



next in  
nonprofits

# Establishing Your Brand Voice



# About

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

[NextInNonprofits.com](http://NextInNonprofits.com)





# Today's agenda

Choosing a platform or platforms

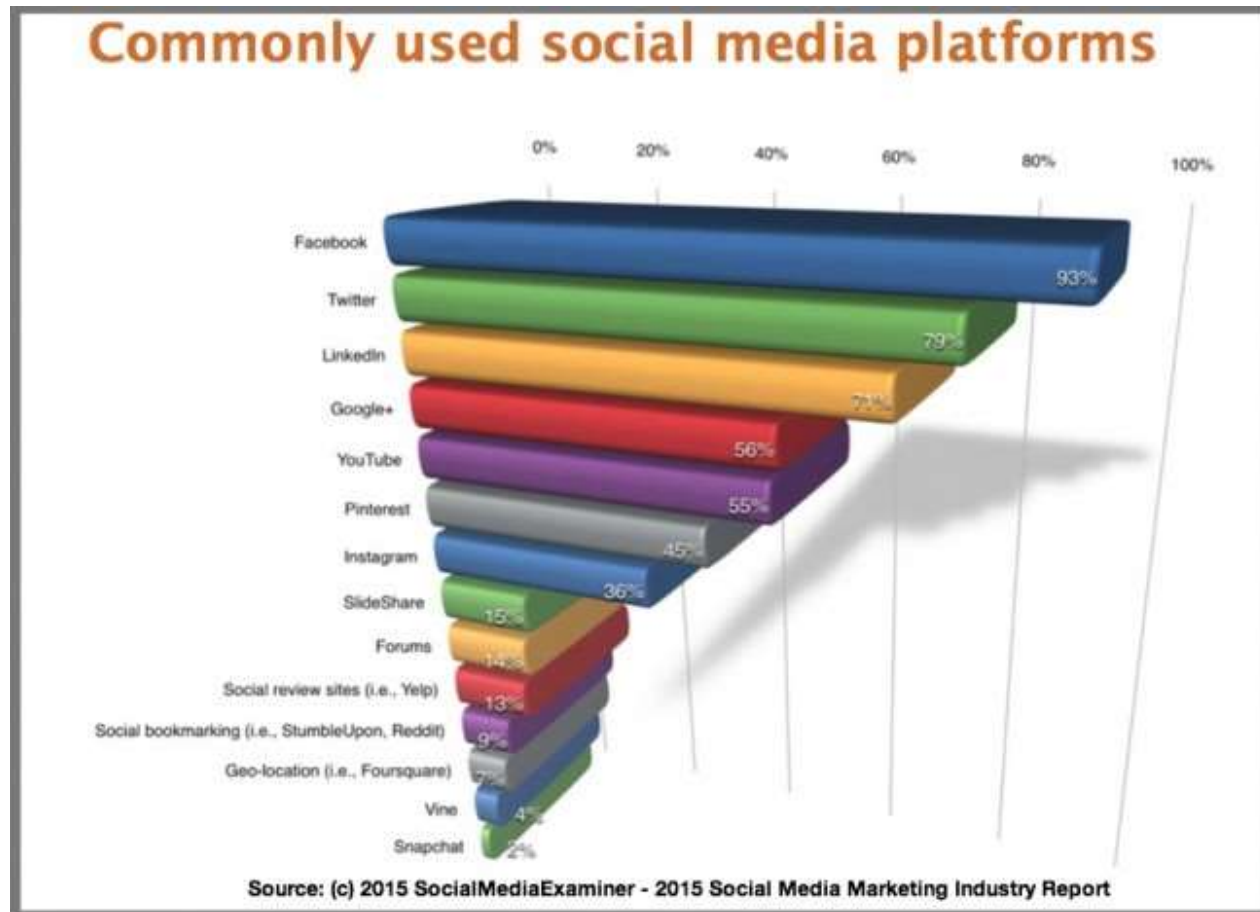
Voice and persona

SumAll and other measurement tools

Hootsuite or other aggregators

Finding eFluencers

# Where are people sharing?



# What do you want to say?



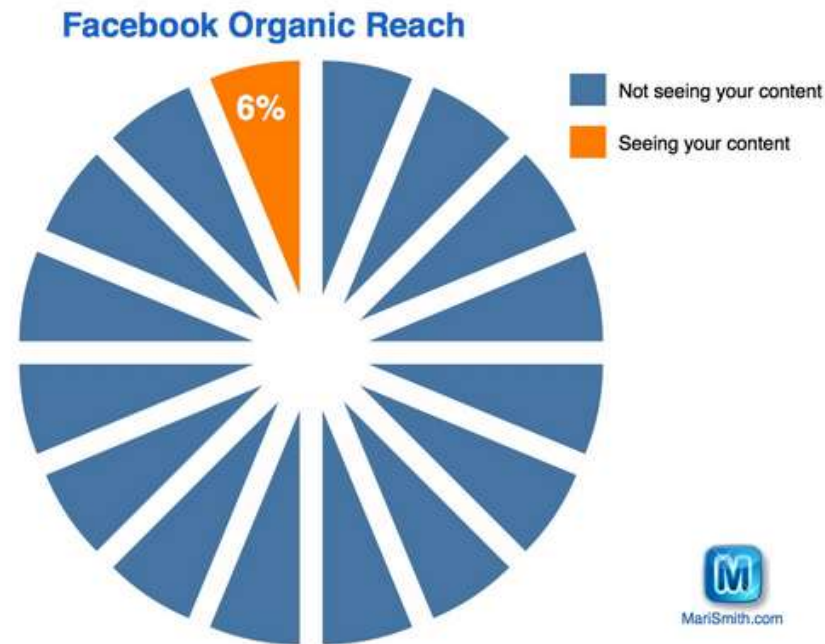
next in  
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@NextNonprofits #npbrands



# 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.

<b>Character/Persona</b> Casual, Playful, Inspiring	<ul style="list-style-type: none"><li>• <b>Like this:</b> Break out the biscuits and celebrate! The Dog Days Sale is here - what pet products are you stocking up on?</li><li>• <b>Not this:</b> Don't miss the Dog Days Sale, unless, of course, you don't love your dog!</li></ul>
<b>Tone</b> Personal, Honest, Humble	<ul style="list-style-type: none"><li>• <b>Like this:</b> We love our dogs - which is why we love the Dog Days Sale. Get everything you need for your best friend right here.</li><li>• <b>Not this:</b> We have the best sale in the world! Buy now or miss out.</li></ul>
<b>Language</b> Simple, Fun, Savvy	<ul style="list-style-type: none"><li>• <b>Like this:</b> Our Buy One, Get One sale is the cat's meow! Stock up now on our favorite kitty treats, toys and essentials.</li><li>• <b>Not this:</b> We have lots of fab stuff for you and your kitteh. Be ITK on our BOGO sale.</li></ul>
<b>Purpose</b> Engage, Delight, Entertain	<ul style="list-style-type: none"><li>• <b>Like this:</b> Our Breed of the Week is Wire Terriers. Bring yours in &amp; we'll take a pic for our Wall of Fame. What's your favorite breed?</li><li>• <b>Not this:</b> We think Wire Terriers are the best. Send us a pic.</li></ul>

Copyright 2011, Stephanie Schwab



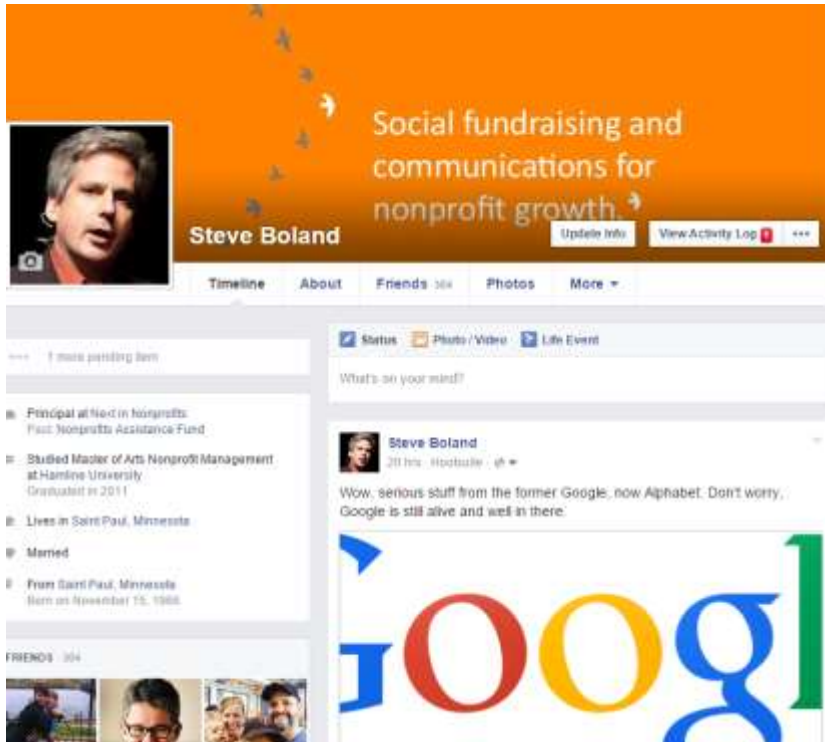


# Establish a brand persona

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

**Next in Nonprofits** @NextNonprofits  
Social fundraising and communications ideas for nonprofit growth. Crowdfunding, user-generated content, and general nonproftiness.  
The Social Sector  
[nextinnonprofits.com](http://nextinnonprofits.com)  
Joined April 2013  
79 Photos and videos

