

Social Media for Nonprofits

Social Media Overview & High-Impact, Low Cost Social Media Opportunities for Nonprofits

April 27, 2012

Brad Aronson

Blog: www.bradaronson.com

Twitter: [@bradaronson](https://twitter.com/bradaronson)

This is my presentation from the [NPower PA](#) Conference, Social Media for Nonprofits. The slides might be difficult to understand without audio (I use few words on my slides). So, I've put my most important talking points (and info from other speakers) into a blog post:

[22 High-Impact Low Cost Social Media Opportunities For Nonprofits.](#)

The final slides include sources for the data used in this presentation.

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It's not like traditional media

Social media allows users to
participate in the creation
and dissemination of content

Social media is big

The average Internet user spends 22% of her online time on social networks

66% of US online population
uses social networks

It's huge

Libya, Egypt, Tunisia

It can have a big impact on nonprofits

KONY 2012

INVISIBLE CHILDREN ▶

+ Subscribe

140 videos ▼



Like Dislike Add to Share Flag Print

88,474,225

104.5 million film views

3.6 million pledges

Resolution by US Senate

Decision by African Union about troops

Social media is in the experimental
phase for most nonprofits

What's available
How it's used
How you can use it

Facebook

Quick stats

- Americans spend more time on Facebook than any other web site
- Daily global users: 483,000,000
- Monthly global users: 845,000,000

Peer-to-peer giving

The biggest opportunity



Matty

Please Join Me by Helping some "Great Kids Feel Normal For One Week!"
Thank You! Matty Wernoeh

Philadelphia Ronald McDonald House's 4th Annual Plane Pull – General Donation

Please join me in supporting a great cause.

The Philadelphia Ronald McDonald House provides a Home away from Home for families of seriously ill children in local Philadelphia hospitals.

Like · Comment · 11 hours ago via Blackbaud.com ·

2 people like this.

Write a comment...



SPARK THE WAVE

Laura's Page for Wave Week 2012! 8/13/2012



[Email](#)
[Share](#)
[Tweet](#)
[Like](#)
 17 people like this. Be the first of your friends.

[Story](#)
[Nonprofit](#)

Laura's Page for Wave Week 2012!

Welcome!

Thank you for visiting my Spark the Wave fundraising page! We have been online fundraising for a few years now, and I am always so appreciative that I have wonderfully supportive friends and family who visit my page and donate to our scholarship fund. Spark the Wave is a major part of my life - and has been for the last 10 years - and it is incredibly close to my heart.



[Wave Week 2011!](#)

The mission of Spark the Wave is to train, empower, and mentor the next generation of leaders who will impact the world through a lifelong commitment to community service. I am continually amazed by the young people I meet through our programs and their



Laura

\$2,818 raised for 1 nonprofit

Fundraising

Laura's Page for Wave Week 2012!
 8/13/2012

PAST **Spark the Wave 2011**
 10/2/2011

Activity

Laura joined FirstGiving
 2 years and 11 months ago (May 2009)

[see all activity](#)



Spark the Wave Birthday Fundraiser

Share

Time

11:30pm

Created By

Jessica

More Info

Visit <http://www.firstgiving.com/jessica> for my birthday!

Hi Friends!

Today is my 21st birthday! I appreciate all the birthday wishes, but this year I am asking for something even more meaningful. If you haven't gotten me a gift (and you know who you are) then here's your chance! If you did get me a gift, then consider giving just a little bit more. This will be my 6th year involved with an organization called Spark the Wave, and it would mean a lot to me if you would consider giving a \$5 donation for my birthday.

Spark the Wave is an organization I hold very near to my heart that aims to empower youth through educational programs to be great volunteers and community leaders. I credit STW with helping me become the individual I am today and inspiring me in ways I never knew possible. Today, I need your help with Wave Week 2010, a week-long summer camp focused on community service and leadership at Villanova University. Through this page I hope I can share this passion with all of you!

I'm Attending Maybe N

Photo Memories



Keen Visit-- Night Out
Nate Clark Kayhoe and Molly Salinas are tagged in this photo from March 2008.



Create your own Best Christmas Fri...
Deanne Cochran and other friends are tagged in this photo from November 2010

Sponsored

Create an A

Distribute Your Content
outbrain.com



Drive a highly qualifie audience by distributing your content alongside editorial on top publisher sites.
www.outbrain.com

#1 Football on Facebook!

Chat (Offline)

Social media serendipity



CAMP LAURELWOOD **Camp Laurelwood**
Camp Mother Camp Laurelwood's Day, we would love to know who was your favorite Camp Mother at Camp Laurelwood! Do you have a great story to share? We would love to hear it!

Like · Comment · Share · May 6 at 3:32pm · 

 Matthew Olkhovetsky likes this.

