



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

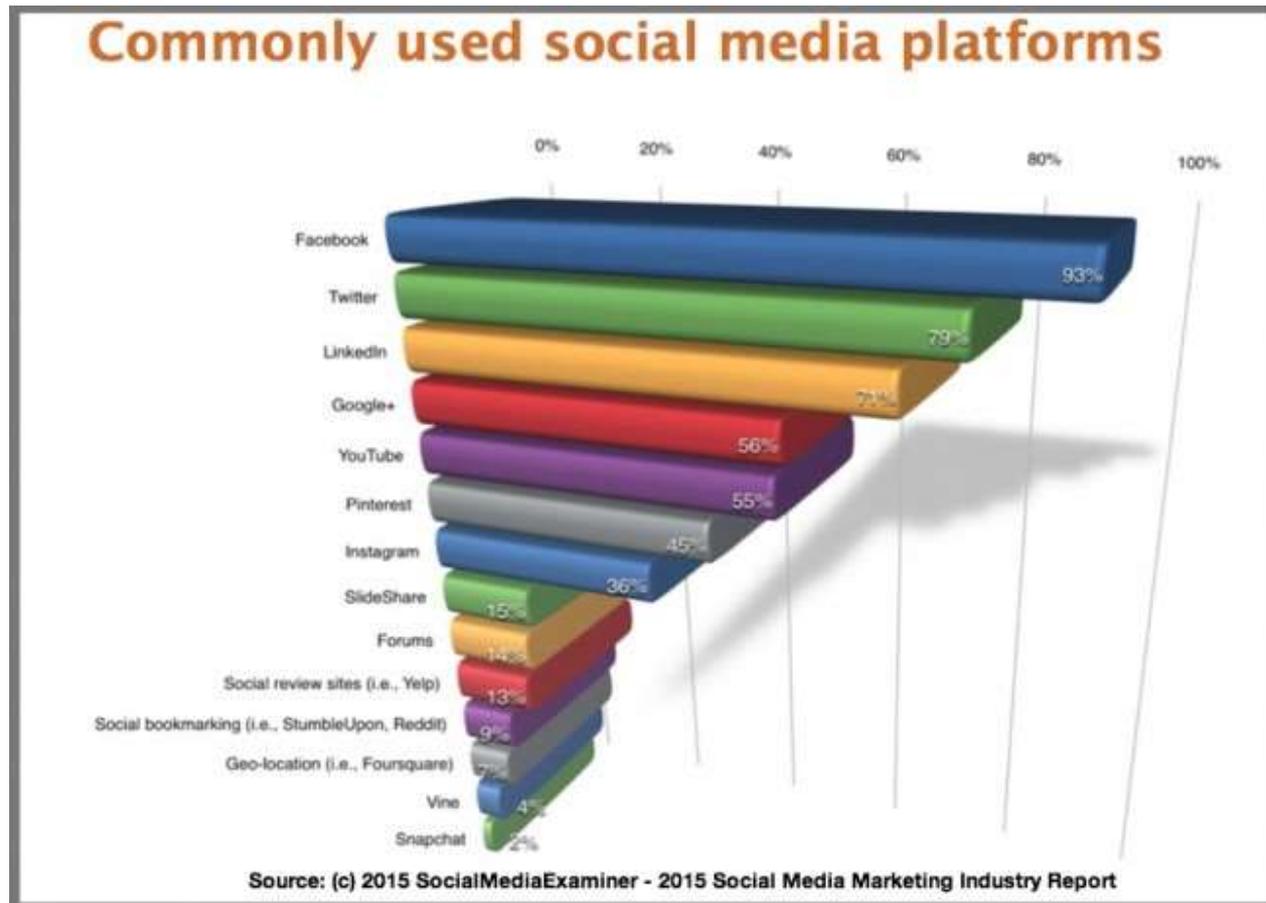
Voice and persona

SumAll and other measurement tools

Hootsuite or other aggregators

Finding eFluencers

# Where are people sharing?



# What do you want to say?

## SOCIAL MEowDIA EXPLAINED

**f** I LIKE MY CAT

**t** I'M PLAYING WITH MY CAT

**YouTube** WATCH THIS VIDEO OF MY CAT

**in** I'M VERY SKILLED AT TRAINING CATS

**Instagram** HERE'S A HIPSTER PICTURE OF MY CAT

**Pin** HERE IS HOW TO TRAIN YOUR CAT TO DANCE

**yelp** I FREAKIN' HATE THIS CAT FOOD

**g+** I WORK FOR GOOGLE AND I HAVE A CAT

**Spotify** I AM LISTENING TO THE SONG "SOFT KITTY"

**Checkmark** THIS IS WHERE I GOT MY CAT HOODIE

**AVALUNCH MEDIA**

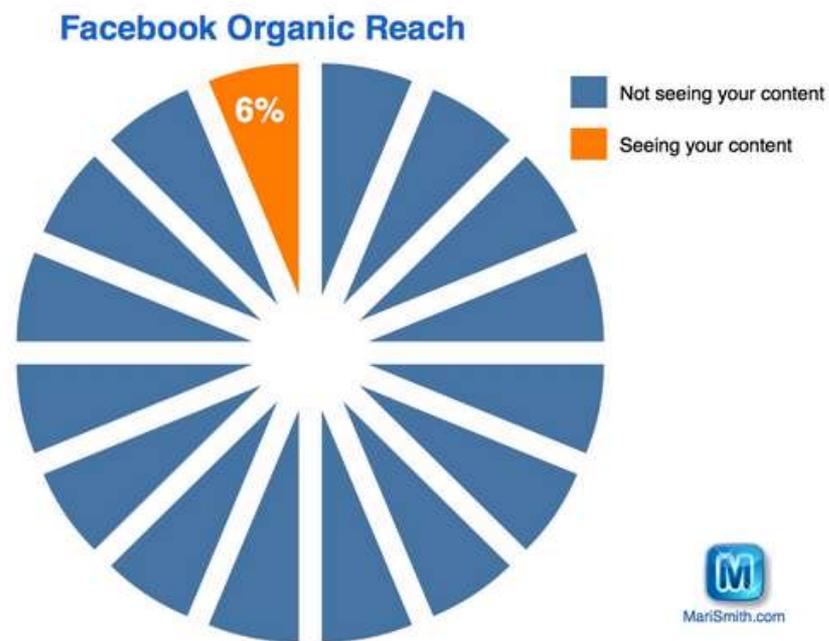
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nonprofits

@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

Social fundraising and communications for nonprofit growth.

