

# Social Media Engagement

*from follows to action*

NextInNonprofits.com

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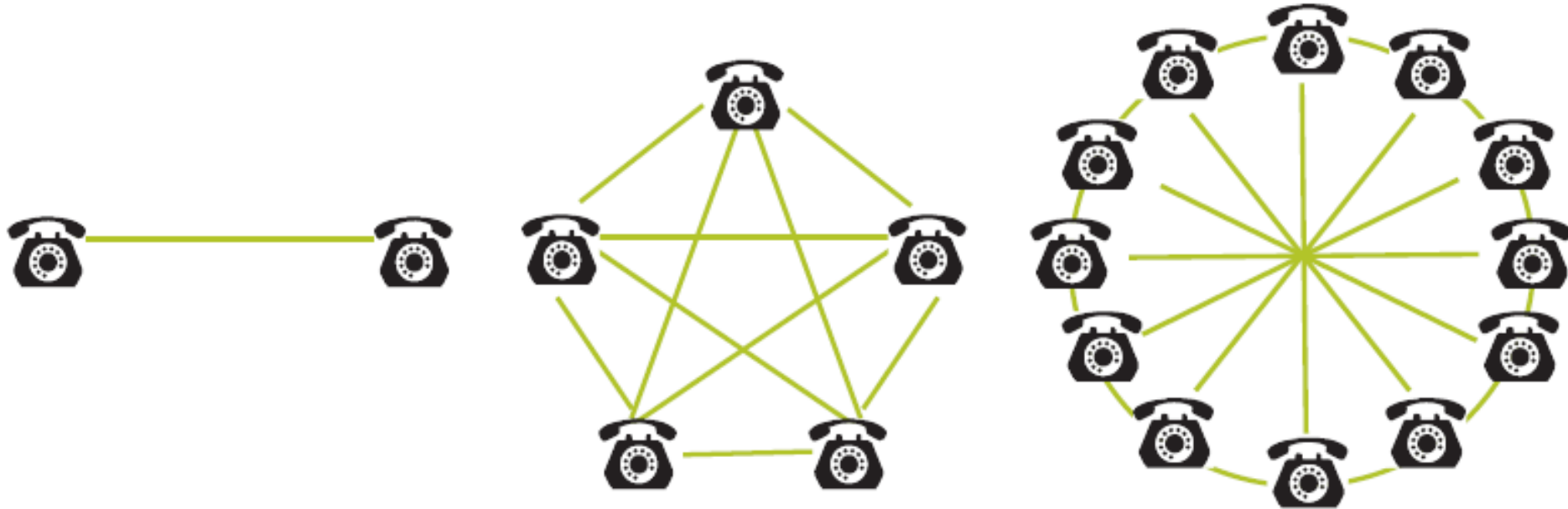
# Next In Nonprofits



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



# But I don't *want* to use...



Metcalfe's Law: The value of networks increases as people are connected. More connections creates more value.

# Meet people where they are

How many people in your target market come to your web site or call your office each day?



The image shows a screenshot of a report from the PewResearchCenter. The header includes the PewResearchCenter logo and the tagline 'Internet, Science & Tech'. Below the header is a navigation bar with categories: U.S. POLITICS, MEDIA & NEWS, SOCIAL TRENDS, RELIGION, and INTERNET & TECH (which is highlighted). Underneath the navigation bar are sub-categories: PUBLICATIONS, TOPICS, PRESENTATIONS, INTERACTIVES, and KEY INDICATORS. The main content area features the word 'REPORT' at the top, followed by the date 'OCTOBER 8, 2015' and social media sharing icons for Facebook, Twitter, Email, Print, and a plus sign. The title of the report is 'Social Media Usage: 2005-2015' in a large, bold, black serif font. Below the title is a subtitle in a smaller, italicized serif font: '65% of adults now use social networking sites – a nearly tenfold jump in the past decade'. At the bottom of the report snippet, it says 'BY ANDREW PERRIN'.

PewResearchCenter *Internet, Science & Tech*

U.S. POLITICS MEDIA & NEWS SOCIAL TRENDS RELIGION INTERNET & TECH

PUBLICATIONS TOPICS PRESENTATIONS INTERACTIVES KEY INDICATORS

REPORT

OCTOBER 8, 2015

**Social Media Usage: 2005-2015**

*65% of adults now use social networking sites – a nearly tenfold jump in the past decade*

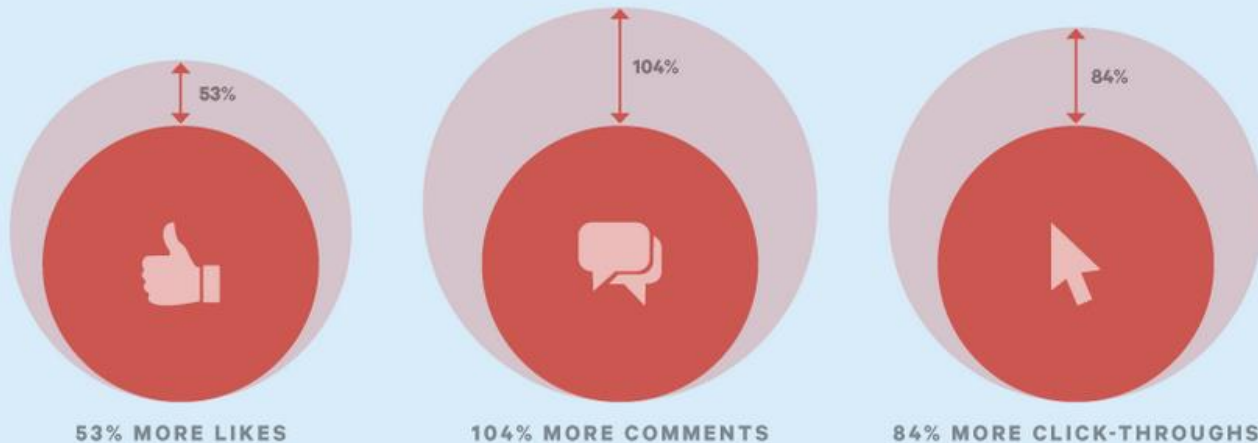
BY ANDREW PERRIN

# Engage in what *they* want *first*

POST TYPE

Photos get 53% more Likes,  
104% more comments, and  
84% more click-throughs.