**Steve Boland** @steveboland  
Nonprofit consultant. Technophile. Saint Paulite. Big on Data. Crowdfunding and content specialist. See also @NextNonprofits  
Saint Paul, MN  
[steveboland.com](http://steveboland.com)  
Joined June 2008

**Tweets** 1,438 **FOLLOWING** 306

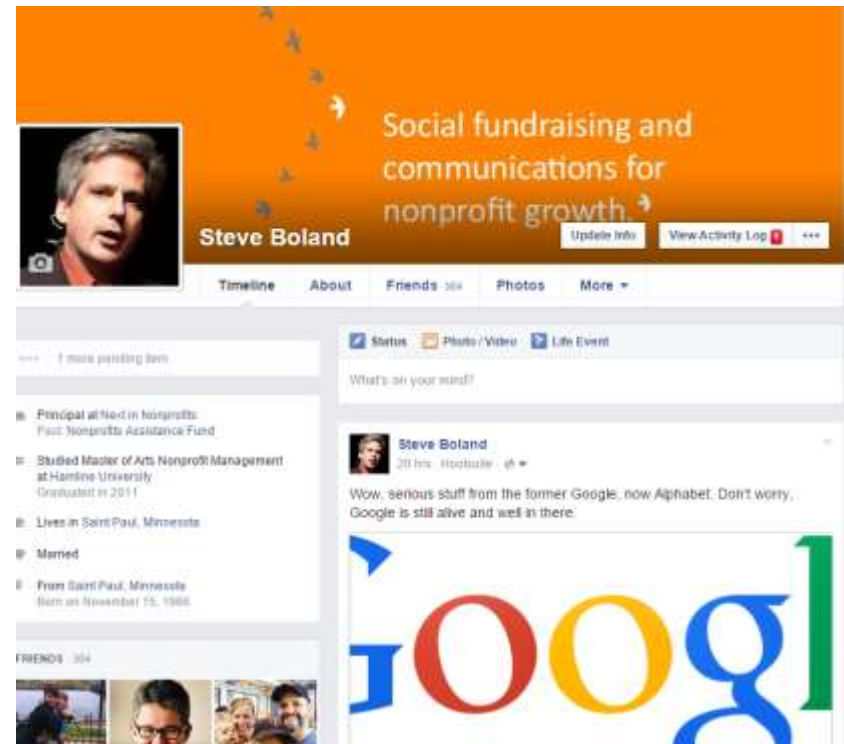
**Tweets** 3,989 **FOLLOWING** 230 **FOLLOWERS** 766 **FAVORITES** 272 **LISTS** 8

**Tweets** **Tweets & replies** **Photos & videos**

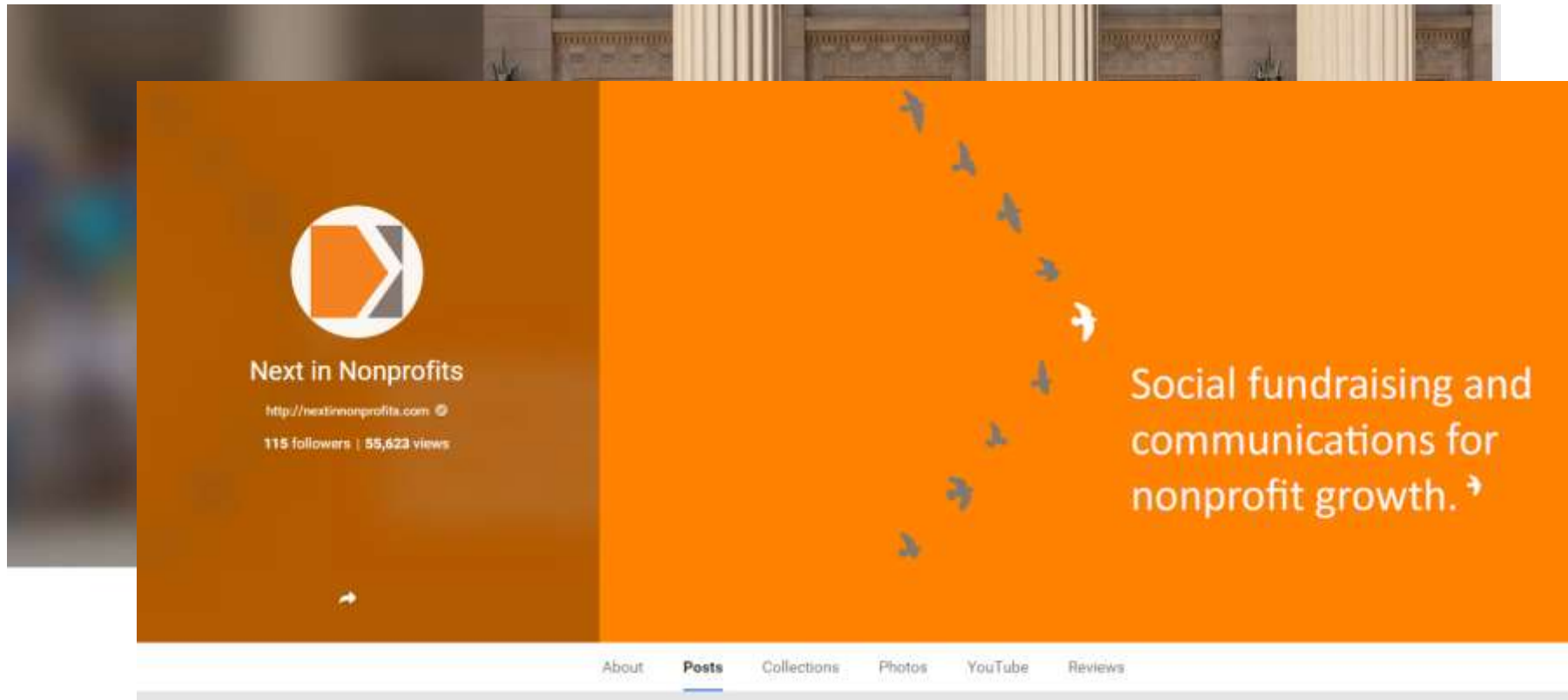
**Steve Boland** @steveboland · 2h  
A referendum president. Someone who would step down once we fix the corrupt election system. YES. [lessisforpresident.com](http://lessisforpresident.com)

**Steve Boland** @steveboland · 3Dh  
Wow, serious stuff from the former Google, now Alphabet. Don't worry, Google is still alive and well in there. [googleblog.blogspot.com/2015/08/google](http://googleblog.blogspot.com/2015/08/google)