Steve Boland

Timeline About Friends 304 Photos More

1 more pending item

Principal at Next in Nonprofits: First Nonprofits Assistance Fund

Studied Master of Arts Nonprofit Management at Hamline University (Graduated in 2011)

Lives in Saint Paul, Minnesota

Married

From Saint Paul, Minnesota (Born on November 15, 1988)

FRIENDS 304

Status Photo / Video Life Event

What's on your mind?

Steve Boland 21 hrs · Hootsuite · gh

Wow, serious stuff from the former Google, now Alphabet. Don't worry, Google is still alive and well in there.

Steve Boland

Timeline About Friends 177 Photos More

1 more pending item

Managing Partner at Next in Nonprofits

Studied at Hamline (Graduated in 2011)

Lives in Saint Paul, Minnesota

Married to Elen Bahr (Since July 24, 2004)

From Saint Paul, Minnesota (Born on November 15, 1988)

Status Photo / Video Life Event

What's on your mind?

Steve Boland 2 hrs · Hootsuite · gh

A referendum president. Someone who would step down once we fix the corrupt election system. YES



# A tale of two Twitters

The collage features three main elements:

- Next in Nonprofits Profile:** A screenshot of the organization's Twitter profile. The header shows 1,438 tweets and 306 followers. The bio describes the organization as a social fundraising and communications ideas for nonprofit growth, mentioning crowdfunding and user-generated content. It also lists the website [nextinnonprofits.com](http://nextinnonprofits.com) and the date joined (April 2013).
- Steve Boland Profile:** A screenshot of Steve Boland's Twitter profile. The header shows 3,989 tweets, 230 following, 766 followers, 272 favorites, and 8 lists. The bio identifies him as a nonprofit consultant, technophile, and content specialist. It lists his location as Saint Paul, MN, his website [steveboland.com](http://steveboland.com), and the date joined (June 2008).
- Tweets:** Two tweets from Steve Boland are visible. The first tweet, posted 2 hours ago, reads: "A referendum president: Someone who would step down once we fix the corrupt election system. YES: [issuiforpresident.com](http://issuiforpresident.com)". The second tweet, posted 39 hours ago, reads: "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

**Next in Nonprofits**  
Business Consultant, Writing Services, Marketing Consultant

Social fundraising and communications for nonprofit growth.

214 likes in the week  
Elke Bahr and 33 other friends

53 post reach this week

Invite friends to like this Page

**Promote Your Page**  
Reach up to 320,000 people near Saint Paul

**ABOUT**

- Nonprofit services: Management | Marketing | Training
- <http://www.nextinnonprofits.com/>

**Next in Nonprofits**  
Published by NextinNP · 5 hrs · 🌐

New Next in Nonprofits podcast with @kkewitsch of @smartgivers talking about donors, charities, and @disruptmfi  
<http://www.nextinnonprofits.com/2015/08/crc/>

**Next in Nonprofits 3 - Charities Review Council with Kris Kewitsch**  
The Charities Review Council's mission is "to mobilize informed donors and accountable nonprofits for the greater good." Tools like the...

[www.nextinnonprofits.com](http://www.nextinnonprofits.com)

**Steve Boland**  
Social fundraising and communications for nonprofit growth.

Update Info View Activity Log

Timeline About Friends 364 Photos More

1 more pending item

Status Photo/Video Life Event

What's on your mind?

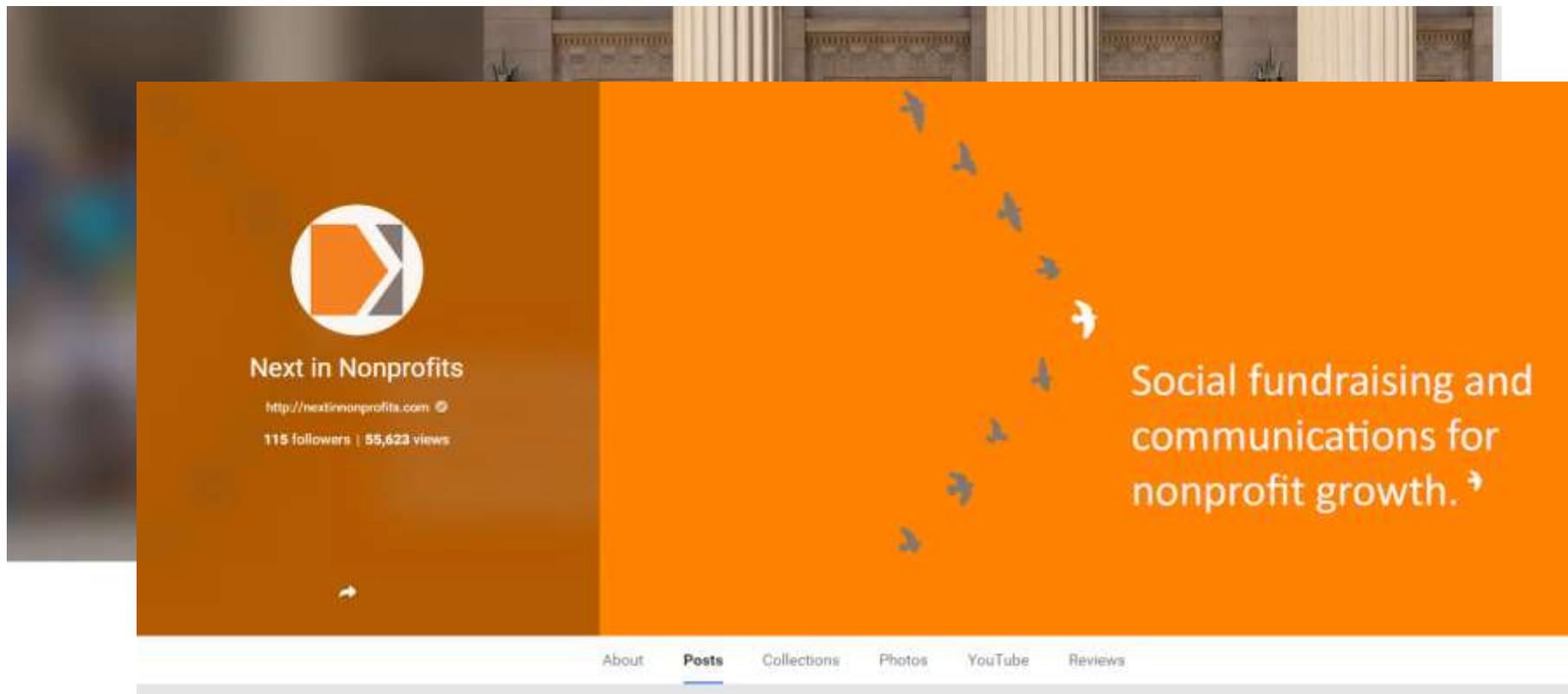
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Past Nonprofits Assistance Fund
- Studied Master of Arts Nonprofit Management at Hamline University  
Graduated in 2011
- Lives in Saint Paul, Minnesota
- Married
- From Saint Paul, Minnesota  
Born on September 15, 1988