One study found that, on Facebook, photos (the “photo” post type) received more engagement than the average post. The “average” post rubric included both “text” and “link” posts.<sup>1</sup>



# Engage in what *they* want *first*

## LENGTH OF POST

Posts with 80 characters or less get 66% more engagement.

Among retail brands, posts with 80 characters or less get 66% more engagement (# of Likes and comments) than posts with 81 or more characters.<sup>2</sup>



66% MORE ENGAGEMENT


# Engage people they know

Use names and pictures to build a person-to-person relationship.

Post Details Reported stats may be delayed from what appears on posts

**Next in Nonprofits**  
Published by Steve Boland [?] · January 5 at 11:30am · 🌐

Next in Nonprofits News is out! Very excited to announce **Damon Runnals** has joined our team! More links and info at [http://us7.campaign-archive2.com/...](http://us7.campaign-archive2.com/)



Damon Runnals, Constructive Consultant | Pine City social media session | Communications and Technology Nonprofit Conference

US7.CAMPAIGN-ARCHIVE2.COM

**340** People Reached

**21** Reactions, Comments & Shares

<b>16</b> Like	<b>5</b> On Post	<b>11</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**27** Post Clicks

<b>0</b> Photo Views	<b>6</b> Link Clicks	<b>21</b> Other Clicks
----------------------	----------------------	------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# Now start thinking about your needs

Mission posts are important, but you need an audience to get them read.

5,912 people like this



Minnesota Council of Nonprofits

August 13 at 1:36pm

Our own Christina Casey is showing off what our sector means to her. Now it's your turn! Post/tweet (with #2015WeAre) who you are as a nonprofit and nonprofit professional. Hope to see you at the MCN Annual Conference on October 1-2!



We are ... Rediscovering Our Passion and Purpose ::  
MCN Annual Conference 2015

We are ... Rediscovering Our Passion and Purpose, October 1-2 2015, MCN Annual Conference, Saint Paul RiverCentre

WEARENONPROFIT.ORG



# *And* measuring who sees them



## Facebook organic reach is down 52% for publishers' Pages this year

While on average publishers' organic reach on Facebook has fallen by 52% in 2016, video and a lower reliance on Facebook has neutralized the pain for some.

Tim Peterson on August 6, 2016 at 10:00 am



# Watching for still more changes...



**Next in Nonprofits** shared Mark Zuckerberg's post.

Published by Steve Boland [?] · 19 mins · 🌐

Lots to unpack here over time, but a quick comment that Facebook, but intentionally deprecating #nonprofit pages over time, needs to announce a change in its own practices to get to better engagement.



**Mark Zuckerberg**

18 hrs · 🌐

I know a lot of us are thinking about how we can make the most positive impact in the world right now. I wrote this letter about how I hope we can come together to build a global community that works for everyone.



## Building Global Community

To our community,

On our journey to connect the world, we often discuss

# Board members, other superfans...

## Superfans can boost Facebook performance



# Organic social posts



Relationships  
matter to being  
seen without  
paying.

## 1 YOUR PREVIOUS INTERACTIONS WITH THE AUTHOR

THE MORE YOU ENGAGE WITH A FRIEND OR PAGE, THE MORE LIKELY YOU ARE TO SEE THEIR POSTS.



## 2 YOUR PREVIOUS INTERACTIONS WITH THE POST TYPE

IF YOU OFTEN ENGAGE WITH A CERTAIN TYPE OF POST, YOU'RE MORE LIKELY TO SEE POSTS OF THAT TYPE



## 3 REACTIONS FROM USERS WHO ALREADY SAW THE POST

THE MORE FACEBOOK USERS ENGAGE WITH A POST, THE MORE LIKELY YOU ARE TO SEE THAT POST.



## 4 AMOUNT OF COMPLAINTS OR NEGATIVE FEEDBACK\*

AS MORE USERS GIVE NEGATIVE FEEDBACK, THE LESS LIKELY YOU ARE TO SEE THAT POST.



# Paying to play



next in  
nonprofits



Search ...

HOME ARTICLES SPEAKING ABOUT

## Categories

Communications ▾

## More About Communications

“Engage Millennials”? No. Engage people.

Boards should use the Cloud.

Evaluate. And Disseminate.

For The Win

Get ur Freak on(omics)

Lessons from sBenchmarks 2012

## Paid posts are the new postage

Posted on **March 25, 2014**

In the olden days of the 20th Century (1997 for example), nonprofit organizations had budgets for getting print newsletters to their communities. Charities get a **nonprofit postage rate** for bulk mailings, but even at that discount the costs were – and still are – meaningful. The current rates can get as low as \$0.13 or \$0.20 per piece, depending on what your sending, how it's sorted, and how many pieces your charity is mailing. Sending paper to 1,000 people means printing costs, plus postage of maybe \$150. Add to this the costs of



# Why content matters



Sharing new ideas, posts or information can introduce you to people who didn't know they were looking for you.