# Consistency in work brands

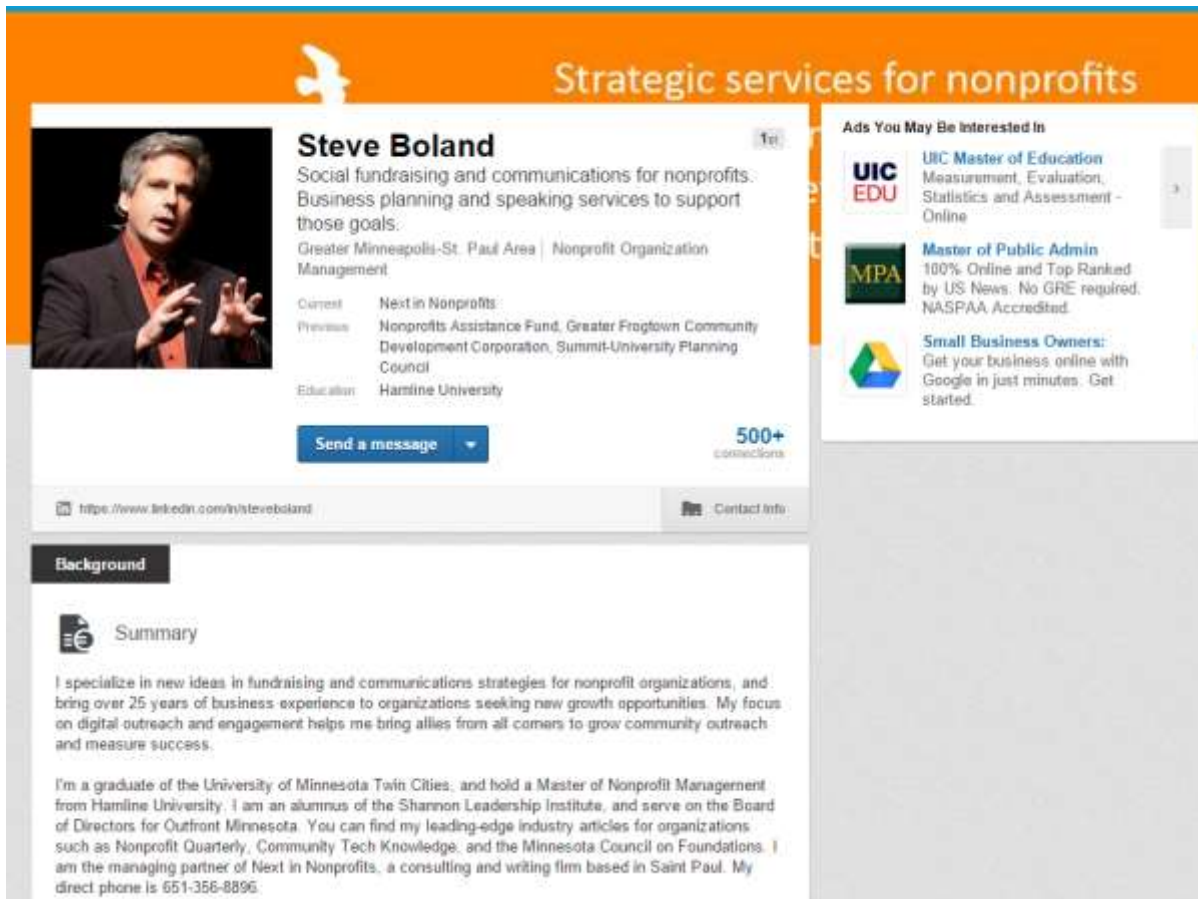


# Google + audiences



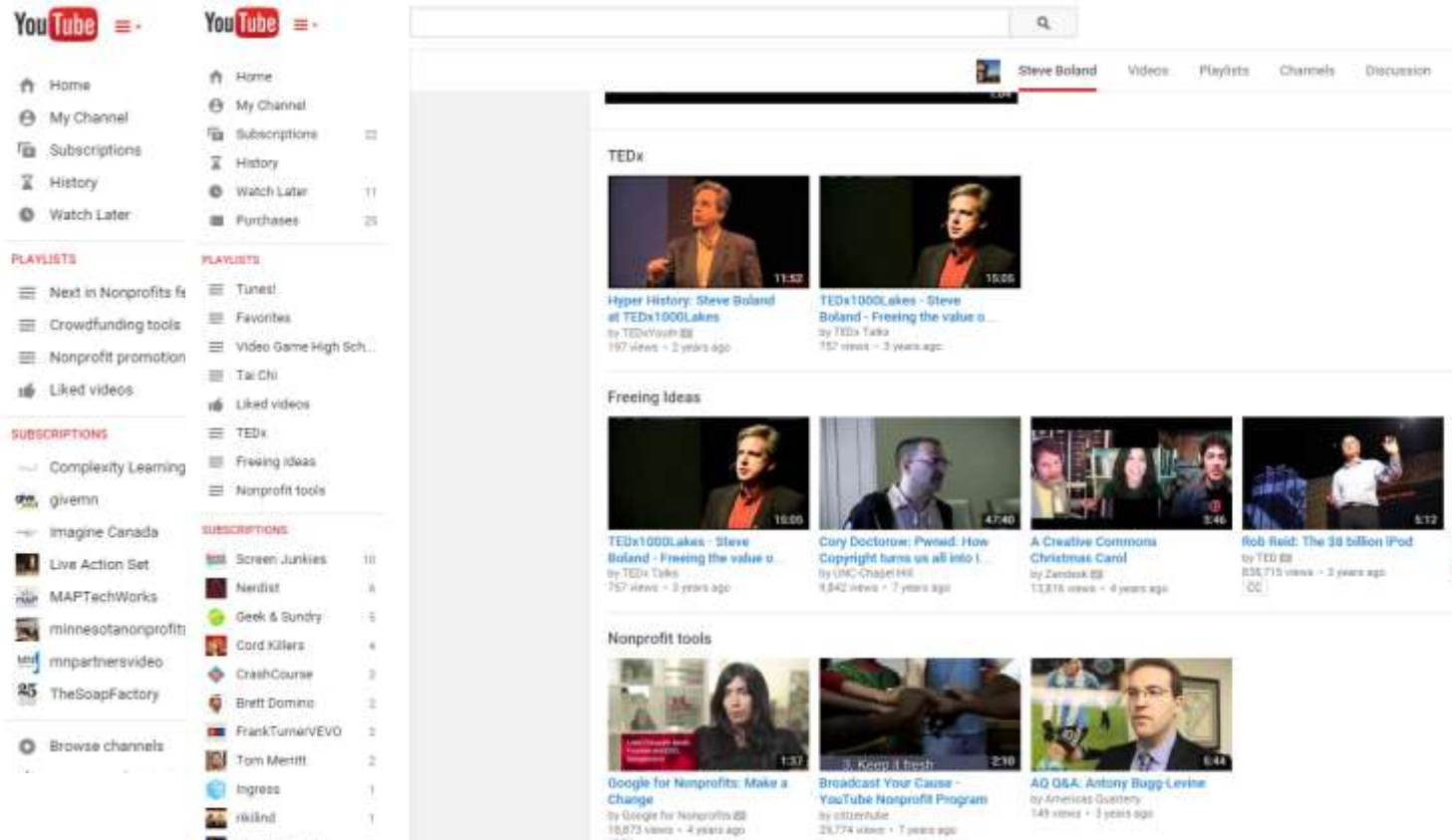


# LinkedIn audiences



The screenshot shows a LinkedIn profile for Steve Boland. The header has an orange background with the text "Strategic services for nonprofits" and a small bird icon. The profile picture shows a man in a suit. The name "Steve Boland" is prominently displayed. Below the name is a summary of his services: "Social fundraising and communications for nonprofits. Business planning and speaking services to support those goals." His location is "Greater Minneapolis-St. Paul Area" and his organization is "Nonprofit Organization Management". Under "Current", it lists "Next in Nonprofits". Under "Previous", it lists "Nonprofits Assistance Fund, Greater Frogtown Community Development Corporation, Summit-University Planning Council". Under "Education", it lists "Hamline University". There is a "Send a message" button and a "500+ connections" badge. To the right, there are ads for "UIC Master of Education", "Master of Public Admin", and "Small Business Owners". Below the profile picture, there is a "Background" section with a "Summary" icon. The summary text reads: "I specialize in new ideas in fundraising and communications strategies for nonprofit organizations, and bring over 25 years of business experience to organizations seeking new growth opportunities. My focus on digital outreach and engagement helps me bring allies from all corners to grow community outreach and measure success. I'm a graduate of the University of Minnesota Twin Cities, and hold a Master of Nonprofit Management from Hamline University. I am an alumnus of the Shannon Leadership Institute, and serve on the Board of Directors for Outfront Minnesota. You can find my leading-edge industry articles for organizations such as Nonprofit Quarterly, Community Tech Knowledge, and the Minnesota Council on Foundations. I am the managing partner of Next in Nonprofits, a consulting and writing firm based in Saint Paul. My direct phone is 651-356-8896."

# YouTube



next in  
nonprofits

@NextNonprofits #npbrands



# And the rest...

- > Instagram
- > Tumblr
- > Periscope....



# A personal brand site



# How much content?



**Facebook is a low volume/high value network. Don't post too frequently - fans get frustrated with too many posts. Make each post count by offering something valuable or interesting to your audience.**

- **Minimum: 3 X per week**
- **Maximum: 10 X per week**
- **Aim for quality content vs. quantity.**



**Twitter is a high volume/low value network. You can share more here because of Twitter's fast-paced nature. Share content created by you or curated from other sources — just make sure it's relevant and interesting to your followers.**

- **Minimum: 5 X per day**
- **Maximum: none**
- **Aim for quantity content vs. quality.**



**LinkedIn is a low volume/high value network. Make sure your content doesn't dominate the feed, but that you're sharing content relevant to your business and industry.**

- **Minimum: 2 X per week**
- **Maximum: 5 X per week**
- **Aim for more formal and technical content around your business and industry.**

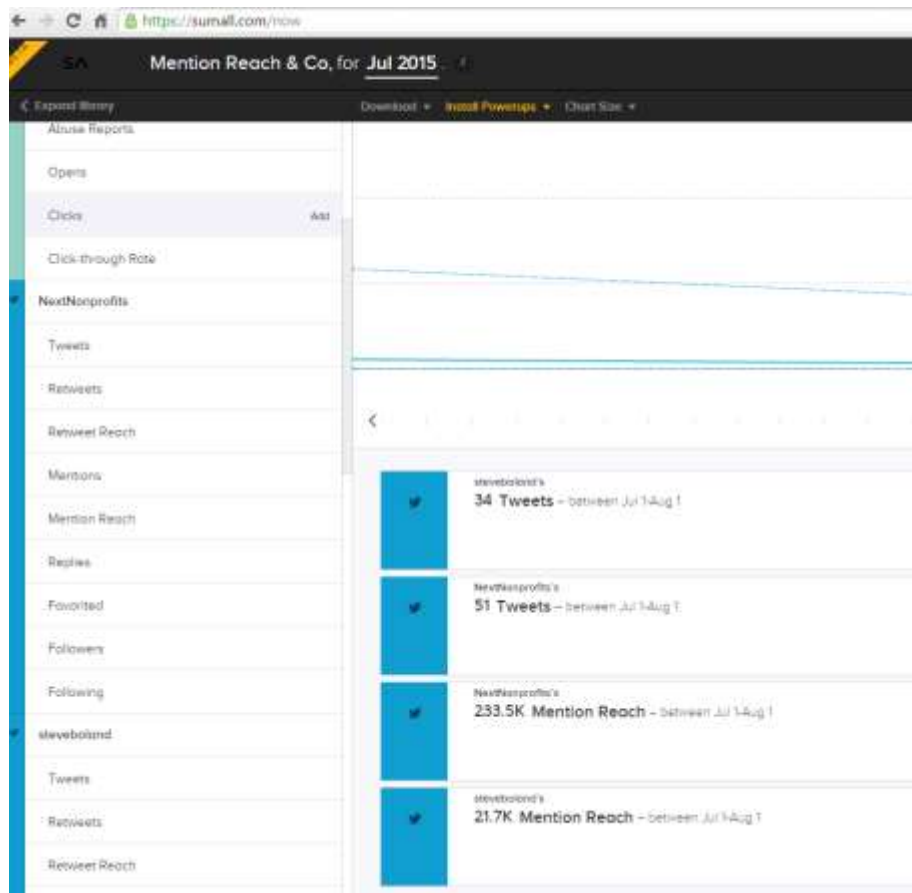


**Google+ is a low volume/high value network. Posting more frequently on Google+ gives Google more content, keywords, and expertise to index in its search results pages**