**Steve Boland**  
20 hrs · Hootsuite · 🌐

Wow, serious stuff from the former Google, now Alphabet. Don't worry, Google is still alive and well in there.



# Google + audiences





# LinkedIn audiences

**Strategic services for nonprofits**

**Steve Boland** 1st

Social fundraising and communications for nonprofits. Business planning and speaking services to support those goals.

Greater Minneapolis-St. Paul Area | Nonprofit Organization Management

**Current** Next in Nonprofits

**Previous** Nonprofits Assistance Fund, Greater Frogtown Community Development Corporation, Summit-University Planning Council

**Education** Hamline University

[Send a message](#) 500+ connections

<https://www.linkedin.com/in/steveboland/> [Contact Info](#)

**Background**

**Summary**

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 651-358-8896.

**Ads You May Be Interested In**

- UIC EDU** UIC Master of Education Measurement, Evaluation, Statistics and Assessment - Online
- MPA** Master of Public Admin 100% Online and Top Ranked by US News. No GRE required. NASPAA Accredited.
- Small Business Owners:** Get your business online with Google in just minutes. Get started.



# YouTube

YouTube navigation sidebar showing Home, My Channel, Subscriptions, History, Watch Later, and Purchases. It also lists Playlists like 'Next in Nonprofits' and 'Crowdfunding tools', and Subscriptions like 'Complexity Learning' and 'givern'.

YouTube channel page for Steve Boland. The page shows a search bar, navigation tabs (Videos, Playlists, Channels, Discussion), and a grid of video thumbnails. The first row includes 'Hyper History: Steve Boland at TEDx1000Lakes' and 'TEDx1000Lakes - Steve Boland - Freeing the value o...'. The second row includes 'TEDx1000Lakes - Steve Boland - Freeing the value o...', 'Cory Doctorow: Pwired: How Copyright turns us all into I...', 'A Creative Commons Christmas Carol', and 'Rob Reid: The \$8 billion iPod'. The third row includes 'Google for Nonprofits: Make a Change', 'Broadcast Your Cause - YouTube Nonprofit Program', and 'AQ Q&A: Antony Bugg-Levine'.

next in nonprofits

@NextNonprofits #npbrands



# And the rest...

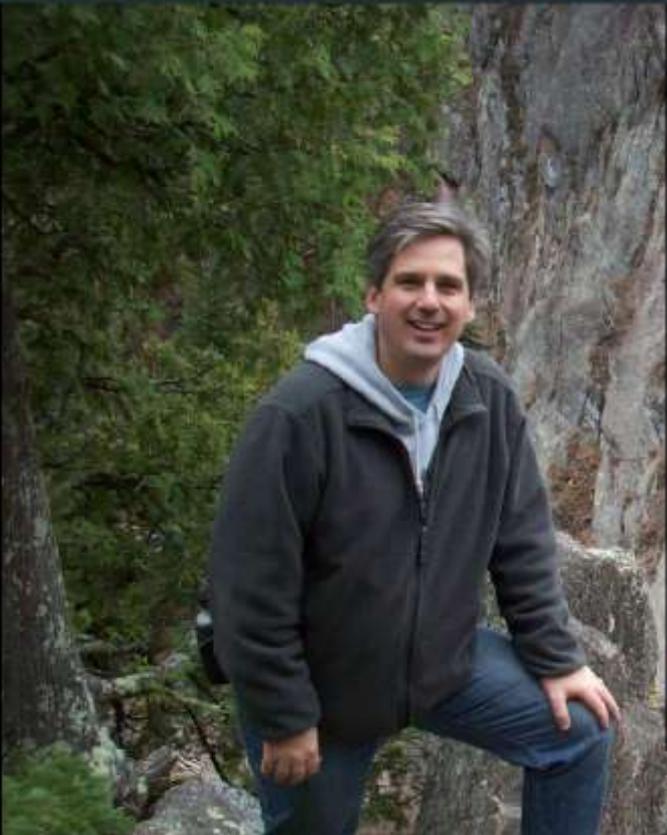
- > Instagram
- > Tumblr
- > Periscope....



# A personal brand site

https://about.me/steveboland

about.me  Discover



## Steve Boland

Managing Partner, Next in Nonprofits

+

Steve is the managing partner and founder of [Next in Nonprofits](#), which provides consulting, speaking, and content development services for nonprofit organizations. He has served as executive director of three nonprofit organizations in his career. Steve was the founding manager of the eBusiness Institute at Minnesota Technology, and continues to advocate for internet based business solutions.

A graduate of the University of Minnesota Twin Cities, Steve holds a Master of Nonprofit Management from Hamline University, is an alumnus of the Shannon Leadership Institute, and serves on the Board of Directors for Outfront Minnesota.