Primary Dimension: **Page** Page Title Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
		2,355 % of Total: 100.00% (2,355)	1,268 % of Total: 100.00% (1,268)	00:00:40 Avg for View: 00:00:40 (0.00%)
<input type="checkbox"/>	1. /	833 (35.37%)	431 (33.99%)	00:00:37
<input type="checkbox"/>	2. /about/	305 (12.95%)	176 (13.88%)	00:00:53
<input type="checkbox"/>	3. /2016/12/connectednonprofit/	126 (5.35%)	70 (5.52%)	00:01:59
<input type="checkbox"/>	4. /services/	100 (4.25%)	48 (3.79%)	00:00:25
<input type="checkbox"/>	5. /2013/10/smile-youre-on-amazon/	90 (3.82%)	43 (3.39%)	00:00:34
<input type="checkbox"/>	6. /sharebutton.to	85 (3.61%)	29 (2.29%)	00:00:00
<input type="checkbox"/>	7. /2014/06/the-future-of-patronage-is-here/	77 (3.27%)	46 (3.63%)	00:01:45
<input type="checkbox"/>	8. /about/contact/	40 (1.70%)	19 (1.50%)	00:00:04
<input type="checkbox"/>	9. /articles/	37 (1.57%)	22 (1.74%)	00:00:10



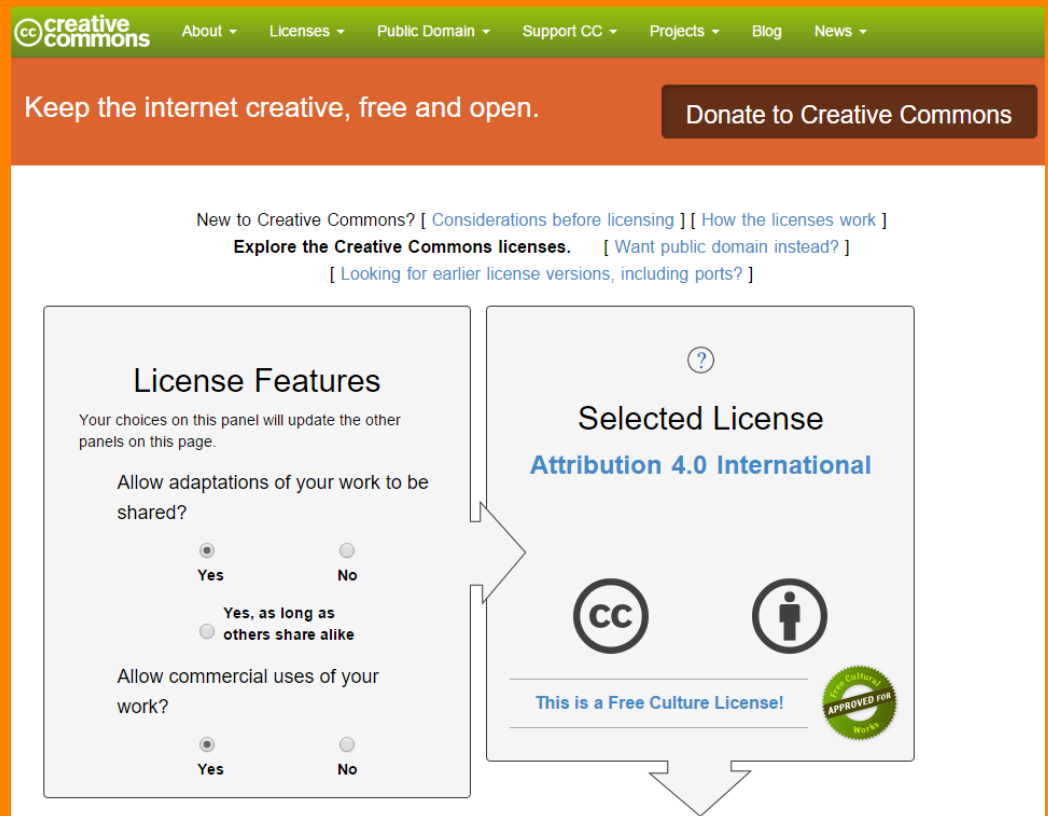
# Shareable

“Great artists steal.”

– Stravinsky.

And Picasso.

And Jobs.



The screenshot shows the Creative Commons website interface. At the top, there is a green navigation bar with the Creative Commons logo and links for About, Licenses, Public Domain, Support CC, Projects, Blog, and News. Below the navigation bar is a dark orange banner with the text "Keep the internet creative, free and open." and a "Donate to Creative Commons" button. The main content area is white and features a section for "New to Creative Commons?" with links for "Considerations before licensing", "How the licenses work", "Explore the Creative Commons licenses.", "Want public domain instead?", and "Looking for earlier license versions, including ports?". Below this is a "License Features" panel with two questions: "Allow adaptations of your work to be shared?" and "Allow commercial uses of your work?". The first question has three radio button options: "Yes", "No", and "Yes, as long as others share alike". The second question has two radio button options: "Yes" and "No". To the right of the "License Features" panel is a "Selected License" panel showing "Attribution 4.0 International" with the CC and BY icons. Below the license name is the text "This is a Free Culture License!" and a green circular seal that says "Approved for Work".



# Shareable

Share other people's content with their permission.

Someone else's thoughts amplifies your mission.



