



Listen, Seek & Engage

Cultivating your network with social media

Workshop for the Mass. Nonprofit Network Conference 10/29/13

Presented by @davidbcrowley,

President & Founder @socialcap

<https://www.facebook.com/SocialCapital>

Use #MNNConf2013 on Twitter

Add #scitrain to connect with those in this session

Resources

- *Knowing many viewing this online are looking for resources I promised at the workshop, I'm putting these items before the rest of the presentation!*
- *Sample Social Media Content Calendar from SCI:*
<http://ow.ly/qkrXJ>

Other resources on following slides

Resources (cont.)

- **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/present/edit?id=0ASr4qXx8t09iZGo2dzl3M18zMDVkZmQ2ZjlkYw>

Resources (cont.)

■ 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/>

Warm-up Tosses



- *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?*



Social Capital Inc.

@socialcap

Nonprofit leveraging social capital to foster youth success & healthy communities. #Boston area based, serving New England.

@DavidBCrowley tweeting.

Based in Massachusetts · socialcapitalinc.org

What is social capital?

???



What is social capital?

The central premise of social capital is that social networks have value.

Social capital refers to the collective value of all "social networks" (who people know) and the inclinations that arise from these networks to do things for each other ("norms of reciprocity").

- <http://www.ksg.harvard.edu/saguaro/>

Relationships Matter



We apply social capital concepts to our use of social media

- Social media has helped us:
 - recruit volunteers & staff
 - create funding opportunities
 - encourage event participation
 - help with community crisis response
 - find new partners
- We are able to achieve these results b/c we first LISTEN, SEEK & ENGAGE



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LISTEN



Listening via social media

- Listening very closely linked to finding the right people/orgs to engage with on social media.
- Social media can be a valuable learning tool when you organize yourself to listen well.
- Twitter is especially conducive to social listening.


Social Capital Inc.

View my profile page

18,352

TWEETS

4,877

FOLLOWING

5,421

FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all


Sandi Krakowski @sandikra...

Followed by Women Accelerate and...

Follow

Promoted


Walnut Coffee Cafe @WalnutCof...

Followed by The Centerboard and o...

Follow


Caravan Studios @caravanstudios

Followed by Jennifer Barr and others

Follow

Popular accounts · Find friends

Trends · Change

#lookinside Promoted

#SIC2013

#NCAA

Tweets


86 Farhad Manjoo @fmanjoo

7s

 The difference between amateur and pro analysts' expectations re iPhone sales is huge. fm4.fm/18v1VWk

View summary


61 RWJF Human Capital @RWJF_HumanCap

26 Oct

 @Risalavizzo on @suehassmiller's IOM election: "Exemplifies qualities of ldrshp that...promote a culture of health." ow.ly/qc61m

Retweeted by TFAH

View summary


61 Ian Huckabee @WeejeeMedia

10s

 Get Proven Tactics from a Full House of Experts – SMX Social Media Marketing Rates Increase Friday ow.ly/2B7F4b

View summary


61 Ian Huckabee @WeejeeMedia

10s

 Facebook Shows Strong Performance In Adobe Social Media Intelligence Report ow.ly/2B7F4a

Expand


49 World Business Today @CNNWBT

1h

 @square changing the face of commerce @maggielake's intv w/@jack #LetsTalk cnn.it/1bv7nn0 @cnni

Retweeted by Square

Expand

Search & monitor key terms

Results

People

Photos

Who to follow · Refresh · View all



Opus Bono @opusbono
Followed by HootSuite

Follow

Promoted



Miriam Persley @MiriamPersley

Follow



Mayo Clinic @MayoClinic

Follow

Popular accounts · Find friends

Trends · Change

#lookinside Promoted

#ncm

#MQBMannyVota

#sic2013

#ManCrushMonday

Halloween

#Benghazi

President Obama

Results for #mnnconf2013

Top / All / People you follow



59 Social Capital Inc. @socialcap

27m

@501Partners Will be sure to stop by your #MNNConf2013 table!

View conversation



57 Danielle Kempe @DJDIG

29m

Looking forward to seeing @BBBSMB staff at #mnnconf2013
@MA_NonprofitNet annual conference on Tuesday!

Expand



57 Danielle Kempe @DJDIG

1h

@SMautismdiva I'll be at #mnnconf2013 & I'll look for you. Have you been to a @MA_NonprofitNet conference before? This is my 3rd year.

View conversation



39 Cheryl Chan @SMautismdiva

1h

Who will I see tomorrow at the #mnnconf2013? #Massachusetts
#Nonprofit Network conference should be Gr8: "intersection of
people&technology..."

Expand



43 501 Partners, LLC @501Partners

2h

Check it out! @TechBoston & @Deborah909 are offering free tech
consultations #mnnconf2013. Sign up here! bit.ly/1akdy0G

Expand

Create & Follow Twitter Lists

- Can make lists public or private

- 20+ lists here

<https://twitter.com/socialcap/lists>

- Conference list:

<https://twitter.com/davidbcrowley/lists/mnnconf>

- MA Nonprofit list:

https://twitter.com/MA_NonprofitNet/lists/massachusettsnonprofits



Who to follow · Refresh · View all



Kelsey West @kelseyawest



Follow



Nashila Somani @NashilaSomani



Follow



The Charles Hotel @CharlesHotel



Followed by AccountingManageme...

Follow

Popular accounts · Find friends

Trends · Change

#lookinside Promoted

#SIC2013

#ncm

#mqbmannyvota

Brandon Meriweather

Halloween

#NACOL13

#Benghazi

New Music

Lists

Subscribed to / Member of

Create list

healthyYouth

by Social Capital Inc.

people & groups tweeting on topics of interest to teen groups promoting health.

2 members



TeenActivists

by Social Capital Inc.

Teens & teen groups using social media to effect change.

3 members



WesternMA

by Social Capital Inc.

Organizations & people tweeting in the Western #MA region.

1 member



Chelsea

by Social Capital Inc.

Organizations & individuals tweeting related to Chelsea, MA.

5 members



MerrimackValley

by Social Capital Inc.

people & organizations tweeting about Merrimack Valley (Lowell, Lawrence, etc.)

11 members



HealthInfo

by Social Capital Inc.

Good sources for health info, esp as it relates to social networks & volunteering.

31 members



NEPhilanthropy

by Social Capital Inc.

Boston & New England foundations, their staff & philanthropists.



**David Crowley**[View my profile page](#)**7,466**

TWEETS

722

FOLLOWING

817

FOLLOWERS

Compose new Tweet...

Who to follow · [Refresh](#) · [View all](#)**FutureBostonAlliance** @FutureB...

Followed by amanda gray and others

[Promoted](#) · [Follow](#)**Sarah Chmielewski** @SarahRut...

Followed by Kenny Jarvis and others

[Follow](#)**Gabe O'Neill** @KidsAreHeroes

Followed by Carrie Roberts and oth...

[Follow](#)[Browse categories](#) · [Find friends](#)Trends · [Change](#)#GalaxyNotell [Promoted](#)

#cmgrchat

Trump

#xcbigdata

#ReimaginingAmerica

Tweets

**61 Brett Martin** @brettbmartin

Meow Mix Tender Centers (Plus an a

[Expand](#)**43 Trapit: Veggie** @TheVeggieT

Hearty Baked Spinach and Tofu Cas

#vegetarian

[Expand](#)**80 Craig Kanalley** @ckanalNever change, Apple. tcrn.ch/PqYtBa[View summary](#)**64 Harleena Singh** @harleenasBreaking News: The Blogosphere Will Self-Destruct In The Year 2013! by @SamFiorella goo.gl/ku2Tb via @BrandFlair[Expand](#)**59 Denny Coates** @TeenBrainGuyThe Top 5 people skills for parents of teens ow.ly/9k9c2 #peopleskills[Expand](#)**53 Deb Mills-Scofield** @bluelobsternetsFalse Dichotomy - it's Both: "#Strategy or #Execution: Which Is More Important?" buff.ly/QjpwKA[Expand](#)**David Crowley**[Edit profile](#)**Direct messages**[Lists](#)[Help](#)[Keyboard shortcuts](#)[Settings](#)[Sign out](#)



Connect



Discover



Me



Search



David Crowley

@davidbcrowley

Founder @socialcap, tweets on nonprofits, social media, food, travel, Boston, nature photos, literature. Also @cookingchat and @dc_woburn.

