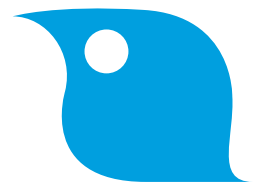


# About

# that

# First

# Tweet



**A practical guide to #SocialMedia  
for #Charities & #SocialEnterprises**





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# Preface

**W**hen you look at the numbers, it's hard to deny that social media has become a ubiquitous part of how the world does business. Ninety one percent<sup>1</sup> of online adults worldwide now use some sort of social media regularly; in the UK alone, there are 41 million Facebook users<sup>2</sup>, and 10 million people on Twitter<sup>3</sup>. The question of whether or not social media is important has been answered.

But has social media become a critical part of how the world does good? At Unity Trust Bank and Social Misfits Media, we engage every day with charities, social enterprises, and other organisations who we think are unmatched in their devotion to making social change. And yet, many of them are not strategically using the free tools that are available online to broaden their audiences, spread their messages and, crucially, raise more funds to support the work they do.

We surveyed 186 small- and medium-sized UK charities and social enterprises (all with an annual turnover of less than £5 million) to find out their thoughts on social media - if they felt they were using it strategically for communications and fundraising, what platforms they used and how often, and what they felt their challenges were. You will find the results in the next section, but they probably won't surprise you. Generally, we found that these organisations are not using social media as efficiently, effectively, or strategically as they would like - not due to lack of desire, but rather lack of skills, time, or understanding.

That is the reason why we created this guide, "About that First Tweet," to help these organisations take the next step - or in some cases, the first step - on their social media journey. In the next pages, you'll find interviews with social media experts giving their top tips on how to best engage with the platforms they provide; real-life examples from large and small organisations on how they used social media to achieve an offline goal; a checklist of reminders; and a list of resources for further reading.

We hope you'll find the information here helpful, and we look forward to hearing from you about your own social media experiences, success stories, and questions. Enjoy!

**Adrian Oldman**  
Head of Marketing &  
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[@MisfitsMedia](https://twitter.com/MisfitsMedia)

1 Experian Marketing Services, The 2012 Digital Marketer: Benchmark and Trend Report. [go.experian.com](http://go.experian.com)

2 Fanalyzer, 20 September 2012. [www.fanalyzer.co.uk](http://www.fanalyzer.co.uk)

3 Arthur, Charles, "Twitter now has 10m users in the UK," The Guardian, 15 May 2012. [bit.ly/KphoHb](http://bit.ly/KphoHb)



# Introduction

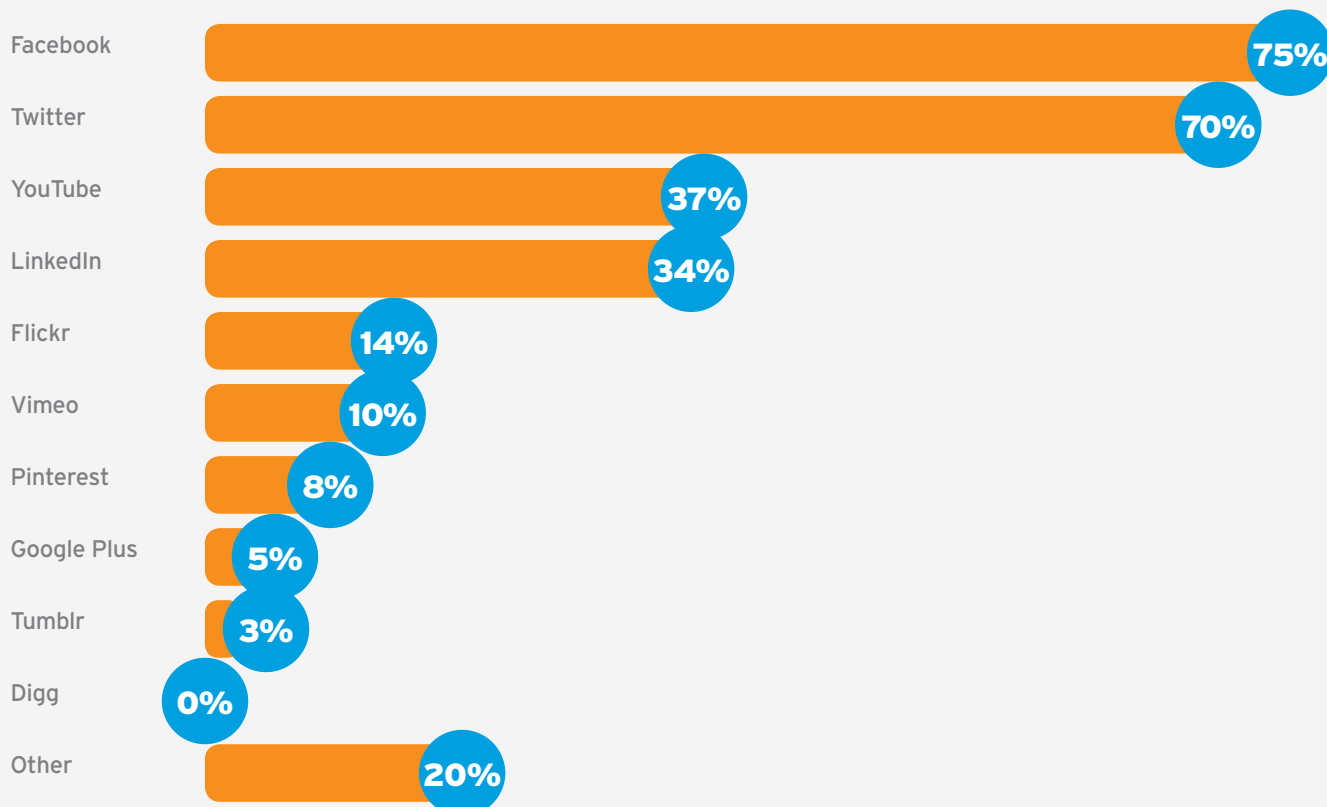
**T**here's no denying the power and presence of social media. Users of social media are young and old, men and women, rich and poor. They are your children's best friends and the elderly lady next door. They are your beneficiaries, donors, and key constituents.

If you're reading this, you probably know that already. But it's possible you're not the social media expert you wish you were. Maybe it's because you don't have the skills and maybe it's because you don't have the time. But you probably recognise that your organisation needs to have a social media presence, and not just any social media presence: a goal-orientated, strategic plan of attack that's embedded in your marketing, communications, and fundraising strategies.

We're here to take your enthusiasm, feed it a bit of inspiration, and provide practical tips on how to start and build a social media presence that fits your ambitions but also your circumstances.

Before you can know where to go, you should know where you are, so our first step was to find out how small- and medium-sized charities and social enterprises were using social media now, and what their key challenges were. We heard from 186 organisations across the UK with an annual turnover under £5 million (79% with a turnover under £1 million) that support diverse cause areas and that range from volunteer-only to those with full communications teams. And they had a lot to say.

