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# Social Media 101 for Nonprofits

**MNN Exclusive Session: May 13, 2015**

***Jay  
Wilkinson***

MNN is the voice of the nonprofit sector in Massachusetts and understands that strong nonprofits build strong communities.

MNN has three main goals:

- 1) Promote the image of the nonprofit sector as efficient, effective and essential;
- 2) Strengthen the nonprofit sector by engaging members in advocacy and affecting public policy initiatives; and
- 3) Build capacity in nonprofits across the state.



**Emily Tamanaha**  
Membership & Event  
Operations Manger

# TODAY'S SESSION

## Welcome!

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A copy and recording of today's presentation will be made available after the session.

**Use the questions panel to contribute.**

If you're tweeting about today's session, use **#firespring**





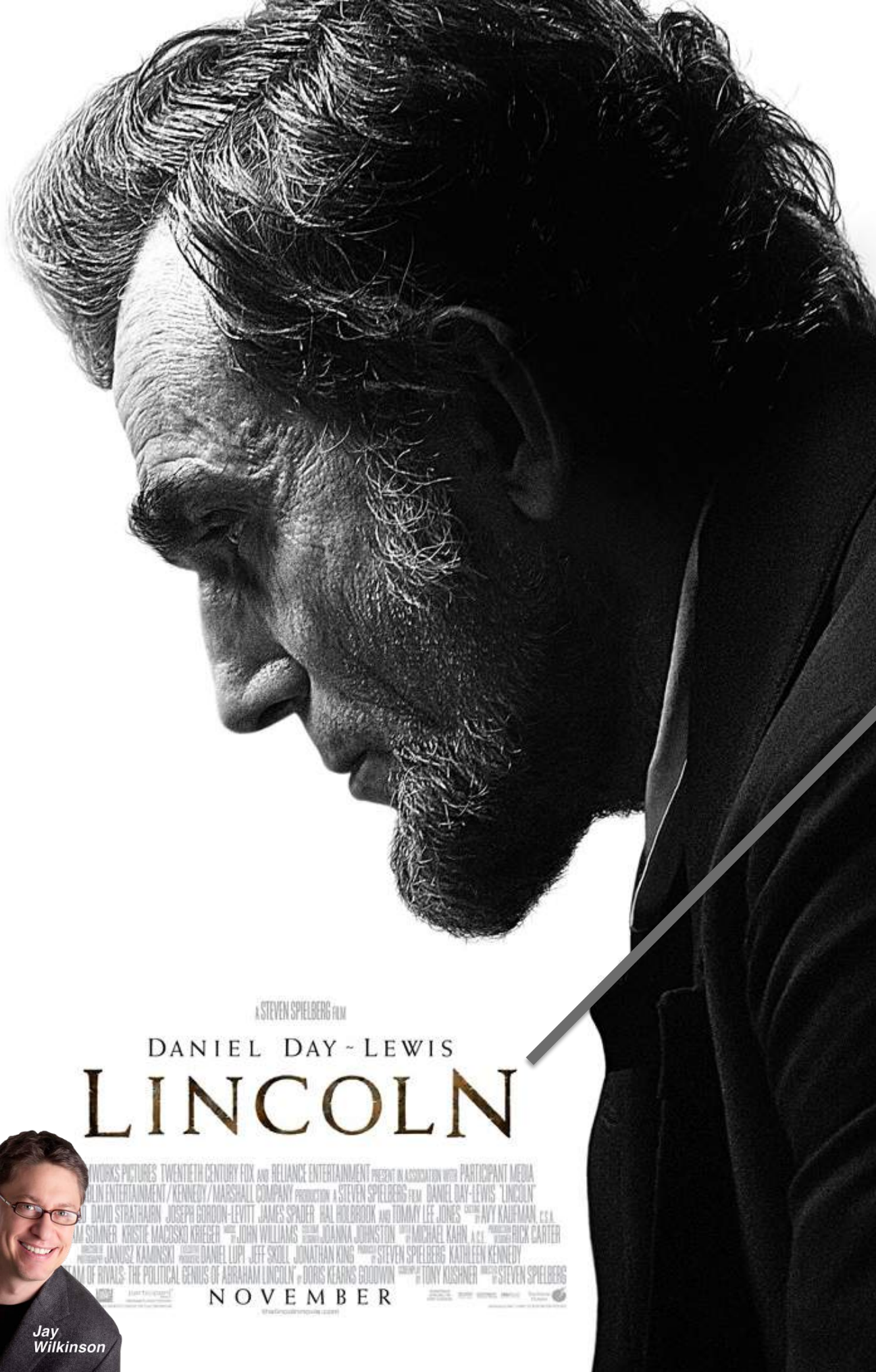


*Jay  
Wilkinson*

# Social Media 101 for Nonprofits

**MNN Exclusive Session: May 13, 2015**



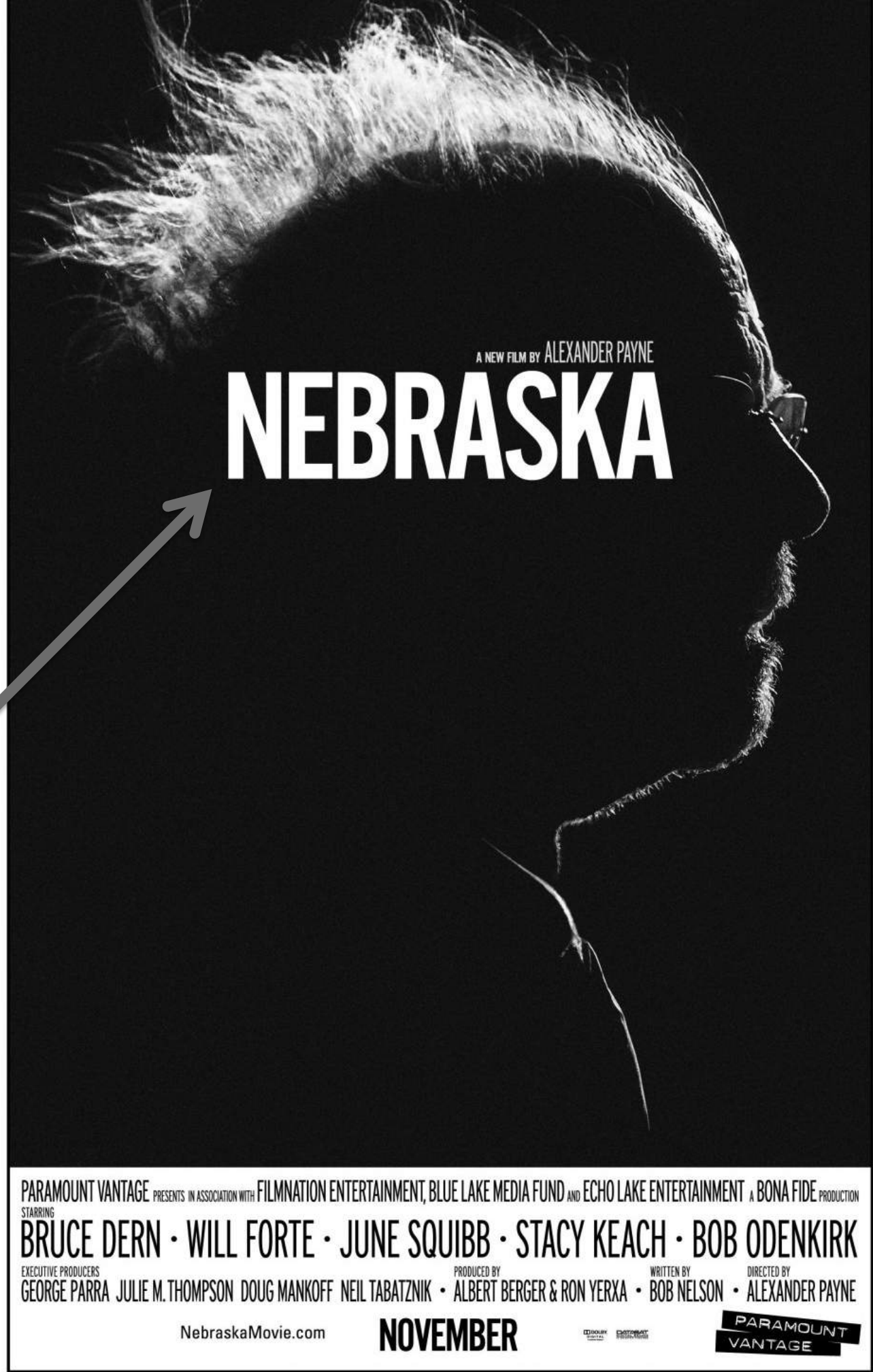


a STEVEN SPIELBERG FILM  
DANIEL DAY-LEWIS  
**LINCOLN**

PARAMOUNT PICTURES TWENTIETH CENTURY FOX AND RELIANCE ENTERTAINMENT PRESENT IN ASSOCIATION WITH PARTICIPANT MEDIA  
A FILM BY STEVEN SPIELBERG  
DANIEL DAY-LEWIS  
DAVID STRATHAIRN JOSEPH GORDON-LEVITT JAMES SPADER HAL HOLBROOK AND TOMMY LEE JONES  
MUSIC BY JOHN WILLIAMS COSTUME DESIGNER JOHANNA JOHNSTON EDITOR MICHAEL KAHN EXECUTIVE PRODUCERS RICK CARTER  
EXECUTIVE PRODUCERS JANUSZ KAMINSKI PRODUCED BY DANIEL LUPU JEFF SKOLL JONATHAN KING PRODUCED BY STEVEN SPIELBERG KATHLEEN KENNEDY  
SCREENPLAY BY TOMMY LEE JONES AND STEVEN SPIELBERG BASED UPON THE PLAY BY ROBERT BIRNEY  
A FILM OF RIVALS: THE POLITICAL GENIUS OF ABRAHAM LINCOLN BY DORIS KEARNS GOODWIN  
NOVEMBER



Jay  
Wilkinson



A NEW FILM BY ALEXANDER PAYNE  
**NEBRASKA**

PARAMOUNT VANTAGE PRESENTS IN ASSOCIATION WITH FILMNATION ENTERTAINMENT, BLUE LAKE MEDIA FUND AND ECHO LAKE ENTERTAINMENT A BONA FIDE PRODUCTION  
STARRING  
**BRUCE DERN • WILL FORTE • JUNE SQUIBB • STACY KEACH • BOB ODENKIRK**  
EXECUTIVE PRODUCERS GEORGE PARRA JULIE M. THOMPSON DOUG MANKOFF NEIL TABATZNIK PRODUCED BY ALBERT BERGER & RON YERXA WRITTEN BY BOB NELSON DIRECTED BY ALEXANDER PAYNE  
NebraskaMovie.com **NOVEMBER** **PARAMOUNT VANTAGE**

© 2010 PARAMOUNT PICTURES. ALL RIGHTS RESERVED.