[steve@nextinnonprofits.com](mailto:steve@nextinnonprofits.com) or 651-356-8896

📍 Saint Paul, MN, USA

🏷️ Nonprofits Fundraising Communications Crowdfunding GrowthMarketing

📱 [Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Tumblr](#) [YouTube](#)

🌐 [nextinnonprofits.com](http://nextinnonprofits.com)

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@NextNonprofits #npbrands

# 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.**

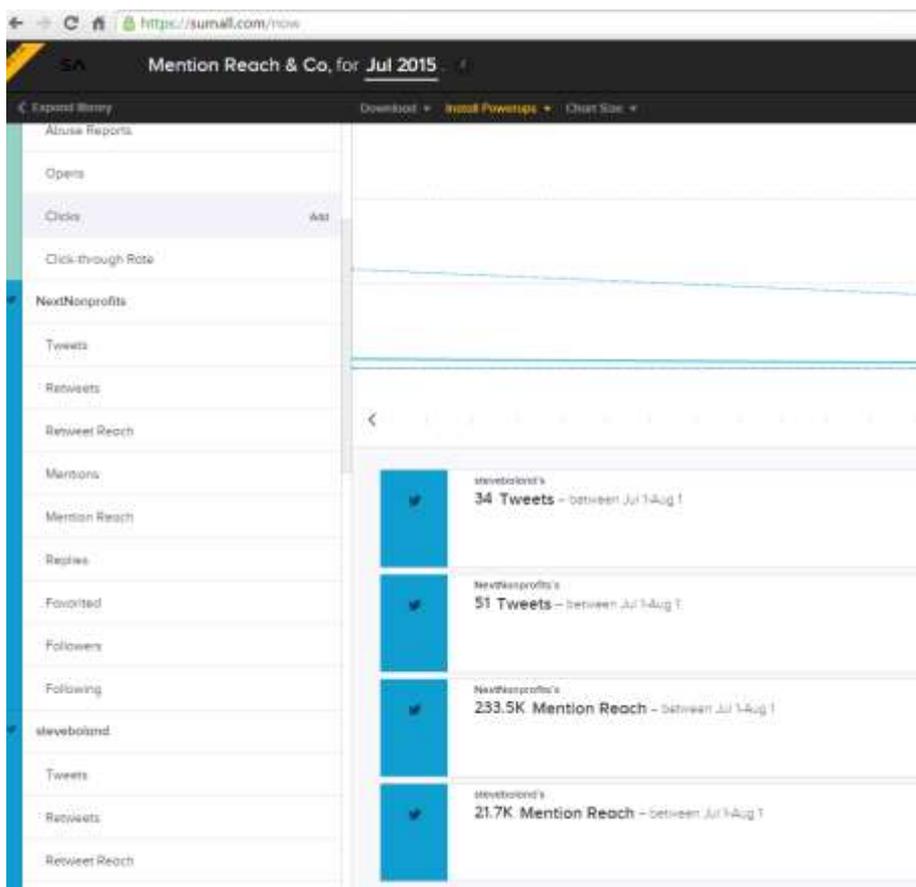


**Google+ is a low volume/high value network. Posting more frequently on Google+ gives Google more content, keywords, and expertise to index in its search results pages**

- **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

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**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

**Nonprofit Quarterly** @npquarterly Jul 28

How can we better measure the impact of our #socialmedia followers? hubs.ly/H010Zhm0 @nodexl @NextNonprofits