## What social media platforms does your organisation currently have a presence on?



## About that First Tweet

A practical guide to #SocialMedia for #Charities & #SocialEnterprises

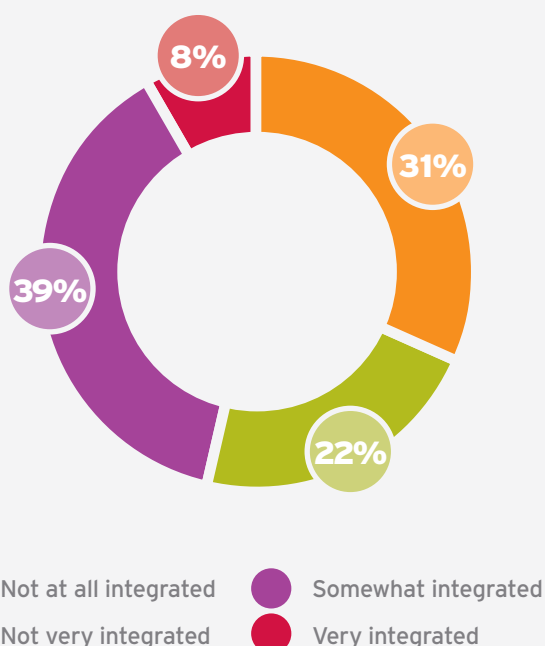
## They're already online...

The overwhelming majority are already using at least one social media platform. Facebook and Twitter are by far the most popular, with 75% and 70% of respondents reporting use of those sites, respectively. YouTube and LinkedIn were also popular, with over 33% of respondents saying they use one or both.

## ...But they aren't using social media strategically

In spite of the high numbers of use among small and medium-sized organisations, 53% of respondents said that their social media strategy was not very integrated or not at all integrated in their communications or fundraising strategy. Another 39% felt their social media use was somewhat integrated, with just 8% reporting a high level of integration. "Our social media strategy and fundraising strategy are entirely separate," one respondent from a medium-sized charity told us. "We haven't yet explored any ways to join them."

### How well is your social media usage integrated into your overall fundraising or marketing strategy?



## Enthusiasm abounds, but challenges are great

"Small organisations find it difficult to find the time to use social media and keep updated," said a survey respondent from a social enterprise with turnover under £1 million. "[Fundraising] takes up more and more time and this means that we do not post on social media pages as often as we would like to."

Many of our survey respondents share the same challenge: lack of time. In a world where information is shared in seconds, it's difficult for organisations to keep content fresh and users interested: 75% of respondents say they only have occasional support (when someone has the time), while 17% report a part-time equivalent. Just 8% have one or more full-time equivalent.

We heard a number of other challenges as well:

- Lack of understanding on how to use social media and the basic skills to get started.
- Inability to measure the return on investment.
- Knowing what to say and when to say it.
- Gaining a following.
- Convincing leadership to realise the importance of social media to achieve other goals.

## We Shall Overcome

Indeed the challenges are significant – but not insurmountable, as the interview subjects and case studies featured in this guide will show.

It will, however, take commitment and investment. This may be small, but it's necessary. Just having a presence isn't enough. Social media has to be seen as a critical piece of a communications and fundraising strategy. Lest you think it's too much work, keep reading: we'll tackle these key challenges one by one. The quotes below are taken directly from our survey respondents, but they address problems faced across many organisations.

### Challenge: "Finding the time!"

It's not often you hear a charity or social enterprise of any size tell you that they have all the time, staff, and funds to do everything they wish they could do – the scope of the world's social problems is unfortunately too great. But social media doesn't have to be a full-time job. "The biggest mistake people make is creating a digital identity just because everyone's doing it," said Jaimie Popp, Social Media Strategist for the Nike Foundation who is featured in our case study on the Girl Effect. "By starting with your audience, you can put your momentum where it needs to be."

That means you don't necessarily need a presence on every social media platform and to be updating them at all times. By setting a clear goal or objective and working from there to find the right platforms to reach your specific audience, you can limit the time spent on social media and make every tweet or post count.

### Challenge: "Figuring out how it works"

The creators of the world's biggest social media platforms haven't forgotten about charities and social enterprises – in fact, many of them have full-time staff devoted to helping users just like you get the most of their social interactions.

In the following pages, you'll see exclusive interviews with representatives from Facebook, Twitter, and LinkedIn who were eager to share the tools they've developed and their top tips. It's easier than you might think to get started and help is out there.

## Social media has to be seen as a critical piece of a communications and fundraising strategy.

### Challenge: "Using social media tools to create measurable outputs that exist OUTSIDE the realm of social media"

Even though many social media platforms are free to use, there is still an investment required, whether it's manpower, brainpower, or both. With limited time and resources, some sort of return on investment is critical.

Like any other investment, however, a clear objective should be defined at the outset, which will give you something to measure against. "You can't get anywhere on Twitter if you don't have a target or goal," says Claire Díaz-Ortiz, Head of Social Innovation at Twitter who is interviewed later in the guide.

In addition, it's not enough to have a goal - you need to communicate that goal to your audience and let them know what to do to help you get there. The Child's i Foundation, a featured case study, raised £10,000 in 38 hours from a small number of followers by giving them a compelling case and a clear goal.

### Challenge: "What to actually post that might be of interest - not just the weather :)"

Libby Leffler, Strategic Partner Manager at Facebook, has five tips for nonprofits to follow, and finding a voice is one of them. Every post doesn't need to be Shakespeare, but it should be reflective of your organisation's personality and ethos. Once you find your voice, there is no limit to the information that you can share - inspirational quotes, success stories, original content, links to other stories, requests for help, etc. The possibilities are limitless, and our case studies give you specific examples of the types of information that successful organisations are sharing.

### Challenge: "Gaining a bigger audience and getting them to act as advocates for us"

One thing people often forget is that social media is about connection, nurturing relationships, and building networks. It's about bringing your followers closer to you and helping you grow your audience. It's not just about your friends, but your friends'

friends, and their friends too. The New York Public Library's "Don't Close the Book on Libraries" campaign, a featured case study, gained over 11,000 new Twitter followers through their campaign. Our interview subjects also give specific advice on how to do this on Facebook, Twitter, and LinkedIn.

### Challenge: "Getting the Chief Exec to realise how fundamentally important it is"

Success stories abound, in our guide and outside of it. What all our examples have in common is not just what they did and how they did it - but crucially, how they used social media as a tool to reach a real organisational objective, whether it was raising funds or promoting advocacy efforts.

We also think strategically sending over the link to this guide might be a helpful first step.