Boston area <http://davidbcrowley.com>

[Edit your profile](#)

7,466 TWEETS

722 FOLLOWING

817 FOLLOWERS

[Tweets](#)[Following](#)[Followers](#)[Favorites](#)[Lists](#)[Recent images](#)[Similar to you](#)

Daily Grommet @DailyGrommet

Promoted · [Follow](#)



Mandarin Oriental @MO_BOSTON

[Follow](#)

Lists [Subscribed to](#) / [Member of](#)

[Create list](#)

Connectors by David Crowley

Engaging folks who actively share good content with their networks.

14 members



Orlando by David Crowley

Twitter accounts to help us prepare to enjoy our trip to the area coming up!

4 members



SouthDakota by David Crowley

Tweeps with a connection to #SD

2 members



Network Analysis by Valdis Krebs

social network analysis, organizational network analysis, network mapping, social networks

211 members





Search



David Crowley

@davidbcrowley

Four

Bos

@davidbcrowley

Bos

Edit your profile

7,466 TWEETS

722 FOLLOWING

817 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you



Daily Grommet



@DailyGrommet

Promoted Follow



Mandarin Oriental

@MO_BOSTON

Follow

Create a new list



List name

MNNConf

Description

People & orgs attending MA Nonprofit Network
Conference.

Under 100 characters, optional

Privacy

☒ Public · Anyone can follow this list☐ Private · Only you can access this list

Save list

Twitter accounts to help us prepare to enjoy our trip to the area coming up!
4 members

SouthDakota by David Crowley

Tweeps with a connection to #SD
2 members

Network Analysis by Valdis Krebs

social network analysis, organizational network analysis, network mapping,
social networks
211 members



Tweet to MA Nonprofit Network



Similar to MA Nonprofit Network



Boston Beyond @BostonBeyond
Follow



Boston Partners @BostonPartners
Follow



Cradles to Crayons @c2cboston
Follow

working to create the best possible environment

Boston - <http://www.massnonprofitnet.org>

Search

2,024

TWEETS

1,108

FOLLOWING

2,719

FOLLOWERS



Follow

Tweets

**32 TechBoston**

Drop by our table at the
visit our [#NextTech](#) client [@ESCNE](#)! [#MNN2012](#)

Retweeted by MA Nonprofit Network

Expand

**24 CNMStonehill** @CNMStonehill

Excited to hear from [@AmiDar](#) at tomorrow's [@MA_NonprofitNet](#)'s
Conference & Expo! [#MNNConf12](#)

Retweeted by MA Nonprofit Network

Expand

**50 MA Nonprofit Network** @MA_NonprofitNet

If you visit 12 exhibitor tables at [#MNNConf12](#), you'll be eligible to win a
\$500 gift card! [instagr.am/p/RK_ddjKaSm/](http://instagram.com/p/RK_ddjKaSm/)

View photo

**34 marie peeler** @mariepeeler

Looking forward to speaking on increasing [#leadership](#) effectiveness
[@MA_NonprofitNet](#) conference tomorrow. ow.ly/eE9i9

45m

1h

4h

6h

Listening tools

- Hootsuite and/or Tweetdeck a must for effective listening & engagement on Twitter!
- Google alerts and blog feeds also helpful.


[Facebook](#) × [Featured](#) × [socialcap \(Twitter\)](#) × [DC_Woburn \(Twitter\)](#) × [shortlist](#) × [cookingchat \(Twitter\)](#) × [davidbcrowley \(Twitter\)](#) × [Mo](#)

I Stream

ap/sci-shortlist

thetrade

ia TweetCaster for Android

Katy! Ponytail off to @Pantene #BeautifulLengths. rbykatybrown: Big chop & new color. #joico or bit.ly/UDzDz6 +

use

ia HootSuite

socialcap: This is a great #TEDTalk on the influence #networks! ow.ly/eJzc + By Nicholas Christakis.

se

ia Twitter for iPad

tens of @missioncontinue says "wounded warriors back and say they just want to serve again." er #GSBuild2012

ia Web

ouldn't be accepted in a wealthy country & we're not accept it in Haiti," PIH's Dr. Joia Mukherjee.

mm1 +

weets

rchester

ia dlvr.it

community Voices Initiative at Uphams Corner News s Corner) bit.ly/XhrD6r +

case

ia Twitter for iPhone

panel on giving back w/ Dina Powell, Barbara ic Greitens & Charles Best #GSBuild2012

@socialcap/sci-tweets

3



AACA_Boston

3:42pm via Web

Translation of the election ballots are taking great strides in voter inclusion! #asianamerican #inclusion #translation nytimes.com/2012/10/19/us/... +



SCI_Boston

3:02pm via HootSuite

Job Opportunity! @YWCABoston Looking for Community Health Educator! ow.ly/eJYW2 +



SCI_Boston

2:50pm via Tweet Button

Check out "Boston 501 Tech Club Ignite Spooktacular" ... chbosspooktacular-estw.eventbrite.com + via @eventbrite



bethdayer

2:21pm via Tweet Button

Link between eating real meals and thinking full thoughts--and having full relationships. @socialcap #socialcap #food socialcapitalinc.org/node/508 +



CodmanHealthCtr

1:56pm via TweetDeck

RT @socialcap: Great article on Codman Sq. #revitalization in @TheAtlantic. ow.ly/eXIP + A pleasure to work there w @CodmanHealthCtr



YMCA_Boston

1:50pm via HootSuite

Thanks to all of the children from the West Roxbury Y for helping us wish the Huntington Avenue Y Happy Birthday! Pic: ow.ly/i/13uoR +

#boston

30+



djgiann

3:51pm via Instagram

Otro #boricua de #boston #feliz o LiveMusicClothing.com + instag



charitiesboston

3:51pm via web

RT @walkforhunger: Hey #Boston our Strike Out Hunger bowl-a-tho out to bowl on 10/30 ow.ly/eJSM



TonyDeSisto

10:16am via web

Great article in today's #Boston M project to connect blind children v metro.us/boston/boston/... +



ferrants

10:16am via web

@zynga is calling it quits in #Bo techcrunch.com/2012/10/23/zy. #OhHowTheMightyHaveFallen



JessicaAbega

10:15am via Instagram

□ My new baby #Addictedto#Purses#Celine#Bos instagr.am/p/RKwDWnwAup/ + s

hootsuite.com/dashboard#/tabs?id=5909153

ough you ... WorldFest flyer for ge... Pin It Pin A Quote All My Tweets - View a... Share As Image FREE Thoughtful Eating ~ A...

this sample tweet to be sent out during my #MNNConf12 session. If you're
pls let me know!

le NEW!

your message for optimal impact.

October 2012

We	Th	Fr	Sa
3	4	5	6
10	11	12	13
17	18	19	20
24	25	26	27
31			

2012-10-25

11

:

00

AM

PM

☐ Email me when message is sent

Want to save time? Try the bulk message uploader

Schedule

Pin

3:52pm via Web

"This wouldn't be accepted in a wealthy country & we're not
willing to accept it in Haiti," PIH's Dr. Joia Mukherjee.

ow.ly/eJmm1

6 retweets

YourDorchester

3:52pm via dlvr.it

The Community Voices Initiative at Uphams Corner News
(Upham's Corner) bit.ly/XhrD6r

SteveCase

3:50pm via Twitter for iPhone



Select All

Select None

he election ballots are taking great strides in
#asianamerican #inclusion #translation
012/10/19/us/...

HootSuite

yl @YWCABoston Looking for Community
url ow.ly/eJYW2

et Button

ston 501 Tech Club Ignite Spooktacular" ...
ular-estw.eventbrite.com via @eventbrite

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socialcapitalinc.org/node/508

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1:56pm via TweetDeck

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@CodmanHealthCtr

YMCA_Boston

1:50pm via HootSuite

Thanks to all of the children from the West Roxbury Y for

#picoftheday #ColorBlast



djgiann

3:51 pm via Instagram

Otro #boricua de #boston
LiveMusicClothing.com



charitiesboston

3:51 pm via web

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out to bowl on 10/30 ow.



TonyDeSisto

10:16 am via web

Great article in today's #
project to connect blind c
metro.us/boston/boston/



ferrants

10:16 am via web

.@zynga is calling it quit
techcrunch.com/2012/10
#OhHowTheMightyHaveF



JessicaAbega

10:15 am via Instagram

☐ My new baby
#Addictedto#Purses#Ces

Twitter interface header. Includes a row of icons for various actions (reply, retweet, like, etc.) and a search bar.

