

**ASHA Advocacy**  
**Social Media for State Associations**

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**Disclosure**

- We have a financial relationship with ASHA as paid employees
- We have no nonfinancial relationships to disclose.

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**Social Media Tips**

- Guy Kawasaki
  - ◆ Guy Kawasaki is a Silicon Valley author, speaker, and advisor to Motorola. He was one of the Apple employees originally responsible for marketing the Macintosh in 1984.
- Top 10 Social Media Tips for Non-Profits

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## Start Yesterday

- Begin soliciting support through social media action immediately. The day you have an idea is when you should start with a tweet or blog.

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## Segment by Service

- People use social networks for different reasons. Match your agenda and your efforts to the outlet. Guy identified five “Ps”—
  - People - Facebook. People go to Facebook to connect with people they know. It’s about pre-existing relationships.
  - Perceptions - Twitter. Twitter is about sharing perceptions about what’s around us with the world.
  - Passion - Google+. Guy believes people don’t go to Google+ for the same reason as Facebook - it’s less about who you know and more about sharing your passions widely.
  - Pinning: Pinterest is for posting visuals. It’s about the medium more than the people.
  - Pimping: LinkedIn. Guy apologized for the word choice but says he feels LinkedIn is for business connections and finding jobs.

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## Make a Great Profile

- Spend as much time as you can spare developing your nonprofit’s profile, finding great pictures for your avatar (person affected by your cause or an awesome high-res version of your organization’s logo) and generally establishing a compelling, attractive and interesting presence.

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### **Curate and Link**

- You don't have to do all the work of creating content! Curate and find links to other people's interesting articles, video and photos that position your cause well. 90% of your posts should pertain to interesting things related to your cause - not simply self-produced self-promotion or self-serving calls to action.

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### **Act Like NPR**

- If you provide great content every day, people won't mind when it's time to promote your organization on social media to solicit funds, volunteers, etc. Your nonprofit will have "earned the right" to ask for help.

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### **Restrain Yourself**

- Limit self-promotion to 5% of what you say - the other 95% should be great content. This approach will yield more fans

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**Add Bling**

- On every post, include a picture or video (that is properly credited to the person who created it). Visuals matter.

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**Respond**

- Commenting on what your followers say and joining conversations will take your nonprofit's social media presence from interesting to passionate.

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**Stay Positive or Stay Silent**

- Remain positive or at the least neutral. Once negativity is introduced, your social media credibility will diminish. Avoid "trolls" (hecklers and contrarians). Stay relentlessly constructive and don't go round after round to argue points

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## Repeat

- If the content is truly superior, don't be afraid to repost and repurpose. People rarely see everything you say or do, so it's okay to circle back on something special.

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## Facebook – ASHA Advocacy

- Soft launch in October 2012
- Over 550 “likes”
- Members and nonmembers
- Goal is information and engagement



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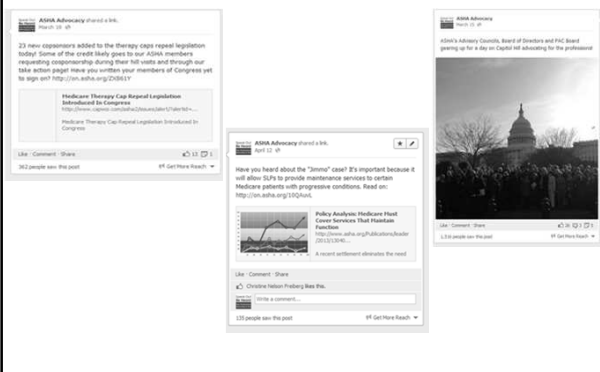
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## Facebook – ASHA Advocacy



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## Twitter – ASHA Advocacy




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## Twitter – ASHA Advocacy




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## More Tips for Facebook

- Create Community Page on Facebook - not a profile or group
- Make sure your page is open to the public – you want people to see you, know what you do
- Include your website and other social media links in the about page

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### **More Tips for Facebook & Twitter**

- Share posts from ASHA, make sure you are regularly updating. Schedule posts to keep regular content
- Increase engagement in the page and you will increase engagement in your advocacy efforts

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### **Additional Tips**

- Include links to your social media sites in your email signature
- Integrate links into promotional materials for the association

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### **Questions?**

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**[www.asha.org](http://www.asha.org)**

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