### What's Inside?

Read on for insight, inspiration, and advice. On the following pages you'll find:

- **Inspiring Practice:** Let yourself (and your staff and volunteers) be inspired by our four featured case studies. You may not have similar objectives or similar budgets, but that doesn't mean that you can't be successful on social media.
- **Direct from the Experts:** We asked social media experts to provide tangible tips and insights on how to make the best use of popular social media platforms (Facebook, Twitter, and LinkedIn) for fundraising, marketing, and business development purposes.
- **Social Media Checklist:** Once your research is done, we provide you with concrete next steps for setting your own social media strategy.
- **Resources:** Further reading on how to get the most out of individual platforms.

## Every post doesn't need to be Shakespeare, but it should be reflective of your organisation's personality and ethos.



# Direct from the experts

## A chat with Claire Díaz-Ortiz, Head of Social Innovation at Twitter

**C**laire Díaz-Ortiz knows a thing or two about Twitter; as the Head of Social Innovation at Twitter, and author of *Twitter for Good: Change the World, One Tweet at a Time*, you may even call her the expert on helping charities and nonprofits innovate with social media. In this interview, Claire explains how Twitter is a platform where small- and medium-sized charities can thrive.



**In your book, you talk about the TWEET model that teaches organisations how to best use Twitter's platform for good - can you summarise how your model works?**

The **TWEET** framework is a model I developed to best teach you to win on the platform. I teach it to organisations and individuals because it works. The obvious acronym also rocks.

**Target:** You can't get anywhere on Twitter if you don't have a target or goal.

**Write:** It's time to send your first tweet, whatever it may be. Then send your second. Stop editing yourself and let it flow.

**Engage:** Once you send your first tweet, the world won't come running. Engage with others to get them to see you, listen to you, and interact with you.

**Explore:** Motivational speakers tell you to try one new thing every day. Do it on Twitter, too. More importantly, find new people. Twitter is about relationships, and it's time to start building them.

**Track:** You won't know if you've met your target unless you're tracking it.

**Does that advice apply to small- and medium-sized organisations too?**

The high-level answer is YES. However, there are obviously big differences between nonprofits with big budgets, and those with lean ones. If you do have a small budget to work with, you want to look for the highest impact areas that can help deliver results on Twitter. One good way to start for such lean charities is by finding your existing donors on Twitter and cultivating those relationships.

**You can't get anywhere on Twitter if you don't have a target or goal.**

**What's the best way to get followers to click and re-tweet a fundraising or campaign link?**

The ASK is so important. You need to clearly state (spell out!) what you want folks to do. Don't say "tweet about our campaign" - give them the exact wording.

Remember that there is just as much an art to WHEN you ask, as to HOW you ask. You need to remember to not overload influencers with asks for your organisation (or "overask").

**Are there risks for organisations using Twitter?**

Sure, there are always risks when you put yourself out there. However, any charity that isn't putting themselves out there - being transparent! - is falling behind these days.

**What's the biggest mistake you see charities make when starting out on Twitter?**

The biggest mistake I see is when charities try to reduce their press releases into 140 characters.

Twitter is about relationships, and you tell stories to get folks interested in you, and in having a relationship with you (or your organisation!). That's the key.

**What are your three favourite charity and social enterprise Twitter feeds right now?**

@roomtoread, @globalcitizenyr, @charitywater

**To learn more about Claire and her work, you can follow her on Twitter @claire and visit her website [www.clairediazortiz.com](http://www.clairediazortiz.com)**

### About that First Tweet

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# Inspiring practice

## #HiddenCrisis Save the Children



**In early 2012, Save the Children published “A Life without Hunger: Tackling Child Malnutrition,” a report which highlighted the key role of nutrition in determining whether children survive to grow up and reach their full potential. The research found that, while malnutrition was responsible for 2.6 million child deaths around the world per year, the issue was not receiving appropriate funding or a prominent place on political agendas. Save the Children’s global campaign goal was to show world policymakers that malnutrition was a pressing issue that people cared about – they needed to raise public awareness of the crisis in order to influence thought leaders and decision makers. But how were they going to get everyone talking?**

### Platforms

- Twitter
- Twebevent

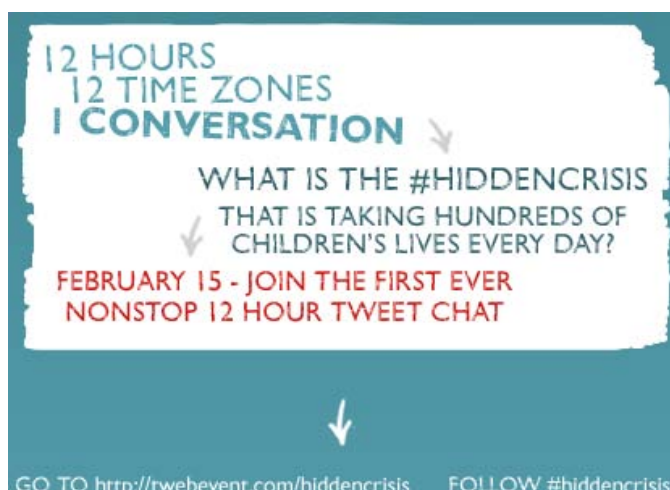
### Strategy & Evolution

Seeing Twitter as an ideal hub for international interaction, Save the Children planned a multi-lingual, global Twitter conference, or tweetchat. As Ben Hewitt, Global Campaigns Operations Director at Save the Children, said, “the tweetchat felt new and innovative, truly global and a way for anyone on social media to engage and support the campaign activity.” By using the hashtag #HiddenCrisis, users around the world could participate in the conversation. The chat was designed to last over 12 hours so that people in all time zones could get involved.

In addition to Twitter, Save the Children used a ‘twebevent’ platform as a second online space in which the conference could be followed. Twebevent was a place where people not on Twitter could watch the conversation and where Save the Children could live-stream press conferences that were happening simultaneously.

The team at Save the Children knew that in order to generate a big enough buzz, they needed to reach new audiences. “We felt that hunger and malnutrition were not well understood outside nutrition policy circles and was therefore failing to gain broader political support,” said Ben. “It needed key public champions.”

The strategy was to include a wide range of well-known stakeholders and supporters who had established online networks and who would engage others in the conversation. Save the Children reached out to the World Health Organisation (WHO) and the ONE Campaign, both of which had access to new audiences, and each agreed to get on board with the event. They also engaged authorities on malnutrition, activists, celebrities and foodies who helped host the event.



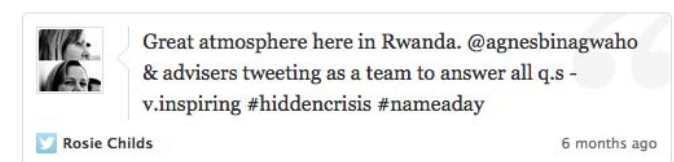
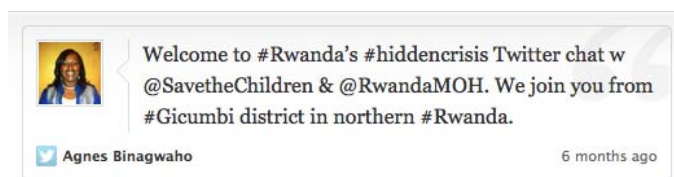
*Using the hashtag #HiddenCrisis, the event reached 5.2 million people on Twitter in just one day.*

### About that First Tweet

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## Surprises & Challenges



More than 50 international hosts brought their own followers - on- and offline - to the chat, including Rwandan Health Minister Agnes Binagwaho.