The screenshot displays the website for the Alliance for Metropolitan Stability. On the left is the organization's logo, which features a stylized house and sun icon above the text "ALLIANCE FOR METROPOLITAN STABILITY". To the right of the logo is a navigation menu with links for HOME, ABOUT US, OUR WORK, EVENTS, NEWS, RESOURCES, DONATE, and CONTACT. The main content area is titled "THE LATEST NEWS" and lists three articles:

- Nine Reasons to Celebrate the New Minimum Wage**  
08/11/2015  
Minnesota's minimum wage increased to \$9.00 on Saturday for large employers (and \$7.25 for youths and small employers) thanks to legislation passed in April 2014. Next year, the wage will increase again, to \$9.50 for large employers and \$7.75 for small employers and youth. This is predicted to increase the incomes of roughly 325,000 Minnesotans. It's good news for everyone else, too, because it will also strengthen our economy. This blog from Minnesota Budget Bites highlights nine reasons we should celebrate this increase.  
[Read More »](#)
- The Link: Mapping America's Renters and More**  
08/04/2015  
Here is our latest edition of the Link: Mapping America's Renters and More.  
[Read More »](#)
- The American Disabilities Act: Celebrating 25 Years**  
07/23/2015  
The Americans with Disabilities Act (ADA) is 25 years old this month. From transit to housing to access to democracy, the ADA has had a huge and positive impact on persons with disabilities. This article from the Metropolitan Council highlights some of these accomplishments. A separate broadcast featured on Minnesota Public Radio points out some of the challenges that remain to ensure people with disabilities are to access the same rights as other Americans.  
[Read More »](#)
- Twin Cities in Need of Significant Investments in Transportation**  
07/09/2015  
It has long held true that the Twin Cities needs a significant investment in transportation in order

# Use a calendar



Plan drafts, approval and publication for newsletters, blog posts, and events.

Monthly Theme:	Social Conversation Theme(s):	Blog Post Title	Target Primary Audience	Target Secondary Audience
Week of Jan 6				
Weekly Theme:				
Monday, January 6, 14				
Tuesday, January 7, 14				
Wednesday, January 8, 14				
Thursday, January 9, 14				
Friday, January 10, 14				
Week of Jan 13				
Weekly Theme:				
Monday, January 13, 14				
Tuesday, January 14, 14				
Wednesday, January 15, 14				
Thursday, January 16, 14				
Friday, January 17, 14				
Week of Jan 20				
Weekly Theme:				
Monday, January 20, 14				
Tuesday, January 21, 14				
Wednesday, January 22, 14				
Thursday, January 23, 14				
Friday, January 24, 14				

# Which channels? How often?

Your mileage will vary based on your audiences. Test!



**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.

# Yes, Twitter.

At a minimum, read other people's tweets.  
Retweet (RT) to build relationships. Or favorite.



# Keyword planning for content

See how people are searching, and provide responsive content.

The screenshot displays the Google AdWords Keyword Planner interface. At the top, there are navigation links for Home, Campaigns, Opportunities, and Tools. The main section is titled 'Keyword Planner' and includes input fields for 'Enter a bid' and 'Enter daily budget', along with a 'Get detailed estimates' button. On the left, there are sections for 'Targeting' (United States, All languages, Google and search partners, Negative keywords) and 'Date range' (Next 7 days, Showing daily estimates). The main content area shows a line graph of 'Clicks per day' (0-48) and 'Impressions per day' (0-2.2K) against a bid range from \$2 to \$30. Below the graph, there are buttons for 'Add keywords', 'Edit match types', 'Delete', and 'Download'. A yellow banner provides instructions on how to get detailed estimates. At the bottom, a table lists search results for 'Little Falls' in Minnesota.

Keyword	Ad Group	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
Central Minnesota	Little Falls	-	-	-	-	-	-
Little Falls	Little Falls	-	-	-	-	-	-
MN	Little Falls	-	-	-	-	-	-
<b>Total</b>		-	-	-	-	-	-

# Relationships imply value



## What is wrong with this Twitter picture?



NewTech/Legal News

@indomitableopps

Founded Pemberton Whiteman & Hill | We do Nat'l #LegalRecruiting |  
#tech #cybersecurity #law #health news | Growing firms with great people  
#TalentAcquisition

FOLLOWERS

636

FOLLOWING

2,422

TWEETS


527

# Relationships imply value

← → ↻ 🏠 Secure | [https://app.statusbrew.com/p/audience/twitter/1388695621/activity/new\\_unfollowers](https://app.statusbrew.com/p/audience/twitter/1388695621/activity/new_unfollowers)

🔒 My accounts ▾ HOME PUBLISH AUDIENCE

REVERT TO OLD DESIGN

 @NextNonprofits ▾

Favorite Menu NEW ^

No favorite menu

Insights ^

Overview

Conversion

Tracking ^

Everyone following you

New Unfollowers

New Followers

Copy Followers/following


Not following back

Mutual followback

Everyone you follow

---

★ New Unfollowers ⓘ




**VillageMinnesota**  
@UrVillage FOLLOW ⋮

IT TAKES A VILLAGE. THIS IS YOURS. VILLAGE is a crowdfunded targeting effort that takes aim at student loan debt.

