



**Listen, Seek & Engage:
Cultivating Your Network with Social Media**

Presented by @DavidBCrowley, @socialcap founder
#MNNConf13 10/29/13

Warm-up questions

- *What organizational goals do you seek to advance by using social media?*
- *Who are the key stakeholders with whom you communicate?*
- *What are some important things you already do to develop & strengthen relationships?*

Listening

Twitter

- Search & monitor key terms. What are some key terms you should monitor? Jot a few down here:
- Create lists, and follow those created by others
 - MNN Conference List: <https://twitter.com/davidbcrowley/lists/mnnconf>
 - 20+ Lists here: <https://twitter.com/socialcap/lists>
 - 300+ MA nonprofits here
https://twitter.com/MA_NonprofitNet/lists/massachusettsnonprofits
- Hootsuite and/or Tweetdeck a must for effective listening & engagement on Twitter!

Facebook: Create lists & notifications.

LinkedIn: Join groups...including the MA Nonprofit Network's! Keep an eye on the #mnnconf13 and #scitrain tags for group suggestions.

Seeking

- Follow relevant people/groups you find via your listening.
- Note people using a Twitter hashtag have more intentionality related to the term.
- Twitter "Follow 5" every week, or more often to jumpstart an account.
- Look for social buttons when on website, follow/like if relevant.
- Facebook ads can be targeted by geography, interests & demographics...modest budget can help build up Facebook fan base.
- Twitter directories e.g. Twellow can be a place to find others and be found.

New ideas for people/organizations to follow/like?

Tweet ideas of people to follow with #MNNconf13 and #followtuesday!

Engaging

- Step 1 is to prioritize your contacts that you hope to engage via social media. E.g.
 - Donors & prospects
 - Volunteers
 - Partners
- Use the list features discussed earlier to help focus on these priority contacts.
- Schedule repeat tasks for engaging with key contacts.
- Note LinkedIn messages can be targeted by geography or interests.

Resources

Social Capital Inc. (SCI) /David Crowley [@socialcap](http://www.facebook.com/SocialCapital) [@davidbcrowley](https://plus.google.com/+SocialCapitalInc/) [@sci_boston](https://plus.google.com/+SocialCapitalInc/)
<https://plus.google.com/+SocialCapitalInc/>

Google+

www.google.com/+learnmore/nonprofits

Facebook

Nonprofit Facebook Guy

<http://www.facebook.com/NPOFBG>

David's bookmarks <http://www.diigo.com/user/davidbcrowley/Facebook>

Twitter

Building up your Twitter following

<http://www.davidbcrowley.com/2012/04/17/sweet-16-tips-to-build-your-twitter-following/>

David's bookmarks for Twitter articles/resources: <http://bit.ly/nnlA5w>

Intro to Twitter presentation

<https://docs.google.com/presentation/edit?id=0ASr4qXx8t09iZGo2dzl3M18zMDVkJmQ2ZjlkYw>

Other resources

Selected posts from David's blog

8 Reasons for Nonprofits to Get Social with Foundations

<http://www.socialcapitalinc.org/node/1297>

7 Tips for Leveraging LinkedIn Messages <http://www.davidbcrowley.com/2012/01/19/7-tips-for-leveraging-linkedin-messages/>

10 Ways to Boost Your Community Clout <http://www.socialcapitalinc.org/node/718>

Other blogs

Beth Kanter's Blog: <http://www.bethkanter.org/> and book "The Networked Nonprofit"

Dennis Fischman's Blog "Communicate" <http://dennisfischman.wordpress.com/>

Debra Askanase's "Community Organizer 2.0" <http://communityorganizer20.com/>

5 steps to set up your measurement program

<http://www.socialbrite.org/2012/03/22/5-steps-to-set-up-your-measurement-program/>