

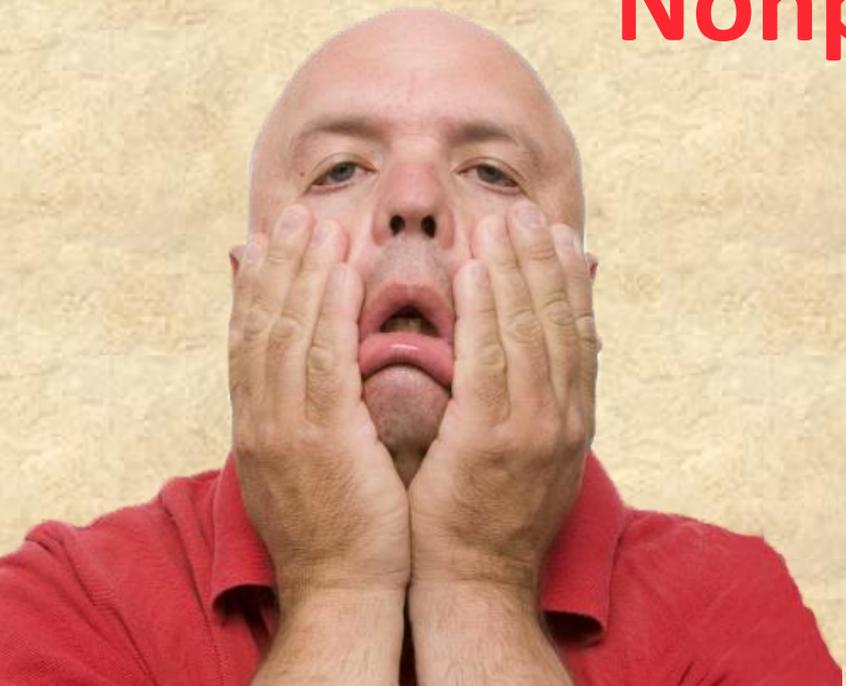
A special presentation for . . .



**The Nonprofit Chamber
of Palm Beach County**

We're Better Together

Social Media — A MUST for All Nonprofits These Days



*It's all part of your strategic
planning to get found and
bring people to your website.
And it can be overwhelming.*



First Things First:

What social media platforms are you using right now?

CURRENT DARLINGS

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Google+
6. Pinterest

** [According to Pew Research Center](#)*



Wait! What About LinkedIn? Isn't That Important?



YES!

BECAUSE . . .

- It's where professionals stay connected
- It's part networking and part job board
- 107 million people in the U.S. are on it
- More than 207,000 nonprofits globally use it
- Great place for nonprofits to reach out to potential funders
- Gender reach in U.S. — 56% men; 44% women
- LinkedIn's reach of the U.S. digital population is 37%
- People who use LinkedIn at least once a day: 13%



Take these webinars created by LinkedIn especially for nonprofits:

- [“Bootcamp Webinar for Nonprofits](#)
- [How to Put Social Fundraising to Work](#)

Our Basic Agenda:

- What are *your* objectives in using social media?
- Which social media sites are right for *you*?
- What should you be posting on social media and *who* should post?
- How often should you post?
- What is meta data and why is it important? And what are keywords?
- How do you know which posts resonate with your audience? (Hint: Analytics.)
- Are you using video? If not, why not?
- What's the trending, new "darling" in social media and is it right for you?

Erik Qualman, began doing videos about social media, changes in it, growth and more since 2006. This is the most recent version from late 2015.



So on with the show!



What Are *YOUR* objectives or goals in using social media?

- Are you trying to attract new funders?



- Are you trying to attract people who would *use* your services?

- Or are you trying to do both?



And That Strategy Is Aimed at Bringing People to Your Website



Which Social Media Sites Are Right For *YOU*?

CURRENT DARLINGS

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Google+
6. Pinterest



Just because these are the most popular *doesn't* mean you have to do them all. If you're just beginning, pick ONE or TWO at most to start. Learn them.

Learn them by understanding the demographics and interests of people who actually *go* to the various social media sites and use them.

Don't abandon other techniques you already know work, such as e-mail lists, networking, and even some low-cost traditional advertising.

What Should You Be Posting on Social Media Sites?

In two words: conversational posts. Visitors aren't on social media for an ad or content that's an obvious push for business. THAT'S WHAT YOUR WEBSITE IS FOR.

Posts that include an image or video.

Study after study shows that posts with visuals grab more eyeballs and engagement. And try to keep your text brief.

Let's look at some samples next.



The Most Effective Posts Are:

Posts that begin by asking a question or include a question toward the end.