DRAG MEDIA AND LINKS HERE

Twitter post by socialcap. Text: "Open data hack-a-thon w/ @codeforamerica - 11.2-12.2 tracks captricity.com/open-its4good". Retweets: 4 via HootSuite. Another tweet snippet: "rhreingold researches with pools for me to try!". Retweets: 3 via HootSuite. Another tweet snippet: "e very clear about who you believe in, and what you and ment to the community PIP". Retweets: 16:00 via SocialOomph. Another tweet snippet: "o has to benefit all...we are".

Twitter post by socialcap. Title: All Friends. Retweets: 2667. Tweet 1: RT @briancreagan: Wow. Bit.ly is nearly PB of data under mgmt. big data in link shortening. #xcbigdata. Retweets: eDougBanks, [+] Wed 24 Oct 16:11 via HootSuite. Tweet 2: Talking with voters today in MA about why we need @ElizabethForMA's leadership in the U.S. Senate. pic.twitter.com/OXBWu19z. Retweets: 11797. Retweets: KamalaHarris, (RT by danielconor), [+] Wed 24 Oct 16:11. Tweet 3: We will also be at @CommonImpact's #Nonprofit Seminar: 'Your Castle in the #Cloud' tomorrow. Excited to meet @Deborah909 ! Retweets: 197. Retweets: TechBoston, [+] Wed 24 Oct 16:11 via web. Tweet 4: iPad Mini: A comparison with other small

Twitter post by socialcap. Title: @socialcap/sci-shortlist. Retweets: 56659. Tweet 1: For 40 years, @RWJF worked to improve health & #healthcare of Americans. Tomorrow, celebrate our anniversary! #RWJF40 bit.ly/PQZWAB. Retweets: RWJF_PubHealth, [+] Wed 24 Oct 16:09 via bitly. Tweet 2: Raj Sisodia, Bentley #tedxne #ReimaginingAmerica "we need to unleash human ingenuity on our challenges in a holistic, loving and caring way". Retweets: 8894. Retweets: BridgespanGroup, [+] Wed 24 Oct 16:06 via Tweetbot for iOS. Tweet 3: RWJF Human Cap Calls for Proposals: Exec #Nurse Fellows, New Careers in #Nursing, #RWJF Health Policy Fellows, ow.ly/eHDcF #HCBlog. Retweets: 50547. Retweets: RWJF_HumanCap, [+] Wed 24 Oct 16:06 via HootSuite. Tweet 4: This is What Happens When @JohnLaJoie

Twitter post by socialcap. Title: Mentions. Retweets: 159470. Tweet 1: @socialcap Please Ave in Boston. L pih.org. Retweets: PIH, [+] Wed 24 Oct 16:08 via. Tweet 2: RT @socialcap: The influence of ow.ly/eJzc By M. Retweets: 8749. Retweets: RootCause, [+] Wed 24 Oct. Tweet 3: This is a great # social #network Christakis. Retweets: 4271. Retweets: socialcap, (RT by FidescoUSA). Tweet 4: @socialcap I not



Post from socialcap: NO

DRAG MEDIA AND LINKS HERE

MNNConf12

visit 12 exhibitor tables at MNNConf12, you'll be eligible to win a gift card! <http://t.co/wOmHbTxS>

[+] Wed 24 Oct 12:31 via Instagram

going to #MNNConf12? I know there got to be some MA #nonprofit Twitter's planning on it!

24 Oct 11:26 via HootSuite

socialcap: Utilize the hashtag MNNConf12) that a conference produces. e isn't 1, suggest 1 to organizers!

ed 24 Oct 10:56 via web

profit friends: Use #workwednesday



@socialcap/bostonfolks

socialcap



989

Also proud to have represented @EmergeMass at @IDEASBoston! Brought with me many stories from our 100 alumnae who took program #ideas2012

• jpneufeld, [+] Wed 24 Oct 16:00 via Twitter for iPhone



3825

The one thing in life everyone wants? Happiness, marketers discuss how happiness can change mobile marketing #FutureM, 4:45pm RM 310

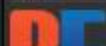
• FutureMBoston, [+] Wed 24 Oct 16:00 via JitterJam



989

Thanks to @IDEASBoston @tomashbrooknpr for having me! Fun talking about importance of recruiting and electing women to office! #ideas2012

• jpneufeld, [+] Wed 24 Oct 15:59 via Twitter for iPhone



Thank you! Was a fabulous seminar RT



Search: #wired4c



5815

WOLVERINES! Tell us why you're #RedDawn's #1 fan & you could be on the Wall of Wolverines & be entered Win! on.fb.me/Qof2bu

Promoted by Red Dawn

• RedDawnFilm, [+] Tue 16 Oct 18:04 via web



RT @KUMUlab: RT @KUMUlab: BigData for activism. A look into @unglobalpulse

• ParAccel, [+] Wed 24 Oct 15:46 via HootSuite



RT @KUMUlab: RT @KUMUlab: BigData for activism. A look into @unglobalpulse

• naylinoo, [+] Wed 24 Oct 15:41 via Twitter for Android



Search: #Fo



3214

The n
Thirs
Only

Prom

• DosEquis, [+] T



Amaz

• MarsboyMike, [



@Ele
#FOO
food
@Dyl

• avisrichards, [+

Click to add notes

✓ Show

Listening via Facebook: Creating lists



Mattapan United

161 likes · 15 talking about this · 8 were here

Community Organization
Mattapan United's vision is to improve the quality of life for the people of Mattapan by working together to build a safer, stronger, and more healthy community.

about - Suggest an Edit



Photos

161 Likes

Likes

✓ Liked

★ Review

Message

⚙

Go Back

Add to lists:

Food & Wine

Philly pages

✓ SCI MA Community Cont...

+ New List...

Highlights ▾

Mattapan United shared Boston Public Library's photo.
October 25

about the Mattapan Branch of the Boston Public Library, an important community resource!

4 Friends

Like Mattapan United



Create Page

Sponsored

A Major Event in Waltham



Two of America's foremost writers will discuss the military's wounded veterans on C-SPAN TV. Tuesday, November 10 at 7:00pm. Join 9 people going.

99¢ for 4 Weeks nytimes.com

JUST 99¢ FOR THE FIRST FOUR WEEKS

TRY IT TODAY

The New York Times

Pay just 99¢ for the Times subscription. Enjoy unlimited access to our site and more.

Recent

2013

2012

Chat (Off)

Club of Web... 1

ic-American Chambe...

Woburn MBTA Service

Feed 20+

ges 20+

heriCorps 201... 2

pact

heriCorps 2012-2013

wton.org

Group...

enter

Feed 20+



Like · Comment · Share · 20 hours ago ·

35 people like this.



Carol McDonough Stearns Suck, suck, suck!!!!

20 hours ago via mobile · Like



Bridgett Burkhardt Driscoll I was there 4 years ago, and a huge iguana swam past me in that pool. Enjoy!

17 hours ago via mobile · Like



Cheryl Latour I love that hotel!love Aruba!

13 hours ago via mobile · Like



Christopher R. Lawton Nice ..

3 hours ago · Like



Write a comment...



Katie Fehskens Nappi

Time for a hoedown!



happened to me too. I..."



Janeen Smith commented on Cindy Harling's post on Janeen Smith's wall: "Alright. I'll find yo



Janeen Smith commented on Cindy Harling's post on Janeen



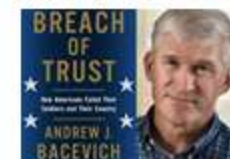
Marisa Coleman Luse's birthday



Fall Festival at 6:00pm

Sponsored

A Major Event in Waltham



Two of America's foremost writers discuss the military and wounded veterans for C-SP TV.

Tuesday, November 12 at 7:00pm

Join · 9 people are going.

50,000 Bonus Points

fb-nym.adnxs.com



Plus earn 5 points spent at Marriott locations worldwide. Learn more and a

Facebook © 2013

English (US) · Privacy · Terms · Cookies · More

Club of Web... 1

ic-American Chambe...

Woburn MBTA Service

Feed 20+

ges 20+

heriCorps 201... 2

pact

heriCorps 2012-2013

wton.org

Group...

enter

Feed 20+

Friends 18

Community Contacts

ages

terests...



Like · Comment · Share · 20 hours ago ·

35 people like this.



Carol McDonough Stearns Suck, suck, suck!!!!

20 hours ago via mobile · Like



Bridgett Burkhardt Driscoll I was there 4 years ago, and a huge iguana swam past me in that pool. Enjoy!