 View all 9 comments

 **Camp Laurelwood** I keep seeing the same name, Rita Levine. I would love to hear more about her!!!
May 8 at 2:19pm · Like

 **Paul Jacobson** Was there any other mother....it's not possible. Although, I never really knew what she did. I'd see her on a golf cart once in a while...she didn't have a lot to say...but she is CLW iconic!
May 14 at 7:34pm · Like

Write a comment...

This example from Community Organizer 2.0. [Read details.](#)

Generates content & finds advocates

Big Brothers Big Sisters of America shared a link.
14 hours ago

Little Sister Samantha loves learning about animals and Big Sister Gloria's cat, Joey, loves being the center of attention. What are your Littles' interests and how do you help foster them?

Local Stories: Meet Joey the cat
www.youtube.com

Little Sister Samantha loves learning about animals. Big Sister Gloria's cat Joey loves being the center of attention!

Like · Comment · Share 3

34 people like this.

Thomas Luttig Thanks to the local chapter's Bowling for Kids event, we have discovered my little really likes to bowl. So we're going to sign him up for the Kids Bowl Free program this summer so he can get lots of practice. I'm sure it won't take long before he's beating me! :-)
14 hours ago · Like · 1

Theresa Rock My Big Sister, Diane Bonica, was the most positive thing in my life coming up as a young girl, I soooo looked forward to our time together and I love that to this day we are still in touch. I love you sister ♥♥♥
13 hours ago · Like · 1

Andrea Jones Yes!!!
12 hours ago via mobile · Like

Diane Bonica And you are my joy too! What a story we have together. I especially loved being in your wedding! We shared laughter and tears!
5 hours ago via email · Like

Managing your constituents

The screenshot shows a Facebook interface for a group named "Spark The Wave: School Edition". The user profile at the top is Brad Aronson. The group is an "Open Group" with "Awesome" status. The main post is from Bill Gallagher, congratulating the winners of the STW Service Star Awards. The post text reads: "Spark the Wave would like to congratulate the winners of our STW Service Star Awards from your Club. Grand Prize Winner: Ibrahim Souadda. Ib, along with all of you, have made an enormous impact in your community through your service. Your whole club is an incredible example of being the change that you wish to see in the world. Keep up the great work. March 25 at 3:53pm. 4 people like this." Below the post is a video from Ibrahim Ait Abderahmane Souadda, with the caption "check out this video i made!!!". The video is from Stoga (www.youtube.com) and the text says: "I took 'The Office' theme song and made a video about my school, conestoga high school. i hope you enjoy". The left sidebar shows navigation options: News Feed, Messages (99+), Events (5), Brad Aronson, Author Pa..., Close Friends (20+), Livingston Senior ... (20+), You know you we... (14), Round-The-World... (20+), Camp Chickawah ... (20+), Create Group..., Twitter, Apps and Games (13), Photos, Music, Notes, Questions, Links, Pokes (2). The right sidebar features sponsored ads for Entrepreneur Auction, Camera Lens Mugs, and Struggling with SEO?, along with a Fiverr chat window.

YouTube

Quick stats

- 5th highest traffic web site
- Number of videos watched daily: over 4 billion
- Hours of video uploaded every minute: 60

Results

- Movie is free online but over 85,000 in circulation
- \$2.2 million raised for medical research



Results

- \$190,000 raised
- Over 3 million views
- Over 100K Facebook fans
- In about 1 month
- [See the Caine's Arcade video](#)

Blogs

Personal journals written for an
audience of many . . .
or an audience of none

Quick stats

- Total identified blogs: over 181 million
- After Facebook, blogs are the second most highly trafficked social network

Massive Range

April 25, 2012

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Edition: U.S. ▼

Search The Huffington Post

Like

579k

Follow

+1

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◀ [FROM AP: Rockies grind out doubleheader split with Pirates...](#) 1 minute ago ▶

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GOP GOVERNOR: DEMOCRATS' 'ONE MISSION IN LIFE IS TO ABORT CHILDREN'



28,000,000
Unique Monthly Visitors

21
APR

Comcast Cares Day 2012

Posted by J.T. Ramsay, Chief Blogger, Comcast Corporation, in [Community Investment](#)



Some 67,000 Comcast and NBCUniversal employees, their families, and their friends

We'd love to hear your ideas!

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? [Click here](#) for Customer Support

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Feature



Video: Comcast Celebrates New Minority-Owned Independent Networks

Comcast's Blog: Why haven't any nonprofits posted a "Thank You"?

Track what's said about you

The screenshot shows a web browser window with the URL <http://www.phlmetropolis.com/2010/11/paying-it-forward.php>. The browser's address bar also contains a search query: "blog mention of co". The page title is "Paying It Forward - Metropolis". The browser's tab bar shows several open tabs: "Darius Goes West", "Gmail - Inbox (337) - ...", "People Search Results ...", "Paying It Forward - M...", and "nonprofits using linke...".