 **Genesis Community Health**
5 hrs · 🌐

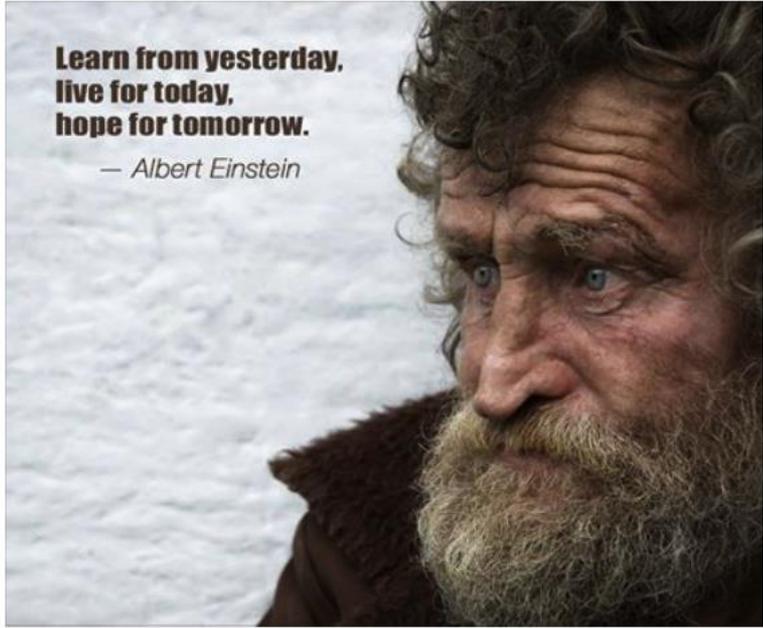
What can you learn about your health from your ... sweat?
<http://www.sun-sentinel.com/.../sfl-what-sweat-can-tell-you-a...>



What sweat can tell you about your health
Scientists have devised a wearable sweat monitor that keeps tabs on your health by monitoring the chemical composition of your perspiration.
SUN-SENTINEL.COM | BY LOS ANGELES TIMES

 **Regents Park Boca Raton**
January 14, 2015 · 🌟

We're reminded every day that every person has a story, and every face tells a history. What do you suppose this man's story is? Please share your thoughts.



**Learn from yesterday,
live for today,
hope for tomorrow.**
— *Albert Einstein*

👍 Like 💬 Comment ➦ Share

MORE 

The Most Effective Posts Are:

Posts that provide resources or tips relevant *to your audience*.

 **Regents Park Boca Raton**
June 12, 2014 · 🌸

June is National Safety Month — a good time to reflect on how you move and how to stay on your guard against accidents. This is something we know quite a bit about because we see many patients who took one tiny misstep off a curb or rushed down the stairs too fast, and wound up with serious injuries. Share your own stories of injuries you received that you probably didn't have to if only you'd slowed down just a hair.



Like Comment Share

 **Sit and Be Fit**
January 28 at 1:19pm · 🌐

Practice these static poses to improve balance and posture.
<http://www.sitandbefit.org/static-poses-to-improve-balance/>



Static Poses To Improve Balance - Sit and Be Fit
Static balance exercises can help decrease fall risk by challenging the balance systems and improving lower body strength.
SITANDBEFIT.ORG

MORE 

The Most Effective Posts Are:

Posts highlighting something great your organization or staff members did.

 **Regents Park Boca Raton**
November 21, 2014 · 🌟

Our food drive is pretty much over, and now it's time to organize the variety of foods contributed by staff people. We're helping less advantaged people have a Thanksgiving with less financial burden. Just look at that filled table!



 Like  Comment  Share

 **Communities In Schools of Palm Beach County**
May 14, 2015 · 🌐

Check out the story of Genesis. She us one of our CISPBC students set to graduate next week.

<http://www.communitiesinschools.org/.../success-stories/story...>



**The Fight of Her Life :
Communities In Schools**

Genesis is battling a rare form of cancer. But with the support of CIS, her mentor Julie and her school community, she's fulfilling her dream of finishing high school and going to college.

WWW.COMMUNITIESINSCHOOLS.ORG

 Like  Comment  Share

MORE 

The Most Effective Posts Are:

Posts about events you're hosting or participating in.

 **Families First of Palm Beach County**
February 3 at 9:04am · 🌐

You don't want to miss the fun of the Third Annual Superheroes Scavenger Hunt! Get out your favorite superhero costume and head for downtown West Palm Beach on March 5!
<http://www.familiesfirstpbc.org/portal/scavenger-hunt...>



Like Comment Share

 **Florida Health Care Association**
January 29 at 10:40am · 🌐

We're now accepting entries for the 2016 Long Term Care Photo Contest! Submit your FHCA member skilled nursing center's or assisted living facility's best photos of 2015 for a chance to be the big winner.