17 hours ago via mobile · Like



Cheryl Latour I love that hotel!love Aruba!

13 hours ago via mobile · Like



Christopher R. Lawton Nice ..

3 hours ago · Like



Write a comment...



Katie Fehskens Nappi

Time for a hoedown!



happened to me too. I..."



Janeen Smith commented on Cindy Harling's post on Janeen Smith's wall: "Alright. I'll find yo



Janeen Smith commented on Cindy Harling's post on Janeen



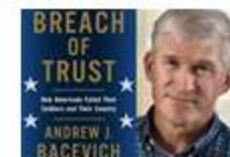
Marisa Coleman Luse's birthday



Fall Festival at 6:00pm

Sponsored

A Major Event in Waltham



Two of America's foremost writers discuss the military and wounded veterans for C-SP TV.

Tuesday, November 12 at 7:00pm

Join · 9 people are going.

50,000 Bonus Points

fb-nym.adnxs.com



Plus earn 5 points spent at Marriott locations worldwide. Learn more and a

Facebook © 2013

English (US) · Privacy · Terms · Cookies

More

David Crowley
Edit Profile

Feed

Pages

...

...

Manager

Capital Inc.

g Chat

nd Compare

Compare Supermar...

y Chelsea Youth Fo...

n 411

Club of Wob...

c-American Chambe...

Woburn MBTA Service

Feed

Pages

meriCorps 201...

pact

meriCorps 2012-2013

wton.org

47

1

1

2

1

20+

20+

2



SCI MA Community Contacts

By David Crowley ·

Manage List



Our Newton

Visit the link below!

<http://www.realestatecareeradviser.com/>



Consider a career in Real Estate with Keller Williams Realty

www.realestatecareeradviser.com

Lynn D. Cohen is your career success coach. Maximize your potential earnings, consult with Lynn.

Like · Comment · Share · 17 hours ago ·



Our Newton

One stop shopping for events in Newton <http://p0.vresp.com/GRpI4J#vr4smallbiz>

Like · Comment · Share · October 26 at 12:11pm ·



The Neighborhood Developers

What do YOU think?

Please complete this survey about what stores you do and don't currently use on Broadway (from Cary Ave to the Waterfront) and why!

Broadway Corridor Shopper Survey

Featured On This List (8)



+ Add to this list

List Suggestions



Teresa Cheong

A

Use Facebook as your page



ing, commenting, and liking as Social Capital Inc. — [Change to David Crowley](#)

Admin Panel

[Edit Page](#)

[Build Audience](#)

[View Insights](#)

[Help](#)

Notifications **1**

Post	Total Reach?	Paid Reach?	Promotion
Our partners at Millennium Ten Initiati...	59	--	Boost Post
On Tuesday October 29, the Massach...	123	--	Boost Post
Who would have thought the Boston...	69	--	Boost Post
Do you know someone who lives in or...	128	--	Boost Post
We are working with Healthy Chelsea ...	92	--	Boost Post
Meet our AmeriCorps member Brian!	111	--	Boost Post

More Likes

[See Likes](#)

Pages to Watch

[Add Pages](#)

an ad to get more people to like
page.



Social Capital Inc.

737 like this.
Community Organization
Sponsored



[Promote Page](#)



New! Pages to Watch

Track the progress on any Pages
you want to watch. You'll see how
many likes they get so you can keep
up.

[+ Add 5 Pages](#)

Page Insights has moved

[View Insights](#)

Messages



Abdelkader Marouane

hello, I am Marouane Abdelkader, an



Samantha Shrager

Hello! My name is Samantha and I am



Pat Seppanen

Appreciate your quick response. I'll



Victor DiFraia

Hi Victor, thanks for reaching out



SCI Social Capitalist Luncheon -

Just a reminder that tomorrow is the

Page Tips



Managing Pages from your Android device

Install the Pages Manager
app on your Android device
to manage your Pages on
the go.

[Send to Mobile](#)

Use Facebook as:



The New England I



Stop and Compare



Social Capital Inc.



Rotary Club of Wob



Cooking Chat

Your Ads

Create Ads

Manage Ads

Account Settings

Privacy Settings

Log Out

Help

Report a Problem



See Your Ad

Chat (Off)

anager

ook for Android

ook for iPhone

a Page...

Feed

ages



MLB

It's a whole new #WorldSeries! Jonny Gomes roars, Red Sox take Game 4: <http://atmlb.com/1gU7cbV>

Like · Comment · Share · 76,284 3,189 10,549 · 14 hours ago



Millennium Ten Initiative

So excited!



Crossroads Community Cafe

The Crossroads Team is making a delicious dessert for the Millennium Ten Initiative Community Appreciation Dinner tonight. Will we see you there?

Unlike · Comment · Share · 19 minutes ago



Social Capital Inc. likes this.



Hope you have a great event tonight...sounds tasty!!



Get notifications to be sure to get updates

- Average page post only shown in about 15% of fans' newsfeeds.
- Can get notifications for pages or friend posts.



ing, commenting, and liking as David Crowley — [Change to Social Capital Inc.](#)

Social Capital Inc.

Timeline ▾

Recent ▾

Admin Panel



Social Capital Inc.

737 likes · 21 talking about this · 8 were here

Update Page Info

✓ Liked

★ Review

Message



✓ Get Notifications

✓ Show in News Feed

Settings...

Add to Interest Lists...

Unlike

Community Organization
Mission of SCI Social Capital Inc. is to strengthen communities by connecting diverse individuals and organizations through civic engagement initiatives.



Photos

737

Likes



eBlast!

1 ▾

Highlights ▾

Photo / Video

110 Friends

Like Social Capital Inc.

Promote Pa

Initiative will b



4

Boost Post

Recent

2013

2012

2011

2010

2000s

Founded

Listening on LinkedIn

- Join groups!
 - MA Nonprofit Network has a group!
 - What other groups have you found useful?
- If email notices about new posts becomes overwhelming, make a recurring task to visit important groups regularly.



Massachusetts Nonprofit Network

3,160 members

Member



Discussions

Promotions

Jobs

Members

Search



Early bird discounted rate ends today! Sign-up now to save on... Manager's Choice

Lily Lynch

This year's conference features: • Inspiring keynote address by...

[Solutions 2013 - The Intersection of People and Technology](#)

Like • Follow • 1 month ago

Start a discussion or share something with the group...

Popular

Recent

Is "Planning" a Cop Out?

Larry Raff



Is "Planning" a Cop Out? copleyraff.blogspot.com

Words are powerful and have influence on our behavior, whether we know it or not. I've been reflecting on the notion of "planning" and the "plan" and what



THE ULTIMATE
ASSISTANT
SWEEPSTAKES

ENTER NOW

Latest Activity



[Kathryn Dutile](#) has joined the group.
1 hour ago



[Kari Johnson](#) started a discussion: [Loss Weight Fast With This One Tip](#)
8 hours ago



[Kari Johnson](#) has joined the group.
8 hours ago

SEEK



Seeking those with shared interests

- 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.
- Facebook ads can be targeted by geography, interests & demographics. (demo at end if time)
- Look for social buttons when on website, follow/like if relevant.



Subscribe to the
SectorNews

Email:

- HOME
- ABOUT ▾
- PUBLIC POLICY ▾
- RESOURCES ▾
- EVENTS ▾
- CONTACT
- JOIN MNN ▾

Massachusetts Nonprofit Network is the voice of the nonprofit sector in Massachusetts and understands that strong nonprofits build strong communities. MNN is a statewide organization dedicated to supporting the entire sector through policy, awareness and capacity building strategies.

STAY CONNECTED

CLICK TO SUBSCRIBE TO THE SECTORNews



Seeking (continued)

- Look at influencers— local and/or issue experts that have an active social presence.
 - Who do they follow?
 - Who follows them?
 - Have they created lists?

Tweets

Following

Followers

Favorites

Lists

Tweet to MA Nonprofit Network

@MA_NonprofitNet

Who to follow · Refresh · View all



Lucy G. Costa @lgctweets

Followed by SparkedMicro and others

Follow



Dana Busch @thisIsDanaBusch

Followed by BostonBusinessJournl...

Follow



Wendy Harman @wharman

Followed by DavidBSmith and others

Follow

Popular accounts · Find friends



MA Nonprofit Network

@MA_NonprofitNet **FOLLOWS YOU**

Nonprofits have the power to transform society for the better. MNN is working to create the best possible environment for nonprofits in MA.