View Tweet

**JULY 2015 SUMMARY**

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

---

**Top Follower** followed by 68.2K people



**Winnie Sun** \*  
@SunGroupWP

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

**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

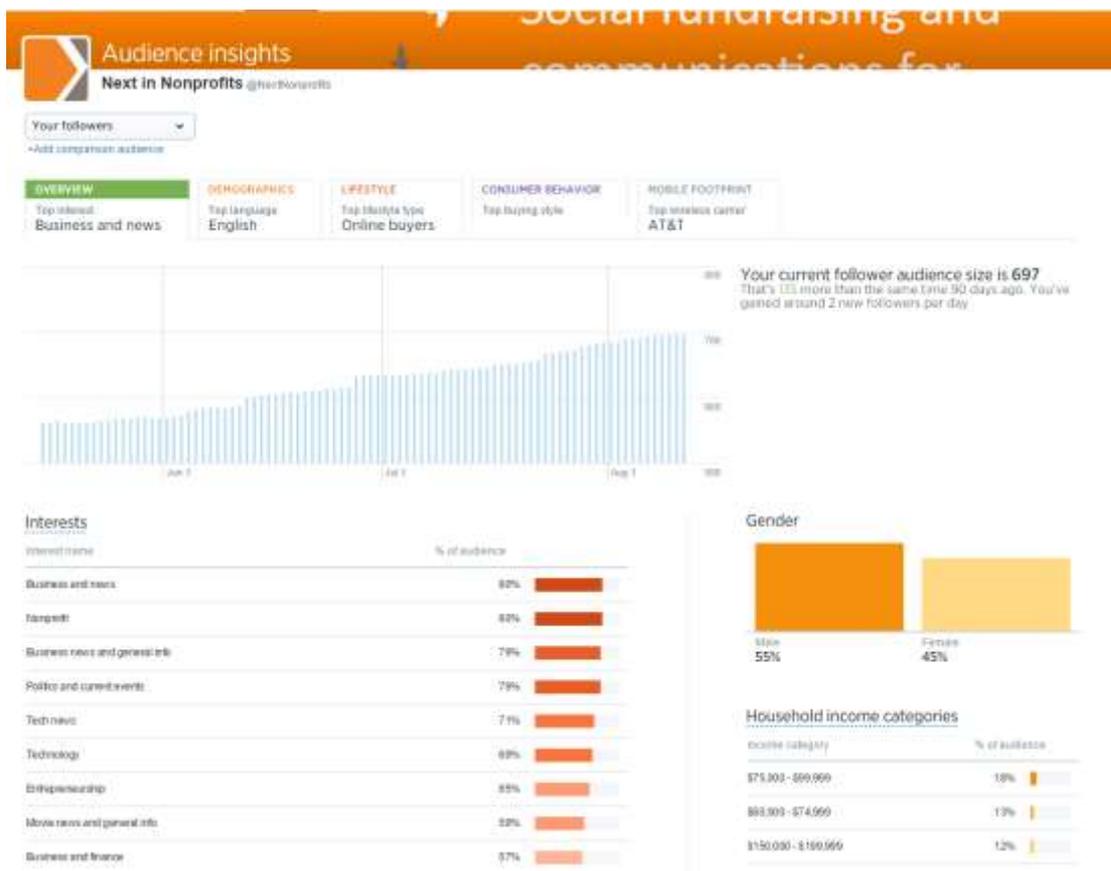


# Native measurement



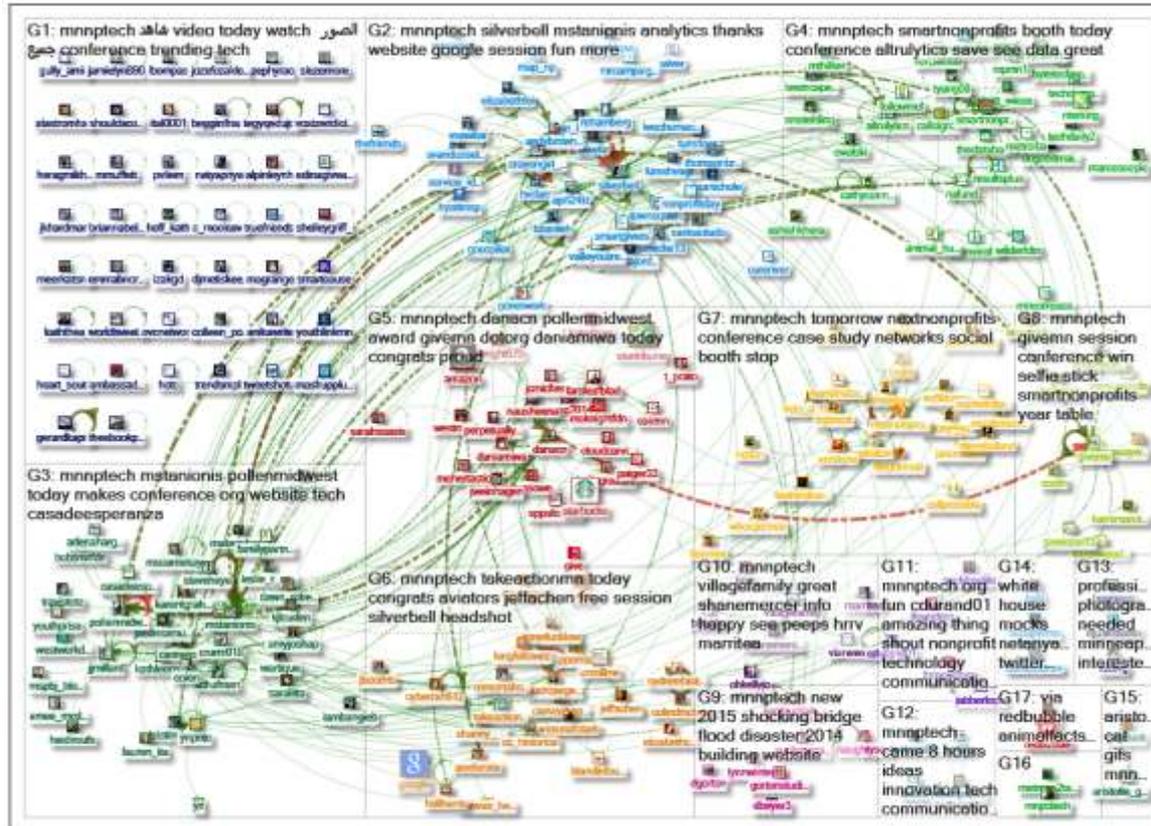


# Native measurement





# Measurement



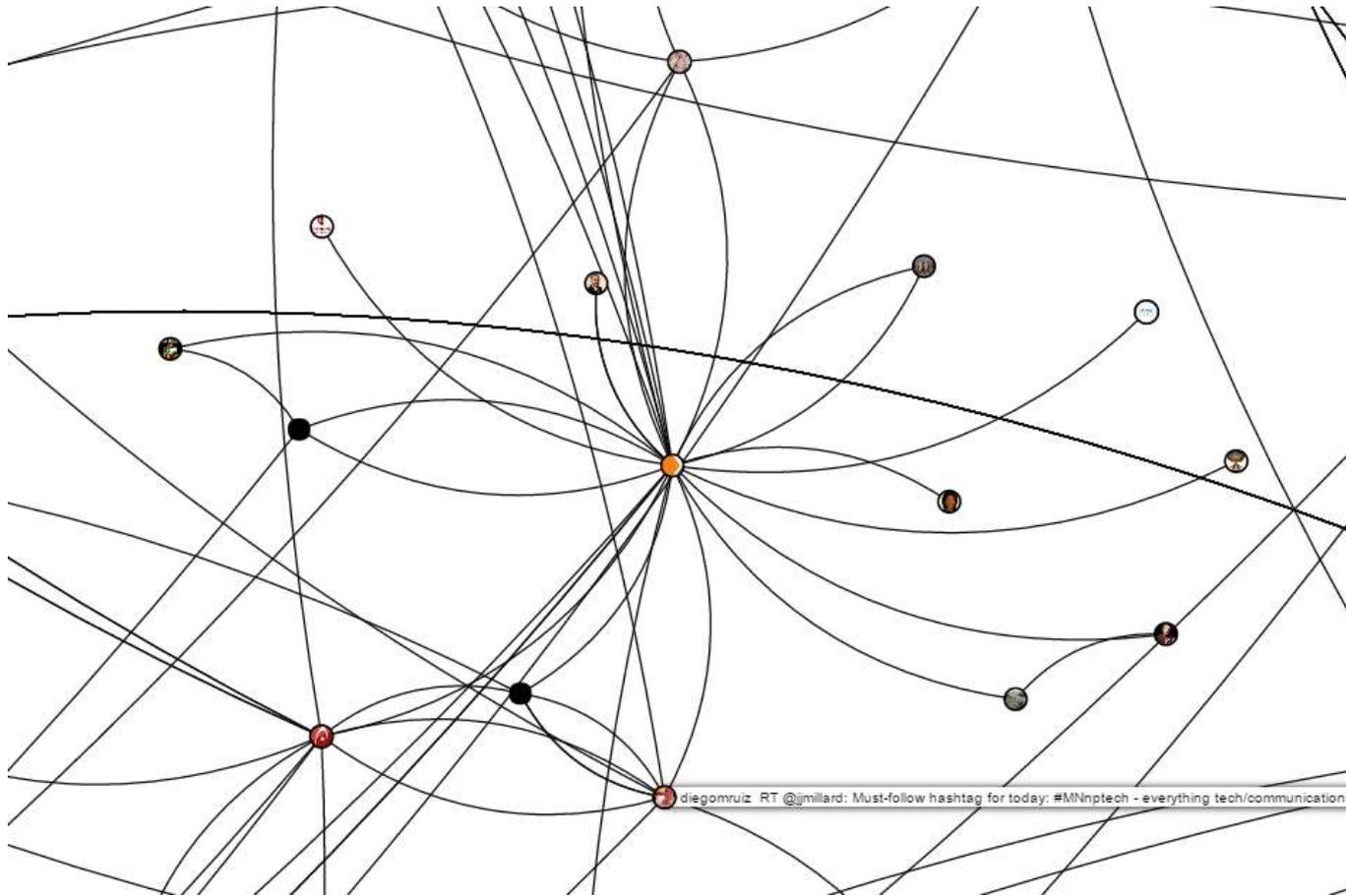
#mnnptech Twitter NodeXL SNA Map and Report for Thursday, 09 April 2015 at 14:50 UTC