Kettle Teaches Gladys to Talk **Hawaiian Luau**

Like Comment Share

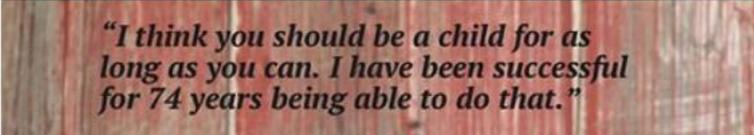
MORE 

The Most Effective Posts Are:

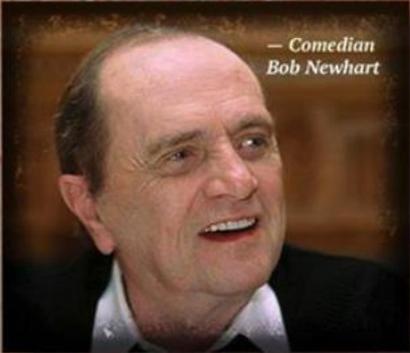
Posts that are humorous or inspirational
— but please do them sparingly.

Regents Park Boca Raton
September 8, 2014 · ✨

It's Monday. Here's something we think will make you smile, and smiling is good! (Incidentally, Bob Newhart is now an amazing 85 years old.)



"I think you should be a child for as long as you can. I have been successful for 74 years being able to do that."

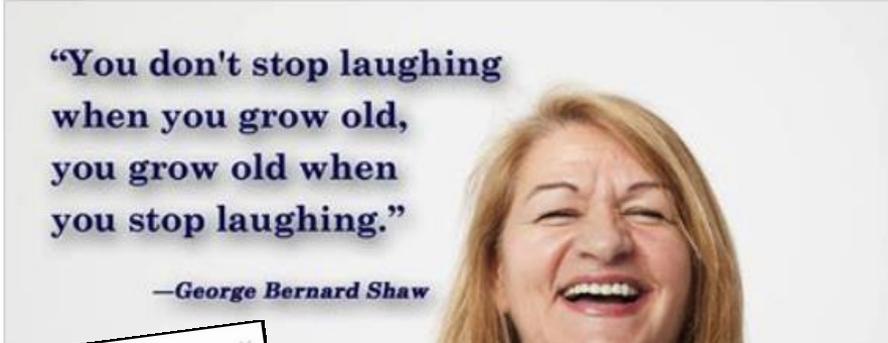


— Comedian
Bob Newhart

Like Comment Share

Regents Park Boca Raton
August 4, 2014 · ✨

We couldn't have said it any better — especially on such a preposterously rainy day!



"You don't stop laughing when you grow old, you grow old when you stop laughing."

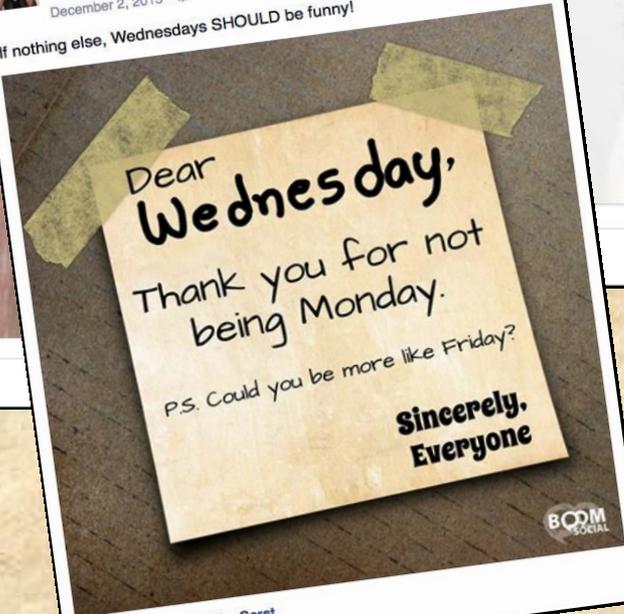
—George Bernard Shaw



Share

Ever Onward Media shared Boom Social with Kim Garst's photo.
December 2, 2015 · ✨

If nothing else, Wednesdays SHOULD be funny!



Dear
Wednesday,
Thank you for not
being Monday.
P.S. Could you be more like Friday?
Sincerely,
Everyone

BOOM SOCIAL

Boom Social with Kim Garst
December 2, 2015 · ✨

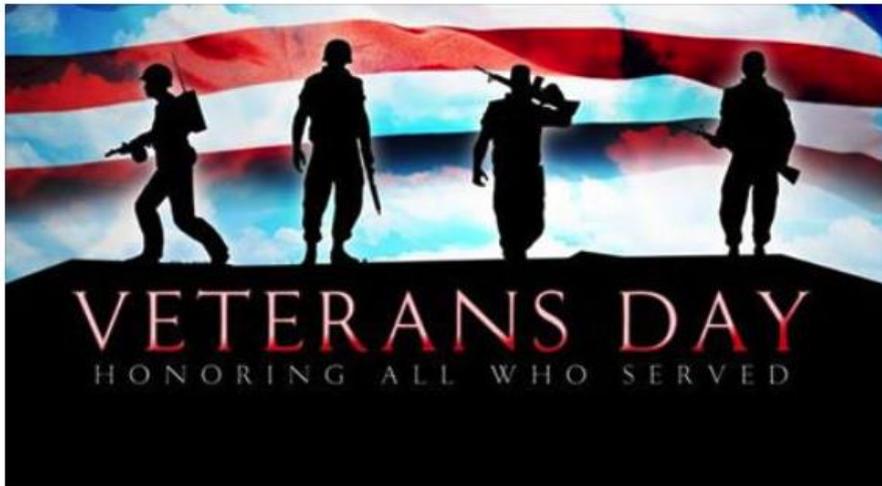
MORE 

The Most Effective Posts Are:

Posts for holiday. Yes. They are expected and most businesses or organizations do them.