## FIRESPRING'S PURPOSE

LEVERAGE OUR  
People, Products & Profit  
AS A FORCE FOR GOOD



Jay  
Wilkinson





# Firespring Power of 3



3% of our **Technology** (free products & services)

3% of our **Revenue** (cash donations)

3% of our **People** (volunteer 1 day per month)



Jay  
Wilkinson





Dealing with  
technology  
can be aggravating...



Jay  
Wilkinson



**...it sometimes feels  
like we're drinking  
from a firehose...**







**...but once you've mastered technology, it feels liberating.**



Jay Wilkinson



2

THERE ARE  
**SIMPLE STEPS**  
TO MASTER  
OUR ONLINE  
WORLD



# LISTEN



Jay  
Wilkinson





# ENGAGE





# Social Media 101 For Nonprofit

- Your website: the foundation of your nonprofit's brand
- Fundamentals of thought leadership.
- Blogging strategies.
- Facebook, Twitter and LinkedIn best practices.
- Powerful no-cost or low-cost online tools.
- Action steps.
- Q&A.



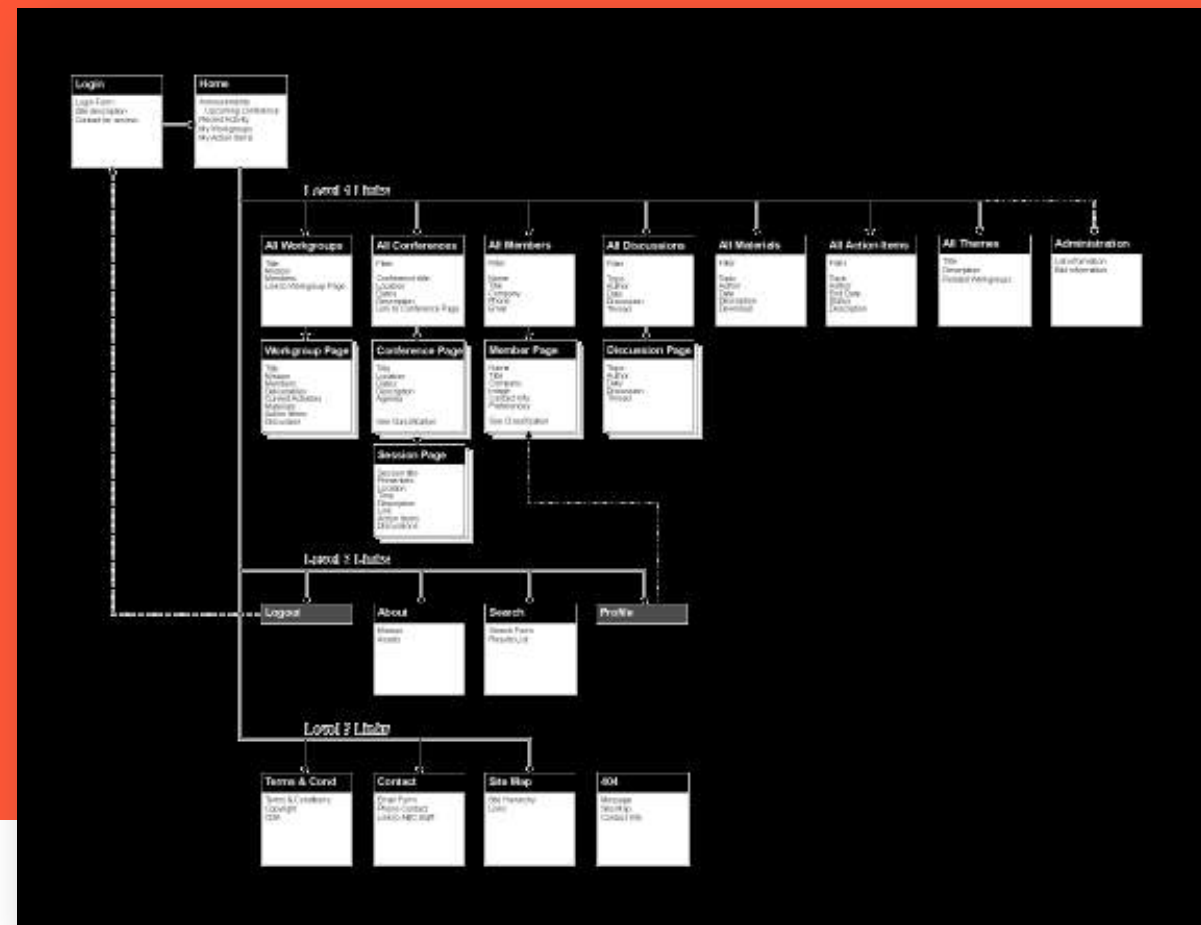
# W<sup>your</sup> ebsite

THE FOUNDATION OF YOUR ONLINE PRESENCE

*The 5 elements of a powerful and engaging website.*



# #1 STRUCTURE



5 ELEMENTS OF AN ENGAGING WEBSITE



Jay Wilkinson



**#1 STRUCTURE**  
**#2 DESIGN**



5 ELEMENTS OF  
AN ENGAGING  
WEBSITE



Jay  
Wilkinson

5 ELEMENTS OF  
AN ENGAGING  
WEBSITE

#1 STRUCTURE

#2 DESIGN

#3 CONTENT



Jay  
Wilkinson

# CONTENT MANAGEMENT SYSTEM

5 ELEMENTS OF  
AN ENGAGING  
WEBSITE

1: Click "Website Content".

2: Select the content to be updated.

3: Enter and save. Your site is updated.

The screenshot shows the Firespring CMS dashboard. On the left, a sidebar menu is open to 'Website Content', which includes sub-menus for Portals, Website Users, and Website Settings. The main area displays a list of content items, including 'Donate' and 'Registration Form'. A red callout bubble points to the 'Website Content' menu item. Another red callout bubble points to a content item in the list, indicating the selection process.





- #1 STRUCTURE
- #2 DESIGN
- #3 CONTENT
- #4 FUNCTIONALITY



5 ELEMENTS OF AN ENGAGING WEBSITE



Jay Wilkinson

5 ELEMENTS OF AN ENGAGING WEBSITE

- Volunteer
- Programs
- Event Calendar
- Online Registration
- Online Donations
- News Sign-up
- Connect

Greater Maple Valley Community Center  
Established 1976

Directions | Facility Rental | Volunteer | Contact Us

Enriching our community through quality human services and social activities

Jayda – Toddler Time in the Park

CALENDAR HIGHLIGHTS

Egg Hunt COMMUNITY FIRST

10 AM Saturday March 30<sup>th</sup> Lake Wilderness Park

GMVCC REQUEST FOR PROPOSALS

Request For Proposals

The Greater Maple Valley Community Center is requesting proposals for the replacement and service of our internet technology systems. [Read more »](#)

SUMMER ENRICHMENT CLASSES

Sign-up for our brand new Art Workshops with Tracy Melger, and Cooking Classes with Colleen McMeen for a lot of summer fun and learning!! [Read more »](#)

SUMMER TEEN TRIPS

The Youth Program is pleased to offer another year of summer trips for teens entering 6th - 10th grades. [Read more »](#)

2013 SENIOR OF THE YEAR!

Nancy Lee Jones is Maple Valley's 2013 Senior Citizen of the Year! Nancy was nominated by Beth Ehlers and Lorrie Gommi from GMVCC. [Read more »](#)

Home

- Transportation
- Children & Family
- Youth Programs
- 50+ Programs
- Community
- Calendar
- Support GMVCC
- In The News
- About Us

Join our Email List

Privacy by SafeSubscribe<sup>SM</sup>

DONATE NOW

CLICK & PLEDGE

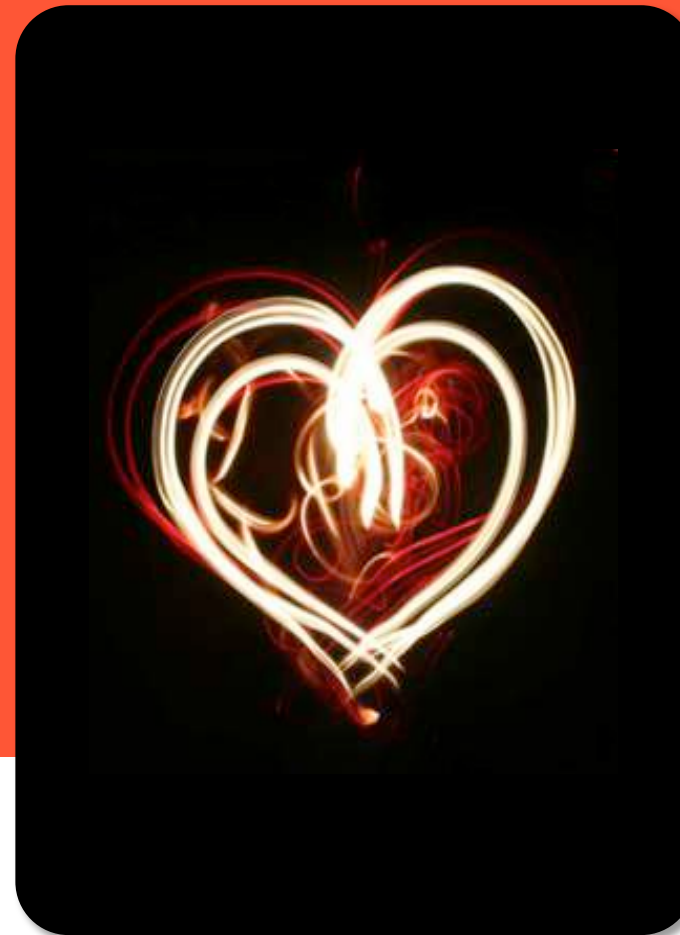
Find us on Facebook

United Way  
Supported by United Way of King County





- #1 STRUCTURE
- #2 DESIGN
- #3 CONTENT
- #4 FUNCTIONALITY
- #5 VITALITY



5 ELEMENTS OF  
AN ENGAGING  
WEBSITE



Jay  
Wilkinson



5 ELEMENTS OF AN ENGAGING WEBSITE



# Our challenges don't define us. Our actions do.

Our single, urgent goal: Eliminate Parkinson's disease in our lifetime. We can't get there without you. Please give generously today.