Boston · massnonprofitnet.org

2,510
TWEETS

1,246
FOLLOWING

4,448
FOLLOWERS



Following



Followed by Shannon E. O'Malley, Aimee Ward, Edwin A. Keach Fndn, and 100+ others

Tweets



44 TANGO Alliance @TANGONonProfit

24 Oct

Anyone going to the @MA_NonprofitNet conference in Framingham on October 29th? ow.ly/q7nrm #nonprofit #mnnconf2013

Retweeted by MA Nonprofit Network
Expand



America's Promise



@Ameri...



Follow

Popular accounts · Find friends

Trends · Change

#lookinside Promoted

#ncm

Von Miller

#sic2013

#NFL

#LSU

Sandusky

Halloween

Penn State

#nacol13

© 2013 Twitter About Help Terms Privacy
Cookies Blog Status Apps Resources Jobs
Ads Advertisers Businesses Media Developers

Following



4Good @4GoodOrg

NonProfit Direct, IdeaEncore and Nonprofit Webinars are now 4Good! We enable nonprofit collaboration to inspire more effective movements.



Following



Jerry Remy (RemDawg)



@Jerry_Remy

Official account of the President of Red Sox Nation. Updates from Jerry and John from The Remy Report. Check out Jerry Remy's Sports Bar and Grill on Facebook.



Following



Boston Red Sox



@RedSox

Official Twitter account of the Boston Red Sox
#getbeard



Following



Susan Heffron @SusanHeffron

Principal of TMS, a marketing agency offering branding/strategy, copy/design for print/web. Tufts & BU MBA alum. Interests: art collecting, fitness, travel.



Follow



STRIVE Boston @STRIVEBoston

STRIVE Boston helps chronically unemployed men and women realize their potential to find and keep jobs that promise sustainable livelihoods and personal growth.



Follow



Marcum LLP @MarcumLLP

Marcum LLP is one of the largest independent



Follow

@MA_NonprofitNet

Who to follow · Refresh · View all

- **Jose Soto** @JoseSotoSF
[Follow](#)
- **Nashila Somani** @NashilaSomani
[Follow](#)
- **Kathy Payne** @khpayne2803
[Follow](#)

Popular accounts · Find friends

Trends · Change

- #lookinside Promoted
- #DoYouToBeOne
- #ncm
- #sic2013
- #MQBMannyVOTA
- Halloween
- Jerry Sandusky
- #Benghazi
- Penn State
- Christmas

2,511
TWEETS

1,246
FOLLOWING

4,448
FOLLOWERS

 [Following](#)

Lists

Subscribed to / [Member of](#)

- state-np-assns** by MA Nonprofit Network
17 members 
- massachusetts-government** by MA Nonprofit Network
6 members 
- MNN-AGM-2011Conference** by MA Nonprofit Network
18 members 
- massachusettsnonprofits** by MA Nonprofit Network
325 members 
- Nonprofits** by Cradles to Crayons
271 members 
- mnn-agm-conf-2009** by DeborahElizabethFinn
11 members 



Seeking (cont.)

- Connect with those you meet offline.
 - LinkedIn request as a standard part of meeting follow-up.
 - Check LinkedIn profiles for Twitter handles.
 - Follow them on Twitter & add them to a list that indicates they are someone you've met.



Rick Jakious

Chief Executive Officer at Massachusetts Nonprofit Network

Greater Boston Area | Nonprofit Organization Management

Previous City Year, Inc., Baird for Congress, Office of Congressman Brian Baird

Education Evans School of Public Affairs, University of Washington

Send a message

500+ connections

rickjakious@gmail.com

Add contact information

Twitter: rjakious
Websites: Mass Nonprofit Network

www.linkedin.com/in/rickjakious

Contact Info

by

Jakious commented on this update:

David Crowley Nonprofit professionals: what LinkedIn groups have you found most useful?



People Also Viewed



Esther Hanig

Deputy Director at Massachusetts Nonprofit Network



Alexandra Smith

People are my passion



Jennifer Aronson

Senior Director at The Boston Foundation



Kaitlin Henry

Operations & Development Manager

David
First Name

Crowley
Last Name

on:

Capital Inc.

Numbers

1

2

Work

Mobile

[Add another Phone Number](#)

resses

1

2

Work

Personal

[Add another Email Address](#)

1

Crowley

Twitter ID

[Add another Social Info](#)

Work

[Add another Website](#)

Seeking (live events)

- Attend tweetups & other in-person events where you can connect with those active on social media.
- Connect with others tweeting at events you attend (in person and virtually)

- Results >
- People >
- Photos >

Who to follow · Refresh · View all



Chase Small Business @ChaseSmallBusiness
Followed by TAMU Colonias Prog. ...
Follow Promoted



Miriam Persley @MiriamPersley
Follow



Waste Ventures @WasteVentures
Followed by Kevindoylejones and o...
Follow

Popular accounts · Find friends

- Trends · Change
- #lookinside Promoted
 - #DoYouToBeOne
 - #MQBJohnnyVota
 - #sic2013
 - #AskBoyGeorge
 - #ASKPARACHUTE
 - Jerry Sandusky
 - Penn State

Results for #mnnconf2013

Top / All / People you follow

- 

45 MassServiceAlliance @MassService 9m
@MassServiceAlliance is excited to attend & exhibit at @MA_NonprofitNet conference tomorrow in Framingham. Who else is going? #mnnconf2013
Expand Reply Retweet Favorite Storify More HootSuite
- 

57 Danielle Kempe @DJDIG 24m
@kpriore Will I see you at @MA_NonprofitNet #MNNConf2013 tomorrow? It's in Framingham.
View conversation
- 

59 Social Capital Inc. @socialcap 2h
MT @501Partners: Ck it out! @TechBoston & @Deborah909 offering free tech consultations #mnnconf2013. Sign up here! bit.ly/1akdy0G
Expand
- 

57 Danielle Kempe @DJDIG 2h
I'm looking forward to attending @MA_NonprofitNet annual conference #mnnconf2013 tomorrow, and blogging about it for @YNPNBoston.
Expand
- 

59 Social Capital Inc. @socialcap 3h
@501Partners Will be sure to stop by your #MNNConf2013 table!
View conversation
- 

57 Danielle Kempe @DJDIG 3h
Looking forward to seeing @BBBSMB staff at #mnnconf2013

Seeking

- Other ideas for finding relevant accounts to follow?
- Any specific recommendations for the group?
Tweet it with #MNNConf13 and #followtuesday
- *Take a few minutes to find a few new people or orgs to follow/like.*

ENGAGE



Engaging via social media

- 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.

Public Props

- Simple public thank you's and shout outs for the good work of others is a great way to cultivate relationships.



47 Social Capital Inc @SCI_Boston

11 Feb

Thank you @bostonfdn for joining us as a Silver sponsor at the SCI Social Capitalist Luncheon on 4/3! #scilunch

Expand



59 Social Capital Inc. @socialcap

26 Oct

Good to meet with the dedicated @ournewton volunteers this week. ournewton.org site continues to thrive! #newton

Expand

Mobilize Your Donor Base - Turn Supporters into Fundraisers. No Commitment. Register Your Non-Profit. | [Read More »](#)



Debra Askanase

1st

Engagement strategist and consultant, Community Organizer 2.0

Greater Boston Area | Public Relations and Communications

- Current Community Organizer 2.0, Marlboro College Graduate School
- Previous Firstgiving, Bar Ilan University, Debra Askanase Consulting
- Education Bar-Ilan University

[Send a message](#)

500+ connections

www.linkedin.com/in/debraaskanase

Contact Info

ty

Askanase is now connected to [Anne Wolf](#), Associate at Abt Associates, [Carly Davis](#), Director of & Tween Programs at JCC in Manhattan, and [1 other person](#).

s ago

People Similar to Debra



[Kristen Lawrence](#) 3rd

Senior Social Media Strategist at rFactr | Sp...

[Connect](#)

SMALL BUSINESS INSURANCE

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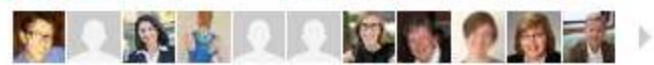
Social Media Marketing +



Social Media +



Blogging +



Fundraising +



Public Speaking +



Community Engagement +



Training +



Nonprofit strategy +



Digital Marketing +



Program Development +



also knows about...

Community Outreach Stakeholder Engagement

People Similar to Debra



Kristen Lawrence 3rd

Senior Social Media Strategist at rFactor | Sp...

