Pt. 2 Monitoring Cash Flow will be held tomorrow @3 p.m. ET! bit.ly/springweb15
gatesfoundation retweeted
BillGates
Apr 17, 3:17pm via Hootsuite
What I learned when I went on the road to talk about how unprepared we are for the next epidemic: b-gat.es/1NKj5Bw
584 retweets 866 favorites
EnergySage
1 favorite
Who watches the watch(dogs)? Follow-up on @CharityNav leadership decision, prompting feedback from @CalNonprofits philanthropy.com/article/Calif-...
1 retweet
NextNonprofits
Apr 15, 8:52am via Twitter Web Client
Thrilled to be diving deeper into the work of @nodexl. An important tool, and a great video explaining the ideas. youtu.be/b5RonanIOF8
3 retweets 3 favorites
NextNonprofits
Apr 14, 9:15am via Hootsuite
Ask consumers of nonprofit services, not payors. Share data to improve outcomes. Great ideas, tools forthcoming. algorhythm.io
1 retweet 2 favorites
NextNonprofits
Apr 09, 2:31pm via Twitter Web Client
7:06am via Twitter for iPhone
Spent the day today @AAK_Foundation House for orphan girls. Inspired by the noble initiative, dedicated team & brilliant girls! God bless.
6 retweets 22 favorites
AsifSabir4 retweeted
GFarooqi
7:06am via Twitter for iPhone
Spent the day today @AAK_Foundation House for orphan girls. Inspired by the noble initiative, dedicated team & brilliant girls! God bless.
6 retweets 22 favorites
Murtaza_Qureshi retweeted
GFarooqi
7:06am via Twitter for iPhone
Spent the day today @AAK_Foundation House for orphan girls. Inspired by the noble initiative, dedicated team & brilliant girls! God bless.
6 retweets 22 favorites

Create message for now or later

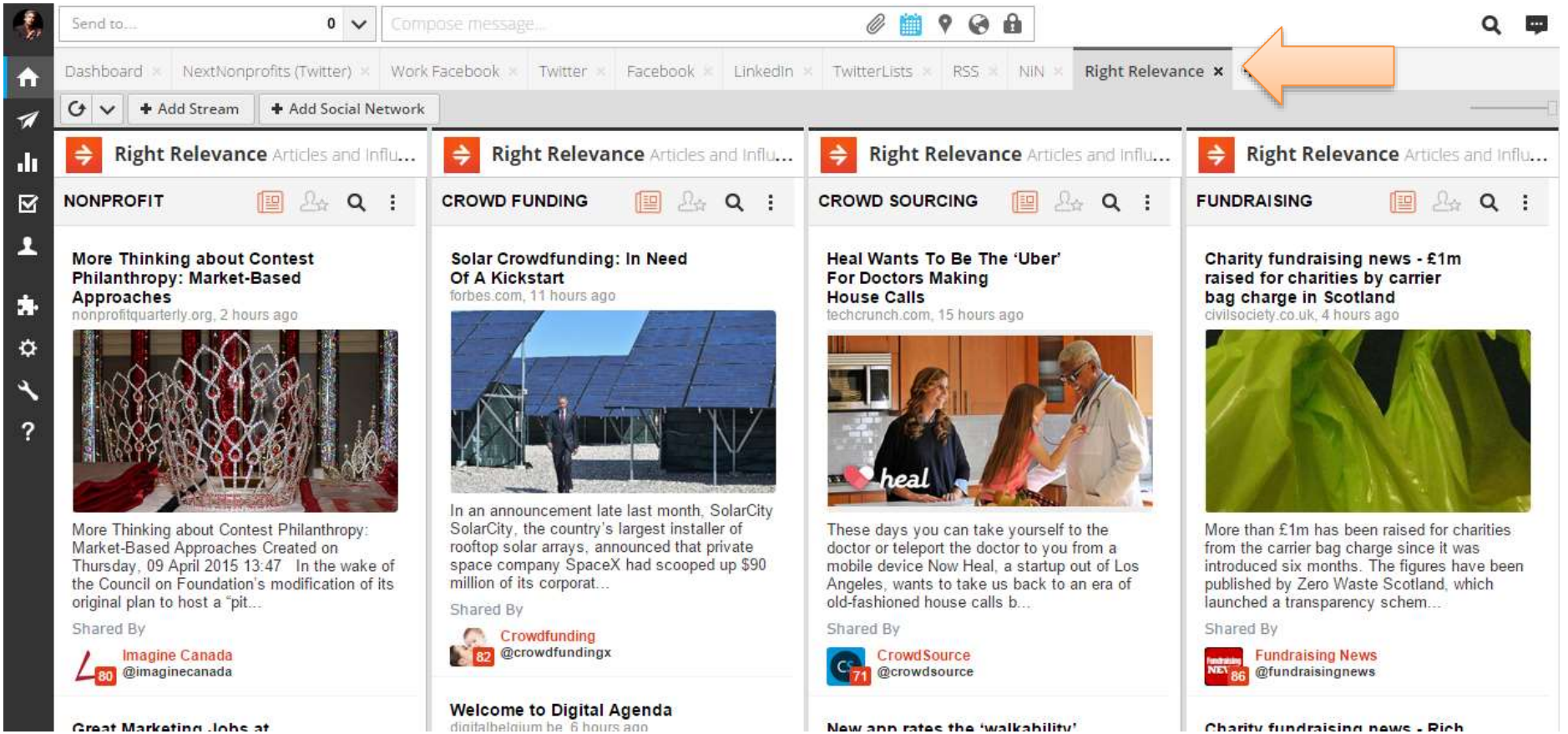



Find profile...
2
NextNonprofits
Next in Nonprofits
Next in Nonprofits
Next in Nonprofits
Add social network
Writing a test message? Don't forget to consider a #hashtag to reach a new audience! And a link and photo.
https://33.media.tumblr.com/596e9e1c00275a71d311089e542ea87a/tumblr_nf5qr1keEH1te5ruso1_500.gif
Add a link...
AutoSchedule
AutoSchedule your message for optimal impact.
Off
April 2015
Su Mo Tu We Th Fr Sa
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30
2015-04-19
9 : 05
AM PM
Email me when message is sent
View date in Publisher
Want to save time? Try the bulk message uploader
Attaching url https://33.media.tumblr.com/596e9e1c00275a71d311089e542ea87a/tu
10 1798
Schedule

View the list or calendar



Great artists steal – Picasso. And Jobs.



Homework!

- Identify your primary social network based on goals and audience.
- Clean up your followers (if any)
- Follow strong-brand accounts
- Share a key message from at least five other accounts.

Resources

- https://blog.bufferapp.com/social-media-marketing-voice-and-tone
- http://www.slideshare.net/maria231991/brand-persona
- http://blogs.constantcontact.com/how-often-post-social-media/
- http://marketingland.com/ultimate-beginners-guide-defining-target-audience-90625
- http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/
- http://knowledge.hubspot.com/contacts-user-guide/how-to-create-personas
- http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2015/
- https://sumall.com/now
- http://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=43042

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651-356-8896