## LATEST FROM THE BLOG

MORE NEWS >



May 05, 2015  
Test Your Clinical Trials IQ  
READ MORE >



May 05, 2015  
Infographic: 40 Miles and 5,000 Calories a Day until June 2  
READ MORE >



May 04, 2015  
Siblings Run Marathon in Memory of Mom  
READ MORE >

**PARTICIPATE**  
IN YOUR AREA

Web-based #clinicaltrials are great if you don't live near a research center <http://bit.ly/1yJjnJ5> #Parkinsons

FOLLOW US ON TWITTER >

If your New Year's resolution is to get more exercise, it can have many benefits for your Parkinson's disease symptoms, too. <http://on.fb.me/1tD5SvO>

LIKE US ON FACEBOOK >



Jay Wilkinson

**#1 Structure**

**#2 Design**

**#3 Content**

**#4 Functionality**

**#5 Vitality**

**YOUR  
WEBSITE IS  
THE CORE OF  
YOUR BRAND**





**Invite them in and  
keep them there.**





# 3 Keys

to becoming a thought leader.

## thought lead·er

*noun*

noun: **thought leader**; plural noun: **thought leaders**

1. one whose views on a subject are taken to be authoritative and influential.



# 3

**KEYS TO  
BECOMING A  
THOUGHT  
LEADER**

**#1**

Commit to creating and posting great content (add value).

**CONTENT**  
**IS**  
**ANYTHING**  
**THAT**  
*adds value*  
**TO THE**  
**READER'S LIFE**



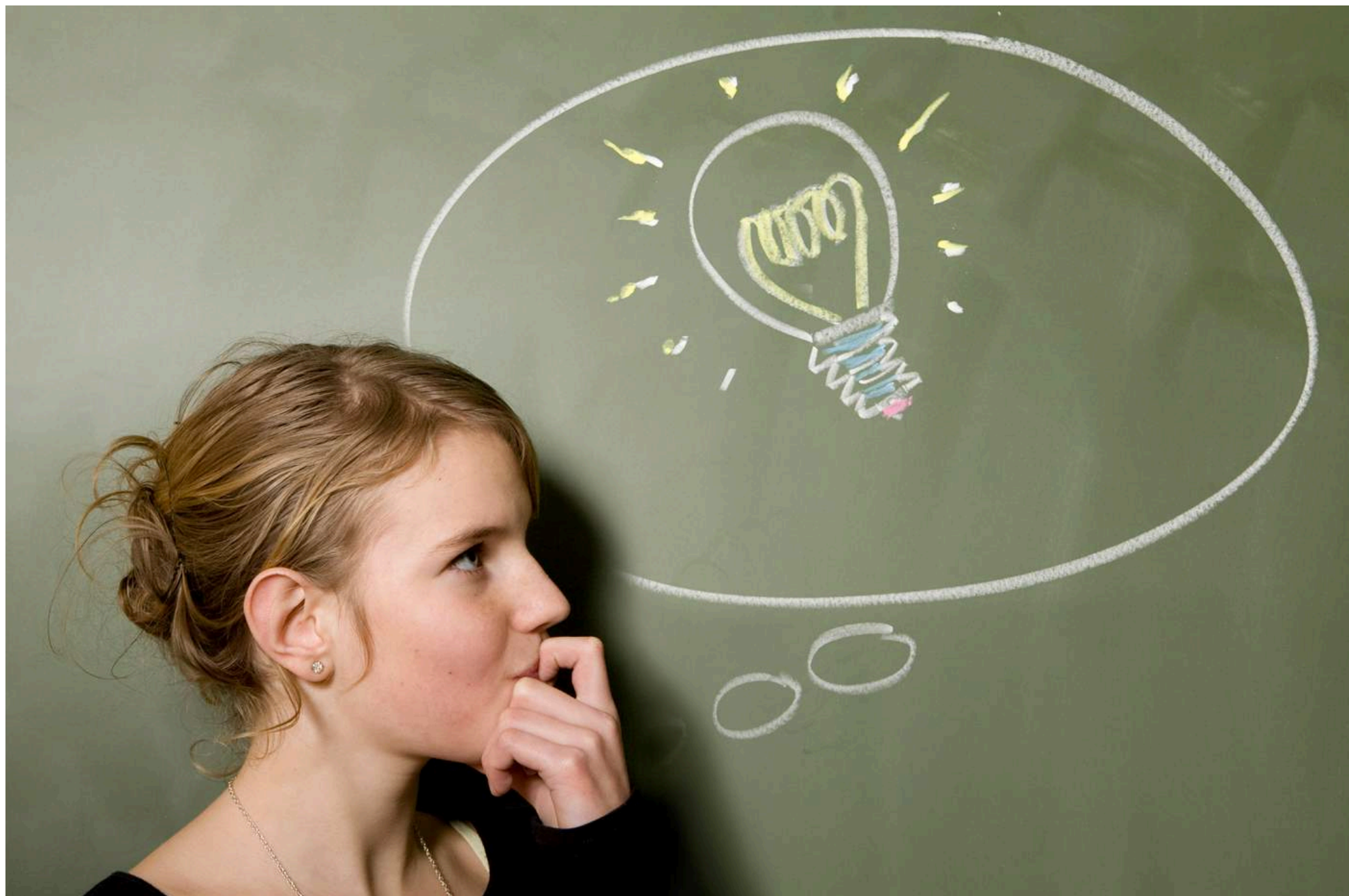


# 3

## KEYS TO BECOMING A THOUGHT LEADER

### #2

### Be the established expert.



Jay Wilkinson

# 3

## KEYS TO BECOMING A THOUGHT LEADER

### #3

### Inspire action.





# Best practice:

**DEVASTATI**

Tweets

Following

Followers

Favorites

Lists

Tweet to Intl R

@theIRC

Photos and vid

## THE LATEST NEWS | IRC BLOG | IN THE MEDIA



November 13, 2013 | Blog Post

### Crisis spotlight: Syria

As the IRC mobilizes our crisis response in the Philippines in the wake of Typhoon Haiyan, we continue to respond to many other humanitarian emergencies around the world. Here, a look at the regional crisis sparked by the ongoing civil war in Syria.



November 12, 2013 | Blog Post

### Typhoon Haiyan survivors' most urgent need: clean water

The situation in the Philippines is becoming increasingly desperate in the wake of Typhoon Haiyan, with food and water supplies running low. Delivering clean water and safe sanitation and providing health care are the first areas the IRC is focusing on in our response.



November 12, 2013 | Blog Post

### World Pneumonia Day: Counting breaths, saving lives

Worldwide, pneumonia kills more children under the age of five than any other cause. Learn how two simple tools -- a timer and a string of beads -- are lifesavers, helping IRC-trained health workers diagnose and treat children in their own communities.



November 11, 2013 | Blog Post

### Emergency relief backgrounder: Typhoon Haiyan

The devastation left by Typhoon Haiyan is a humanitarian catastrophe. The IRC is on the ground in the Philippines mobilizing an emergency response that will initially focus on clean water, health care and other urgent needs.

rch

**DONATE NOW**

Upload

jay.wilkinson@firespring.com

ate to this organization

Donate

Subscribe 1,374

Related channels on YouTube

- United Nations High ...  
Subscribe
- Half the Sky Movem...  
Subscribe
- Palecho Breaking N...  
Subscribe
- SEIU  
Subscribe
- Mercy Corps  
Subscribe
- KindlingGroup  
Subscribe