The website header features the "Metropolis" logo in red, with the tagline "IN-DEPTH NEWS, ANALYSIS & COMMENTARY FOR THE PHILADELPHIA REGION". Navigation links include "ARCHIVES", "CONTACT US", and "ABOUT". A newsletter sign-up form is present with a "GO" button.

Paying It Forward

By Pamela Sodi

I love springtime in Philadelphia. On the warm March days, I can sneak in an early clean-up day at my Hummingbird Garden at the Horticultural Center in Fairmount Park. Early in the season before the tulips and daffodils bloom, there are few visitors to the gardens. So at 7 a.m. early in March I ventured over to my garden to begin to awaken it from its winter sleep. Thirty minutes later, I noticed a tall, slender young man dressed in a black windbreaker with a black backpack walking down the path. I kept one eye on him as he passed. He didn't seem to notice me, but entered the last garden and sat on the picnic bench, rested his arms on the table and put his head down as if to sleep.

I continued to rake and fill bags with leaves. I noticed him standing up and walking toward my garden. He walked over to me and asked if I needed help. I explained to him that these were volunteer gardens, and "yes", any help would be appreciated. He picked up the extra rake and began to work beside me raking leaves and filling bags. He was a handsome black teenager who appeared to be no more than 16.

As we worked, I found out that his name was Eric. I asked how he found his way here. He told me that he was 16 years old and a grown man now. His mother was a drug addict, and his father had left when he was a baby. He has been raised by his grandfather who had been a great role model. But his grandfather had died recently, leaving him with his new girlfriend who had children of her own. He was unhappy with how he had been treated since his grandfather died. So, this very morning, he (a full-grown man) had left home.

Through tearful eyes he told me that he was an honor student at a local high school. So, I

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Recent Comments

Lmcm
Happy to say I was one of the last of the dying "mallrat" breed at Roosevelt only a few years back. Now it feels like an eternity ago even though it wads only about 4-5 years ago..
[Growing Up at the Roosevelt Mall - Metropolis · 1 day ago](#)

Liz Mccarthy
i also hung in "the mall",although it was in the 80's same senario. fond memories of growing up,gimbels and john wanamakers,record stores that sold cassettes,book stores and way out.the pool hall...
[Growing Up at the Roosevelt Mall - Metropolis · 2 days ago](#)

Sawnhammers
I have gained and lost some of my closest friends there. Our lifestyle will never be recreated by any other future generation. thank you for that snap shot.
[Growing Up at the Roosevelt Mall - Metropolis · 2 days ago](#)

Aperez312832008
Anthony perez here proud to say i too was a mallrat . And i say hey to all the people i no longer talk too
[Growing Up at the Roosevelt Mall - Metropolis · 2 days ago](#)

Wikipedia

WIKIPEDIA

English
The Free Encyclopedia
3 564 000+ articles

日本語
フリー百科事典
735 000+ 記事

Deutsch
Die freie Enzyklopädie
1 192 000+ Artikel

Español
La enciclopedia libre
724 000+ artículos

Français
L'encyclopédie libre
1 070 000+ articles

Русский
Свободная энциклопедия
665 000+ статей

Italiano
L'enciclopedia libera
775 000+ voci

Português
A enciclopédia livre
674 000+ artigos



8th Most
Trafficked
Web Site

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претраг:



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Project H.O.M.E.

From Wikipedia, the free encyclopedia



This article **uses bare URLs for citations**. Please consider adding [full citations](#) so that the article remains [verifiable](#). [Several templates](#) and the [Reflinks tool](#) are available to assist in formatting. ([Reflinks documentation](#)) *(June 2011)*

Project H.O.M.E. is a nationally recognized [501\(c\)\(3\)](#) non-profit organization^[1] that provides housing, opportunities for employment, medical care and education to [homeless](#) and low-income persons in [Philadelphia](#), Pennsylvania. The mission of the Project H.O.M.E. community is "to empower adults, children, and families to break the cycle of homelessness and [poverty](#), to alleviate the underlying causes of poverty, and to enable all of us to attain our fullest potential as individuals and as members of the broader society."^[2] Project H.O.M.E. works to achieve this mission through a continuum of care, which provides individuals a range of supportive services suited to their particular degree of self-sufficiency.^[3]

The work of Project H.O.M.E. is rooted in a belief in "the dignity of each person" and "the transformational power of building relationships and community."^[4] Project H.O.M.E. is a vision-centered organization that believes "none of us are home until all of us are home."^[5]

Contents [\[hide\]](#)

- 1 History
 - 1.1 Co-Founders and Beginnings
 - 1.2 1515 Fairmount: Creating Legal Precedent and Permanent Housing
- 2 Programs
 - 2.1 Street Outreach
 - 2.2 Housing
 - 2.3 Employment Initiatives

Create a Page

Twitter

How many of you use Twitter?