Save the Children took several risks in the design of the tweet chat. Many organisations use Twitter to enhance the reach of their conferences by having attendees live-tweet the details of the event. But by making Twitter the actual location of the conference, Save the Children extended the way that organisations use the platform in order to make it work for their message and their needs.

There was another challenge in including so many public figures in the event and letting them lead on behalf of the organisation. "The global tweet chat included hosts from around the world and, as organisers, we couldn't control the message or whether other organisations might overshadow us," Ben said. "The key mobilising factor was giving a global platform to like-minded individuals and organisations which they could use and promote." Save the Children thought carefully about who to target, who to approach, and how this could help them widen their reach; and with a turnout of 5.2 million people, the risk was certainly worth taking.

## Outcomes

- The chat spanned **14 hours** across **12 time zones**.
- The event covered **6 continents** and at least **30 countries** – including Pakistan, Bangladesh, India, Korea, Egypt, Kenya, Germany, Afghanistan, the UK, the US, Brazil and Mexico.
- Save the Children reached **5.2 million** people on Twitter in just one day, with over **43 million** impressions.
- More than **50** international hosts such as the Rwandan Health Minister, celebrity chefs from the US, Indonesia and Australia, and WHO Directors participated.

## To Learn More, Visit

[www.savethechildren.net](http://www.savethechildren.net)

[www.everyone.org](http://www.everyone.org)

[www.facebook.com/savethechildren](https://www.facebook.com/savethechildren)

[@SavetheChildren](https://twitter.com/SavetheChildren)

[www.youtube.com/savethechildreuk](https://www.youtube.com/savethechildreuk)

[linkd.in/QjL9tJ](https://linkd.in/QjL9tJ)

## Takeaways

- **Let the cause determine the audience** – Save the Children's strategy is to begin by pursuing projects they as an organisation are passionate about, and then figuring out who the audience is. "Finding an audience for everything we do is the second part of call, if you like," said Jack Lundie, Save the Children's Director of Brand and Communications. "The first is to be really clear about the cause and how we want to deliver that."
- **Support your online event with other activities** – Ben said, "[We had] a new report with new analysis running alongside a dozen major events all over the world. We also had meetings with

government leaders about the new report and blanket coverage across traditional media such as television, newspaper and radio news and other campaigning activity."

- **Involve people outside your network** – "Promoting a new issue is hard when there is so much noise out there," Ben reflected. But Save the Children's willingness to reach out to celebrities, organisations, and individuals broadened their reach and helped make the event a success. "Organisations need to empower external supporters if they want to enter multiple national markets and get an issue trending globally."



# Inspiring practice

## The Girl Effect

### Nike Foundation & Partners



**A**lthough it's now recognised as one of the most widespread grassroots movements to drive awareness about the untapped potential of adolescent girls, it may be surprising to discover that the Girl Effect, a collaborative effort spearheaded by the Nike Foundation, was originally designed for a very specific audience in mind. When the original video exceeded their expectations, becoming viral quickly after it was posted online, the Girl Effect had to figure out how to leverage the collective power of the public to create a full-fledged movement for social change.

#### Platforms

- Girl Effect Website
- YouTube
- Twitter
- Globalgiving.org

#### Strategy & Evolution

In May 2008, the Nike Foundation, in close partnership with the NoVo Foundation, the United Nations Foundation, and the Coalition for Adolescent Girls, created a video demonstrating how girls are key to ending intergenerational poverty for their communities and economies. The "Girl Effect" video aimed to simplify a very complex issue for an audience of key policymakers and global leaders at the 2009 World Economic Forum. After the success of the event, the video was posted on YouTube.

"The aim of the Girl Effect was always to get people involved and to take action," Jaimie Popp, the Nike Foundation's Social Media Strategist said. "But the 'who' changed as we went along." Once posted online, the video spread virally; Oprah Winfrey even showcased it on her talk show. As the creators realised the grassroots enthusiasm they were unleashing, the goalposts had to shift, and Nike and its partners responded quickly to ensure the momentum wasn't lost.

The Foundation followed up by launching an open-source website to help "Girl Champions" take action. The site contained videos, logos, reports and photos for individuals to download freely and use to promote the cause on their own channels, but critically allowed for others to post their own content to keep the movement fresh and grassroots-led. The site also linked up with Global Giving, allowing users to donate to projects around the world focused on girls. A Facebook Page was set up to continue the conversation, and a blog campaign set up by one "Girl Champion" grew to feature 500 bloggers. "Digital media flows up and down," Jaimie said. "You can't underestimate the power of amateur enthusiasts."

#### Outcomes

- The Girl Effect YouTube channel has been viewed over **4 million** times.
- By October 2012, the Girl Effect had nearly **300,000** Facebook likes and over **30,000** Twitter followers.
- Over **\$1 million** has been given, mainly through small, individual donations, to Girl Effect projects on Global Giving.
- Girls and women have taken centre stage in recent development priorities, with the Clinton Global Initiative devoting an entire day to girls in 2011.



When public interest in the Girl Effect grew, the creators developed a partnership with Global Giving, so individuals could donate to specific projects.

#### About that First Tweet

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A downloadable toolkit on the Girl Effect website gives people concrete actions to take to support the cause.

## Surprises

The takeup of the Girl Effect as a rallying cry beyond the development community was initially surprising, but the Girl Effect shifted to meet the new audience by using different platforms. One of the most pleasant surprises was “the untapped potential” that the movement unleashed, according to Jaimie. “We built a framework and platforms, but people drove it forward themselves. Full-fledged organisations have been created, and projects have been pioneered,” based on the movement’s tenets.

## Challenges

“We had a challenge in connecting people in a meaningful way to the work happening on the ground,” said Jaimie. “It’s easy for people to get inspired very quickly but keeping people engaged along the process can be tough.” The Foundation combated this by ensuring their communications were consistent. “We set small goals that our community could work collectively to achieve.” Follow-up with supporters was critical as well, once the goals were achieved.

## To Learn More, Visit

[www.girleffect.org](http://www.girleffect.org)

[www.facebook.com/girleffect](https://www.facebook.com/girleffect)

[@girleffect](https://twitter.com/girleffect)

[www.youtube.com/girleffect](https://www.youtube.com/girleffect)

## Takeaways

- **Be selective with the platforms you choose** - New platforms and resources were added as the audience grew. “The biggest mistake people make is creating a digital identity just because everyone’s doing it,” said Jaimie. “By starting with your audience, you can put your momentum where it needs to be.”
- **Make sharing easy** - Having an open source website, which allowed users to download and use the brand freely, proved extremely successful for the Girl Effect.