Connect

ADS YOU MAY BE INTERESTED IN



A Dashboard You'll Love

Non-profit Is Complex. Clarify Your Data And Decisions With Domo.



Fundraising Made Easy

Turn Supporters into Fundraisers No Commitment. Register Your Non-Profit.



Are You A President?

Apply to Worldwide Who's Who and expand your online networking.



Search for people, jobs, companies, and more...



Advanced



Profile

Network

Jobs

Interests

Business Services

Fundraising Made Easy - Turn Supporters into Fundraisers. No Commitment. Register Your Non-Profit. | [Read More »](#)

It's your turn. Endorse your connections:



Does **Derek Lumpkins** know about **Fundraising**?

Endorse



Does **Richard J Mahoney, CPCU** know about **Workers Compensation**?

Endorse



Does **Janet Porcaro** know about **Real Estate**?

Endorse



Does **Valerie Ching** know about **Staff Development**?

Endorse

View more

Close

David Crowley

People You May Know



Maura Bradley 2nd

Principal at Mission Grammar School Roxbur...

Connect • 7

Sheraton
CLUB

Complimentary breakfast
worth commenting on.



Explore Club

Did you know you can use HootSuite with LinkedIn to connect with clients, broadcast, amplify, and monitor conversations?

Add

LinkedIn endorsements, recs

- Endorsements are a quick way to give props, but writing a recommendation will carry more weight.



Search for people, jobs, companies, and more...



Advanced



Recommendations

Received (5)

Given (16)

ident

l Capital Inc.



Juan Martinez

Vice President, Strategic Communications at Sesame Workshop

“David is one of the most intelligent, hard-working, committed people I've ever met. I had the luxury of sitting on the SCI board early in the organization's history and witnessed his talents and passion first-hand. I would definitely work and support anything David takes on and encourage others to do the same.”

June 12, 2006, Juan worked directly with David at Social Capital Inc.



Roger Wong

Manager at Charles Schwab Foundation

“As Founder and President of Social Capital Inc., David combines both vision and efficient practicality. He has a clear understanding of social and political issues, and an ability to grasp new ideas in a split second. I highly recommend David. His expertise, determination, and down-to-earth style makes him a visionary leader, strong nonprofit manager, and a people's champion.”

May 24, 2006, Roger reported to David at Social Capital Inc.



Andrew Wolk

President and CEO at Root Cause Institute

“David is one of the most committed leaders I have known. He is dedicated to his work and his people, and his vision for the future is clear. I have learned a great deal from him and his team, and I highly recommend him to anyone looking for a leader who is truly committed to his work and his people.”

People You May Know



Maura Bradley 2nd

Principal at Mission Grammar School Roxbury...

Connect • 7

ADS YOU MAY BE INTERESTED IN



A Dashboard You'll Love

Non-profit Is Complex. Clarify Your Data And Decisions With Domo.



Mobilize Your Donor Base

Turn Supporters into Fundraisers No Commitment. Register Your Non-Profit.



Are You A President?

Apply to Worldwide Who's Who and expand your online networking.



Did you know you can use HootSuite with LinkedIn to connect with clients, broadcast, amplify, and monitor conversations?

Add

Facebook Shout-outs

- Be sure to use the @ symbol to link to the page(s) of organizations you are referencing, and tag people where possible.

ing, commenting, and liking as David Crowley — Change to Social Capital Inc.

Social Capital Inc.

Timeline

2013

Admin Panel

Promote Pa

Social Capital Inc.

June 20

s to our Board Chair, Alberto Calvo! He & his family-owned Compare Supermarket received the 2013 Massachusetts England SBA Minority Small Business of the Year award. ed at a Hispanic-American Chamber of Commerce event erway recently! — with Alberto Calvo.



Unlike · Comment · Share

2

63 people saw this post

Boost Post



Social Capital Inc.

June 19

Supporting local businesses is a great way to build social capital! Share a link to your favorite local business' Facebook page in the comment section below!



Like · Comment · Share

3 1

Recent

2013

2012

2011

2010

2000s

Founded

See Your Ad



David Crowley
Social Capital Inc.

Like

Promote Pa

Chat (Off)

Sharing friends' content

- Retweeting (RT or MT if slightly changed) content helps spread info & is appreciated.
 - Try to be aware of what your friends' big events or needs are and be sure to share!
- Prioritize those that share your content as well as those that support you offline.



59 Social Capital Inc. @socialcap

3h

MT @501Partners: Ck it out! @TechBoston & @Deborah909 offering free tech consultations #mnnconf2013. Sign up here! bit.ly/1akdy0G

Expand

Posting, commenting, and liking as David Crowley — [Change to Social Capital Inc.](#)

Social Capital Inc.

Timeline

Recent

Admin Panel

Promote Page

Social Capital Inc.

hours ago

Members at Millennium Ten Initiative will be hosting their Community Appreciation Dinner tonight at 6 pm. They will be giving 20 Community Champions with up to \$1000. To find out if you can be a Community Champion be sure to attend!



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite



Jennifer Hogan Mahoney

Invite



Ellen Crowley

Invite



Michael Rice

Invite

Recent Posts by Others on Social Capital Inc.

See All



David Crowley

Want to follow a group of teens who are working to e...
1 · October 25 at 12:56pm



See Vang

Social Capital Inc. is looking for a Program Assistant. Ap...
October 17 at 1:09pm



Astin Altenburg

It was great seeing you at the Woburn Business Associati...
2 · October 17 at 10:06am



David Crowley

Fun visual depiction of all the good things our Social Ca...
1 · October 11 at 12:29pm

See Your Ad

Our partners at Millennium Ten Initiative will b



5

Boost Post

Chat (Off)

Engaging (cont.)

- Initiate offline one-on-ones with those you connect with online.
- Be sure to use Twitter handles and link to Facebook pages when you are mentioning your friends on social media, so they will be aware!
- Some are more invested in social & likely to appreciate more.
- Make sure you are monitoring those that are mentioning you!

Interactions

Mentions

Who to follow · Refresh · View all



NYLC @nylcorg

Follow



Kelsey West @kelseyawest

Follow



MHSA @MHSA_Revolution
Followed by GMA Foundations and...

Follow

Popular accounts · Find friends

Trends · Change

#lookinside Promoted

#Game5Ending

#mcm

#cumbriahour

#OpTicGrind

Halloween

Sandusky

#Benghazi

Interactions

★ **Jeanne Tilley** favorited your Tweet 2h
3h: @JeanneTilley Thanks for the feedback & MT!



🐦 **Lolita** and 5 others followed you 2h



🔄 **AdvanceMattapan** retweeted some Tweets you were mentioned in 2h
25 Oct: @MattapanUnited @socialcap @americorps member in the news!
And partner @ArtsMattapan pic.twitter.com/ULhYmR2LRb

1 other retweet

★ **AdvanceMattapan** favorited a Tweet you were mentioned in 2h
25 Oct: @MattapanUnited @socialcap @americorps member in the news!
And partner @ArtsMattapan pic.twitter.com/ULhYmR2LRb



🔄 **Danielle Kempe, AdvanceMattapan** and **Rick Jakious** retweeted you 2h
3h: MT @501Partners: Ck it out! @TechBoston & @Deborah909 offering
free tech consultations #mnnconf2013: Sign up here! bit.ly/1akdy0G



★ **AdvanceMattapan** favorited your Tweet 3h



ing, commenting, and liking as David Crowley — Change to Social Capital Inc.

Admin Panel

Edit Page ▾

Build Audience ▾

View Insights

Help ▾

Hide

Promote Page

Notifications

Post	Total Reach?	Paid Reach?	Promotion
Our partners at Millennium Ten Initiati...	68	--	Boost Post ▾
On Tuesday October 29, the Massach...	123	--	Boost Post ▾
Who would have thought the Boston...	70	--	Boost Post ▾
Do you know someone who lives in or...	129	--	Boost Post ▾
We are working with Healthy Chelsea ...	93	--	Boost Post ▾
Meet our AmeriCorps member Brian!	112	--	Boost Post ▾

Messages

See All



Abdelkader Marouane

hello, I am Marouane Abdelkader, an ass...



Samantha Shrager

Hello! My name is Samantha and I am th...



Pat Seppanen

Appreciate your quick response. I'll gath...



Victor DiFraia

✦ Hi Victor, thanks for reaching out! On...



SCI Social Capitalist Luncheon - Cel...