 **The Glades Initiative, Inc.**
November 11, 2015 · 🌐

To the men and women who have chosen to serve...
Your leadership inspires us.
It is our challenge to live up to your standards.
That is the best way for us to truly show our gratitude.
We cannot allow your sacrifices to go unanswered.... [See More](#)



👍 Like 💬 Comment ➦ Share

 **Regents Park Boca Raton**
November 10, 2015 · 🌟

Let's all remember and support our Veterans this Veterans Day



(End of Sample Posts)

So Really, How Often Should You Post?



The truth? It's a
real head scratcher.

No one strategy
works for everyone.



Let's look at some basics
that *generally* will work
for most social media.

- For Facebook, Google+ and similar sites, aim for three to five times a week.
- Twitter? Daily and often up to 4 times a day.
- Mondays are usually weakest for posts.
- *No* rule for an optimal time to post, but some expert thinking is to aim for about 11 a.m.
- Schedule in advance when you can. It'll make your life a whole lot easier.

So In The End, *WHO WILL ACTUALLY DO ALL THOSE POSTS?*



Yep. It often might feel this way. So let's look at what to do . . .

Considerations When Deciding on Who Does Posts

* Who in your organization has the time to keep up effectively?

Shouldn't be the CEO; that person already has enough to do.

Should be someone with the necessary expertise.

If expertise is lacking, allow your chosen person to spend time training.

If using existing staff people, consider using *two* to keep everything going.

If using staff is out of the question, consider outsourcing the work.



* Are the people who create your posts familiar with your goals and what your organization does, and do they have time?

They may have the technical expertise, but they **MUST** understand what you want to accomplish for your organization and the timeliness required.

Whoever you use, spend time reiterating who your organization is trying to reach and why. Assume nothing, *especially if you're using someone new or someone who performs another primary function.*



* Does every post need to be reviewed? And by how many people?

Too many cooks can spoil the broth, so don't get bogged down in a process that cripples timely posts. Decide from the start how deep you want the process for approval to be and stick with it. A maximum of two people is enough, and they need to be in a position to respond quickly.



Let's Talk About "Meta Data" and Keywords

Here's the ridiculous, formal definition: Meta Data is a set of data that describes and gives information about other data. (Helpful, no?) **SO FORGET THAT.**



Instead, in terms of social media —and that's our subject—think of meta data as “search engine optimization” (SEO). It's a vital way to get people to your ultimate destination — your website!

Search engine optimization includes:

- * Using words or phrases an AVERAGE person would use to look something up on the Internet.
- * What *specific* words (keywords) would likely be a BIG part of his or her search.
- * Including those words OR phrases in posts, video descriptions, blog posts, website text, Twitter posts, or just about any other WRITTEN content you use.
- * Increasingly, it also includes judicious use of hashtags, primarily in Twitter.

Let's See An Example



About 1,290,000 results (0.45 seconds)

Nursing Home Pricing - TopNursingHomes.com

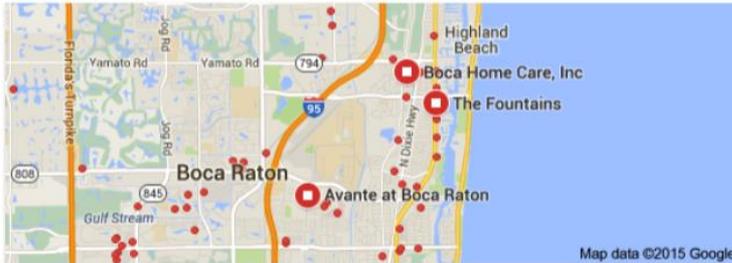
Ad www.topnursinghomes.com/Boca-Raton
Compare pictures, pricing & options 12 Facilities in Boca Raton

Sunrise Senior Living - SunriseSeniorLiving.com

Ad www.sunriseseniorliving.com/
Providing Skilled Nursing Care in FL for Over 30 Years. Contact Us!
Top Rated Senior Care · Alzheimer's Care Experts · 24 Hour Skilled Nursing
Memory Care - Contact Our Care Team - \$100 Off Move-In Coupon
📍 6343 Via De Sonrisa Del Sur, Boca Raton, FL

Nursing Home Reviews - 39 Nursing Homes Boca Raton

Ad www.senioradvisor.com/BocaRaton
4.6 ★★★★★ rating for senioradvisor.com
Compare Ratings, Photos, & Costs
Free Estimates & Guidance · Get Costs & Availability · Free Senior Care Search