Quick stats

- 4th Largest social network

How Twitter works

- Signup
- Create a profile, if you want
- Choose interesting companies/people to follow
- Read their tweets
- Tweet your own thoughts, if you'd like
- 140 characters max

Tweets range wildly from “my feet smell”
to important industry trends.



Brad Aronson

View my profile page

156

TWEETS

528

FOLLOWING

547

FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all



ZenithOptimedia US @ZO_US

Followed by The ARF
Promoted · Follow



The Economist @TheEconomist

Followed by Joe DiGiovanni and o...
Follow



Forbes @Forbes

Followed by Gary Boyd and others
Follow

Philadelphia trends · Change

- #ImMadBecause
- #IfitWasntForTwitter
- #NewNicknameForMettaWorldPeace
- Brian Dawkins
- John L. Smith
- Seth Greenberg
- Petrino

Tweets



Kevin Green @MySODotCom

1m

Photo: tumblr.co/ZJqANxKA_CVK RT @fixedopsgenius
#RockTheReTweet for Tumblr.



Josepf J Haslam @Josepf

59s

A1) 1 (cont) Converting Traffic could be a Lead form, a phone call, a sale, you can define these as Goals in GA #UsGuysChat

B

BroadgateConsultants @Broadgate

1m

#SEC charges former CalPERS CEO and Board member with #fraud. Teleconference today at 1pm (PDT). Dial-in:(877) 601-4715 Pass Code: "CalPERS"



Paul V Harris @paulvharris

1m

There are no classes in life for beginners: right away you are always asked to deal with what is most difficult. ~ Rainer Maria Rilke



Bille Baty @BilleBaty

1m

Just what you want to be, you will be in the end. Justin Hayward.
#quote



Josepf J Haslam @Josepf

2m

A1) 1. First, understand that you are looking for CONVERTING Traffic #UsGuysChat



Steve Akins @SteveAkinsSEO

2m

Chip Conley: Measuring what makes life worthwhile bit.ly/dcT2PY



Brad Aronson

View my profile page

156

TWEETS

528

FOLLOWING

547

FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all



ZenithOptimedia US @ZO_US

Followed by The ARF
Promoted · Follow



The Economist @TheEconomist

Followed by Joe DiGiovanni and o...
Follow



Forbes @Forbes

Followed by Gary Boyd and others
Follow

Philadelphia trends · Change

- #ImMadBecause
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Kevin Green @MySODotCom

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Photo: tumblr.co/ZJqANxKA_CVK RT @fixedopsgenius
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1m

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Bille Baty @BilleBaty

1m

Just what you want to be, you will be in the end. Justin Hayward.
#quote



Josepf J Haslam @Josepf

2m

A1) 1. First, understand that you are looking for CONVERTING Traffic #UsGuysChat



Steve Akins @SteveAkinsSEO

2m

Chip Conley: Measuring what makes life worthwhile bit.ly/dcT2PY



Comcast @comcast

21 Apr

Have fun! RT @rowenssprout: The girls are working hard at **Cradles to Crayons** for Comcast Cares Day. #ccday yfrog.com/gz9b5ykfj

View photo



Rebecca Owens @rowenssprout

21 Apr

The girls are working hard at **Cradles to Crayons** for Comcast Cares Day. #ccday yfrog.com/gz9b5ykfj

View photo



Rebecca Owens @rowenssprout

21 Apr

Getting ready for Comcast Cares Day at **Cradles to Crayons** Philadelphia #ccday



@NRDC

NRDC 

Last chance to protect dogs, cats & kids
from toxic flea & tick treatments. Tell the
EPA to ban propoxur: [http://bit.ly
/oDySqb](http://bit.ly/oDySqb)

49 minutes ago via [SocialFlow](#)  [Favorite](#)  [Retweet](#)  [Reply](#)

Twitter

| | |
|---|---|
|  | <p>@jyn23 RT @BBBSA: Help protect critical funding for Big Brothers Big Sisters & the children we serve. Learn what you can do at http://bit.ly/gXx2C2. Pls rt PHILADELPHIA, PA @ 2011-02-25 07:42 AM</p> |
|  | <p>@BeckatSage Help protect critical funding for Big Brothers Big Sisters & the children we serve. Learn what you can do at http://bit.ly/gXx2C2 PHILADELPHIA @ 2011-02-24 03:19 PM</p> |
|  | <p>@Generocity RT @BBBSA: Have you contacted your Members of Congress to help protect federal funding for @BBBSA? Here's what you can do to help: http://bit.ly/h6ivyK PHILADELPHIA, PA</p> |
|  | <p>@robsmariga RT @BBBSA: Have you contacted your Members of Congress to help protect federal funding for @BBBSA? Here's what you can do to help: http://bit.ly/h6ivyK PHILADELPHIA, PA</p> |
|  | <p>@BBBSSEPA RT @BBBSA: Have you contacted your Members of Congress to help protect federal funding for @BBBSA? Here's what you can do to help: http://bit.ly/h6ivyK PHILADELPHIA, PA</p> |
|  | <p>@macmomorsels RT @BBBSA: Have you contacted your Members of Congress to help protect federal funding for @BBBSA? Here's what you can do to help: http://bit.ly/h6ivyK PHILADELPHIA, PA</p> |
|  | <p>@TheOnlyEricG RT @BBBSA: Have you contacted your Members of Congress to help protect federal funding for @BBBSA? Here's what you can do to help: http://bit.ly/h6ivyK PHILADELPHIA, PA</p> |