Top Hashtags in Tweet in G6:  
 mnnptech  
 raisethewage  
 broadband  
 analytics  
 effective  
 likeaboss  
 pubradio  
 geekonfleek  
 nptech  
 nob5

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	Trust Score	Eye Score	Influencer Details
HealthSource of Baxter Brainerd	N/A	N/A	1	4	N/A	N/A	N/A	N/A	
Simonsen Lumber of Baxter	N/A	N/A	0	0	N/A	N/A	N/A	N/A	
Nice 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	<p>Favorite</p> <p>Google+ <a href="https://plus.google.com/+KiteMN">https://plus.google.com/+KiteMN</a></p> <p><b>Kite.MN</b></p> <p>Circled By: 2,240</p> <p>Plus Ones: 2,240</p> <p>verified</p> <p>Kitefounding attraction and other in lifeform.</p>
Chad Schwendeman	N/A	N/A	69	9	N/A	N/A	N/A	N/A	



# Follow the right people

The screenshot displays the AuthoritySpy tool interface. At the top, the logo 'authorityspy' is visible, along with 'BASIC' and 'Current Project: Baxter Demo'. Below the header, a search bar contains 'Baxter MN' and a 'New search here ...' button. A table lists search results with columns for various social media metrics. The 'Just For Kix - Brainerd, MN' entry is highlighted, with its Facebook Likes count of 1,162 circled in red. To the right, a detailed view of the Facebook page for 'Just For Kix - Brainerd, MN' is shown, including the profile picture, name, and a description of their youth dance program.

Influencer (17 results)	Twitter Followers	Facebook Likes	Google Followers	Google +1s	Page Rank	Social Authority	Trust Score	Spyn Scores	Influencer Details
MN Home Care	N/A	20	N/A	N/A	N/A	N/A	N/A	N/A	
<b>Just For Kix - Brainerd, MN</b>	N/A	<b>1,162</b>	N/A	N/A	N/A	N/A	N/A	N/A	
Homeopathy for Minnesota	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	
Sears HomeStore 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	
Kite.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	



# Follow the right people

The screenshot shows the AuthoritySpy application interface. At the top, the logo 'authorityspy' is visible with 'BASIC' next to it. The current project is 'Baxter Demo'. Below this, there's a search bar with 'Baxter MN' entered and a 'New search here ...' button. The main area displays a table of influencers with columns for various metrics. The 'Twitter Followers' column for 'Joshua Heintzeman' is circled in orange. To the right, a detailed profile for Joshua Heintzeman is shown, including his location, follower count, and tweets.

Influencer (172 results)	Twitter Followers	Facebook Likes	Google Followers	Google +1s	Page Rank	Social Authority	Clout Score	Spy Score	Influencer Details
Joshua Heintzeman	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></p> <p>Location: Nirawa</p> <p>Followers: 335</p> <p>Following: 170</p> <p>Tweets: 107</p> <p>Days on Twitter: 529</p> <p><small>State Representative House District 13A. Prepared and paid for by the committee to elect Josh Heintzeman PD Dist 2723. Baxter: 501 5668</small></p>
Baxter, MN	22	N/A	N/A	N/A	N/A		N/A	N/A	
Wazim	10	N/A	N/A	N/A	N/A		N/A	N/A	
Baxter Baseball MN	4	N/A	N/A	N/A	N/A		N/A	N/A	
Baxter Minnesota	12	N/A	N/A	N/A	N/A		N/A	N/A	
Pure Energy Baxter	21	N/A	N/A	N/A	N/A		N/A	N/A	
HS Baxter	4	N/A	N/A	N/A	N/A		N/A	N/A	
Louella Baxter									



# And maybe who they follow

**Joshua Heintzeman**  
@JoshHeintzeman  
State Representative House District 10A. Prepared and paid for by the committee to elect Josh Heintzeman PO Box 2723, Baxter, MN 56468  
Niswa  
Upcountrylog.com  
1 Follower you know  
6 Photos and videos

**TWEETS** 107 **FOLLOWING** 170 **FOLLOWERS** 335 **FAVORITES** 224 **Follow**

**The Bemidji Pioneer**  
@bemidji  
Informing North Central Minnesota since 1896. Account managed by @bemidjieditor, @jackhills and @Crystal\_Dey. You can also find us...

**Jessie Perrine**  
@brainerdnews  
I mountain bike and wear plaid. Sometimes I do other stuff, too.

**Renee Richardson**  
@Onpaltchibuzz  
Brainerd Dispatch Associate Editor, tennis & kayak enthusiast, Tab addict, Skywarn member. Covering government, business, weather,...