- **Minimum: 3 X per week**
- **Maximum: 10 X per week**
- **Use relevant keywords to increase your ranking in a Google search.**



# Measurement





# Native measurement

**Analytics** Home Tweets Followers Twitter Cards Tools


Next in Nonprofits Go to Ads


July 2015 • 31 days

**TWEET HIGHLIGHTS**

**Top Tweet** earned 1,367 impressions  
Find the "right" followers. Check out our take on @NodeXL in @npquarterly nonprofitquarterly.org/2015/07/28/sur... #npotech  
[View Tweet activity](#) [View all Tweet activity](#)

**Top mention** earned 30 engagements  
**NPQ Nonprofit Quarterly** @npquarterly • Jul 28  
How can we better measure the impact of our #socialmedia followers? hubs.ly/H010Zhm0 @nodexl @NextNonprofits  
[View Tweet](#)

**Top media Tweet** earned 234 impressions  
Yes, @farra is just as nice in person as you think she'll be. Looking forward to keynote at #MNFund15 pic.twitter.com/P13Q0ZvQPc  
  
[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** (followed by 68.2K people)  
  
**Winnie Sun** \*  
@SunGroupWP [FOLLOWING YOU](#)  
The Wealth Whisperer. Managing Director SunGroupWP. Forbes. CNBC. Renegade Millionaire Show. Wife, mom, pal. \$ advisor #investwithme Media req. prmedia@ave.com  
[View profile](#) [View followers dashboard](#)

**JULY 2015 SUMMARY**

Tweets	51	Tweet impressions	12.3K
Profile visits	256	Mentions	23
New followers	50		