Powerful tool for connecting



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Find Volunteer Opportunities

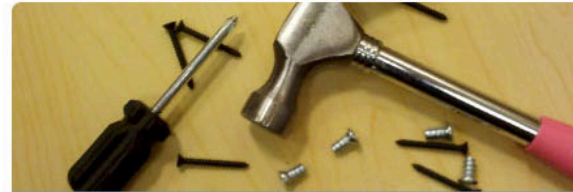
Keyword(s)

ZIP Code

[SEARCH](#)

*Required

[ADVANCED SEARCH](#) >



Build a better New Jersey.
Buy a hammer for Jersey Cares Day!

[READ MORE](#)



Corporate Corner

[Calling all High School Students! Verizon Volunteers Talk College Prep in Newark](#)
Being recent college graduates, volunteers from the Verizon Leadership Development Program, had a lot of college advice to share with high school students from Newark, NJ. Volunteers taught students everything from surviving freshman year of college to getting the most out of your resume. Students were also given the chance to ask volunteers about all the ins and outs of life at college. [Read More](#)

[BASF Volunteers: Bringing an Afternoon of Spring Fun!](#)
BASF Volunteers know how to turn a wintery afternoon into a sunny day. In preparation for a sunny and early



LinkedIn


Quick stats

- 150 million members
- 2 new members every second

How LinkedIn works

- Signup
- Create a profile, if you want
- Connect to people you know
 - You have a living address book
 - You have a tool for leveraging their networks

[Ouch. Still Factoring? - 5 Reasons Why We're a Fiscally Responsible Alternative. Learn More.](#)

 Share an update
Attach a link   

How to Find Your #Purpose and Do What You Love [http://...](#) • More » • 7 hours ago

LinkedIn Today: See all Top Headlines for You

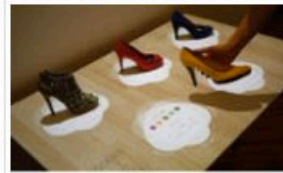
The 8 Signs That You Have an Extraordinary Boss









Sinclair's ZX Spectrum turns 30



Perch's Interactive Displays Could Change the Way You



People You May Know

-  **Nancy Burd**, Founder & President, The Burd Group 
[Connect](#)
-  **Kristin Conran**, Retail and Digital Advertising Manager at Journal 
[Connect](#)
-  **Steve Jennings**, Internet Advertising Veteran | Publisher, 
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Show 2 more recent updates...

 **Richard Schwartz** is now connected to **Kelly Cook**, Senior Director, Product Management at WebMD, **Dennis Turner**, Business Development Manager at HealthBridge Point of Care (formerly Pri-Med Point of Care) and **Shelley Wood**, Managing editor at theheart.org by WebMD

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Mortgage Rates Hit 2.99% - Owe less than \$729k? Refi now. The Fed is forcing rates down to record lows

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Tony Dale is now connected to Shelly Steele
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christopher schroeder Must read: @CNASdc: CNAS Senior Fellow Robert Kaplan comments on what democracy might look like in the Arab world: http://bit.ly/eTIM8p via Twitter
7 minutes ago Like Comment Send a message

Patricia Clark When Will Traditional Media Embrace Real Time Bidding and Demand Side Platforms? - @Jack Myers http://t.co/wux8LaF via @AddThis via Twitter
7 minutes ago Like Comment Send a message

Dan Reinhardt Recent @hbr study: 12% biz execs find social media effective-How many of

People You May Know

- Heather Mann, Account Director at AOL
Jillian Rae Christiance, Art Director at Razorfish Health
Stephen Wray, President and CEO at Cadient Group, Inc.