Such an open brand may have been risky, but the availability of the videos, photos and reports allowed them to be spread easily, and the messages quickly went viral. “Alone, we can’t reach everyone,” Jaimie said, “but the connectors who really get inspired can. It’s about leveraging those people.”

- **Recognise and follow up** - “Once you achieve your goals, demonstrate the achievement back to your community, and figure out the next step. Bring them along with you.”

# Direct from the experts

## A chat with Libby Leffler, Strategic Partner Manager at Facebook

**If Facebook feeds are foreign to you, Libby Leffler is here to help. As Strategic Partner Manager at Facebook, it's her job to make sure that nonprofit organisations are using the free tools Facebook has on offer to the best of their ability. We spoke to her about how small organisations can use Facebook to have a big impact.**

**Lots of charities and social enterprises are already on Facebook, but they may not know how to use it to their full advantage. What would you suggest they do?**

As we get feedback from partners on the things that work best on Facebook, we've devised some tips and tricks to use when starting a Page on Facebook. There are five and these are really simple, small tweaks that people can implement right away that actually make a big difference.

**Find your voice:** This is very simple, but often overlooked. What this really means is finding your authentic voice as an organisation. Social media has forced brands and organisations to get a personality: to connect with people in a real way, the way that they connect with their friends and family.

**Create a conversation:**

We don't believe that Facebook Pages are a mechanism to talk "at" people: the stuff that you're putting out there is not marketing speak. You want to have a conversation with them.

**Offer exclusive content and programmes:**

There is a great example where the Eastern Congo initiative posted video exclusively on their Facebook Page of film star Ben Affleck talking about his work. But it doesn't have to be a celebrity; this can be as simple as offering exclusive volunteering opportunities or giving people the chance to participate in a fundraiser early. These little exclusive opportunities keep people coming back.



**Make supporters the stars:** You should be linking back to the people who are supporting you on your Page. Organisations can go back in to the comments people have left and respond directly by tagging someone. It shows that you're listening and that you care.

**Push and pull:** This is all about both pushing information out there and asking people to participate. You want them to step up and do more than just engage with your Facebook Page.

**One big issue we hear about from small charities and social enterprises is that they don't have a dedicated staff member who can post frequently and keep social media content fresh - this keeps some of them from starting a Facebook Page altogether. How would you respond to these concerns?**

One of the things we hear most from cause-based organisations is that they are resource constrained - we understand this.

Your success does not hinge on original content, but it's often some of the easiest material to procure. For example, if you host

an event, snap a couple of photos on your phone and post them on your page [NB: Facebook's free mobile app is a great

**Your success does not hinge on original content, but it's often some of the easiest material to procure.**

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way to do this seamlessly]. People love to see the work an organisation is doing in real life.

Another best practice we've seen is organisations soliciting stories or photos from their supporters, and posting them as content on a Page. It really puts the people that support and champion you at the centre of everything you're doing.

It's not just about you and your team devising original content, but asking the people that support you to provide it for you.

**If you were asked by a charity or social enterprise that had a small budget that could be invested in social media, where would you tell them to spend it and why?**

Facebook ads are pretty cost-effective and have limitless targeting capabilities. You can target individuals by region, city, interest - being able to refine the targeting in that way gives you the ability to hone in on people who would actually be interested in the work you are doing.

We've seen small charities spend really small amounts of money but see huge returns. The average person has 120 friends, and when someone likes a Page it shows up to their entire network.

You can launch an ad literally within minutes. There are different models depending on your goals; for example driving likes to a Page, or promoting an event.

The most engaging ads have a call to action and typically feature people in the photo. But you need to test different ads; we have an "insights" tool that helps you tweak your ads to be as successful as possible.

**What's the biggest mistake you see charities make when starting out on Facebook?**

Sometimes organisations overthink what they're doing and make it too complex; if you ask people what they want to see and show them that you are listening, they will come back to your Page. In fact, you can use our free questions tool and launch a questionnaire right away.

**What are your three favourite charity and social enterprise Facebook Pages right now?**

I can't say that I have favourites because there are so many organisations doing incredible and inspiring things on Facebook - many of them we don't even know about yet. But there are definitely some that are great examples and I think other organisations can learn from or be inspired by their work.

For example, the Amala Foundation ([www.facebook.com/amalafoundation](http://www.facebook.com/amalafoundation)). Every summer they bring together youth leaders from different countries and host a summit focused on conflict resolution and cultural exchange. After the event, they use Facebook to create their own virtual community centres, post photos, and keep each other updated on the work they are doing back at home. It's a really authentic, real-life example of how you can take an experience that you have in person back to your virtual community, and keep the connections going.

Ability Path ([www.facebook.com/abilitypath](http://www.facebook.com/abilitypath)) does a really fun thing called "Foto Friday," where every Friday they highlight photos from real people on the page. They ask their supporters to send in photos, and they are the greatest: simple and super inspiring.

And of course, JustGiving ([www.facebook.com/justgiving](http://www.facebook.com/justgiving)) - they do a great job of bringing people into the fold and keeping them engaged. And they have their own app for online fundraising in the UK.

**And finally, once we've created a page we're proud of, how can we share it with the world?**

We are always looking for awesome examples of how nonprofits are using our platform, so it's great when people connect with us. There are lots of great examples there of how people have taken advantage of the platform. We'd love to hear your examples and highlight them on our Page.

**To learn how best to use Facebook for nonprofits, go to [www.facebook.com/nonprofits](http://www.facebook.com/nonprofits) and to subscribe to Libby's public Facebook feed, go to [www.facebook.com/libby](http://www.facebook.com/libby).**

**Social media has forced brands and organisations to get a personality: to connect with people in a real way, the way that they connect with their friends and family.**

# Inspiring practice

## Help Save Joey's Life Child's i Foundation



**In 2010, Child's i Foundation, a small UK charity that works toward battling child abandonment in Uganda, found a family for baby Joey, who had been abandoned in a public taxi park. Just weeks after his adoption, Joey was diagnosed with a life-threatening heart condition. Given one week to live, Joey and his parents had 48 hours to get him to South Africa where he could receive critical surgery to stay alive, at a cost of £10,000. Child's i Foundation jumped to his aid; with no budget and just 48 hours to go, they quickly got the message out on various social media channels, appealing to their supporters to donate immediately in order to "Help Save Joey's Life."**

### Platforms

- JustGiving
- Twitter
- Facebook
- Email (using Mailchimp)
- YouTube
- Blog

### Strategy & Evolution

The team at Child's i immediately set up a JustGiving appeal page and created a video to support the campaign. A media volunteer in Uganda, who stays in the role over a three-month period, worked quickly to create the video. "The volunteers have a TV production background and can film and edit videos with in-house equipment that has been donated," said Kirsty Stephenson, Digital Planner at Child's i Foundation.