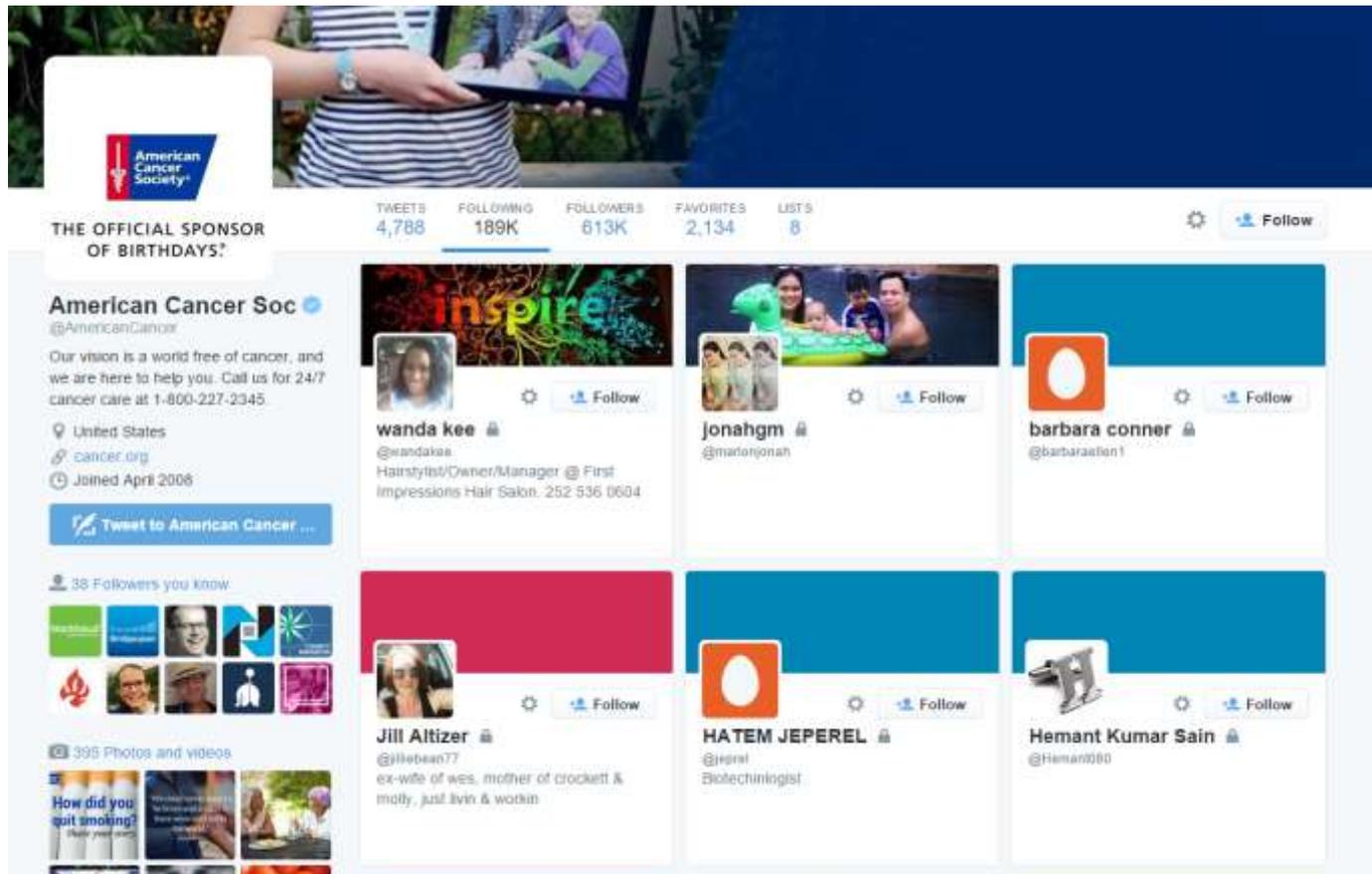
**Zach Kayser**  
@ZVKayser  
State/national government reporter for @brd\_dispatch

**Kim Northenscold**  
@Shoome43002

**Lori Sturdevant**  
@lurdevant  
Star Tribune editorial writer and columnist, author of books about Minnesota's heroes and heroines.



# Don't autofollow



Send to... 0 Compose message...

Dashboard x NextNonprofits (Twitter) x Work Facebook x Twitter x Facebook x LinkedIn x TwitterLists x RSS x NiN x Right Relevance x +

+ 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](http://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. [#mncleg](#) [#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

**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



Steve Boland

Compose message...

Nonprofits (Twitter) | Work Facebook | Twitter | Facebook | LinkedIn | TwitterLists | RSS | NIN | Right Relevance | +

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

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.i/LKv6R

BushFoundation retweeted

**ElliHaerter**  
12:59pm via iOS  
@BushFoundation @ABarmann @DPDREW ND advisory Cmte visits Cankdeska Cikana Community College.

News Feed Steve Boland

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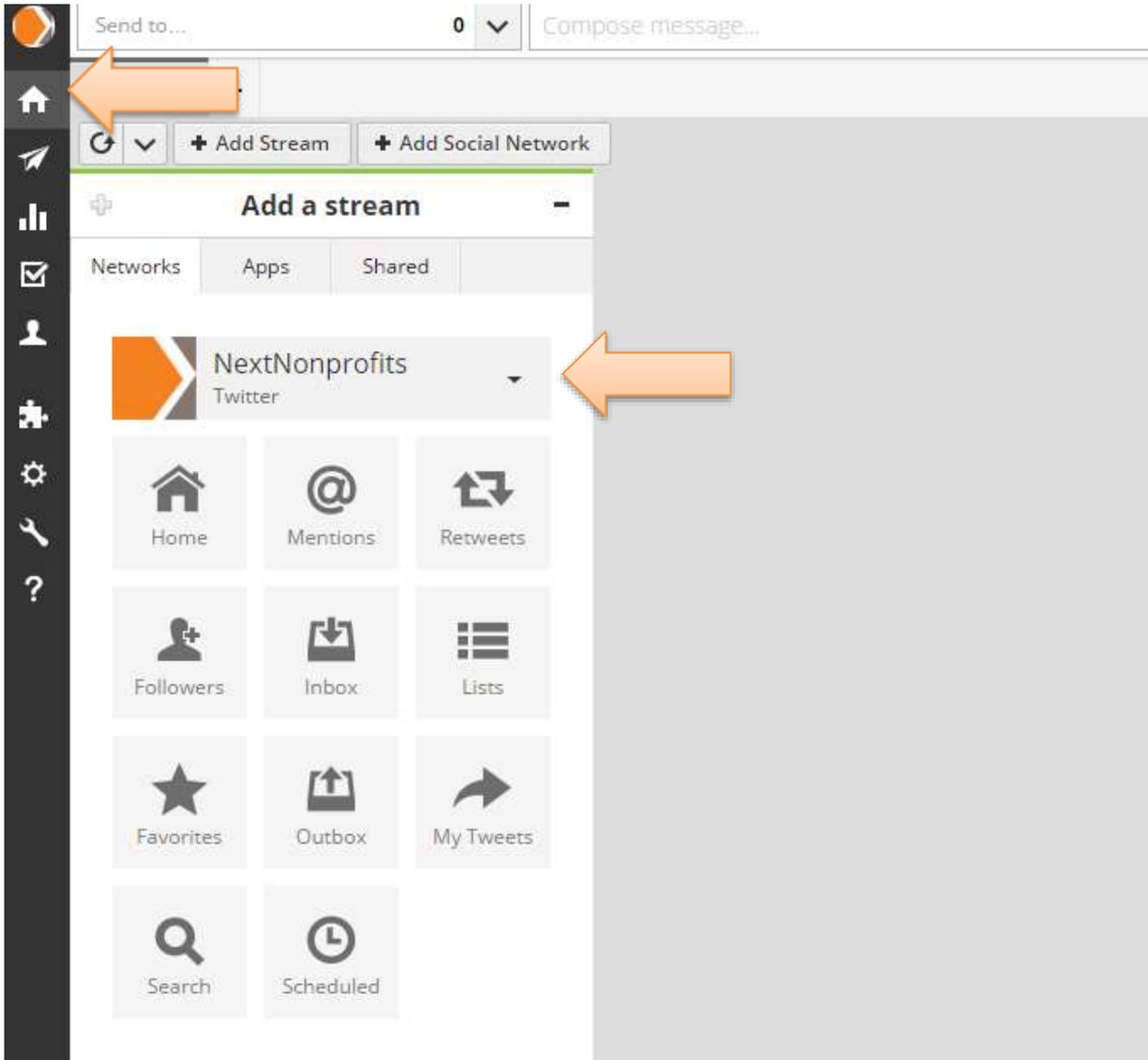
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# Create streams and tabs