George Soros' speech at the International Rescue

8:45

views 5 days ago



Jay Wilkinson

Retweeted by Intl Rescue Comm IRC

Expand

Reply Retweet Favorite Buffer More

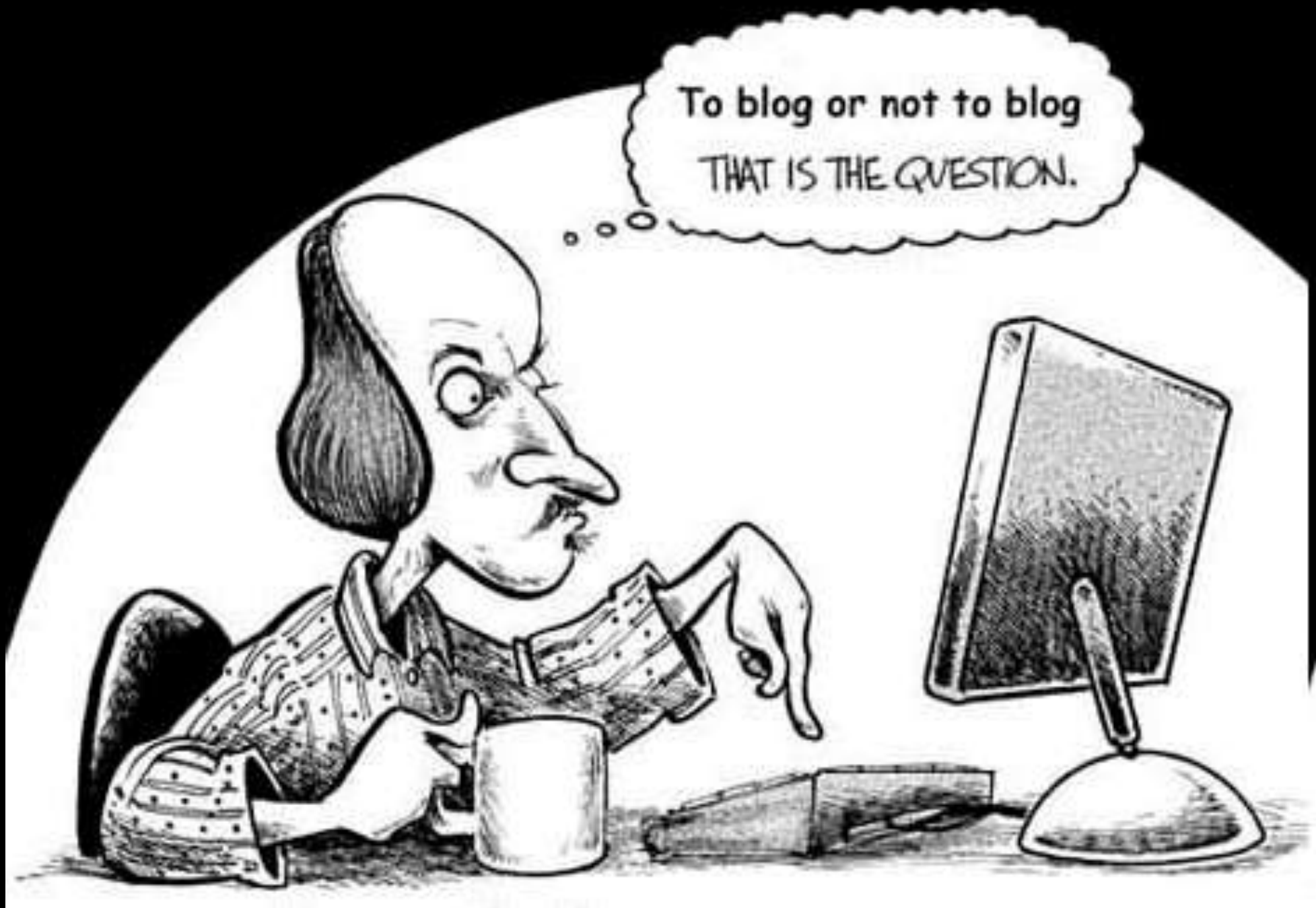
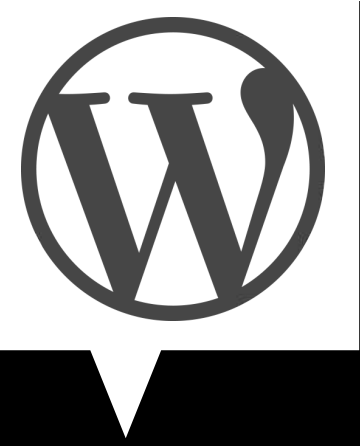


Thought leadership is a commitment,  
not a campaign.

COMMITMENT

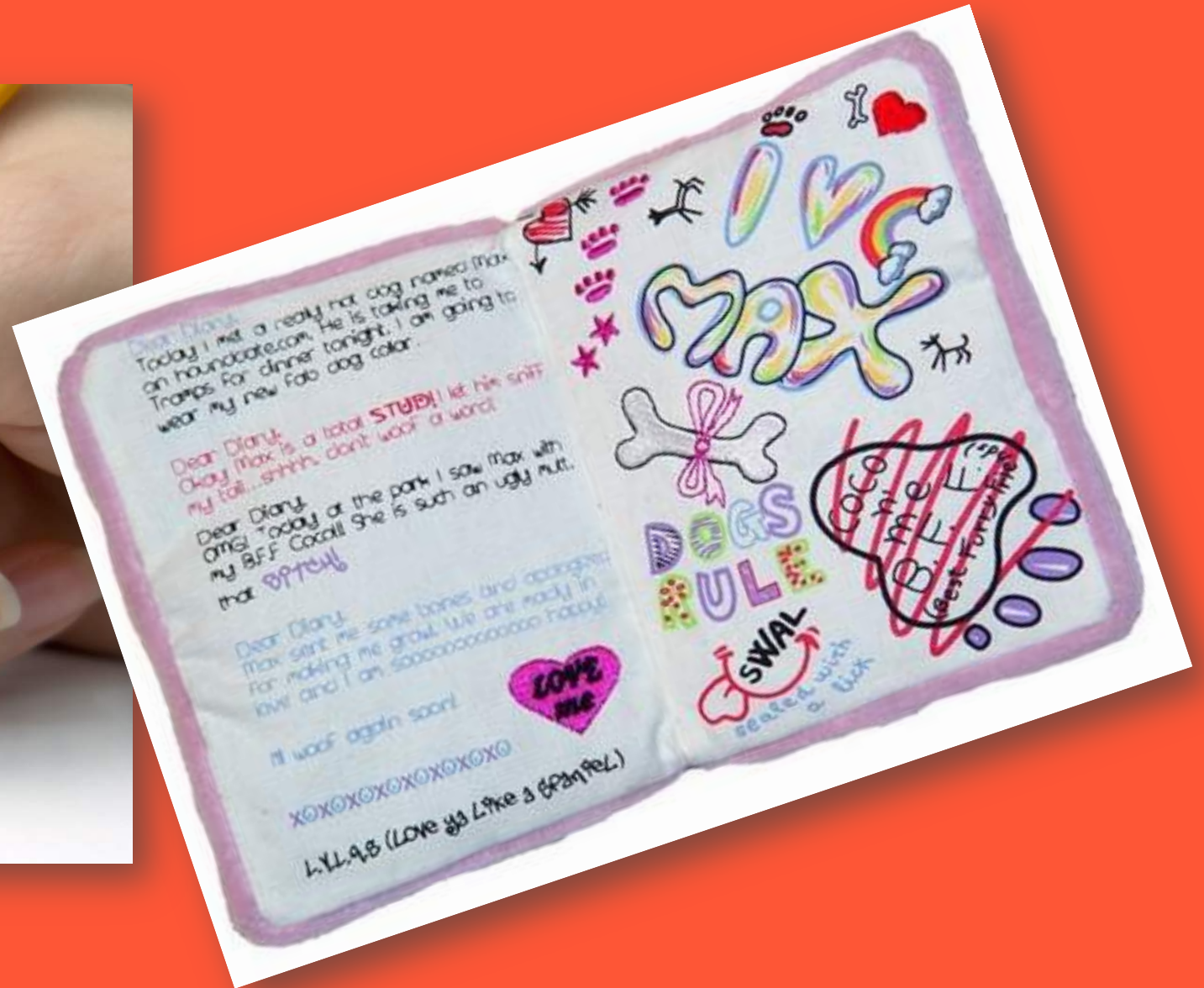








# Who should **BLOG** ?



Jay  
Wilkinson

# 7 Components of the best nonprofit blogs.



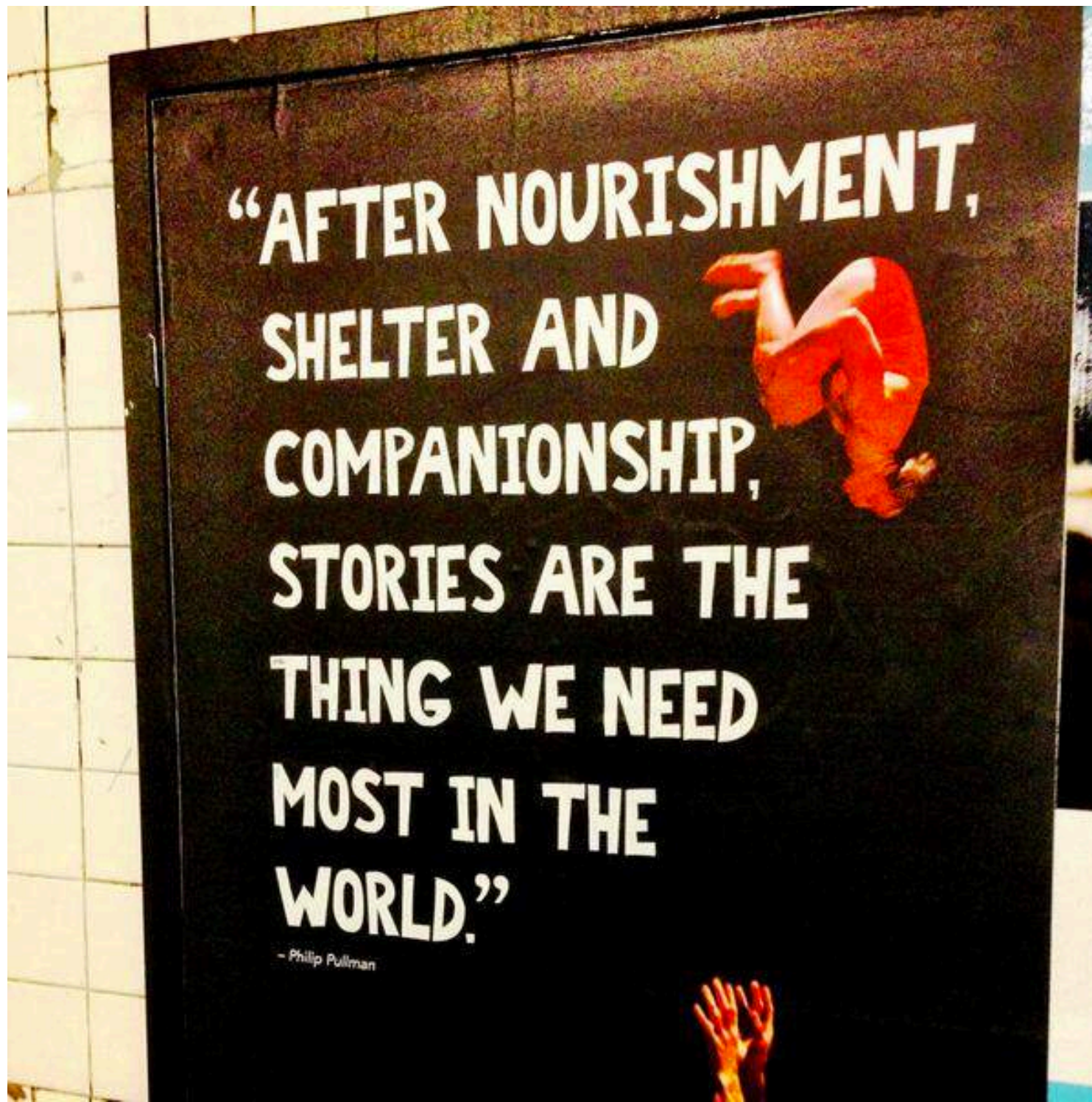


# 7

## COMPONENTS OF THE BEST NONPROFIT BLOGS

#1

They tell a great story.