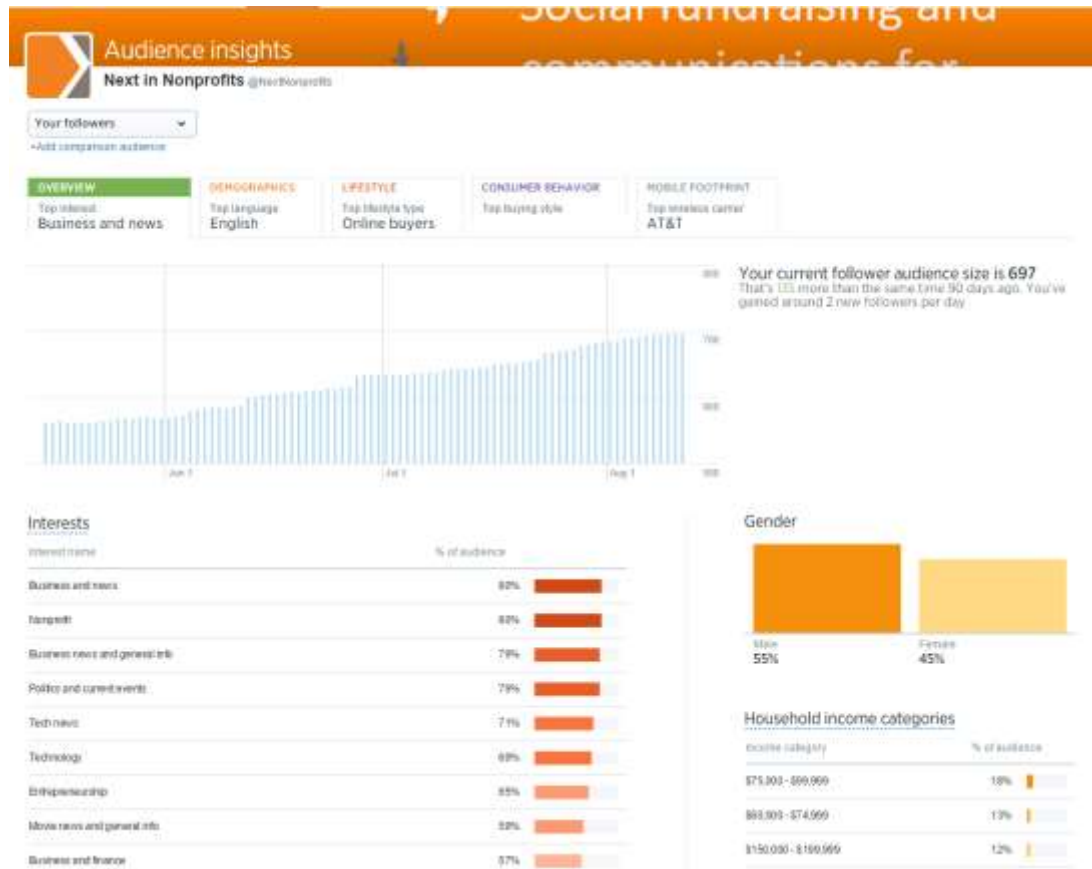
# Native measurement



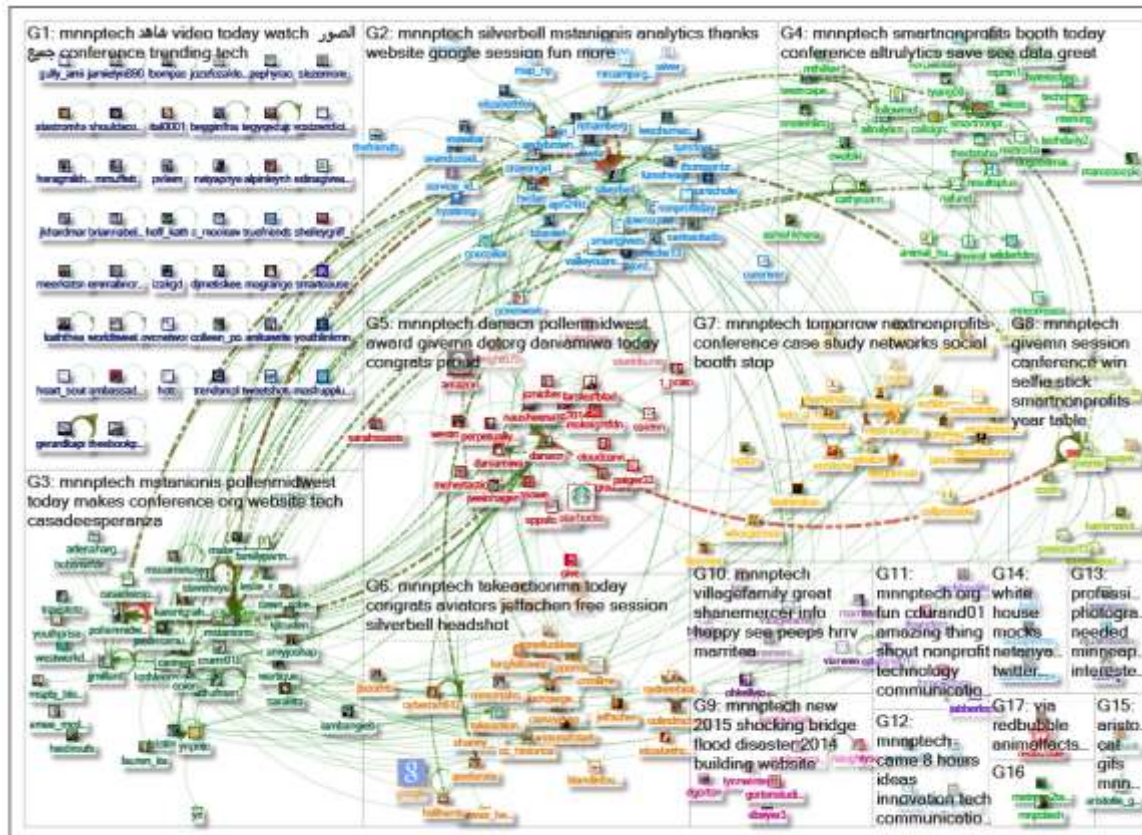




# Native measurement



# Measurement



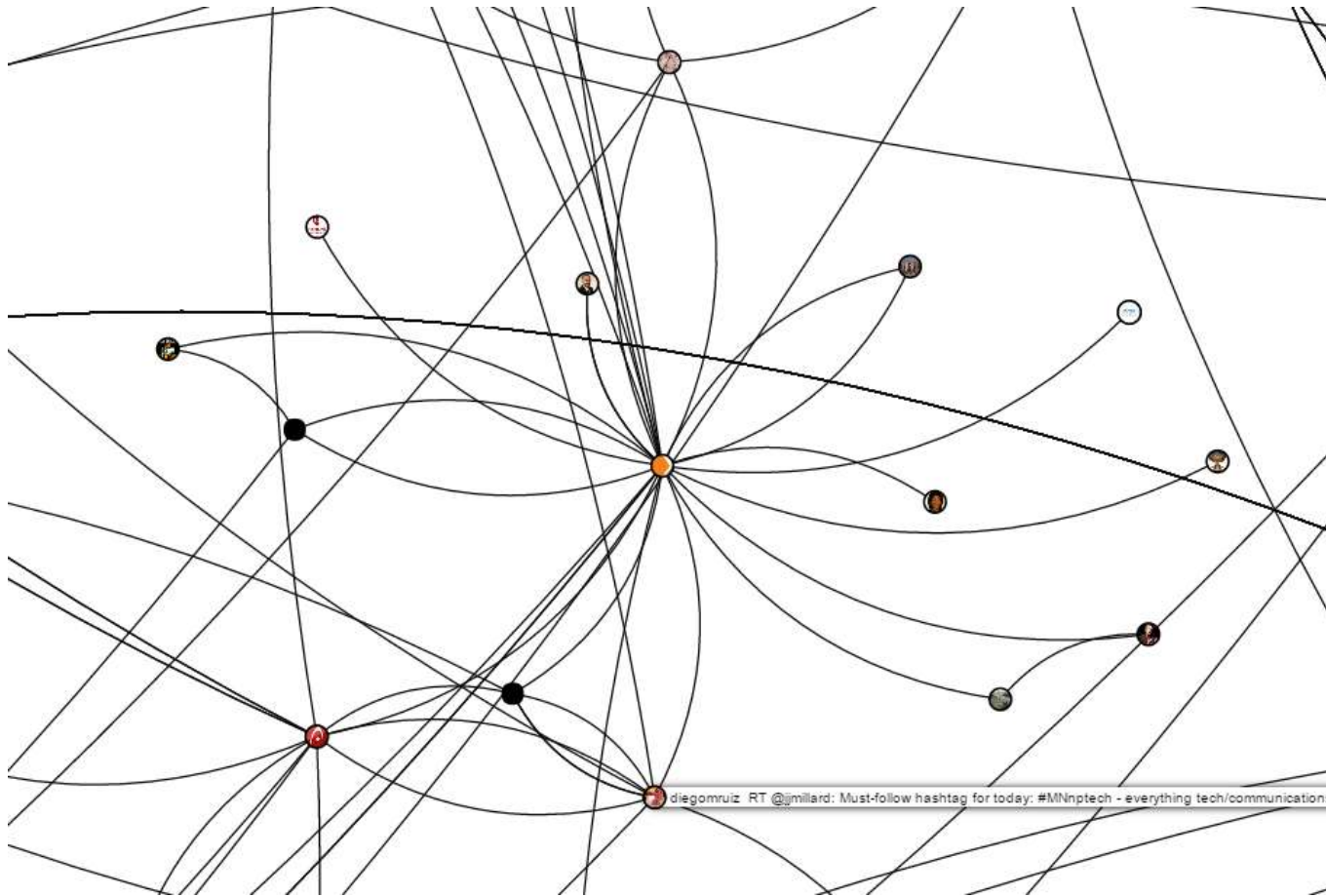
#mnnptech Twitter NodeXL SNA Map and Report for Thursday, 09 April 2015 at 14:50 UTC

Top Hashtags in Tweet in G6:  
 mnnptech  
 raisethewage  
 broadband  
 analytics  
 effective  
 likeaboss  
 pubradio  
 geekonfleck  
 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

authorityspy BASIC

Current Project: Baxter Demo

Baxter MN

New search here ...

Influencer (172 results)	Twitter Followers	Facebook Likes	Google+ Followers	Google+ +1s	Page Rank	Social Authority	Klout Score	Spy Score	Influencer Details
HealthSource of Baxter-Brainerd	N/A	N/A	1	4	N/A	N/A	N/A	N/A	<p>Favorite</p> <p>Google+ <a href="https://plus.google.com/+Kite.MN">https://plus.google.com/+Kite.MN</a></p> <p><b>Kite.MN</b></p> <p>Circled By: 2,240</p> <p>Plus Ones: 2,240</p> <p>selected</p> <p>Kitefounding attraction and sales in Minnesota.</p>
Simonsen Lumber of Baxter	N/A	N/A	0	0	N/A	N/A	N/A	N/A	
Nica Carvings	N/A	N/A			N/A	N/A	N/A	N/A	
Minnesota Celligan	N/A	N/A	26	31	N/A	N/A	N/A	N/A	
Mid-Minnesota Federal Credit U...	N/A	N/A	67	263	N/A	N/A	N/A	N/A	
Melissa Jones	N/A	N/A			N/A	N/A	N/A	N/A	
Kite.MN	N/A	N/A	2,240	2,240	N/A	N/A	N/A	N/A	
Chad Schwendeman	N/A	N/A	69	0	N/A	N/A	N/A	N/A	

# Follow the right people



authorityspy BASIC

Current Project: Baxter Demo

Baxter MN

New search here ...

Influencer (17 results)	Twitter Followers	Facebook Likes	Google+ Followers	Google+ +1s	Page Rank	Social Authority	Trust Score	Spy Scores	Influencer Details
MN Home Care	N/A	481	N/A	N/A	N/A	N/A	N/A	N/A	
Just For Kix - Brainerd, MN	N/A	1,162	N/A	N/A	N/A	N/A	N/A	N/A	
Homeopathy for Minnesotans	N/A	47	N/A	N/A	N/A	N/A	N/A	N/A	
Complete Weddings and Events ...	N/A	247	N/A	N/A	N/A	N/A	N/A	N/A	
Swans Hamsters Store	N/A	252	N/A	N/A	N/A	N/A	N/A	N/A	
Discount Tire	N/A	30	N/A	N/A	N/A	N/A	N/A	N/A	
Kix MN	N/A	60	N/A	N/A	N/A	N/A	N/A	N/A	
The Home Depot	N/A	25	N/A	N/A	N/A	N/A	N/A	N/A	

facebook

<https://www.facebook.com/pages/Just-For-Kix-Brainerd-MN/125131344951172660/>

**Just For Kix - Brainerd, MN**

Likes: 1,162

Check out our website!! <http://www.justforkix.com/brainerdclassroom.html>

As an established youth dance program, Just For Kix is a leader in dance instruction. We offer proven technical training, a focus on teamwork and a respectful experience to our students. With a strong balance of fun and technique in our classes, we create a teaching environment that is low stress and less pressure. Additionally, our dance classes are very economical. Currently, we offer dance classes in over 200 locations in a 10-state area. Just For Kix classes engage pre-school through adults and offer current, relevant dance repertoires. Styles vary from location to location.