The Fountains

No reviews · Nursing Home
N Federal Hwy



Boca Home Care, Inc

4.4 ★★★★★ 11 reviews · Nursing Agency
NW 2nd Ave
Open 24 hours



Avante at Boca Raton

1.5 ★★☆☆☆ 6 reviews · Retirement Home
NW 15th St



☰ More nursing homes

**PAID ADS
AND MAPS**

Sign in to Web Clipper to see Related Results

Ads

Nursing Homes Boca Raton

www.aplaceformom.com/Boca_Raton
4.8 ★★★★★ advertiser rating
(206) 673-8330
Get Free Nursing Home Estimates.
Compare 70+ Boca Raton FL Providers

Florida Skilled Nursing

www.tequestaterrace.com/
Tequesta Terrace. A place where
care & compassion meet.

pools patios plants

www.poolspatiosandplants.com/
full service pools, patios, plants
silver sneaker discounts

Boca Raton Nursing Homes

www.yellowpages.com/
Nursing Home & Facilities Near You.
Read Reviews and Select Today!

Boca Raton Nursing Homes

www.seniorhelp.org/Boca-Raton
Boca Raton Nursing Home Facilities.
Reviews & Costs of Local Providers.

NuVista Living #1 Rehab

plus.google.com/
Designed To Get You HOME
Private Rooms & Amazing Food.

Boca Raton Nursing Homes

www.renaissancealf.net/
(754) 333-4693
Call Our Company to Reach Our
Quality Nursing Home Facilities.
📍 1050 SW 24th Ave, Deerfield Beach

Regents Park Boca Raton | Skilled Nursing and ...

www.regentsparkboca.com/ ▼

Regents Park Boca is a nursing home in Boca Raton, Florida . We serve both long term residents and short term patients. We specialize in therapy for people ...

Contact - Location - About Us - Payment Options

Home Care in Boca Raton

www.bocahomecareservices.com/ ▼

Fully Screened & Certified Aides

Helping Seniors Since 1998. Call Us

4700 NW 2nd Ave #400, Boca Raton

See your ad here >

frozen apps or w
responsive.



Ignore ▼

Hurlbut Skilled Nursing Facility | The Fountains Boca Raton

www.hurlbutcare.com/our-communities/the-fountains ▼

The only skilled nursing facility in the city of Boca Raton to be awarded 4 out of 5 ...

Every Hurlbut™ Care Community offers the highest quality skilled nursing care available in a safe and caring environment. ... Nursing Homes In Rochester NY ...

FIRST IN SEARCH

Caring for Caregivers at a Boca Raton Nursing Home ...



<https://plus.google.com/.../posts/e5Cue366dMr> ▼

Regents Park Boca Raton

5 days ago - Caring for Caregivers at a Boca Raton Nursing Home Caregivers for elderly parents often neglect themselves while taking care of their aging parents — even ...

**BECAUSE OF
GOOGLE+ POSTS**

Whitehall | Nursing & Rehabilitation - Boca Raton, FL

www.whitehallboca.com/ ▼

Whitehall Boca is a skilled nursing and rehabilitation facility that serves Palm Beach, Delray, Boynton, Boca Raton, Deerfield Beach, Fort Lauderdale, Miami ...

Nursing Homes in Boca Raton, Florida | Caring.com

<https://www.caring.com/local/nursing-homes-in-boca-raton-florida> ▼

We have thousands of reviews for Nursing Homes including 46 reviews for Boca Raton Nursing Homes providers. Please explore the information on this page to ...

Nursing Homes in Boca Raton Florida - A Place For Mom

www.aplaceformom.com > Nursing Homes > Florida ▼

Find nursing homes in Boca Raton Florida. Get honest, unbiased guidance from a Senior Living Advisor about nursing homes and long-term care facilities in ...

Misconceptions About Nursing Homes The Assistant ...



<https://plus.google.com/.../posts/bYqHpVss3a5> ▼

Regents Park Boca Raton

Aug 13, 2015 - Misconceptions About Nursing Homes The Assistant Administrator for our Boca Raton nursing home, +Raven Alexander Davidson, will take to the radio Saturday, ...

**BECAUSE OF
GOOGLE+ POSTS**

Boca Raton Nursing Homes Skilled Nursing Facility - YP.com

www.yellowpages.com > Boca Raton, FL ▼ Yellowpages.com ▼

Results 1 - 30 of 69 - Find 69 listings related to Nursing Homes Skilled Nursing Facility in Boca Raton on YP.com. See reviews, photos, directions, phone numbers ...

Boca Raton, Florida Nursing Homes - Ratings

nursing-homes.healthgrove.com/d/a/Florida/Boca-Raton ▼

Find skilled nursing homes in Boca Raton, Florida. Compare homes by ratings, nursing quality, performance scores, staffing measures, and more.