Jay  
Wilkinson



# 7

## COMPONENTS OF THE BEST NONPROFIT BLOGS

### #2

### They encourage constituent participation.

**ASPCA** We fight for animals. Will you join the fight?  
[Become a Member »](#)

### Blog

Home > Blog > Join Our Fight Against Anti-Whistleblower "Ag-Gag" Laws

## Join Our Fight Against Anti-Whistleblower "Ag-Gag" Laws

Thursday, March 6, 2014 - 10:45am

[Facebook](#)
[Twitter](#)
[Pinterest](#)
[G+](#)
[Google+](#)
[Email](#)
[Print](#)

You may have heard a lot of talk about Idaho recently, and it's no small potatoes. Idaho's governor, C.L. "Butch" Otter, recently signed into law a **controversial anti-whistleblower "ag-gag" bill** that punishes those who expose abusive conditions on factory farms. Though Governor Otter claims this law will keep agriculture producers "secure in their property," we, and countless others concerned about the welfare of animals, are extremely concerned about the greater implications of ag-gag.



In passing this bill, Idaho became the seventh state to enact an ag-gag law. By effectively closing out journalists, investigators, and even the general public from animal production facilities, the agribusiness industry can continue to keep consumers in the dark about where their food is coming from.

We have seen countless instances of abuse on industrial farms, including the recent case of a Wisconsin dairy farm that produces cheese for the frozen pizza brand DiGiorno. Undercover footage taken by **Mercy For Animals** caught workers at this farm viciously kicking, stabbing, beating, and dragging cows, and the footage led to 11 charges of criminal animal cruelty. Without such footage, we may never have known of these horrors, and because of ag-gag laws, we may never learn of countless other, similar instances.

Sadly, these bills are popping up everywhere, and we're up against a mighty opponent. **We, and the animals, need your help to make sure that no more of these bills, or any others that imperil the lives of animals, pass into law.**

**Donate Now**

For the animals, for the safety of our nation's food supply, and for the health of you and your family, **please stand with us today.**

**Tags:** [Advocacy](#), [Farm Animal Cruelty](#), [Support the ASPCA](#)

91 Comments [Add new comment](#)



# 7 COMPONENTS OF THE BEST NONPROFIT BLOGS

## #3 They express gratitude.

**Pronto Partners with Habitat to Help "Share the Warmth" this Season**  
Posted on Thu, Feb 20, 2014

As Minnesotans look forward to the early signs of spring, many of our neighbors struggle to keep their homes warm during this winter's record-breaking lows. Gene Hedy, a Vietnam veteran and widower, also recently lost his son, a veteran who served in Afghanistan. Like many of our A Brush With Kindness partner families, one major hurdle Gene faces to stay in his home is his failing heating system.

Pronto Heating and Air Conditioning, a Twin Cities based company, is mobilizing its customers and partners through social media, to help Gene replace his failing system.

"Working with Habitat Twin Cities gives us a great opportunity to grow our connection with the community, while giving tangible help to someone who is facing hardship," said Pronto's President, Wade Sedgwick.

**“Our in-kind partners like Pronto are truly inspiring,”** said Mark Turbak, Twin Cities Habitat’s in-kind donations coordinator. **“Their support is absolutely integral to controlling our costs so we can help more families like Gene’s.”**

**TO help homeowners through our A Brush With Kindness program**  
**DONATE NOW**

**Most Popular Posts**

- [Mark your Calendar - 50% off everything at the ReStore](#)
- [Net Zero Energy Home: A Marvel of Energy Efficiency \(Part two\)](#)
- [The ReFreshed ReStore](#)
- [Get Toro Snowblowers at the ReStore](#)
- [A New Home for the Holidays](#)
- [Twin Cities Habitat's Net Zero Home a marvel of energy efficiency](#)
- [Habitat says farewell to one of its longest serving volunteers](#)
- [Cabin Fever? The ReStore has a cure](#)
- [ReStore helps customers recycle, repurpose, save money](#)
- [Minnesota CEOs volunteer to build with Twin Cities Habitat](#)

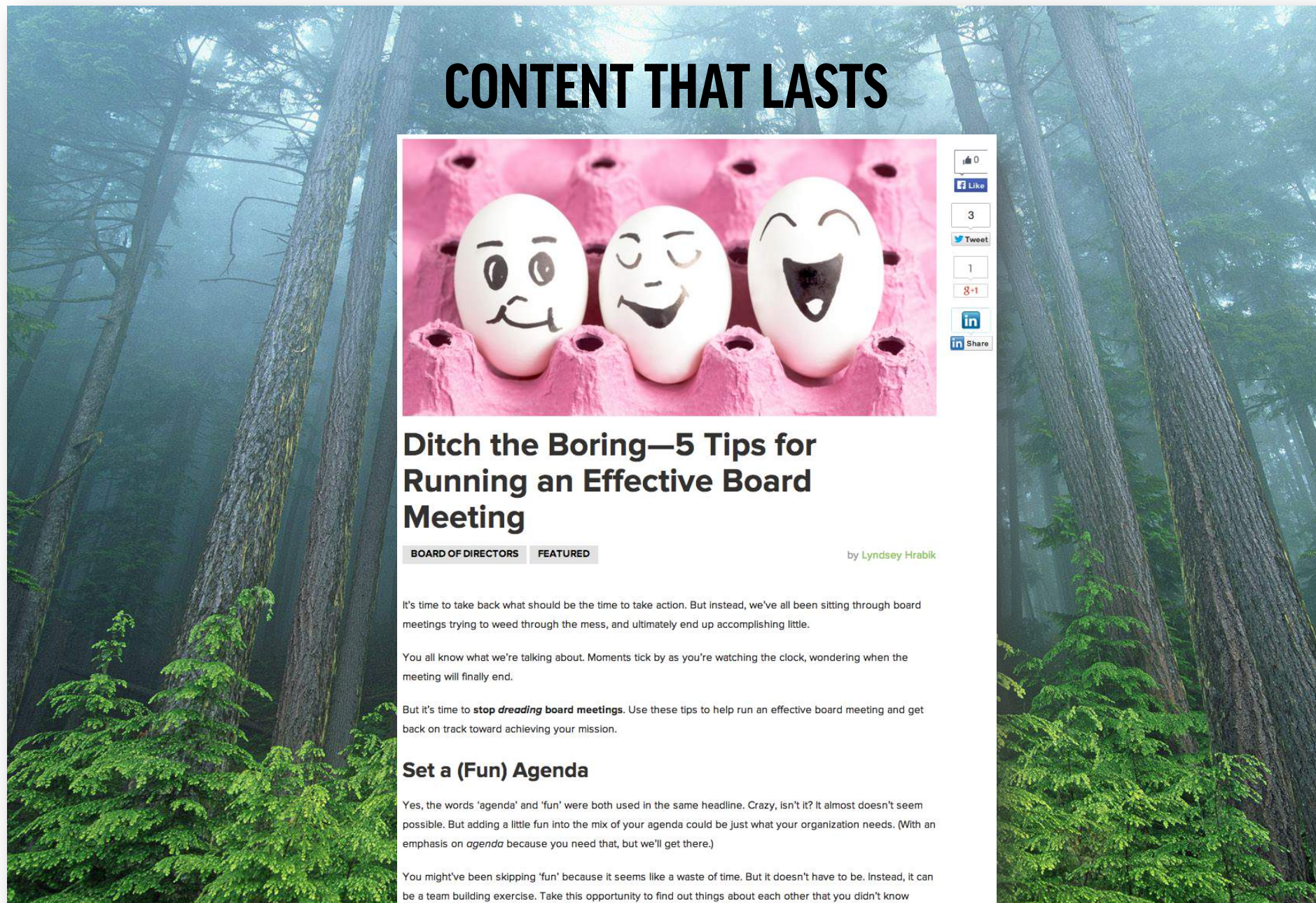


Jay Wilkinson




# 7 COMPONENTS OF THE BEST NONPROFIT BLOGS

## #4 They go (ever)green.



### CONTENT THAT LASTS



0 Likes  
3 Tweets  
1 Share

#### Ditch the Boring—5 Tips for Running an Effective Board Meeting

BOARD OF DIRECTORS FEATURED by Lyndsey Hrabik

It's time to take back what should be the time to take action. But instead, we've all been sitting through board meetings trying to weed through the mess, and ultimately end up accomplishing little.

You all know what we're talking about. Moments tick by as you're watching the clock, wondering when the meeting will finally end.

But it's time to **stop dreading board meetings**. Use these tips to help run an effective board meeting and get back on track toward achieving your mission.

#### Set a (Fun) Agenda

Yes, the words 'agenda' and 'fun' were both used in the same headline. Crazy, isn't it? It almost doesn't seem possible. But adding a little fun into the mix of your agenda could be just what your organization needs. (With an emphasis on *agenda* because you need that, but we'll get there.)

You might've been skipping 'fun' because it seems like a waste of time. But it doesn't have to be. Instead, it can be a team building exercise. Take this opportunity to find out things about each other that you didn't know before. Even if it's only for 10 minutes at the beginning of your meeting. Sure, it takes time. But it'll pay off more in the long run.