# Follow the right people



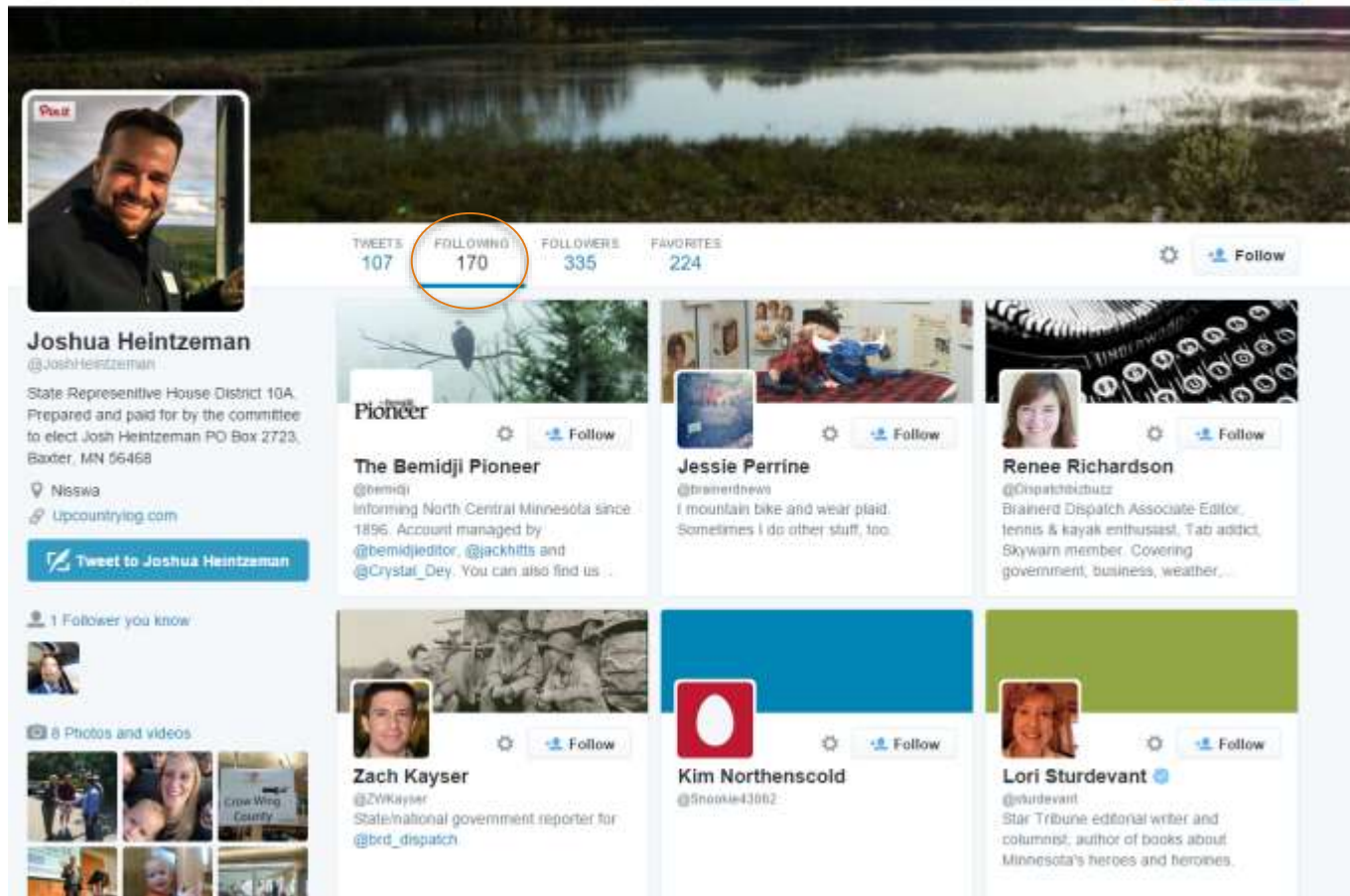
authorityspy BASIC

Current Project: **Baxter Demo**

**Baxter MN** New search here ...

Influencer (172 results)	Twitter Followers	Facebook Likes	Google+ Followers	Google+ Is	Page Rank	Social Authority	Klout Score	Spy Score	Influencer Details
 <b>Joshua Heintzeman</b> @JoshHeintzeman	335	N/A	N/A	N/A	N/A		N/A	N/A	<p>Favorite</p> <p>Trash</p> <p><b>twitter</b> <a href="https://twitter.com/JoshHeintzeman">https://twitter.com/JoshHeintzeman</a></p> <p><b>Joshua Heintzeman</b> Location: Nirwa Followers: 335 Following: 170 Tweets: 107 Days on Twitter: 529</p> <p>State Representative House District 18A. Prepared and paid for by the committee to elect Josh Heintzeman PG Dist 2723, Baxter, MN 56408</p>
 <b>Baxter, MN</b> @BaxterMN	22	N/A	N/A	N/A	N/A		N/A	N/A	
 <b>Wazim</b> @Wazim	10	N/A	N/A	N/A	N/A		N/A	N/A	
 <b>Baxter Baseball MN</b> @BaxterBaseballMN	4	N/A	N/A	N/A	N/A		N/A	N/A	
 <b>Baxter Minnesota</b> @BaxterMinnesota	12	N/A	N/A	N/A	N/A		N/A	N/A	
 <b>Pure Energy Baxter</b> @PureEnergyBaxter	21	N/A	N/A	N/A	N/A		N/A	N/A	
 <b>HS Baxter</b> @HSBaxter	4	N/A	N/A	N/A	N/A		N/A	N/A	

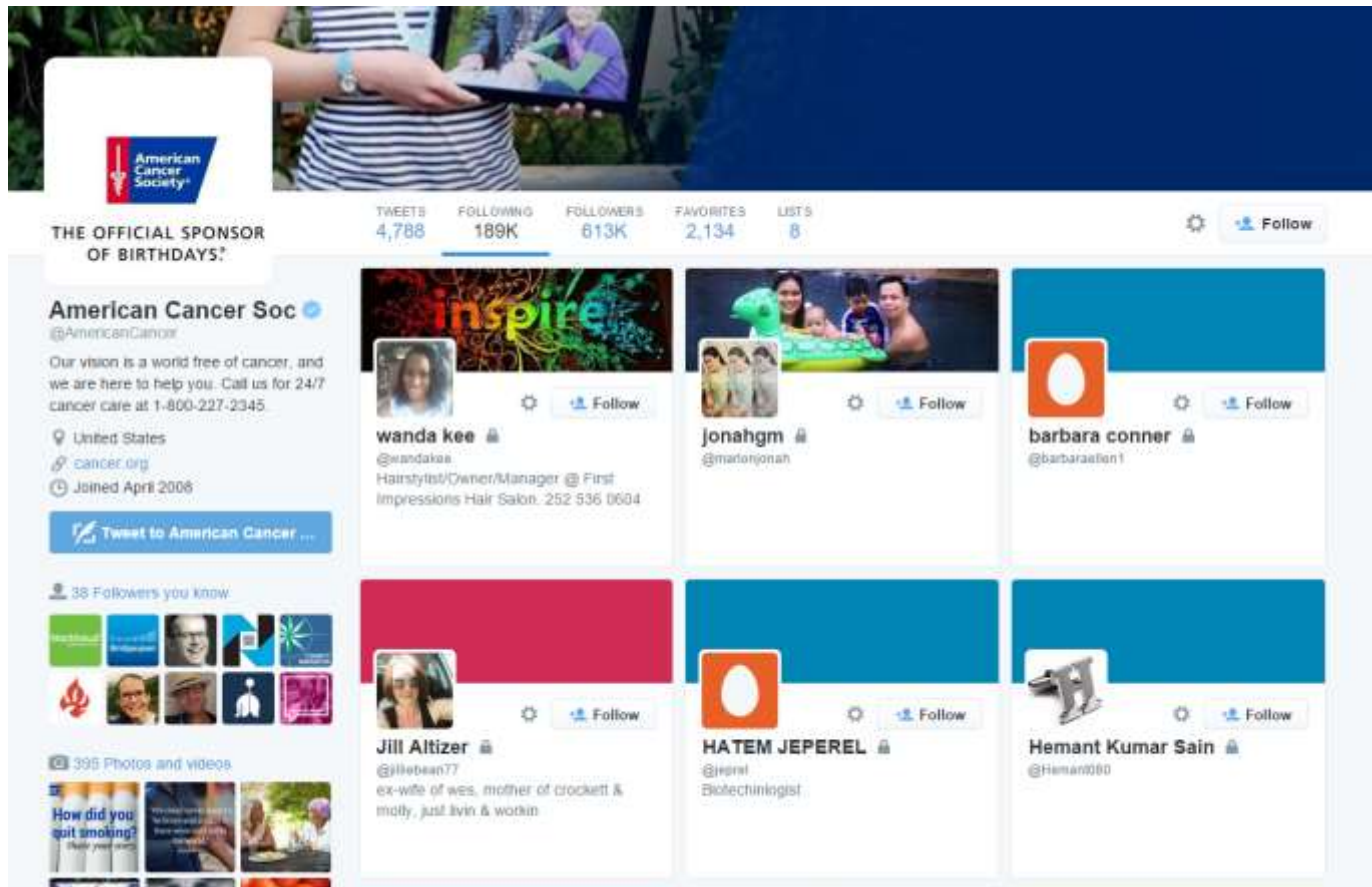
# And maybe who they follow



next in  
nonprofits

@NextNonprofits #npbrands

# Don't autofollow



next in  
nonprofits

@NextNonprofits #npbrands



Send to...

0

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/10O2mua](http://bh-p.co/10O2mua)



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](http://ow.ly/LL8Xs)

GuideStarUSA

2:15pm via Hootsuite


RT [@Medium](#): How to [#DoMedium](#): The Complete Guide for Marketers. By [@kevanlee](#): [owl.li/LKv6R](http://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