Just a reminder that tomorrow is the R...

More Likes

See Likes

Pages to Watch

Add Pages

Page Tips

Next

an ad to get more people to like
page.



Social Capital Inc.

737 like this.
Community Organization
Sponsored



Promote Page



New! Pages to Watch

Track the progress on any Pages
you want to watch. You'll see how
many likes they get so you can keep
up.

+ Add 5 Pages

Page Insights has moved

View Insights



Managing Pages from your iPhone

Install the Pages Manager
app on your iPhone to
manage your Pages on the
go.

Send to Mobile

ing, commenting, and liking as David Crowley — Change to Social Capital Inc.

Admin Panel

Edit Page

Build Audience

View Insights

Help

Hide

Promote Page

Notifications

See All

Karen Rice, David Crowley and 2 other people like your photo.
2 hours ago



David Crowley, Debra Socia and 2 other people like your photo.
on Friday



David Crowley, Caitlin Kreitman Hgc and **Eva J. Huston** like your photo.
on Thursday



David Crowley and **Eric Curtis** like your photo.
last Wednesday



Messages

See All



Abdelkader Marouane

hello, I am Marouane Abdelkader, an ass...



Samantha Shrager

Hello! My name is Samantha and I am th...



Pat Seppanen

Appreciate your quick response. I'll gath...



Victor DiFraia

Hi Victor, thanks for reaching out! On...



SCI Social Capitalist Luncheon - Cel...

Just a reminder that tomorrow is the R...

More Likes

See Likes

an ad to get more people to like
page.



Social Capital Inc.

737 like this.
Community Organization
Sponsored



Promote Page

Pages to Watch

Add Pages



New! Pages to Watch

Track the progress on any Pages
you want to watch. You'll see how
many likes they get so you can keep
up.

+ Add 5 Pages

Page Insights has moved

View Insights

Page Tips

Next



Managing Pages from your iPhone

Install the Pages Manager
app on your iPhone to
manage your Pages on the
go.

Send to Mobile



Engaging Content

- Need to create a plan that links goals, audience & messages.
- Create a content schedule that flows from that overall plan.

SCI Social Media Content Management Calendar 2013 - 2014 ☆

Edit View Insert Format Data Tools Help

Last edit was made on September 5 by Karen Rice

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A	B	C	D	E	F	G
	Social Media Outlet	Priorities for the Week	Monday Themes	Tuesday Themes	Wednesday Themes	Thursday Themes
9/21	Facebook		Summer Highlights (SCI facebook)	Examples of how schools in your community benefit from social capital (Discussion post on SCI facebook) & Do you know of any community building events this Fall? (Question on Woburn 411)	New AmeriCorps members: link to press coverage and blog on sciwoburn.org (For both pages)	National Hispanic Heritage month: Photo SCI Board Chair
	Twitter		Lesson Learned from Constant Contact seminar (sciwoburn and sci_boston)	RT community partner events or volunteer opportunities. Ask about community events in your area.	Link to new AC blog and news coverage (on sciwoburn)	Tweet about National Hispanic Heritage month
9/28	Facebook		Join week in woburn link (woburn 411). Reshare ACCESS name change post with photo from CEO from 2011 luncheon, share link, like them here	David's social media workshop: engagement	(SocialCap) Fill in the blank post: The thing I like best about my community is _____. Post a pic and make word cloud with answers. (Woburn 411) Public hearing notice	(missed post)
				Plua for Woburn 411	RT community events (sci_boston). RT community events	RT community events (sci_boston). RT

☰
Current Content ▾
Future Posts ▾
SCI Luncheon Timeline ▾
"Like" Campaign ▾
Old Posts ▾
Sheet5 ▾

photo.jpg ▾

Twitter recipe for success

- Tweet 5x/day
 - 1 “promotional tweet”: promoting an opportunity, event, story or link to website from your org
 - 1 tweet engaging w a partner or other contact within your offline network (e.g. RT a partner org)
 - 1 tweet engaging with one of your Twitter contacts that you are seeking to build relationship with
 - 2 other tweets related to your mission (articles, resources...typically include a link)

Other engagement tips

- Ask questions!
- Circulate good content across platforms.
- Be a network weaver.
 - Create lists & groups.
 - Help people in your network meet & find each other.
 - Make intros!



Engagement bonus tips

- Don't sell!
- Ask questions, share resources, highlight good things others are doing.
- At least 80% of tweets and 50% of Facebook updates should be something other than explicit “selling”.
- It's not about you!
- Facebook ad how-to's (time permitting)
- LinkedIn messages can be targeted.

That's about all folks...

- Anticipate we'll be stopping here (or sooner) but a few bonus slides follow to demonstrate a few things we won't likely have time to cover.

ing, commenting, and liking as David Crowley — [Change to Social Capital Inc.](#)

Social Capital Inc.

Timeline

Recent

Admin Panel

David Crowley will be presenting on cultivating one's network on social media at today's Massachusetts Nonprofit Network Conference. Do you have a local MA nonprofit Facebook page you'd share with participants? Share the link in the comments! — David Crowley.







Abby Arnold

Invite

×

Recent Posts by Others on Social Capital Inc.

[See All](#)



David Crowley

 Want to follow a group of teens who are working to e...

 1 · October 25 at 12:56pm



See Vang

 Social Capital Inc. is looking for a Program Assistant. Ap...

October 17 at 1:09pm



Astin Altenburg

It was great seeing you at the Woburn Business Associati...

 2  2 · October 17 at 10:06am



David Crowley

 Fun visual depiction of all the good things our Social Ca...

 1  1 · October 11 at 12:29pm



GLD Marketing

 <http://corporatenarratives.blogspot.it/2013/10/italys-int...>

October 5 at 3:25pm

[More Posts](#)

Reviews

Promote Pa

Recent

2013

2012

2011

2010

2000's

Founded

See Your Ad

Social Capital



The mission of Social Capital Inc. is to strengthen communities by connecting diverse individuals...

 Like · David Crowley likes this.

Promote Pa

Chat (Off)



Search for people, places and things



David Crowley

Home

Update Status Add Photo / Video

What's on your mind?

Public

Post

SORT



Social Capital Inc.

Help celebrate cultural diversity! Join the WorldFest Steering Committee. Details at <http://sci woburn.org/content/join-worldfest-2013-steering-committee>



Unlike · Comment · Share · 2 · about a minute ago

PARTY WITH A PURPOSE! at 6:00pm

5 The Ville requests

3 other app requests outstanding

Sponsored

Create an Ad



David DiGirolamo, Lori Buonanno Medeiros, and Jay Donovan like Locks & Keys, Inc. - 24 hour Locksmiths.



Locks & Keys, Inc. - 24 hour Locksmiths



Panic in the PARK

5K Haunted Obstacle Course in the DARK!!! Come be a Zombie or Run from them!!! October 2...



Like This Page



Rick Metters and Danielle Masterson like Woburn Mall.



Woburn Mall

Like

Indioo Girls live in NH



Deborah
com
"Of
prog



Soc
new



Just UNL.
Snip



Deh



Irene



Jen



Jodi



John



Jon



Kar



Keith



Pam



Ros



Step



Turn o
availa

Search

All Campaigns

Notifications

September 30

- The ad [My Ad](#) was approved.

September 29

- The ad [My Ad](#) was approved.

September 28

- The ad [My Ad](#) was approved.

Daily Spend

Today \$0.00 USD

10/24 \$0.00 USD

10/23 \$0.00 USD

10/22 \$0.00 USD

10/21 \$0.00 USD

Lifetime stats

All Except Deleted

Select rows to edit

Full Report

21

<input type="checkbox"/>	Campaign ?	Status ?	Start Date ?	End Date ?	Budget ?	Rema
<input type="checkbox"/>	AC Recruiting	✓ ▾	06/11/2012 1:00pm	06/18/2012 12:55pm	\$10.00 Daily	
<input type="checkbox"/>	August Carcieri	✓ ▾	08/15/2012 4:07pm	08/31/2012 4:05pm	\$100.00 Lifetime	
<input type="checkbox"/>	August Stop & Compare	✓ ▾	08/09/2012 5:17pm	08/31/2012 5:14pm	\$100.00 Lifetime	
<input type="checkbox"/>	Compare Ad 1	✓ ▾	05/12/2012 8:01am	05/18/2012 5:00am	\$10.00 Daily	
<input type="checkbox"/>	Compare Ad 2	✓ ▾	05/15/2012 12:00pm	05/21/2012 12:00pm	\$10.00 Daily	
<input type="checkbox"/>	Compare Ad 3	✓ ▾	05/18/2012 10:00am	05/25/2012 10:00am	\$10.00 Daily	
<input type="checkbox"/>	Compare Ad 4	✓ ▾	05/19/2012 1:00pm	05/26/2012 1:00pm	\$20.00 Daily	
<input type="checkbox"/>	Fall River AC	✓ ▾	07/06/2012 10:54am	08/06/2012 10:45am	\$50.00 Lifetime	
<input type="checkbox"/>	July AC recruitment	✓ ▾	07/06/2012 10:38am	08/06/2012 10:36am	\$60.00 Lifetime	
<input type="checkbox"/>		✓ ▾	07/13/2012 5:27pm	07/31/2012 12:00am	\$100.00 Lifetime	



What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination
or enter a URL:

Search

**Search by URL**

Enter an external URL or a Facebook URL.