Do activities that require people to share more about themselves. It'll bring you closer together. Instead of just a group of people who have one thing in common (caring about the organization), you'll be surprised to learn about other passions that people have. You might even have something else in common that you didn't know about before.





# 7

## COMPONENTS OF THE BEST NONPROFIT BLOGS

#5

They are well-edited.





# 7

## COMPONENTS OF THE BEST NONPROFIT BLOGS

#6

They get to the point.





# 7

## COMPONENTS OF THE BEST NONPROFIT BLOGS

### #7

They are produced by a team.



Jay  
Wilkinson



# 5 Steps

to getting started  
with a team blog.



# 5

## STEPS TO TEAM BLOGGING

### #1

## Select your blogging team.



Co-operative College blog team.





# 5

## STEPS TO TEAM BLOGGING

### #2

### Meet and discuss the blog's theme and mission.



Jay  
Wilkinson

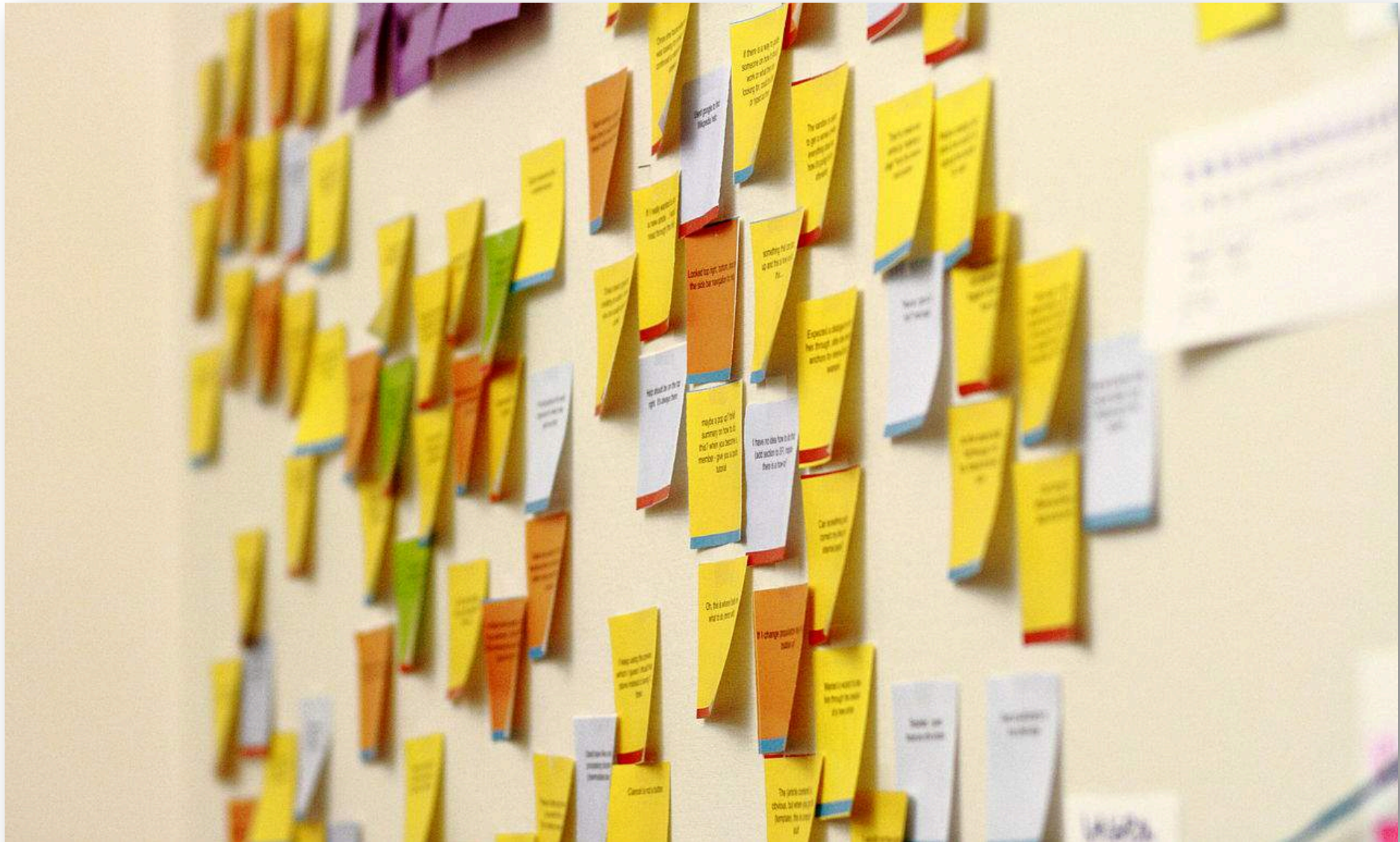


# 5

## STEPS TO TEAM BLOGGING

### #3

Brainstorm topics.





# 5

## STEPS TO TEAM BLOGGING

### #4

Divide and conquer.





# 5

## STEPS TO TEAM BLOGGING

### #5

### Meet (BYOL) 1x/month and repeat steps 3 and 4.





# Social Media for Nonprofits



Facebook



Twitter



LinkedIn



Instagram

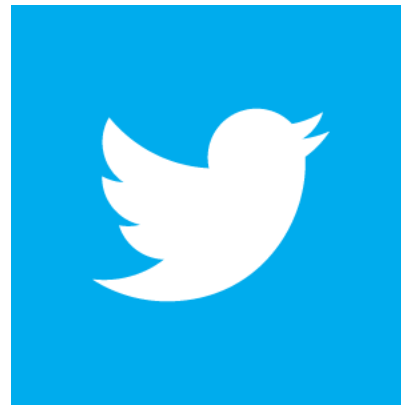


Pinterest



Jay  
Wilkinson

# Which social media should nonprofits care about?



*That's all Folks!*



Jay  
Wilkinson





# A word on Pinterest.

<http://pinterest.com/nolandhoshino/nonprofits-on-pinterest>

<http://www.pinterest.com/dougcobbbs/nonprofit-best-practices/>

<http://blog.capterra.com/examples-pinterest-for-nonprofits/>





# A word on Instagram.

<http://www.nptechforgood.com/2014/04/14/top-5-instagram-best-practices-for-nonprofits/>

<http://www.bethkanter.org/nonprofits-instagram/>

<http://www.mrss.com/lab/5-nonprofit-tips-for-winning-at-instagram/>







facebook

Email or Phone

nonprofit@gmail.com

Password

.....

Log In

Keep me logged in

[Can't log in?](#)

Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Graph Search.

## Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

### Birthday

Month

Day

Year

[Why do I need to provide my birthday?](#)

Female  Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up

[Create a Page for a celebrity, band or business.](#)



Jay Wilkinson



## Facebook by the numbers: 1.06 billion monthly active users

The social network shells out a bunch of numbers during its earnings call, including new totals for users and how much money it's made off of them.



by Donna Tam | January 30, 2013 3:06 PM PST

Follow



261



142



6



6

More +

Comments 2



Facebook CEO Mark Zuckerberg  
(Credit: James Martin/CNET)

Facebook executives threw out lots of numbers during the company's earnings call today, showing the network's steady growth in users and how much money those users bring to Facebook.

The social network is now at 1.06 billion monthly active users. In addition to a 25 percent increase in monthly users from last year and a 28 percent rise in daily users, Facebook saw 57 percent growth in mobile monthly users. Facebook didn't say how many daily active users on mobile it had, but did say that, for the first time, this number exceeded the number of people using it on desktops on a daily basis.

The social network reached 1 billion monthly active users in September. In addition to the membership milestone, Facebook said that last year it logged 1.13 trillion "likes," 219 billion photos uploaded, and had 604 million mobile users.



Jay Wilkinson





# Is Facebook overhyped?





Nonprofits who are Facebook superstars typically have one or both of the following:

- 1) a national or international reach.
- 2) naturally wired for engagement.



Jay Wilkinson





# Don't build your home on rented land

THE WALL STREET JOURNAL. ☰



52563



4261



SMALL BUSINESS

## New Facebook Rules Will Sting Entrepreneurs

Network to Remove Unpaid Plugs in User News Feeds



Chrisy Bossie, who runs a jewelry business out of her home, has used Facebook for marketing. CHRIS TYREE FOR THE WALL STREET JOURNAL

By **ANGUS LOTEN**, **ADAM JANOFSKY** and **REED ALBERGOTTI**

92 COMMENTS

Nov. 27, 2014 7:14 p.m. ET

Chrisy Bossie built a \$100,000-a-year gemstone e-commerce business by sharing information about her products on her company's [Facebook](#) page several times a week.

"Steals in the Shop! I have a TON of new 36-inch-long necklaces, most priced at \$15, available in amethyst, lapis, watermelon tourmaline, turquoise.... Shop them all here," she wrote in a recent marketing post on a Facebook page for Eartheyg, the business she runs from her home in rural Kent Store, Va. She also included photos and links to the products, hoping the business's 70,000 Facebook fans would share the posts with their own Facebook friends.



Jay Wilkinson



# Facebook Basics

- ✓ Set up a Page for your organization.
- ✓ Ask to become and “admin.” Every organization should have >3.
- ✓ Develop a Content Strategy for your organization.
- ✓ Encourage supporters to engage and participate in the conversation.

A screenshot of the Facebook sign-up form, tilted at an angle. The form includes fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. It also features a Birthday section with dropdown menus for Month, Day, and Year, and radio buttons for Female and Male. A green 'Sign Up' button is at the bottom. A small link 'Why do I need to provide my birthday?' is visible next to the birthday fields. At the bottom of the form, there is a disclaimer: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.'





facebook

Email or Phone

Keep me logged in

Password

[Forgot your password?](#)

Log In

Facebook helps you connect and share with the people in your life.



## Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

Birthday

Month

Day

Year

[Why do I need to provide my birthday?](#)

Female  Male

By clicking Finish, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Finish

[Create a Page for a celebrity, band or business.](#)



Jay Wilkinson



# Firespring

View Page

Page Info Settings Admin Roles More...