Nursing Home jobs in Boca Raton, FL - Indeed

www.indeed.com/q-Nursing-Home-l-Boca-Raton,-FL-jobs.ht... ▼ Indeed.com ▼

Jobs 1 - 10 of 819 - 819 Nursing Home Jobs available in Boca Raton, FL on Indeed.com. one search. all jobs.

Searches related to nursing homes boca raton

THIS IS THE FIRST PAGE OF SEARCH IN GOOGLE FOR PEOPLE SEEKING “NURSING HOMES BOCA RATON.” SEE OUR RANKINGS, NOT JUST BECAUSE OF WEBSITE SEO BUT BECAUSE OF CAREFULLY CRAFTED AND SEO’d GOOGLE+ POSTS, WHICH ARE FREE. REGENTS PARK BOCA CLEARLY DOMINATES.

Building Proper Keywording Tactics When Using, In This Case, Text for a YouTube Video



CREATOR STUDIO

- DASHBOARD
- VIDEO MANAGER
- Videos**
- Playlists
- Copyright Notices
- LIVE STREAMING
- COMMUNITY
- CHANNEL
- ANALYTICS
- CREATE
- Send feedback

Info and Settings Enhancements Audio Annotations Cards Subtitles and CC

How to Make Title and Character Development Work Together

Cancel Save changes

VIDEO INFORMATION

Channel:	Laura Belgrave
Uploaded time:	July 6, 2015 4:46 PM
Duration:	6:53
Raw file:	unknown
Views:	40
Likes:	1
Dislikes:	0
Comments:	1
Video URL:	https://youtu.be/ojnYwcN5p80

Basic info Advanced settings

How to Make Title and Character Development Work Together

Writers, authors? Think of the future when you write a book or novel. Times are changing rapidly, especially with the advent of the ebook market. Don't miss out.

authors x mystery writers x ebook market x ebooks x e-books x titles for books x smart publishing x techniques for authors x fiction writers x nonfiction writers x character development x Publishing (Industry) x Book x Library x Reading x Writing x Author x Novel x

Public

Add a message to your video

Also share on

Laura Belgrave author videos

Using a created thumbnail

Keywords are done for SEO purposes in this panel of description text and "tags," Google's word for keywords. (Notice the title "how to" in the title.)

Using Analytics for Visuals of Facebook Posts and How They Have Performed for You.



Facebook Business Manager interface for Ever Onward Media. The 'Insights' tab is selected, and the 'Posts' sub-tab is highlighted with a red box. The table below shows the performance of various posts.

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/11/2016 8:00 am	I love social media, but coming up Feb. 14-20 is Random Acts of Kindness week. If you REALLY want to	Image	Global	41	2 3	\$4.78 Left
02/10/2016 10:43 am	Ah, yes. Social media isn't always everything we all wish it would be. Hope this makes you smile.	Image	Global	361	12 27	\$4.41 Left
02/04/2016 2:22 pm	We all work too hard. It's okay to relax.	Image	Global	98	4 10	Boost Post
02/02/2016 4:04 pm	Little could be truer than this. It's why many of us do what we do, no matter how difficult the job at hand.	Image	Global	19	0 1	Boost Post
02/02/2016 1:55 pm	Do Infographics really bring value?	Video	Global	835	27 18	View Results
01/29/2016 1:37 pm	Nothing will keep me busier than shooting a 6-hour Boomer Expo in South Florida while maintaining a boo	Image	Global	507	9 11	View Results
01/29/2016 10:21 am	In the hustle and bustle of life, it's easy to forget how monumental even the smallest gestures can make to	Image	Global	2K	35 91	View Results
01/26/2016 1:19 pm	Common sense is a wonderful thing. Those of you who work in the difficult environment of a hospital or lo	Image	Global	61	2 6	Boost Post
01/24/2016 5:48 pm	If you're in healthcare, long-term care or in any capacity deal with Boomers and the elderly, don't shy away	Image	Global	942	27 36	View Results

Using Google Analytics for REALLY Detailed Information About Website Performance.



Google Analytics Reporting Customization Admin

Home Reporting Customization Admin

l.beig2@gmail.com
Ever Onward Media - http://everonwar...
All Web Site Data

Audience Overview Jan 11, 2016 - Feb 10, 2016

All Sessions 100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

● Sessions

25 50

Jan 15 Jan 22 Jan 29 Feb 5

Metric	Value
Sessions	264
Users	122
Pageviews	455
Pages / Session	1.72
Avg. Session Duration	00:06:27
Bounce Rate	74.24%
% New Sessions	44.70%

■ Returning Visitor ■ New Visitor

Language	Sessions	% Sessions
1. en-us	173	65.53%
2. (not set)	90	34.09%
3. pt-br	1	0.38%

view full report

Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Acquisition

Behavior

Conversions

Analytics Tool for SEEING What People Click On your website.



Get the tool at
[Crazy Egg](#). Works
from your browser.

Are You Using Video? If Not, WHY NOT?

Reasons Why You Should Be!