Ads by LinkedIn Members


- Grants For Grad School
Management Leadership
PPC Software for Agencies

Chris Brogan | LinkedIn

http://www.linkedin.com/profile/view?id=4016561&authType=NAME_SEARCH&authToken=eTB4&locale=en


social media exam



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Chris Brogan 2nd

Strategy and Education Services, HBW
Greater Boston Area | Marketing and Advertising

Current: **President and CEO at Human Business Works** 
 cofounder PodCamp at PodCamp.org
 Publisher, Speaker, and Trainer at [chrisbrogan.com]

Past: Entrepreneur in Residence at CrossTech Ventures
 cofounder at Third Tribe Marketing 
 President at New Marketing Labs
[see all](#) 

Education: Lesley University

Recommendations: 161 people have recommended Chris

Connections: 500+ connections

Websites: [Business, Marketing And Sales](#)
[Human Business Works](#)

Twitter: [Follow @chrisbrogan](#)


Public Profile: <http://www.linkedin.com/in/chrisbrogan>


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Ads by LinkedIn Members

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 **Ouch, Still Factoring?**
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How you're connected to Chris

You
↓

Jeremy I
Phil Thoma
Kevin I
Octavio Piti
Jeff Gi
... and 13 others
↓

2nd Chris Brogan

Summary

My role at Human Business Works is to help mid- and large-sized companies understand how emerging business, communications, and technology trends impact sales and marketing. We provide strategy and education services to help improve customer acquisition, and to foster community nurturing and referral/loyalty systems.

I am also a professional keynote speaker with several hundred events logged in the last few years. I'm the New York Times Bestselling co-author of Trust Agents, and author of two other books, including my latest, "Google+ For Business: How Google's New Social Network Changes Everything."

Swing by chrisbrogan.com or humanbusinessworks.com to learn more.

LinkedIn Groups

LinkedIn Account Type: Basic | Upgrade Brad Aronson Add Connections

Home Profile Contacts Groups Jobs Inbox 177 Companies News More

Big Brothers Big Sisters of the Greater Twin Cities

For over 90 years, Big Brothers Big Sisters of the Greater Twin Cities (BBBS) has been enriching young people's lives through one-to-one friendships. In 2010, the organization served approximately 3,200 matches. BBBS is a non-profit 501(c)(3) organization that serves 10 counties in the Twin Cities metro region, including Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, McLeod, Ramsey, Scott, and Washington.

BBBS offers programs to meet the needs of a wide variety of volunteer interests. Community-based mentors meet with their Little Brother or Sister two to four times per month at the locations of their choice. School-based mentors meet with their Little Brother or Sister once per week at the young person's school.

[Join Group](#) [Share group](#) [Report as...](#)

About this Group

Created: February 5, 2009
Type: Nonprofit Group
Members: 264
Subgroups: 1

Owner: Bigs Mktg
Managers: Paul Carlson and Emily Richardson

Website: <http://www.bigstwincities.org>

Group Statistics

Director
Manager
Entry

MEMBERS

3,759

[View Group Statistics >](#)

People Also Viewed

Private social network

- LinkedIn Group or Ning to allow support of volunteers, create alumni group or support your agencies across the country

Google +

Google+

https://plus.google.com/u/0/stream/circles/p544f28f88d74136c

Apple Yahoo! Google Maps YouTube News (629) Popular Pin It Wikipedia

+Brad Search Images Maps Play YouTube News Gmail Documents Calendar More

Google+ Brad Aronson 0 + Share

All Friends Family More

Home Profile Explore Hangouts Photos More

Share what's new...

Aimee Kessler Evans Yesterday 10:21 PM - Limited
Google "askew" - it's funny. ;)

+1

Add a comment...

Robert Francis Yesterday 6:30 PM - Public
How is this still on the table for discussion in 2012?

Not trying to knock anyone's belief, but technically evolution (which is provable) does not suggest it wasn't the work of an all powerful deity. It's merely the explanation of life based on the scientific method (ideally leaving out any reference to one religion or another).

TIME originally shared this post:
A controversial new law in Tennessee — dubbed the "monkey bill" —

27 IN FRIENDS

Add by name

HANGOUTS

Start a hangout Invite your friends Hang out

SUGGESTIONS

Michelle Tims Add

Chat

Pinterest

Quick stats

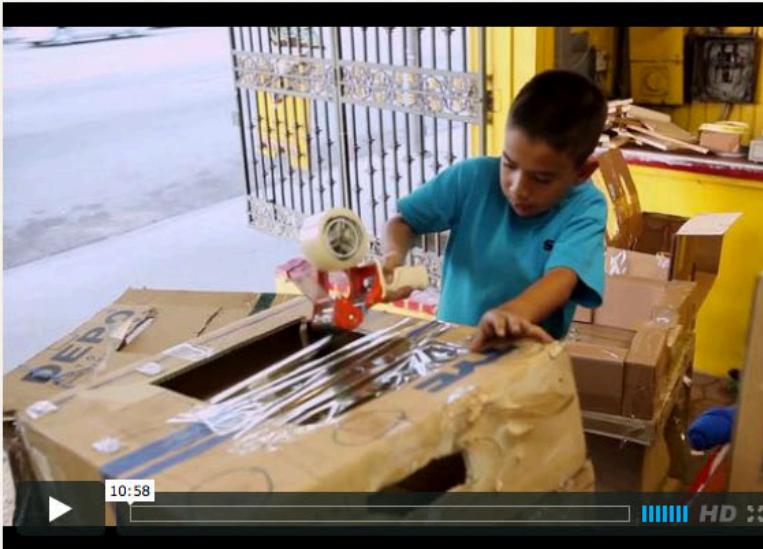
- About 12 million unique visitors in Jan 2012
- Women 18-35
- Compelling story with images (Humane Society)