**Search by Destination ID**

Enter an ID to load a Page, an app, an event, etc.

Pages and Places

**Cooking Chat**

Page

**The New England Irish Harp Orchestra**

Page

**Carcieri's Stop and Compare**

Page

**Keep Woburn MBTA Service**

Page

**Woburn Tweetup**

Page

**Woburn 411**

Page

**Stop & Compare Supermarket**

Page

**Social Capital Inc.**

Place

[?]

Getting Started

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: [nytimes.com](#)
- Pages, ex: [Woburn 411](#)
- Applications
- Events
- Places, ex: [Social Capital Inc.](#)
- Domains
- Facebook URLs, ex:
[facebook.com/Woburn411](#)

What would you like to do?

[Learn More About Objectives](#)



Get More Page Likes

Build a bigger audience.



Promote Page Posts

Get people to see and engage with your important messages.



See Advanced Options

Configure advanced creative and pricing options, such as bidding for clicks (CPC).



Your Ad

Choose the Page post you want to promote:

Help celebrate cultural diversity! Join the Wor...

☐ Keep my ad up-to-date by automatically promoting my most recent post

Show Advanced Options

Right Hand Column Preview



Social Capital Inc.

Help celebrate cultural diversity! Join the WorldFest Steering Committee. Details at http:...



2

Ad Preview

Sponsored Stories

[Remove](#)

Sample News Feed Story



Location: [?]

United States ✕

- ☐ Country
☐ State/Province
☐ City
☒ Zip Code

01801 ✕

Audience

6,000 people

- who live in the United States
- who live in zip code 01801
- age 16 and older
- who are in the category Charity/Causes

Age: [?]

16 ▾

- No max ▾

☐ Require exact age match [?]

Gender: [?]

- ☒ All
☐ Men
☐ Women

Precise Interests: [?]

Enter an interest...

Broad Categories: [?]

- | | | |
|------------------------|-----|--|
| Activities | ▶ | <input type="checkbox"/> Auto Intender (US) |
| Business/Technology | ▶ | <input type="checkbox"/> Autos |
| Ethnic | ▶ | <input type="checkbox"/> Beer/Wine/Spirits |
| Events | ▶ | <input checked="" type="checkbox"/> Charity/Causes |
| Family Status | ▶ | <input type="checkbox"/> Education/Teaching |
| Interests | 1 ▶ | <input type="checkbox"/> Entertainment (TV) |
| Mobile Users (All) | ▶ | <input type="checkbox"/> Environment |
| Mobile Users (Android) | ▶ | <input type="checkbox"/> Health & Wellbeing |
| Mobile Users (iOS) | ▶ | <input type="checkbox"/> Home & Garden |

Connections: [?]

- ☒ Anyone
☐ Only people connected to Social Capital Inc.

Connections: [?] ☒ Anyone

- ☐ Only people connected to Social Capital Inc.
- ☐ Only people not connected to Social Capital Inc.
- ☐ Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options ▾](#)

Audience

6,000 people

- who live in the United States
- who live in zip code 01801
- age 16 and older
- who are in the category Charity/Causes

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

New Campaign Name: [?] Campaign Budget: [?] USD [?]Campaign Schedule: [?] ☐ Run my campaign continuously starting todayStart:

(America/New_York)

End:

(America/New_York)

Optimization: Your bid will be optimized to help you to make users more engaged with your post given your budget

Pricing: You will be charged every time someone sees your ad or sponsored story (CPM). [?]
[Switch to Advanced Pricing \(includes CPC\)](#)

LinkedIn

- Reach targeted people in your community.
- Target messages locally to lists by city (broad areas via LI) or that you've created.
- More info on using messages here & following slides

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

WorldFest flyer for ge...Pin ItPin A QuoteAll My Tweets - View a...Share As Image FREThoughtful Eating ~ A...

Account Type: Basic | Upgrade

David Crowley ▾Add Conn

ProfileContactsGroupsJobsInboxCompaniesNewsMore

People ▾Search... 🔍

Empowering

Accept InvitationsView Messages (297)Compose Message

Leaders. Kaplan University College of Public Service.

ly grow your professional

ren, Jodi and 375 others who have found people they already know.

mail

ley@socialcapitalinc.org

Continue

Your email is safe with us!

We will not store your password or email anyone without your permission.

Share an update

📎 Attach a link

📧 🐦 ▾Share

All Updates ▾

LinkedIn Today recommends this news for you

displayCreate=&goback=%2Enmp_*1_*1_*1_*1_*...

16GB

tweetup (1).jpg

PEOPLE YOU MAY KNOW

Vicente Sanabria, Senior Adjunct Professor at Cambridge

🔗 Connect

Lindsay Toghill, Vice President in Government Relations at

🔗 Connect

Davida Andelman, Director, Lead Action Collaborative at

🔗 Connect

See mo

Square

Accept credit cards anywhere.

Get started

10072

\$275.00

All Connections (845) [Manage](#)

Tags

Last Name

Companies

Locations

[Greater Boston Area](#) (617)

[Greater New York City Area](#) (39)

[Washington D.C. Metro Area](#) (38)

[San Francisco Bay Area](#) (26)

[Greater Philadelphia Area](#) (12)

[Providence, Rhode Island Area](#) (9)

[Greater Los Angeles Area](#) (7)








[Greater Seattle Area](#) (7)

[Greater Denver Area](#) (6)

[Greater Atlanta Area](#) (4)

[Greater Minneapolis-St. Paul Area](#) (4)

Industries

<input type="checkbox"/>		Abrams, Joel CEO - DotWell	127
<input type="checkbox"/>		Acharya, Nishith Director, Office of Innovation & Entrepreneurship & Senior Advisor to the Secretary - U.S. Department of Commerce	500+
<input type="checkbox"/>		Adamowicz, Laurent Founder & CEO - Bon'App, Inc.	68
<input type="checkbox"/>		Adler, Richard Research Associate - Institute for the Future	500+
<input type="checkbox"/>		Ahmad, Sami Head - StreetBank	500+
<input type="checkbox"/>		Airhart, Ray acupuncturist - oriental medical therapy associates	51
<input type="checkbox"/>		Aldenderfer, Elizabeth Youth Leadership Coordinator - Social Capital	12

Quickly view and organize your connections?
Select a category or individual to see contact info, send a message and more.

Better marketing results are just a free consultation away.

[GO](#)



→

C

🏠

www.linkedin.com/connections?trk=hb_tab_connections

☆

⚙

🔍

👤

📧

📧

📧

SCI Mail - Though you ...WorldFest flyer for ge...Pin ItPin A QuoteAll My Tweets - View a...Share As Image FREEDe Thoughtful Eating ~ A...

ked in

Account Type: Basic | Upgrade

297

🚩

David Crowley ▾Add

Profile

Contacts

Groups

Jobs

Inbox

Companies

News

More

People ▾

Search...

🔍

🔍

All Connections (845)

Tags

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Industries

A

☒




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127

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68

☐




Airhart, Ray

acupuncturist - oriental medical therapy associates

51

☐




Aldenderfer, Elizabeth

Youth Leadership Coordinator - Social Capital Inc

12

☐




Alexander, Areve

cost estimator/analyst - MCR Federal

73

☐




Alfaro, Yessenia

Director Of Organizing - Chelsea Collaborative

436

☐




Allen, Hilary

Board Member - Boston Mobilization

283

☐



Almeida, Edison

500+

➦ Send message

➦ Edit tags

⊗ Joel Abrams

⊗ Laurent Adamowicz

Better marketing results are just a free consultation away.

GO