FOLLOWERS	FOLLOWING	TWEETS
1,704	2,862	594

🕒 2 days ago 📍 Minnesota, USA 📄 [Open in Twitter](#)

Unfollowed you 4 days ago




**Vincent Champain**  
@vchampain FOLLOW ⋮


Executive & intrapreneur. Interests:digital, strategy, science, growth & innovation management t.co/vaLZ6u55Uu

FOLLOWERS	FOLLOWING	TWEETS
4,765	921	2,236

🕒 7 hours ago 📍 Paris 📄 [Open in Twitter](#)

Unfollowed you 5 days ago



  
**@ShinobiNinja** FOLLOW ⋮

ContactShinobiNinja@Gmail.com NEW VIDEO t.co/3XTnV41i0y  
@EdaraBabyG @DoobieDukeSims @AlienLex @KidShreddi @TDaveSN  
@DJAxisPowers

FOLLOWERS	FOLLOWING	TWEETS
455,105	351,600	1,164,583

🕒 2 hours ago 📍 Brooklyn, NY 📄 [Open in Twitter](#)

Unfollowed you 16 days ago



# Choosing Platforms

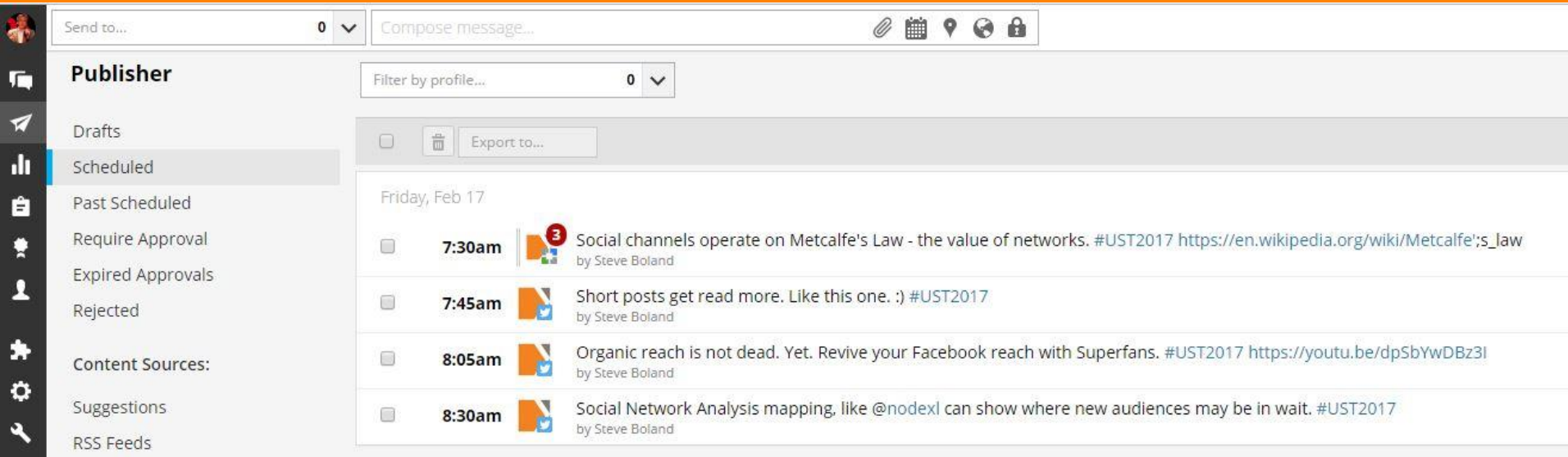
You don't need to be on every social media platform, but you can check more than one...

The image shows a screenshot of a social media dashboard with four main panels:

- Twitter Home (steveboland):** Displays tweets from Sarah Ramler (@SarahRamler) about a song, Social Media Insider (@SocialMedia411) about Facebook ads, Kristina Wong (@mskristinawong) about a play, and Paul Thurrott (@thurrott) about a podcast.
- Twitter Home (NextNonprofits):** Features a tweet from goodnet.org about travel destinations with a photo of a tree in a field of blue flowers, and a tweet from Ford Foundation (@FordFoundation) about privacy and digital inclusion.
- LinkedIn Network Updates (Steve Boland):** Shows connection updates for Bob Cardinal (connected to Zac Hoang), Bryan Breckenridge (connected to Eric Cordell), and Jill Rowley (connected to TOPO Inc.).
- Next in Nonprofits Timeline:** Displays an article titled "Does social media inspire creativity or stifle it?" and another article about evaluation and data matters.

# Engaging when you can't engage

You can't always be social. But your words can be.



The screenshot shows a social media scheduling interface. At the top, there is a "Send to..." field with a dropdown menu showing "0" and a "Compose message..." field with icons for attachments, calendar, location, globe, and lock. Below this is a "Publisher" section with a "Filter by profile..." dropdown showing "0". The main content area displays a list of posts scheduled for Friday, Feb 17. Each post includes a checkbox, a time, a profile picture, and the post text with a link.

Time	Profile	Post Text
7:30am	Steve Boland	Social channels operate on Metcalfe's Law - the value of networks. #UST2017 <a href="https://en.wikipedia.org/wiki/Metcalfe's_law">https://en.wikipedia.org/wiki/Metcalfe's_law</a>
7:45am	Steve Boland	Short posts get read more. Like this one. :) #UST2017
8:05am	Steve Boland	Organic reach is not dead. Yet. Revive your Facebook reach with Superfans. #UST2017 <a href="https://youtu.be/dpSbYwDBz3I">https://youtu.be/dpSbYwDBz3I</a>
8:30am	Steve Boland	Social Network Analysis mapping, like @nodexl can show where new audiences may be in wait. #UST2017