Caine's Arcade | A cardboard arcade made by a 9-year old boy.

http://cainesarcade.com/ RSS Google

Apple Yahoo! Google Maps YouTube News (629) Popular Pin It Wikipedia

CAINE'S ARCADE SHORT FILM



10:58 HD

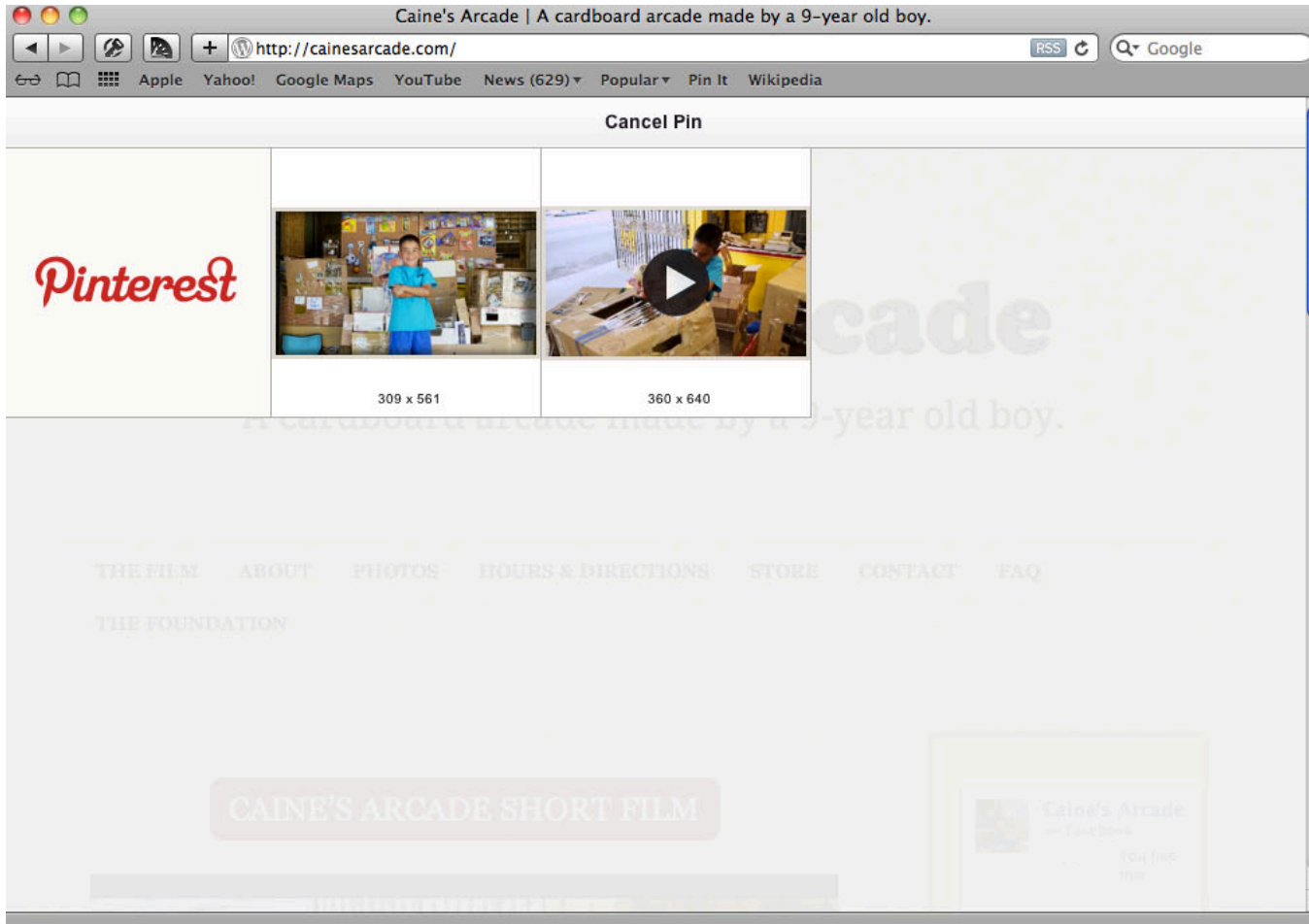
9 year old Caine Monroy, who built an elaborate cardboard arcade inside his dad's used auto parts store, is about to have the best day of his life.