The video, "Help Save Joey's Life," depicted Joey's story and featured a direct and compelling call to action. Late in the evening on 9 August, the video was posted on YouTube and was shared with their Twitter followers, Facebook group, and fans of subsidiary Facebook pages that had been set up for other campaigns. Child's i Foundation also emailed their mailing list under the subject "Emergency Appeal : Help Save Joey's Life" on the morning of 10 August.

Within 38 hours, the campaign had raised an incredible £10,000; Joey and his mother were able to fly to South Africa just in time and Joey was operated on straight away. Child's i Foundation created a second video, which provided an update on Joey's situation. This video, "Save Joey's Life - A Massive THANK YOU," was sent to all those who donated on the JustGiving page and posted on all their other social media platforms.

Updates on Joey's progress were sent regularly through tweets and Facebook posts throughout the appeal. Because they had less than two days to raise the money, they sent only one email but used their social media channels to keep people moving. "Had the appeal gone on longer we would have slowed down our activity but our supporters recognised the urgency of our campaign and the requirement of such regularity of contact in our social environments to ensure the message was spread and filtered as wide and quickly as possible," Kirsty said.

At the end of the campaign, a third video was posted showing Joey's safe return home to Uganda.



*To compel people to give quickly, a video of Joey and his family acted as the centerpiece of the campaign.*

### About that First Tweet

A practical guide to #SocialMedia for #Charities & #SocialEnterprises

**Help Save Joey's Life**

102% raised of £10,000.00 target

£10,235.00 raised of £10,000.00 target

267 donations

Page owner  
Jennifer Johnson

Donate

The Foundation raised £10,000 in just 38 hours by reaching out to its followers on social media platforms.

## Outcomes

- Within 38 hours, the campaign had raised **£10,000**.
- The campaign email open rate was **37.8%**, up from the **19.8%** industry average, and the click through rate was **14.4%** (industry average is **3.4%**).
- The three videos were viewed over **2,000** times.
- Child's i Foundation was awarded the JustGiving Most Creative Charity of the Year 2011 award for the campaign.

## Challenges

Child's i Foundation was faced with the hurdles of an extreme time constraint and a lack of budget. Much of their work, including, until recently, their social media presence, is managed by volunteers, a situation which can often be challenging. In addition to using a volunteer role to manage other volunteers, Child's i Foundation uses technology to assist them. Programmes like Salesforce Chatter, Google Docs, and Dropbox, help them share up-to-date information quickly, and monitor volunteer activities.

The amount of people who received the video via email, Twitter and Facebook was not a large amount in comparison to some larger charities: just over 2,700 Twitter followers and around 3,000 people on Facebook, although it's safe to say that many of those would be overlapping. Yet while the number could be seen as low, Child's i Foundation reached them across several channels with a compelling message and a direct call to action and achieved their goal incredibly quickly.

## To Learn More, Visit

[www.childsifoundation.org](http://www.childsifoundation.org)

[www.facebook.com/groups/childsifoundation](https://www.facebook.com/groups/childsifoundation)

[@childsifoundation](https://twitter.com/childsifoundation)

[www.youtube.com/user/childsifoundation](https://www.youtube.com/user/childsifoundation)

[linkd.in/Scvrji](https://www.linkedin.com/company/childsifoundation)

## Takeaways

- **Small numbers don't necessarily mean small outcomes** - Although the supporter base of Child's i Foundation is relatively small compared to large charities, they raised a significant sum of money in a short period of time. "The vast majority of our supporter base are only ever at most two or three degrees of separation from a core volunteer for the charity and others have become supporters through word of mouth and recommendation," Kirsty said.
- **Use volunteers, but make sure they know who you are** - "We don't have strict guidelines when it comes to tone

of voice, but we do have core values," Kirsty said. "We believe if we dedicate ourselves to our values then the brand will stay true."

- **Say thank you in a personal way** - By using video frequently, Child's i Foundation supporters who donated were not only kept up to date with Joey's progress, but they were also thanked by Joey's parents directly. "We tell our story and journey through video," Kirsty said. "We want people to see what is happening with the project as close to 'real-time' as possible."

# Inspiring practice

## Don't Close the Book on Libraries New York Public Library



**W**hen New York City proposed a \$37 million budget reduction in 2010, the New York Public Library (NYPL) knew they needed to get the attention of their patrons, library lovers and other New Yorkers - and fast. Led by then Marketing Director Susan Halligan, the NYPL team put their various ideas and skills to work to launch the "Don't Close the Book on Libraries" campaign, which used social media alongside more traditional channels to rally the public to donate to the library and to contact elected officials, advocating for libraries to stay open.

### Platforms

- Dedicated campaign microsite
- Emails
- Twitter
- Facebook
- YouTube
- Facebook Ads
- Google AdWords

### Strategy & Evolution

The "Don't Close the Book on Libraries" campaign was conducted across a number of platforms in order to maximise the number of people who could participate. When a user visited the regular NYPL website, a pop-up offered the option to click through to a special campaign microsite, which contained an easy form to send an email to the mayor and to their local city council representative. The microsite monitored the progress of the campaign, allowing supporters to track how their efforts were helping NYPL reach their goals for donations and letters written. They designed a specialised logo for the campaign, which they offered as a downloadable widget for users to insert into their own blogs, websites and social media platforms; the widget linked back to the campaign microsite, helping supporters spread the word and drive more traffic to the microsite.

Wanting to keep content fresh, NYPL used their e-newsletter to invite their supporters to share stories about the importance of the library in their lives. NYPL used this content to create a 90-second video featuring staff and user endorsements, which included a call to action - to donate money or to write a letter supporting the campaign. NYPL cross-posted the video on their social media accounts - Twitter, Facebook, and YouTube - and embedded the video in paid-for Facebook ads.

As the campaign progressed, NYPL introduced a daily tweet series, continued e-communications, Facebook posts, and paid advertising through Facebook, Google AdWords and in print media. However, the NYPL team faced a challenge of keeping the buzz alive. A staff member suggestion led the team to a popular local comedy group called Improv Everywhere, who had a considerable following of their humorous YouTube videos. When NYPL reached out, Improv Everywhere offered their time for free, and came up with an idea to shoot a short video called "Who You Gonna Call?" in the library's Rose Main Reading Room, based on the famous scene from the film *Ghostbusters*. "They did this for free because they saw the value of partnering with the library at this important time," said Susan. "Reaching out to a third party costs time, but no money."



*The viral video, based on the famous Ghostbusters scene in the library, has been viewed over 5 million times.*

### About that First Tweet

A practical guide to #SocialMedia for #Charities & #SocialEnterprises





Downloadable widgets linked back to the main campaign site, helping drive traffic and donations.