# Choosing platforms

**Blogging platforms like Wordpress have social sharing tools integrated.**

## The Ultimate List of WordPress Statistics

### WordPress usage and popularity

**WORDPRESS RUNS 27% OF THE ENTIRE INTERNET.**

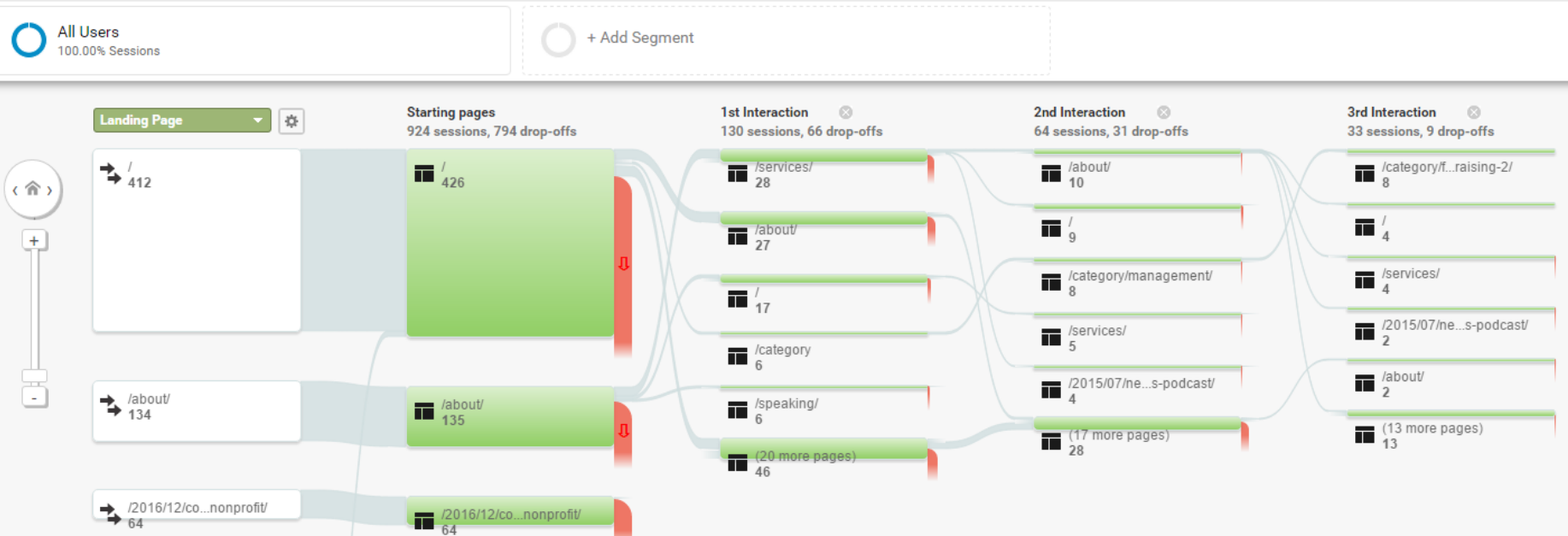
- 50-60% is WordPress' share of the global CMS market – making it the most popular CMS of them all. [8][2][15]
- 17 posts are published every second on WordPress sites around the world. [4]
- New York Observer, New York Post, TED, Thought Catalog, Williams, USA Today, CNN, Fortune.com, TIME.com, National Post, Spotify, TechCrunch, CBS Local, NBC all use WordPress. [32]
- 37 million global Google searches for “WordPress” are made per month. [4]

**Around 15,886,000 websites on the entire web use WordPress. [15]**

- 8% of the top 100 blogs according to Technorati are managed with WordPress. [7]
- 2,645 of the top 10k websites on the web use WordPress. [15]
- 22,111 of the top 100k websites use WordPress. [15]
- 297,629 of the top 1M websites use WordPress. [15]

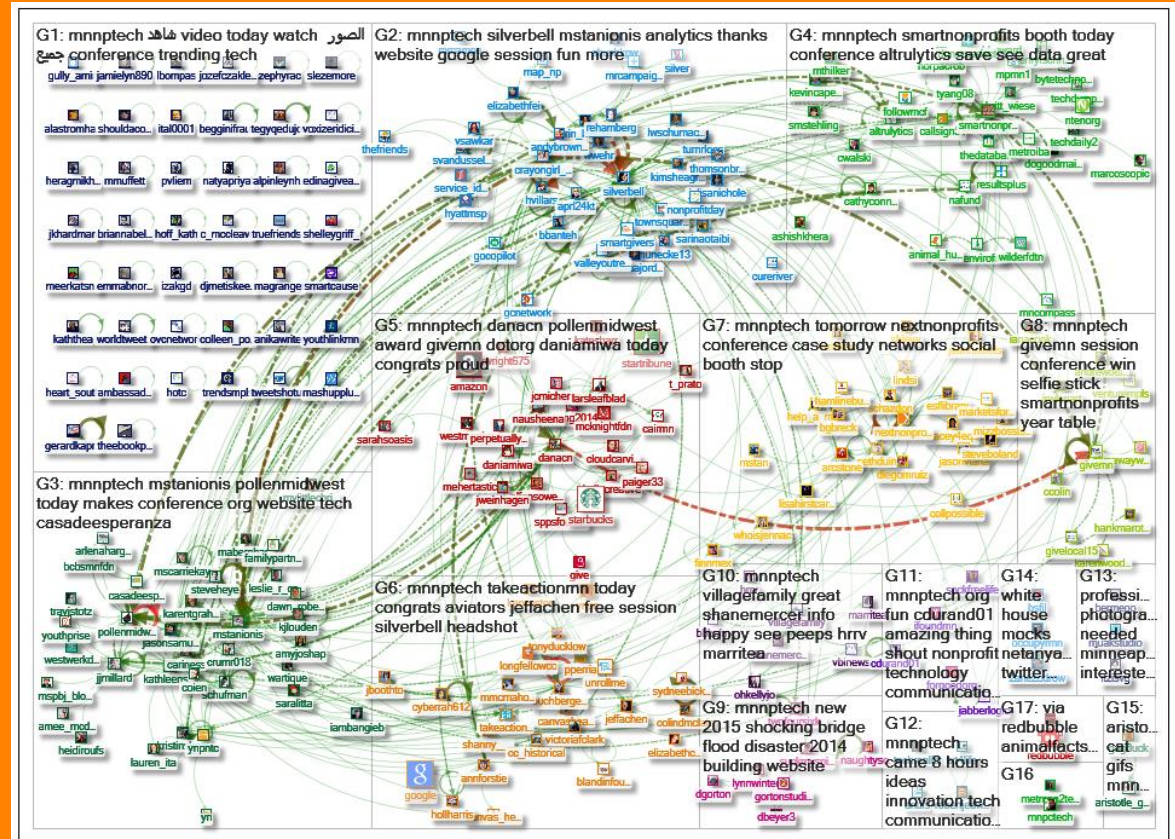
# Choosing goals

Social relationships can – and should – have measurable goals over time. Traffic alone is not a goal.