A short film by Nirvan, produced by Interconnected.

Caine's Arcade on Facebook
Like You like this.
105,753 people like Caine's Arcade.

Penny Albert Bart
Charles Jeff Aparna

Caine's Arcade Scholarship Fund
Chip in \$1 or more to help Caine go to (& prepare for) college. Also, to help more kids like Caine, the Goldhirsh Foundation is matching your donations to Caine's Scholarship Fund dollar-for-dollar (up to \$250K) to help us build the Caine's Arcade Foundation - which will help find, foster and fund...



Brad Aronson / Pinterest

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Pinners you follow · Everything ▾ · Videos · Popular · Gifts ▾

Facebook Timeline

Add your pins to your Facebook Timeline. [Learn more!](#)

Friends to Follow [See All](#)

steve cleff [Follow](#)

Jeremy Lockhorn [Follow](#)

Julia Corwin [Follow](#)

Recent Activity

whattherock and 2 others are now following your pins. 10 hours ago

Jenna Dykie is now following your pins. 1 day ago

Jeremy Lockhorn is now following your pins. 2 days ago

Aimee Evans is now following your pins. 3 days ago

Caine's Arcade by Nirvan Mullick. A 9 year old boy - who built an elaborate cardboard arcade inside his dad's used auto part store - is about to have the best day of his life. Great video

5 likes

Brad Aronson onto Inspirational

Robot from the Gentle Giants Exhibition #art

Robot from the Gentle Giants Exhibition #art

1 repin

Patrick onto art

Robot from the Gentle Giants Exhibition #art

1 repin

Patrick onto art

What should we do?

Collect Email Addresses

Email

- Most valuable and responsive
- Doesn't drop out of use
- Email can generate social sharing
- Except some demographics don't care for email

Claim Your Name In Every Social Media Network

National Office Should Setup Naming Conventions for Agencies

Align With Overall Strategy.
How does this fit with what we're
already doing?

Listen And Pay Attention

“Oh my goodness.
One of our volunteers is a partner in
an investment bank.”

Advisory board

- Lawyer and social media professional
- Develop policy and crisis plan
- You will have questions you can't answer
 - What to do when someone posts craziness on your Facebook page?

Be careful...

- KFC and Susan G. Komen Race for the Cure
- Planned Parenthood and Susan G. Komen Race for the Cure

Don't Panic

Rollout 1 new network at a time

- What aligns with goals
- What your constituents use

Making it work

- Content plan
- Group of dedicated participants
- Research your network and influencers
- Coordinate with influencers

Making it work

- Build a network of advocates
- Provide tools and recommendations for advocacy and peer to peer fundraising
- Evaluate
- Adjust

Have Fun

Thank You

Blog: www.bradaronson.com

Twitter: [@bradaronson.com](https://twitter.com/bradaronson)

Data sources

Average American Internet user spends 22% of her online time on social networks
The State of Social Media Presentation, Online Marketing Institute London, Feb 2012
Mike Shaw, <http://www.slideshare.net/IFslideshares/the-state-of-social-media-2012>

66% of US online population uses social networks
February 2012 survey from Pew Internet Project

Invisible Children Stats
<http://www.usatoday.com/news/nation/story/2012-04-17/kony-2012-invisible-children/54362478/1>

Americans spend more time on Facebook than any other web site
http://blog.nielsen.com/nielsenwire/online_mobile/social-media-report-spending-time-money-and-going-mobile/

Worldwide Facebook users
<http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>

YouTube traffic data
http://www.youtube.com/t/press_statistics

Darius Goes West data
Reported by Darius Goes West nonprofit

Caine's Arcade data
Reported by Caine's Arcade

Data sources

181 million Blogs:

State of the Media: US digital Media Consumer Report (Q3-Q4 2011), Nielsen

LinkedIn Stats

<http://press.linkedin.com/about>

Camp Laurelwood example came from this great site of nonprofit resources

<http://www.communityorganizer20.com/2011/12/01/grinspoon-annual-conference-sharing-the-bright-spots-of-effective-technology-use/>

General social media traffic stats:

Minutes spent on Social Media

Wall Street Journal, <http://online.wsj.com/article/SB10001424052970204653604577249341403742390.html>

Average number of unique visitors per month Jan to social media sites– Oct 2011

http://blog.nielsen.com/nielsenwire/online_mobile/niensens-tops-of-2011-digital/

Pinterest – 12 million visitors in January 2012

<http://www.vabsite.com/2012/02/pinterest-users-usage-trends-statistics.html>

And Wikipedia <http://en.wikipedia.org/wiki/Pinterest>

Thank You

Blog: www.bradaronson.com

Twitter: [@bradaronson.com](https://twitter.com/bradaronson)