## Outcomes

- The “Who You Gonna Call?” video was viewed **257,000** times on the first day; today that video has been seen over **5 million** times.
- NYPL increased their letter and dollar goal twice, due to the unexpected success of their work.
- Between 7 May and 16 June 2010, the campaign microsite had nearly **69,000** visitors, and the campaign URL was shared in nearly **1,000** tweets.
- And at the end of 2010, NYPL had received more than **115,000** letters and more than **\$120,000** in donations.
- Due to the advocacy the campaign inspired, **\$27 million** of the proposed **\$37 million** cut was restored in the budget.

## Surprises

According to NYPL, one of the biggest surprises they had while running the campaign was simply how well the “Who You Gonna Call?” video was received. According to NYPL, even though the effects of the video on the “Don’t Close the Book” campaign were not that substantial in terms of letters written and donations received, it was extremely successful in terms of raising their brand awareness. It was this wider

awareness that inspired the advocacy that made the overall campaign a great success.

## Challenges

The biggest challenge that NYPL faced was that this was a very complex campaign, featuring various channels, audiences and materials. With a microsite, a logo, several YouTube videos, and continuous messages on several different platforms, the NYPL team needed to ensure that they could keep track of all the moving parts. According to Susan, the team set up a colour-coded calendar which kept close track of editorial and content. As the team kept focused and worked together with enthusiasm, they were able to keep track of the multi-faceted campaign to make it a great success.

Since this was the first time that social media had been the main platform for an NYPL campaign, there was certainly a learning curve involved. NYPL realised that on Twitter, there is such a thing as tweeting too ‘loudly.’ As the campaign went on, NYPL found that when they over-messaged, some followers stopped engaging entirely or even complained that they were being bombarded by NYPL’s tweets. According to Susan, “you can’t just send out the message,” on Twitter. “Ask, how are people responding? Are they sharing? Are they offering stories? Are they saying ‘stop sending me this?’”

NYPL had to tweak their Twitter messages throughout the course of the campaign to be sure the effects of their efforts would be positive, and through recalibrating in this way they were able to gain 11,200 new followers and make Twitter an important venue for inspiring advocacy.

## To Learn More, Visit

[www.nypl.org](http://www.nypl.org)

[www.facebook.com/newyorkpubliclibrary](https://www.facebook.com/newyorkpubliclibrary)

[@nypl](https://twitter.com/nypl)

[www.youtube.com/NewYorkPublicLibrary](https://www.youtube.com/NewYorkPublicLibrary)

[linkd.in/QFicsr](https://www.linkedin.com/company/nypl)

## Takeaways

- **Listen when you Tweet** – Make sure you pay attention to what followers respond to and how they respond so you don’t over-message your users and fatigue them. “I really would emphasize the importance of listening to your fans and followers,” said Susan.
- **Don’t be afraid to reach out** – NYPL’s resourceful use of local actors and inventive idea for an entertaining viral video contributed greatly to the success of the campaign and to their ongoing

digital presence. “Anybody who has a brand can reach out to a potential partner,” Susan advised. “Everyone has the power to exercise their brand. And anyone can make a video.”

- **Use other staff to help with content** – “There is a real value to using internal stakeholders as advocates,” Susan said. “Some people don’t think of their staff and colleagues as advocates, but they can be encouraged to tweet, post, make videos and write blog posts.”

# Direct from the experts

## A chat with Meg Garlinghouse, Head of Social Impact at LinkedIn

**M**eg Garlinghouse, Head of Social Impact at LinkedIn, spends her days supporting the nonprofit sector to leverage the professional networking platform. Below, she shares her insights on simple ways to maximise your profile, and why LinkedIn can do even more than broaden your network of supporters: it can help you find your next major donor, trustee or development director.

**Most people think of LinkedIn as a professional tool for individuals - what do you offer charities and social enterprises?**

The very core of what LinkedIn does is to connect talent with opportunity. If you really think about it, we provide an extraordinary opportunity for nonprofits to find resources to help them succeed and meet their mission.

There are three key things we can help charities and social enterprises do:

**Build their community:** Creating a company page with followers is an easy way to do that.

**Grow their brand:** Encourage supporters, board members and volunteers to add the volunteering/causes field ([www.linkedin.com/profile/edit-volunteering-combined](http://www.linkedin.com/profile/edit-volunteering-combined)) to their own personal profiles. It's an implied endorsement; and if I add an organisation that I care about, it gets pushed out to my network.

**Find talent to help them:** I think this is the biggest way nonprofits can leverage LinkedIn. It's an incredible platform to find board members and skilled volunteers because you can search by skills (for example, marketing strategy, social media, or logo design). And, like for-profit companies, nonprofits can use LinkedIn to recruit the best talent.

**In addition to my creating a company page, should I also be starting a group on LinkedIn for my organisation?**

I would first see if there's an existing group where there's already a big community around your cause area. Sometimes it makes more sense to join an existing group than to create your own. You can build your brand through thought leadership by posting discussion threads, commenting, or pointing people to resources.



**If I do start a group, what are the top three things I can do to maximise my involvement?**

The first and most obvious thing is to invite members to join, and be deliberate. Those first individuals will be the ones who set the bar - I would really think carefully and hand-pick the people I want to join, people with large followings and personal brands. Then I would send out personalised invitations so they feel specially chosen.

The second thing is to either start or comment on a discussion thread two to three times a week. At the start it may even be a daily task, but it's better to overinvest at the beginning.

Finally, where we've seen a ton of traction (and it's also really fun) is starting a poll. You can literally create a poll in 30 seconds or less. They are a super easy way to get the group to engage in a topic. Also if someone responds to your poll, it gets pushed out to people in their network who then might want to join the group.

**What are some ways in which you could use LinkedIn for fundraising?**

When I think about LinkedIn as a fundraising platform, it's really about the opportunity to connect with partners or major donors. It's not a tool for getting people to chime in £5 for a campaign. It's about developing a long-term relationship with individuals.



**Those first individuals will be the ones who set the bar – I would really think carefully and hand-pick the people I want to join, people with large followings and personal brands.**

**What's the best way to get people to join your group or network on LinkedIn?**

Interestingly, the number one way in which people join a group is that they see a trusted professional in their network who is already a member.

The power of the personal InMail is also amazing. If you can reference something in their profile or a shared connection, the likelihood of a person joining a group goes way up. People have egos, and you can speak to their ego: if you tell them that you need their unique experience and thought leadership, it's more likely that they'll join.

**Do I need a budget to be successful on LinkedIn?**

You can do so much on LinkedIn without spending anything, but you have to invest in your group. In the end, it's less about money and more about time.

If I were a small charity or social enterprise, I would probably spend more time building the executive director's individual brand. Someone may not have ever heard of your organisation, but if they trust the executive director's personal brand, they will want to follow their lead.

**What are some good rules of thumb for connecting with new people who I don't know?**

Our mantra is that you should never connect with someone that you don't know in a professional context. That doesn't necessarily mean you have to have met them. For example, if there's a blogger you've been following, you know that person professionally. But you should not accept a connection from someone you don't know.