# Choosing goals - Hashtags

Build relationships with people you haven't yet met.

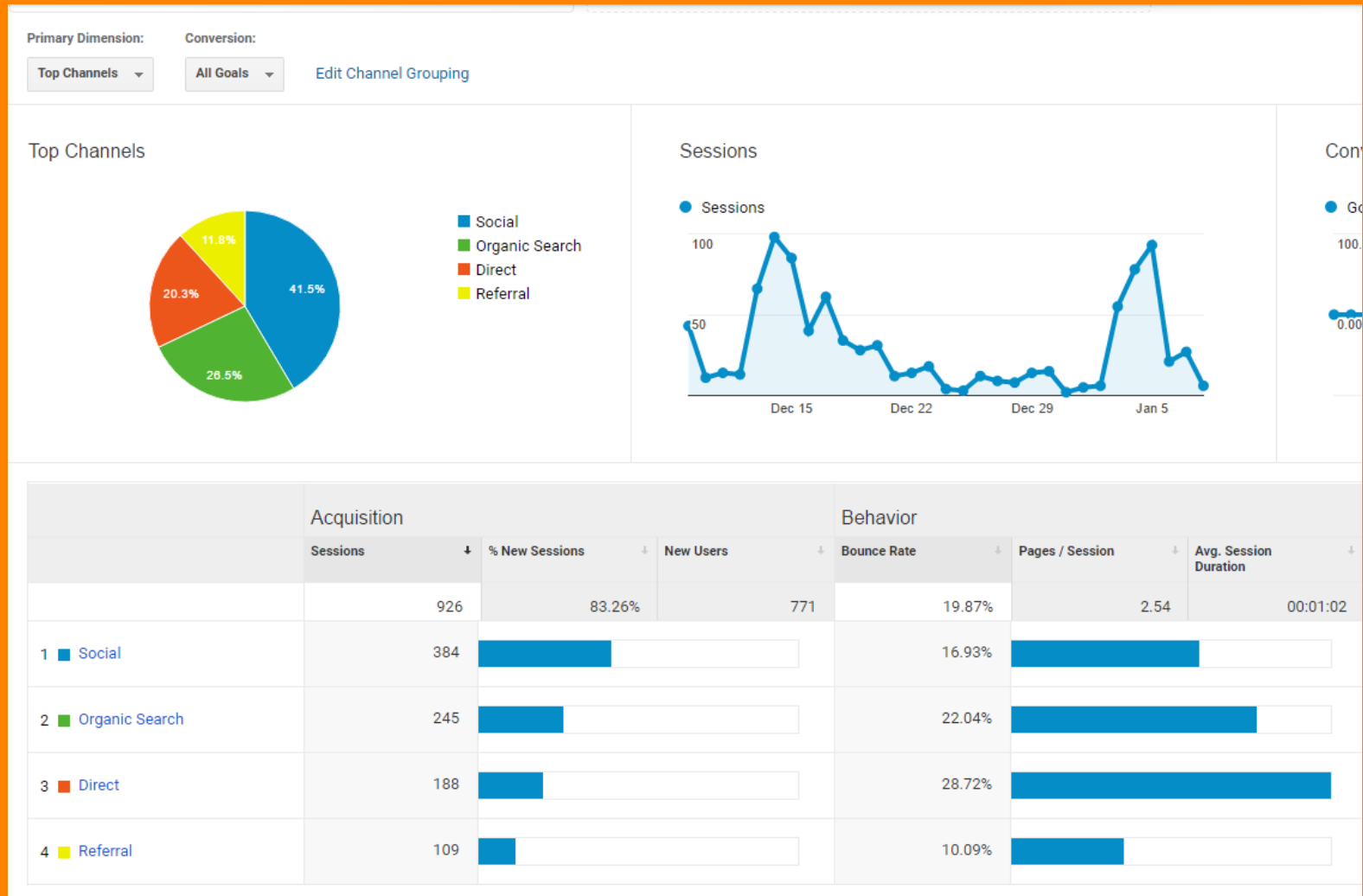


#mnnptech Twitter NodeXL SNA Map and Report for Thursday, 09 April 2015 at 14:50 UTC