30+

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

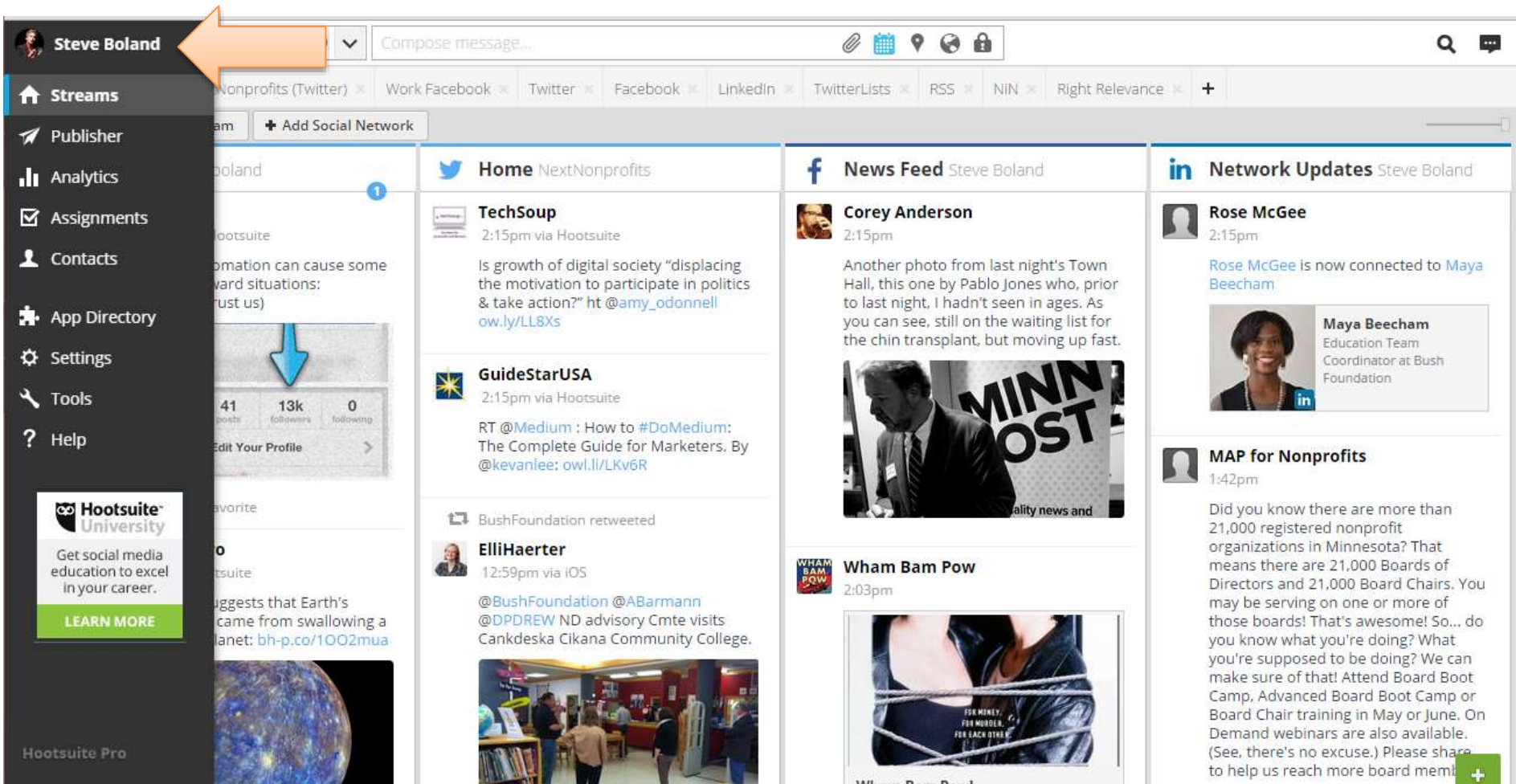
Did you know there are more than 21,000 registered nonprofit organizations in Minnesota? That means there are 21,000 Boards of Directors and 21,000 Board Chairs. You may be serving on one or more of those boards! That's awesome! So... do you know what you're doing? What you're supposed to be doing? We 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 mem

+

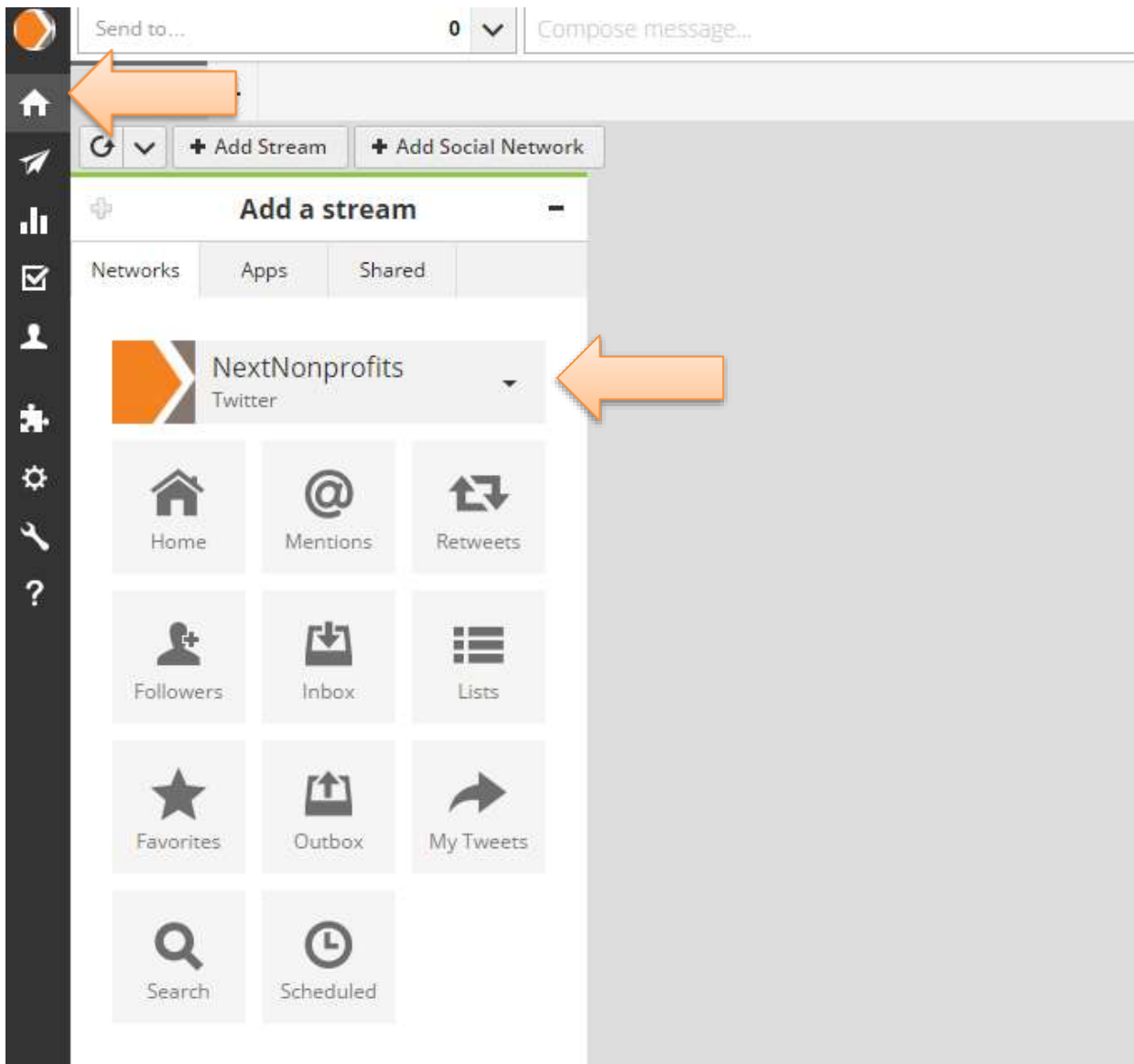
next in  
nonprofits

@NextNonprofits #npbrands

31







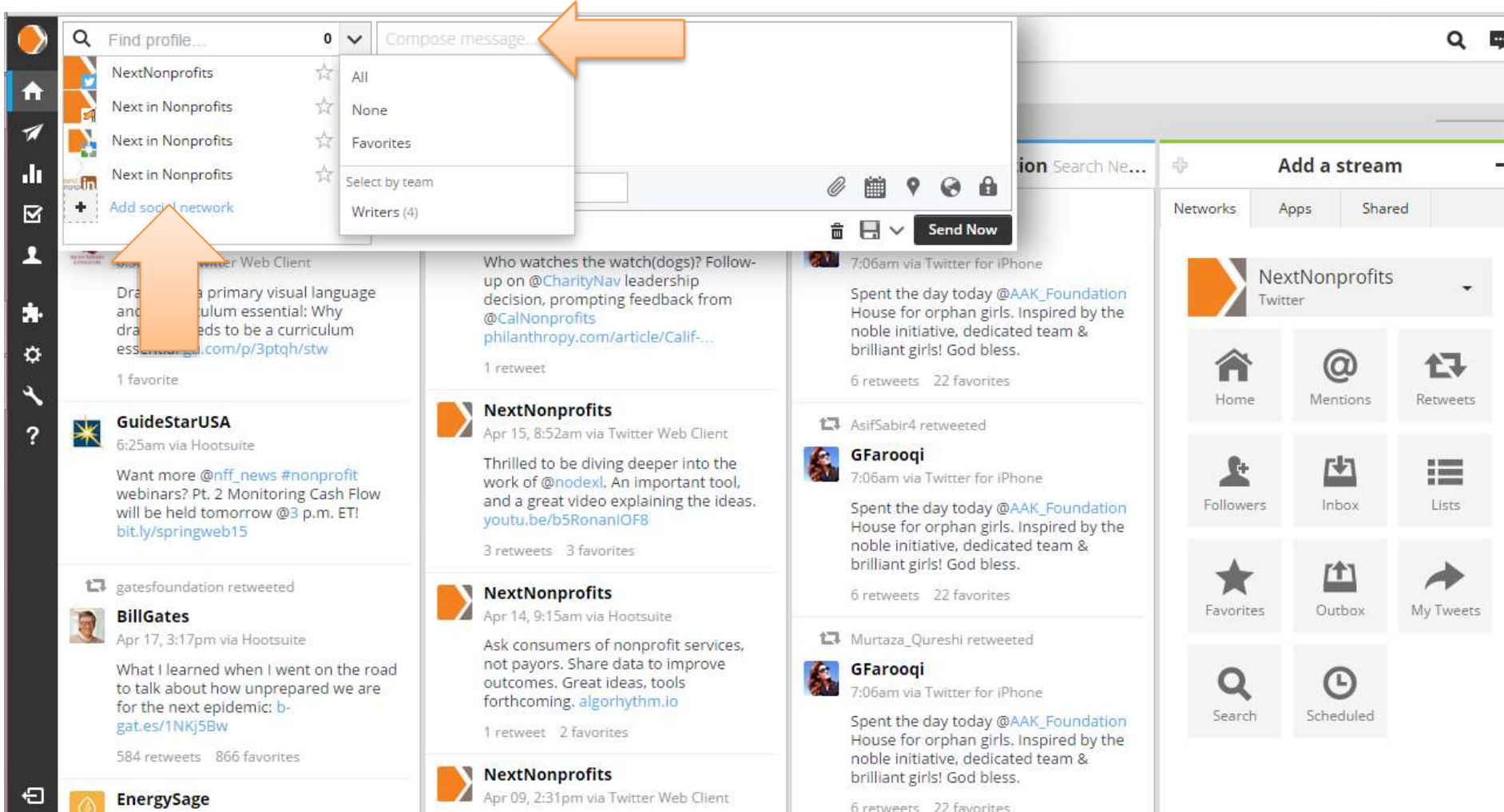
# Create streams and tabs



The screenshot displays the NextNonprofits Twitter interface. At the top, there's a search bar and a 'Compose message...' button. Below this, a tab bar shows 'untitled x +', '+ Add Stream', and '+ Add Social Network'. The main content area is divided into three columns:

- Home NextNonprofits:** Shows tweets from users like givensfdn and GuideStarUSA. givensfdn's tweet is about drawing as a primary visual language. GuideStarUSA's tweet is about nonprofit webinars.
- Retweets NextNonprofits:** Shows retweeted tweets from NextNonprofits, including one about CharityNav leadership and another about nodexl.
- Initiative Foundation Search Ne...:** Shows tweets from GFarooqi about the AAK\_Foundation House for orphan girls.

On the right side, there's a sidebar titled 'Add a stream' with tabs for 'Networks', 'Apps', and 'Shared'. It lists various navigation options: Home, Mentions, Retweets, Followers, Inbox, Lists, Favorites, Outbox, My Tweets, Search, and Scheduled.



# Create message for now or later

The screenshot shows a social media messaging interface. On the left, a search bar labeled 'Find profile...' shows a list of results: 'NextNonprofits' (highlighted in blue), 'Next in Nonprofits' (highlighted in blue), and two more 'Next in Nonprofits' entries. Below the list is a '+ Add social network' button. The main area shows a draft message to 'NextNonprofits'. The message text is: 'Writing a test message? Don't forget to consider a #hashtag to reach a new audience! And a link and photo.' followed by a Tumblr link and a GIF placeholder. Below the text is an 'Add a link...' input field and icons for attaching files, calendar, location, globe, and lock. A preview window shows a photo of a puppy, the URL '33.media.tumblr.com', and a 'Choose a Thumbnail' section with a 'No Thumbnail' option. At the bottom, there are social media share icons for Twitter (10) and Facebook (1798), and a 'Send Now' button. Two orange arrows point to the 'NextNonprofits' profile in the search list and the 'Send Now' button.

Find profile... 2 X V

- 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](https://33.media.tumblr.com/596e9e1c00275a71d311089e542ea87a/tumblr_nf5qr1keEH1te5ruso1_500.gif)

Add a link...

33.media.tumblr.com  
<https://33.media.tumblr.com/596e9e1c00275a71d311089e>

Choose a Thumbnail  
1 of 1  
No Thumbnail

10 1798

Send Now

next in  
nonprofits

@NextNonprofits #npbrands

Find profile... 2 X V

- 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](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

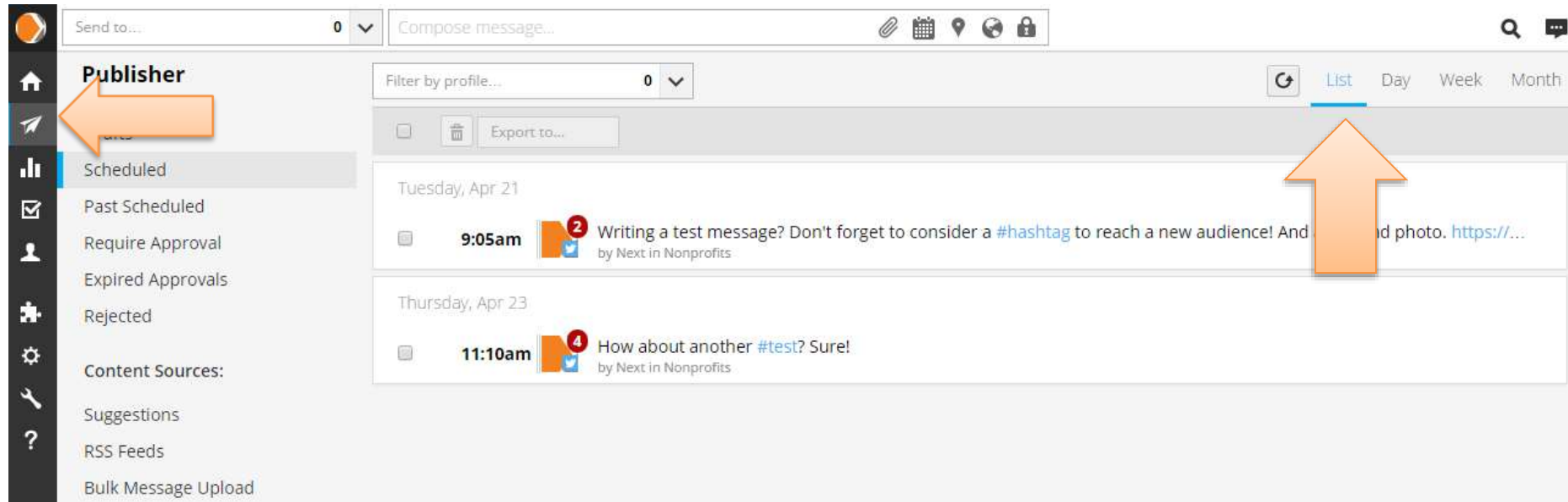


next in  
nonprofits

@NextNonprofits #npbrands



# View the list or calendar



The screenshot displays the Next in Nonprofits interface. On the left is a dark sidebar with various icons. The 'Publisher' section is expanded, showing options like 'Scheduled', 'Past Scheduled', 'Require Approval', 'Expired Approvals', 'Rejected', 'Content Sources', 'Suggestions', 'RSS Feeds', and 'Bulk Message Upload'. An orange arrow points to the 'Scheduled' option. The main content area shows a 'List' view of scheduled messages. At the top, there's a 'Send to...' dropdown and a 'Compose message...' field. Below that, a 'Filter by profile...' dropdown and a 'List' tab are visible. An orange arrow points to the 'List' tab. The message list shows two entries: one for Tuesday, Apr 21 at 9:05am, and another for Thursday, Apr 23 at 11:10am. Both messages are from 'Next in Nonprofits' and include a red notification bubble with a number (2 and 4 respectively).

Send to... 0 ▾ Compose message...

Filter by profile... 0 ▾

Refresh List Day Week Month

Export to...

Tuesday, Apr 21

9:05am Writing a test message? Don't forget to consider a [#hashtag](#) to reach a new audience! And [photo. https://...](#) by Next in Nonprofits

Thursday, Apr 23

11:10am How about another [#test](#)? Sure! by Next in Nonprofits

# Great artists steal – Picasso. And Jobs.



Send to... 0 Compose message...


Dashboard × NextNonprofits (Twitter) × Work Facebook × Twitter × Facebook × LinkedIn × TwitterLists × RSS × NIN × Right Relevance ×

+ Add Stream + Add Social Network

### Right Relevance Articles and Influ...

#### NONPROFIT

**More Thinking about Contest Philanthropy: Market-Based Approaches**  
nonprofitquarterly.org, 2 hours ago



More Thinking about Contest Philanthropy: Market-Based Approaches Created on Thursday, 09 April 2015 13:47 In the wake of the Council on Foundation's modification of its original plan to host a "pit..."

Shared By


Imagine Canada @imaginecanada

Great Marketing Jobs at

### Right Relevance Articles and Influ...

#### CROWD FUNDING

**Solar Crowdfunding: In Need Of A Kickstart**  
forbes.com, 11 hours ago



In an announcement late last month, SolarCity SolarCity, the country's largest installer of rooftop solar arrays, announced that private space company SpaceX had scooped up \$90 million of its corporat...

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Crowdfunding @crowdfundingx

Welcome to Digital Agenda digitalbelgium.be 6 hours ago

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#### CROWD SOURCING

**Heal Wants To Be The 'Uber' For Doctors Making House Calls**  
techcrunch.com, 15 hours ago



These days you can take yourself to the doctor or teleport the doctor to you from a mobile device Now Heal, a startup out of Los Angeles, wants to take us back to an era of old-fashioned house calls b...

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CrowdSource @crowdsource

New app rates the 'walkability'

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#### FUNDRAISING

**Charity fundraising news - £1m raised for charities by carrier bag charge in Scotland**  
civilsociety.co.uk, 4 hours ago



More than £1m has been raised for charities from the carrier bag charge since it was introduced six months. The figures have been published by Zero Waste Scotland, which launched a transparency schem...

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Fundraising News @fundraisingnews

Charity fundraising news - Rich



# 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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