Connecting through a shared connection is always a great avenue, but you never know how strong the link is. Anecdotally we've heard success with simply sending an InMail referencing the shared connection.

**What are the three biggest mistakes you see on LinkedIn?**

Not having a headline in your profile: A headline is a really compelling way to grab attention. The woman who runs our employment branding practice here has a headline that says "Ask me why LinkedIn is the greatest place in the world to work." It's memorable and speaks to who she is and what her job is.

Not having a photo: Photos make a huge difference in the response rates that people get. It brings to life who the person is.

Not building up a minimum number of connections: We've done a lot of research that shows that 30 connections is the point where you can start to take advantage of your second and third degree networks.

**Finally, what are your three favourite charity and social enterprise LinkedIn pages right now?**

Oxfam ([www.linkedin.com/company/6884](http://www.linkedin.com/company/6884)), Save the Children ([www.linkedin.com/company/7351](http://www.linkedin.com/company/7351)) and the Prince's Trust ([www.linkedin.com/company/166399](http://www.linkedin.com/company/166399)). They all do a good job of sending content out to their followership.

**To learn more about LinkedIn for Nonprofits, visit [nonprofits.linkedin.com](http://nonprofits.linkedin.com). You can also follow Meg on Twitter @megarling.**

**People have egos, and you can speak to their ego: if you tell them that you need their unique experience and thought leadership, it's more likely that they'll join.**

# Social Media Checklist

**N**ow that you've read advice from our experts and seen firsthand how other organisations have led successful social media campaigns, you're probably ready to get started. But before you post that first, or next, tweet, it's critical to ensure that your social media efforts are well integrated into your marketing and communications as well as your fundraising strategy. Even if you're not asking for funds now, you are building relationships with friends, advocates, and potential future donors. By taking the time at the beginning to have a clear strategy, you'll reap the rewards in the long run.

Print  
Out  
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Page

The checklist below includes the key things we think you need as you embark on your social media journey.



## Identify your goal

Make it concrete and measurable with online and offline targets.

## Know your audience

Figure out who you need to help you achieve the goal you set. Do you need a deeper relationship with your existing users, or do you want to expand your networks? Do you want access to young people or older professionals?

## Choose your platforms

Based on the goal and audience, figure out what platforms are right for you. Be realistic about the time you have to spend and don't spread yourself too thin.

## Use your mobile

Download the free apps for the platforms you use so you (and the others) can post things on the go.

## Create (or collect) your content

Actually write down the types of things you want to say and keep a file (physical or virtual) of the information you want to share. If you need to create new content, figure out who can help you do that and get started.

## Measure your progress

Understand your key milestones and track them. Keep an eye on what is working and what isn't, and don't be afraid to tweak your plan if things don't go as you expect.

## Update your stakeholders

Like any good communications, you should keep people informed, especially those who have supported you. Even when your campaign ends, let people know about your successes and what their support has helped you achieve.



# Resources



## News and Statistics

Business consultant network Zintro has put together a useful infographic combining recent stats on more than a dozen platforms: [on.mash.to/JtaDj5](http://on.mash.to/JtaDj5)

"The Social Media Revolution 2012" combines up-to-date statistics with entertaining graphics: [bit.ly/oe7npC](http://bit.ly/oe7npC)

Social Media Week explores the social, cultural and economic impact of social media: [socialmediaweek.org/blog](http://socialmediaweek.org/blog)

Mashable is an Internet news blog, which is an excellent place to read about social media news and web tips: [mashable.com](http://mashable.com)



## Expert Opinions

The Guardian's round-up of tips from experts and insight on how you can be sure your charity uses social media effectively: [bit.ly/QtJjHy](http://bit.ly/QtJjHy)

Interview with Susan Halligan: [bit.ly/zCKY6E](http://bit.ly/zCKY6E)



## Twitter

Claire Díaz-Ortiz's official website features blogs, videos, case studies and lots of Twitter tips: [clairediazortiz.com](http://clairediazortiz.com)

This site compiles eight top tips for running an effective group Twitter chat including suggestions for how to facilitate, how to pick a topic and how to spread the word: [tnw.co/q9wJtp](http://tnw.co/q9wJtp)



## Facebook

Download Facebook's guide to using pages for causes and nonprofits: [bit.ly/NIGPlu](http://bit.ly/NIGPlu)

Libby Leffler's Facebook talk features in-depth examples of specific pages that have successfully achieved their goals: [livestre.am/3WssD](http://livestre.am/3WssD)



## LinkedIn

LinkedIn for Nonprofits offers advice and videos on how to take advantage of what the site has to offer: [nonprofits.linkedin.com](http://nonprofits.linkedin.com)

Meg Garlinghouse's presentation "LinkedIn for Good" has additional tips for nonprofits: [slidesha.re/s0hV2m](http://slidesha.re/s0hV2m)



## YouTube

YouTube's resource centre for nonprofits includes tips on how to make videos on a shoestring budget, and the link to apply to their programme for free: [bit.ly/A5IMWO](http://bit.ly/A5IMWO)

Download YouTube's "Playbook for Good" here: [bit.ly/P9sLEC](http://bit.ly/P9sLEC)

## Other Platforms



Vimeo's Video School gives you a 101 class in how to make compelling films online: [vimeo.com/videoschool](http://vimeo.com/videoschool)



Google Plus for Nonprofits features videos and blog posts on how charities and social enterprises can best use Google apps: [bit.ly/NXhzy1](http://bit.ly/NXhzy1)



Mashable provides its top ten strategies for using Pinterest as a nonprofit: [on.mash.to/y2IHus](http://on.mash.to/y2IHus)



Flickr for Good showcases charities who have made the most of their Flickr accounts and offers organisations the opportunity to get a pro account for free: [www.flickr.com/good](http://www.flickr.com/good)

# Acknowledgments

## About Unity Trust Bank

Unity Trust Bank has been a trusted partner of organisations in the social economy for nearly 30 years, working with them to make a real difference to people's lives and to the communities in which they live.

As a social enterprise itself, Unity Trust is perfectly placed to provide dedicated, full-service banking to social enterprises and charities of all sizes. Whether you need day-to-day banking, loans or specialist financial services, Unity Trust can find the solution for your organisation. They offer tailored services to suit the needs of individual organisations, from current and deposit accounts to credit cards, prepaid cards, and social mortgages.

With no private shareholders, and all profits returned for the greater social good, Unity Trust offers a unique home for social enterprise banking. Why think about banking anywhere else?



## About Social Misfits Media

Social media and mobile apps have changed how we do good in the world. At Social Misfits Media our mission is to further this tech-based revolution. That's why we help charities and socially conscious businesses use social media and mobile apps to better interact with the people critical to their success. Our work focuses on developing dynamic social media strategies and mobile apps for marketing, campaigning, and fundraising purposes.

Social Misfits Media was founded by the team behind I.G. Advisors, a consultancy working with individuals and institutions to create effective philanthropy and fundraising strategies.



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