The screenshot displays a social media management dashboard with the following components:

- Top Bar:** Includes a search field "Send to...", a dropdown menu showing "0", a "Compose message..." button, and utility icons for attachments, calendar, location, globe, and lock.
- Navigation Sidebar:** A vertical toolbar on the left with icons for home, search, analytics, messages, profile, settings, and help.
- Main Content Area:** Divided into four vertical panels:
  - Home (NextNonprofits):** Shows a tweet from "givensfdn" (6:30am) about drawing as a primary visual language, and a tweet from "GuideStarUSA" (6:25am) about nonprofit webinars.
  - Retweets (NextNonprofits):** Lists retweets from "NextNonprofits" on April 17, 15, and 14, covering topics like leadership decisions and nonprofit services.
  - Initiative Foundation Search Ne...:** Displays tweets from "GFarooqi" (7:06am) about the AAK Foundation House for orphan girls, which have been retweeted by "jaayjunaid", "AsifSabit4", and "Murtaza\_Qureshi".
  - Add a stream:** A panel on the right with tabs for "Networks", "Apps", and "Shared". It features a dropdown menu for "NextNonprofits Twitter" and a grid of navigation buttons: Home, Mentions, Retweets, Followers, Inbox, Lists, Favorites, Outbox, My Tweets, Search, and Scheduled.

Find profile... 0 Compose message...

- NextNonprofits ☆ All
- Next in Nonprofits ☆ None
- Next in Nonprofits ☆ Favorites
- Next in Nonprofits ☆ Select by team
- Writers (4)
- Add social network

Send Now

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](https://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](http://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

Add a stream

NextNonprofits Twitter

Home Mentions Retweets

Followers Inbox Lists

Favorites Outbox My Tweets

Search Scheduled

# Create message for now or later

The screenshot shows a social media messaging interface. On the left, a search bar labeled "Find profile..." contains two results: "NextNonprofits" and "Next in Nonprofits", both with star and star icons. Below these are two more "Next in Nonprofits" entries with star and star icons, and an "Add social network" button. The main message area contains the text: "Writing a test message? Don't forget to consider a #hashtag to reach a new audience! And a link and photo." followed by a URL: "https://33.media.tumblr.com/596e9e1c00275a71d311089e542ea87a/tumblr\_nf5qr1keEH1te5ruso1\_500.gif". Below the text is an "Add a link..." input field and icons for attachments, calendar, location, globe, and lock. A media preview window shows a photo of a white puppy, the URL "33.media.tumblr.com", and the same URL as above. Below the photo are "Choose a Thumbnail" controls with left and right arrows and "1 of 1", and a "No Thumbnail" checkbox. At the bottom, there are social media share icons for Twitter (10) and Facebook (1798), a trash icon, a save icon, and a "Send Now" button. Two orange arrows point to the "Send Now" button and the "Next in Nonprofits" search results.

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** (CC) Off

AutoSchedule your message for optimal impact.

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

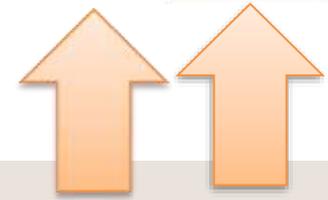
View date in Publisher

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

The screenshot shows the 'Publisher' interface. At the top, there is a 'Send to...' field with a dropdown showing '0' and a 'Compose message...' field with icons for attachments, calendar, location, globe, and lock. Below this is a 'Filter by profile...' dropdown also showing '0'. On the right side of the main content area, there are view options: 'List' (highlighted with an orange arrow), 'Day', 'Week', and 'Month'. The main content area displays a list of messages. The first message is dated 'Tuesday, Apr 21' at '9:05am' and has a red notification bubble with the number '2'. The text of the message is 'Writing a test message? Don't forget to consider a #hashtag to reach a new audience! And [redacted] photo. https://...'. The second message is dated 'Thursday, Apr 23' at '11:10am' and has a red notification bubble with the number '4'. The text is 'How about another #test? Sure!'. On the left sidebar, the 'Scheduled' option is highlighted with an orange arrow. Other sidebar options include 'Past Scheduled', 'Require Approval', 'Expired Approvals', 'Rejected', 'Content Sources:', 'Suggestions', 'RSS Feeds', and 'Bulk Message Upload'.

# 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

#### 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...

Shared By

 Crowdfunding @crowdfundingx

#### 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...

Shared By

 CrowdSource @crowdsorce

#### 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...

Shared By

 Fundraising News @fundraisingnews

Great Marketing Jobs at

Welcome to Digital Agenda  
digitalbelgium.be 6 hours ago

New app rates the 'walkability'

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>



next in  
nonprofits

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