All Page admins can have a different role assigned to them, depending on what they need to work on.

Learn more about different kinds of admin roles.



**Randy Hawthorne**

Manager

Randy can manage admin roles, send messages and create posts as the Page, create ads, and view insights.



**Lyndsey Hrabik**

Manager

Lyndsey can manage admin roles, send messages and create posts as the Page, create ads, and view insights.



**Matthew J Spitsen**

Manager

Matthew can manage admin roles, send messages and create posts as the Page, create ads, and view insights.



**Jay Wilkinson**

Manager

Jay can manage admin roles, send messages and create posts as the Page, create ads, and view insights.



Type a name or email...



Content Creator

Can edit the Page, send messages and create posts as the Page, create ads, and view insights.

Add Another Admin

Save Cancel



Jay Wilkinson





Page | Activity | **Insights** | Edit Page ▾ Ads Manager | Help ▾

**Firespring** Ads Manager | Export Data | ⋮

Overview | Likes | Reach | Visits | Posts | People

Showing data from 11/05/2013 - 11/11/2013

Metric	Total	Change from Last Week
Page Likes	3,789	▲ 0.3%
New Page Likes	11	▲ 22.2%
Post Reach	823	▼ 83.9%
Engagement	198	▼ 78.7%

Metric	This Week	Last Week
Page Likes	11	5
Post Reach	669	4,000
Likes	78	100
Comments	4	10
Shares	1	10
Post Clicks	1,791	100



Jay Wilkinson



Firespring

Ads Manager | Export Data | ...

Overview

Likes

Reach

Visits

Posts

People

Your Fans

People Reached

People Engaged

Check-ins

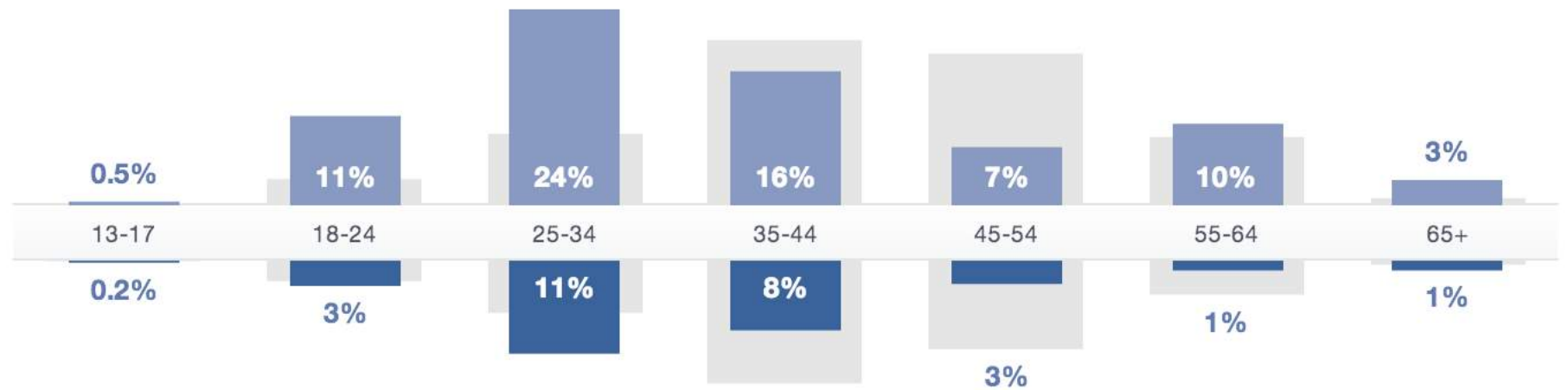
The people who have liked, commented, or shared your posts in the past 28 days.

### Women

71% People Engaged | 60% Your Fans

### Men

28% People Engaged | 39% Your Fans



Jay Wilkinson





facebook Search for people, places, or pages



Non-Profit Organization  
The St. Baldrick's Foundation is a...  
funding the most promising rese...  
for kids with cancer. Visit <http://www.stbaldricks.org>

About

 **Carla Mota** ▶ **St. Baldrick's Foundation**  
September 6

shaving my head at the 2012 46 mommas shave for the brave event in Hollywood & Highland in LA to honor my daughter jenessas fight with leukemia was one of the best decisions of my life..i miss and love my fellow mommas and will cherish that...[See More](#)



Like · Comment · Share 16 2

16 people like this.

 **Donna M. Shealey** Love this pic Carla!! xoxo Nothing like a good cry this early in the morning. You are both amazing!! xoxo  
September 7 at 4:39am · Like

 **St. Baldrick's Foundation** Beautiful!  
September 7 at 10:56am · Like

 **Juan R. Alberto** ▶ **St. Baldrick's Foundation**  
September 18 via mobile

We wanted to share our Story  
[http://www.youtube.com](http://www.youtube.com/watch?v=...)

Like · Comment

 St. Baldrick's Foundation liked this

 **St. Baldrick's Foundation** tears in our eyes watch...  
and for joining in the f...  
September 18 at 11:58

rowse | Movies | Upload



Jay Wilkinson



## 6 examples of nonprofits crushing it on Facebook.

- Autism Speaks [facebook.com/autismspeaks](https://www.facebook.com/autismspeaks)
- Green America [facebook.com/GreenAmerica](https://www.facebook.com/GreenAmerica)
- Charity Water [facebook.com/charitywater](https://www.facebook.com/charitywater)
- St. Baldrick's [facebook.com/StBaldricksFoundation](https://www.facebook.com/StBaldricksFoundation)
- Phoenix Rescue Mission [facebook.com/phoenixrescuemission](https://www.facebook.com/phoenixrescuemission)
- Big Cat Rescue [facebook.com/bigcatrescue](https://www.facebook.com/bigcatrescue)







# Power Tips

## Firespring

View Page

Page Info Settings Admin Roles More...

Page Visibility Page published Edit

Posting Ability
Everyone can post to Firespring's timeline
Everyone can add photos and videos to Firespring's timeline

Save Changes Cancel

Post Visibility Posts by others appear on my Page timeline Edit

St. Baldrick's Foundation
Turn your holidays into hope for kids with cancer
stbaldricks.org/moments-like-this
#momentslikethis



Jay Wilkinson

thanks and remembers all veterans who have served our country. Happy Veterans Day!

Firespring.org





Language: English ▾

# Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

here's me dealing with certain javascript errors at 7:30am this morning

[Tweet and photo by @couch](#)

11:01 AM - 6 May 2014

Username or email

Password

Remember me - [Forgot password?](#)

New to Twitter? [Sign up](#)

Jay Wilkinson

[jay.wilkinson@firespring.com](mailto:jay.wilkinson@firespring.com)

.....|



Jay Wilkinson





Get a “handle” at [twitter.com/signup](https://twitter.com/signup).

**Join Twitter today.**

Full name  
Jay Wilkinson

Email address  
jay.wilkinson@firespring.com

Create a password  
.....

Choose your username  
JaysNewHandle

Suggestions: JaysNewHandle

Keep me signed-in

Tailor Twitter based on my interests

These Terms of Service apply to all services, including our web and mobile applications, buttons, and links. For more information, see our privacy policy.

**Jay Wilkinson**  
**@jaywilkinson** FOLLOWS YOU

Geek with social skills. Firespring CEO. Entrepreneur & Angel Investor. I tweet mostly about Marketing, Social Media, Nonprofits & Technology.

Nebraska - The Silicon Prairie

[about.me/jaywilkinson](http://about.me/jaywilkinson)

Joined February 2009

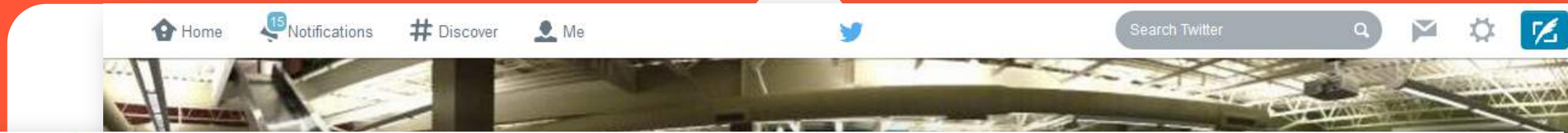
**Create my account**



Jay Wilkinson



# Manage your profile.



Add a header photo

TWEETS 420 PHOTOS/VIDEOS 1 FOLLOWING 182 FOLLOWERS 203 More

Cancel Save changes

Jay Wilkinson

@jaywilk

Firespring Founder/CEO

Lincoln, NE

firespring.org

Theme color

Tweets Tweets & replies

Julie Hull retweeted  
John Hodgman @hodgman · 6 Sep 2013  
"@emitycup: Our groom Ricky gave each groomsman signed Complete World Knowledge! pic.twitter.com/10jB00HROE" RICKY IS MAKING CORRECT DECISIONS.



Who to follow · Refresh · View all

- Time Warner Cable @TW [Follow]
- Liz Ring Carlson @LizRing [Follow]
- Time Warner Cable @TW [Follow]

Popular accounts · Find friends



Jay Wilkinson





Find people... and follow.

Home Notifications Discover Me Search Twitter

**Demi Moore** @justdemi  
Joined January 2009  
4 Followers you know

TWEETS 5,044 PHOTOS/VIDEOS 185 FOLLOWING 260 FOLLOWERS 5.33M FAVORITES 512 More

Tweets Tweets & replies

**Demi Moore** @justdemi · 7 Feb 2013  
"a goal is a dream with a deadline....  
there are 7 days in a week someday isn't  
one of them...do it now!"  
[youtube.com/watch?v=qRLwPI...](https://www.youtube.com/watch?v=qRLwPI...)

Who to follow · Refresh · View all

- Katherine Brockman** @kat...  
Followed by Randy Hawthor...  
Follow
- John** @yaldabaath  
Followed by Stacey VZ and ...  
Follow



Jay Wilkinson


















# People will follow you.

← @jaywilk's profile

You have 41,556 followers.  
Here's more about them.