Google is the No. 1 Search Engine, and It Owns YouTube — the No. 2 Search Engine.

Videos Work Very Well for SEO.

Videos CAN Be Added From YouTube to Facebook.

**(You CAN directly upload to Facebook Now, Too.)*

Adding YouTube Videos is FREE, and You Can Shoot Decent Video Right From Your Cell Phone.

You Can Add Your Videos To Your Website, Share Them Through Email and Much More.

Videos Work Because You Can SHOW, NOT JUST TELL — and That's Gold!



Let's Look At Some
Quick Examples

You Can Humanize Your Organizations by *SHOWING Real Recipients of Your Services and Real Staff*

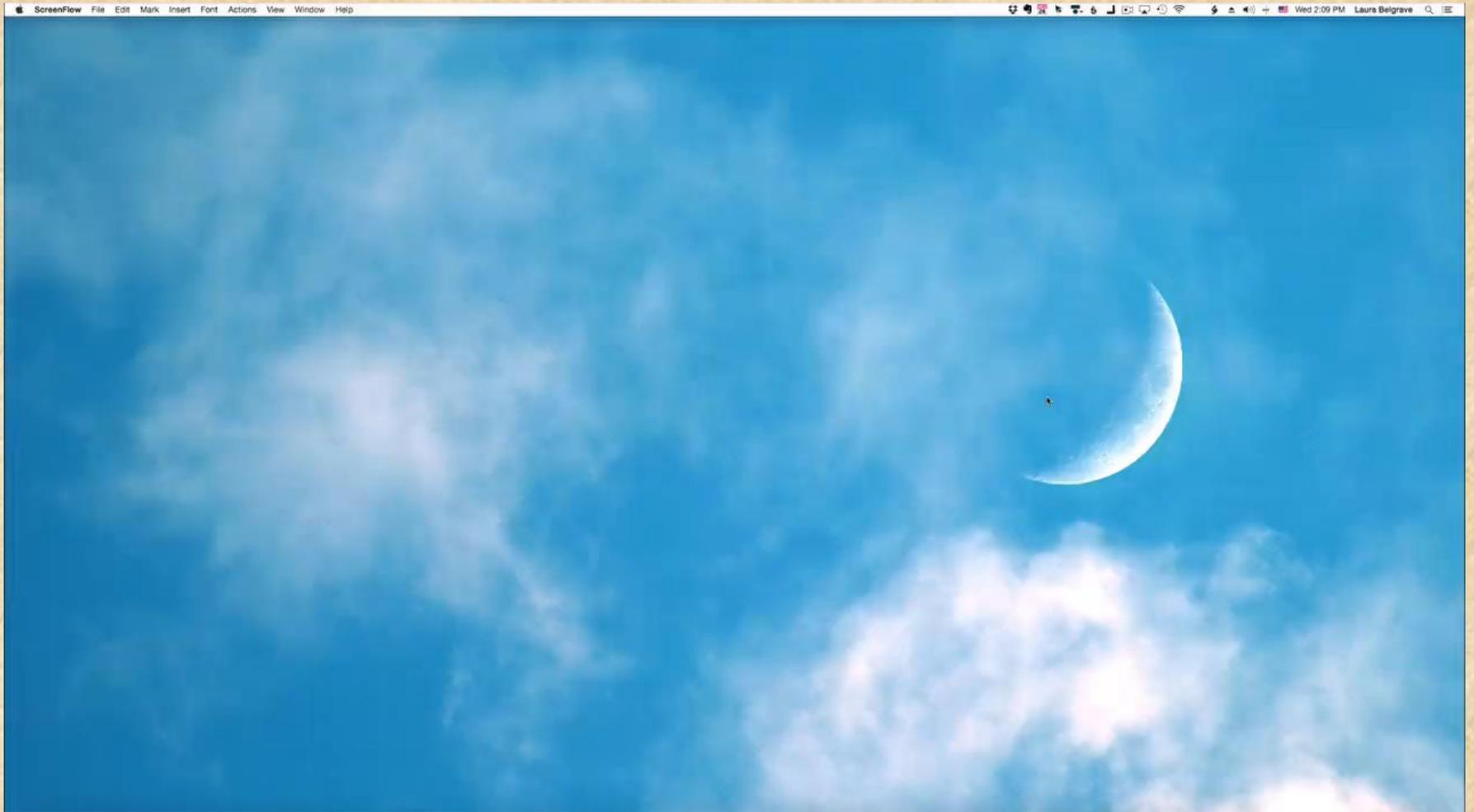
Let's Talk Root Beer Floats!