# Measuring goals



## Where is traffic coming from?















# Measuring goals







## Where is traffic going?

<input type="checkbox"/>	Page ?	Pageviews ?	↓	Unique Pageviews ?	Avg. Time on Page ?
		<b>1,134</b> % of Total: 100.00% (1,134)		<b>532</b> % of Total: 100.00% (532)	<b>00:00:33</b> Avg for View: 00:00:33 (0.00%)
<input type="checkbox"/>	1. / 	189 (16.67%)		107 (20.11%)	00:00:15
<input type="checkbox"/>	2. /2016/07/healthcloud/ 	91 (8.02%)		38 (7.14%)	00:01:07
<input type="checkbox"/>	3. /2013/10/smile-youre-on-amazon/ 	80 (7.05%)		36 (6.77%)	00:01:00
<input type="checkbox"/>	4. /2014/06/the-future-of-patronage-is-here/ 	56 (4.94%)		25 (4.70%)	00:01:24
<input type="checkbox"/>	5. /2015/07/next-in-nonprofits-podcast/ 	52 (4.59%)		20 (3.76%)	00:01:02
<input type="checkbox"/>	6. /about/ 	52 (4.59%)		24 (4.51%)	00:00:08
<input type="checkbox"/>	7. /services/ 	39 (3.44%)		20 (3.76%)	00:00:20
<input type="checkbox"/>	8. /about/contact/ 	32 (2.82%)		14 (2.63%)	00:00:03
<input type="checkbox"/>	9. /category/fundraising-2/page/3/ 	32 (2.82%)		16 (3.01%)	00:00:02
<input type="checkbox"/>	10. /2015/12/engagement-ladder-2016/ 	24 (2.12%)		11 (2.07%)	00:00:57



# Social engagement measures



Analytics		Home	Tweets	Audiences	Events	More ▾
	<b>Next in Nonprofits</b> @NextNonprofits · Jan 8 #Evaluation and data matters. "Star Tribune: Republican control of Legislature fuels anxiety among nonprofits. <a href="https://ow.ly/d9UI100y7N1">ow.ly/d9UI100y7N1</a> " <a href="#">View Tweet activity</a>	79	4	5.1%		
	<b>Next in Nonprofits</b> @NextNonprofits · Jan 7 Great opportunity to dig into data-driven #evaluation! Check it out from @cwalski <a href="https://eventbrite.com/e/business-int...">eventbrite.com/e/business-int...</a> <a href="https://pic.twitter.com/bXflSrMAKF">pic.twitter.com/bXflSrMAKF</a> <a href="#">View Tweet activity</a>	49	2	4.1%		
	<b>Next in Nonprofits</b> @NextNonprofits · Jan 5 Seems like an @ACLUMN benefit is a good way to spend inauguration day. <a href="https://twitter.com/BlackDogStPaul...">twitter.com/BlackDogStPaul...</a> <a href="#">View Tweet activity</a>	120	3	2.5%		
	<b>Next in Nonprofits</b> @NextNonprofits · Jan 5 Next in Nonprofits News is out! So excited to announce @DamonLeeRunnals has joined our team! More at <a href="https://us7.campaign-archive2.com/?u=192d8cf4198...">us7.campaign-archive2.com/?u=192d8cf4198...</a> <a href="https://pic.twitter.com/ZhuvplnN08">pic.twitter.com/ZhuvplnN08</a> <a href="#">View Tweet activity</a>	214	21	9.8%		

# Social engagement measures



01/05/2017 11:30 am	 Next in Nonprofits News is out! Very excited to announce Damo			340		27 21		<a href="#">Boost Post</a>
01/02/2017 9:44 am	 Starting the new year with a thought back to the archive - but an			206		6 4		<a href="#">Boost Post</a>
12/31/2016 12:10 pm	 "Preemptive analytics" or having systems react to #BigData befor			27		0 1		<a href="#">Boost Post</a>
12/30/2016 9:23 am	 Well-crafted and important message from Gender Justice . Supp			23		0 0		<a href="#">Boost Post</a>
12/28/2016 9:05 am	 Important reporting on equity and impacts of housing options fro			161		7 1		<a href="#">Boost Post</a>
12/27/2016 1:58 pm	 Senior Executive Vice President of Morale and Employee Wellne			229		1 2		<a href="#">Boost Post</a>
12/24/2016 12:00 pm	 A reminder - Next in Nonprofits is open next week. If you're looki			164		1 3		<a href="#">Boost Post</a>

# Social engagement measures



The screenshot shows the LinkedIn profile page for 'Next in Nonprofits'. The page is viewed from the 'Analytics' tab. Below the navigation bar, there is a section for 'Updates' which contains a table of recent posts. The table has five columns: Preview, Date, Audience, Sponsored, and Impressions. The data rows show various posts from 2016 and 2017, all sponsored, with impression counts ranging from 15 to 91.

Preview	Date	Audience	Sponsored	Impressions
Check out our own Damon and mor...	1/9/2017	All followers	Sponsor	15
[Image] Great opportunity to dig into...	1/7/2017	All followers	Sponsor	43
Very excited to announce Damon Ru...	1/5/2017	All followers	Sponsor	91
"Preemptive analytics" or having sy...	12/31/2016	All followers	Sponsor	47
A reminder - Next in Nonprofits is o...	12/24/2016	All followers	Sponsor	50
So very few people in need being ac...	12/10/2016	All followers	Sponsor	29
[Image] Excited to be featured by Ar...	12/7/2016	All followers	Sponsor	62
Great conversation with Adam Stew...	11/29/2016	All followers	Sponsor	35

# Social engagement measures



in Search for people, jobs, companies, and more... Advanced

Home Profile My Network Learning Jobs Interests Business Services Try Premium for free

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Who's viewed your posts

How you rank for profile views



You rank in the **top 9%** for profile views among your connections.

**#94** out of 1,103 | **▼ 1%** in the last 7 days

# Next steps (for next week)



**Create a calendar**

**Create goals**

**Recruit your team (or team of one)**

**Set up measurements**

**Revise**

# Next steps (right now)



**Work with your groups to segment your audiences, creating a primary, secondary and tertiary list for engagement**

**Work with your groups to create a social post, and to re-work an existing post with these ideas in mind**

**Create calls to action that flow from the social posts and can be measured**

# Keep in touch



**NextInNonprofits.com/ust for a copy of these slides**

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