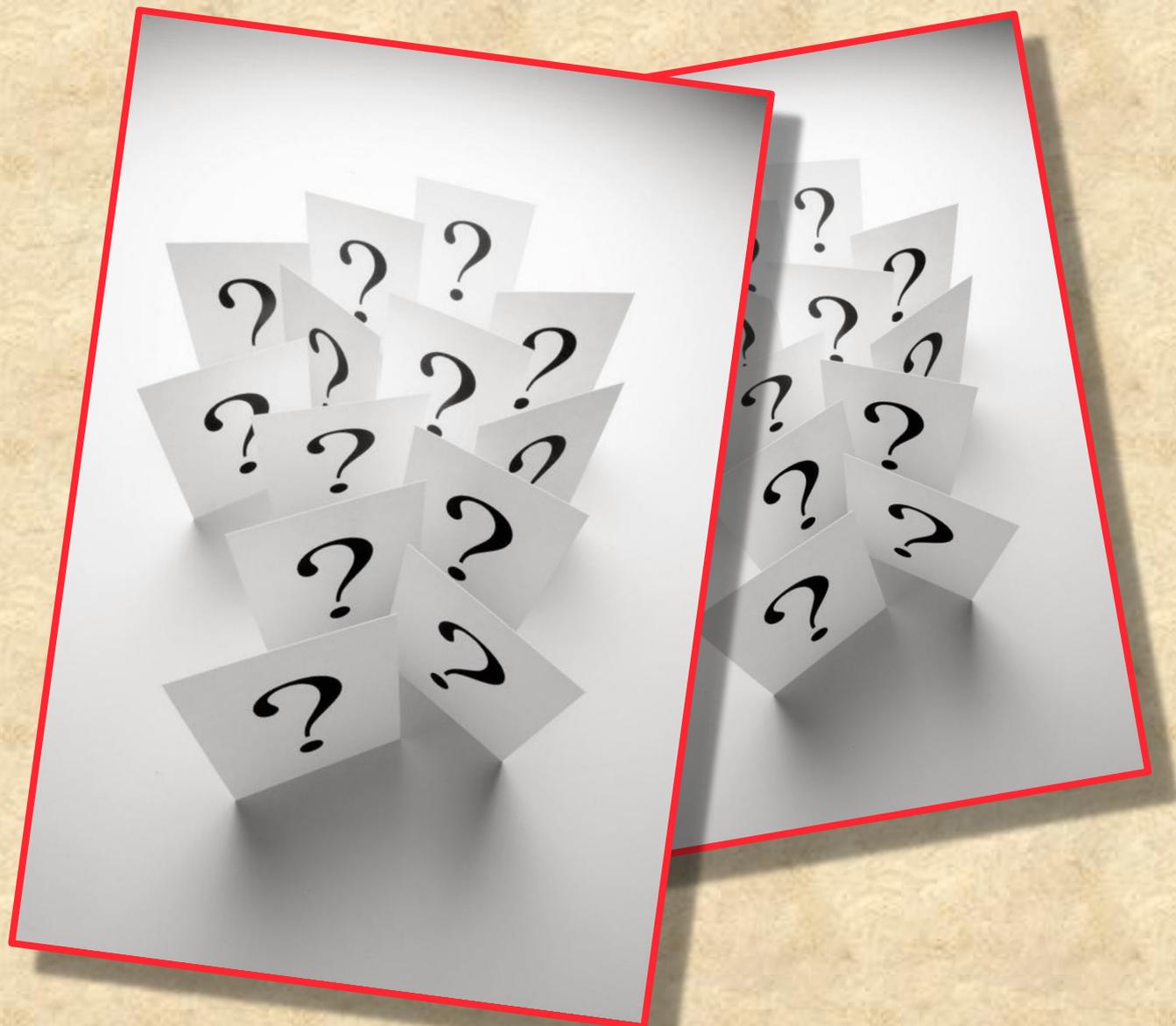
You Can Build A Video Exclusively Using Slides Voiceover and Some Text Titling



You Can Shoot Decent Enough Videos Right From Your Computer's Built-in Camera



What's the Big-Time Trending Darling and Is It For You?



Instant, Streaming, Live Broadcasting . . .

(1) Periscope, which is made by Twitter

- * Currently, it's ONLY available as a free app for your smart phone.
- * Instant, lives for 24 hours online, but you can save it to your camera phone and repurpose it.



Check out this article on [Periscope for Nonprofits](#)

Another about [Periscope's value for Nonprofits](#)

Instant, Streaming, Live Broadcasting . . .

(2) BLAB

- * Currently, it's available as a free app for your smart phone.
- * Instant, can be saved, and also can be run by using a browser. Chrome is recommended.



Check out
blab.im

Instant, Streaming, Live Broadcasting . . .

(3) Facebook Live, made by Facebook

- * Currently, it's **ONLY** available by using the free Facebook app on your smart phone.
- * Instant, lives forever on your profile page, but you can download it and repurpose it.
- * At this time, **NOT** available to business pages, but expected to be in the near future.





©Jeff Stahl/Distributed by Universal Uclick for UFS via CartoonStock.com

CONCLUSION

Social media is one of the best ways to engage with funders AND consumers. But it can be maddening, difficult to keep up with, and well, imperfect.



**GO FOR IT,
ANYWAY!**