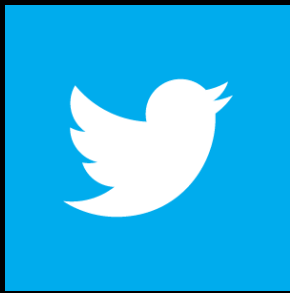
**People**

	<b>Aaron Nelsen</b> @aaronnelsen Career geek, coffee enthusiast, Kickstarter obsessed, novice timelord, gin connoisseur, Apple fanboy. Powered by wanderlust and coffee.	 
	<b>The Land Society CIC</b> @TheLandSociety Land Society & Society Self Build Ltd help people self-build their own affordable eco-homes in the South West UK. Investors required to help us go national	 
	<b>LineUp SH Engagement</b> @LineUp_NZ Making stakeholder engagement (SHE), process & workflow easier for everyone through technology, collaboration & co-operation.	 
	<b>Rick Swanson</b> @RichardPSwanson President and CEO of Learning Meets Quality LLC. I help business owners reduce operational risk, so they earn more revenue and sleep better at night.	 
	<b>Lynn Ayers</b> @layers53 Executive Director at Child Advocacy Center.	 



Jay Wilkinson





Send a tweet (a message of 140 characters or less).

Compose new Tweet ×

Looking forward to seeing many old friends this weekend at the [#nationalNPcongress](#) event in Washington DC!

Add photo    Location disabled    34    **Buffer**    **Tweet**





Read what others are tweeting about...  
...and retweet them if you want to share the message.

**TIME** **TIME.com**

**@TIME**  
*Breaking news and current events from around the globe.  
 Hosted by TIME's @allie\_townsend.*  
<http://www.time.com>

Following

Timeline Favorites Following Followers Lists

**TIME** TIME.com  
 Peru is the first country where the gay-marriage debate could  
 decide the next president | <http://ti.me/g67zg1>

**Retweet this to your followers?**

**TIME**  
 Study: Being a jerk shortens your life | <http://ti.me/gTGWAR> (via @TIMEHealthland)

**TIME** China's Internet blackout back-up plan? Messenger pigeons |  
<http://ti.me/dQM6qJ>  
 3 hours ago



Jay Wilkinson






Use “hashtags” at conferences so attendees can share key take-aways.


Results for #tedxlincoln 

[Top](#) / [All](#) / [People you follow](#)


---

 **Allison Stuefer** @AijoDesigns 1 Nov  
Now all I want to do is go up to the next stranger I see and ask about their story. @shelbibretz #TedXLincoln  
Followed by [Brian Knapp](#) and 16 others  
[Expand](#)


---

 **John M. Fulwider** @johnmfulwider 1 Nov  
Seek new ideas. Looking in the mirror doesn't produce growth. @shelbibretz #TEDxLincoln  
[Expand](#)


---

 **Pat Leach** @PatLeach1 1 Nov  
I love Lincoln, especially today. #TEDxLincoln  
Retweeted by [Susan Stibal](#) and 1 other  
[Expand](#)

---

 **Ali Schwanke** @alisonannes 1 Nov  
Many people are still living in the world where there are correct answers. But this is no longer the case. #TEDxLincoln  
[Expand](#)

---

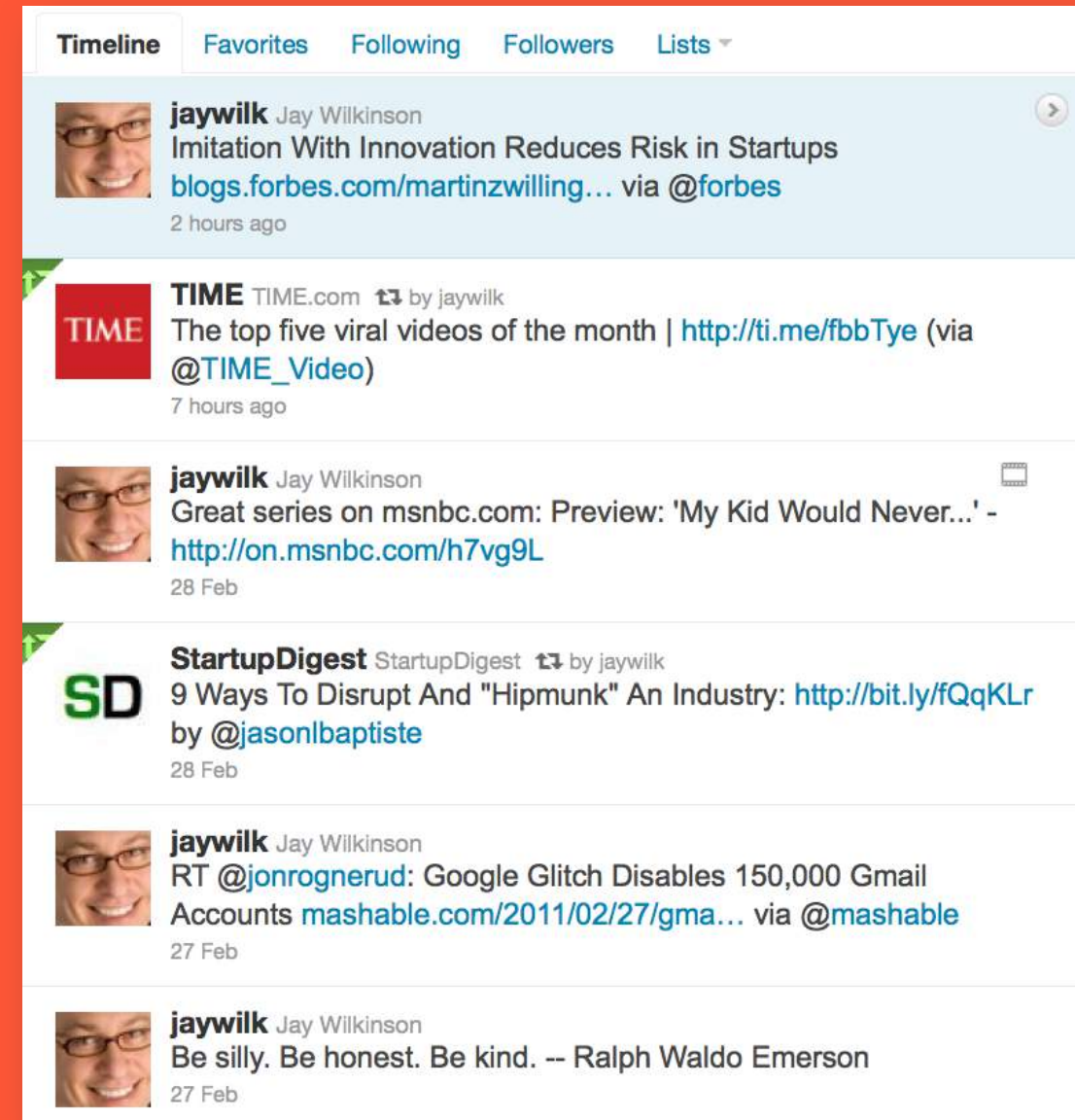
 **TEDxLincoln** @TEDxLincoln 1 Nov  
If you're looking for the live stream #LNK it's available here: [bit.ly/17xfAdI](http://bit.ly/17xfAdI) Join us for #TEDxLincoln2013





# What to Tweet

- About an upcoming event.
- Ask for opinions.
- Community achievements.
- Link to impact stories.
- Link to volunteer stories.
- Link to your blog.
- Give recognition.
- Express gratitude.
- Use keywords.
- Don't be boring.







# Power Tips

1) Choose a short **USERNAME**.

EXAMPLE: @jaywilk (instead of @Jay\_Wilkinson)

2) Use 3<sup>rd</sup> party **TOOLS** to post and read.

EXAMPLES: hootsuite.com or tweetdeck.com

3) Use **KEYWORD** rich data in your bio.



Jay  
Wilkinson



Linking in with your peers.



Email address

Password [Forgot your password?](#)

Sign In

Connect, share ideas, and discover opportunities.



Get started – it's free.

Registration takes less than 2 minutes.

First name

Last name

Email address

Password (6 or more characters)

By clicking Join Now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

Join now

Find a colleague:

First name

Last name

Search

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) [Browse members by country](#)



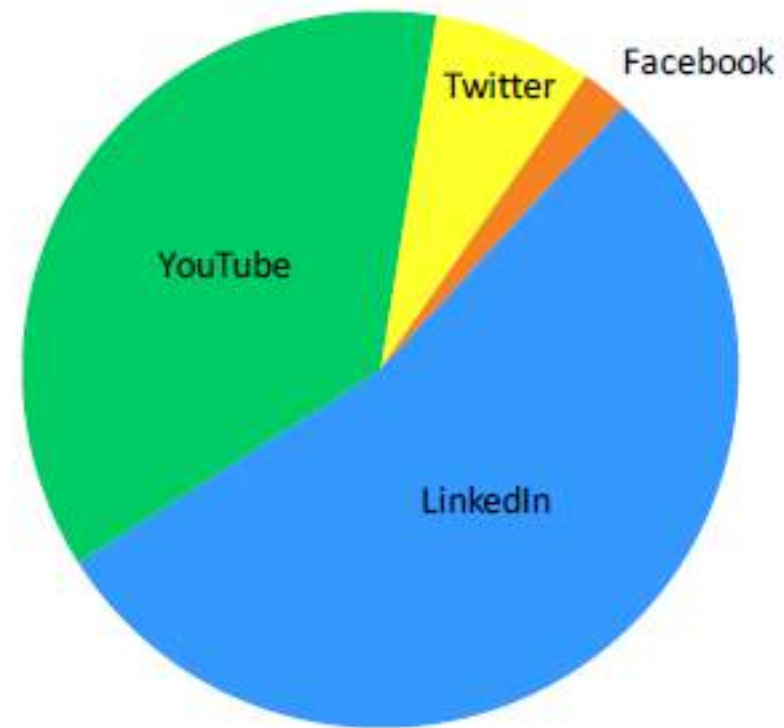
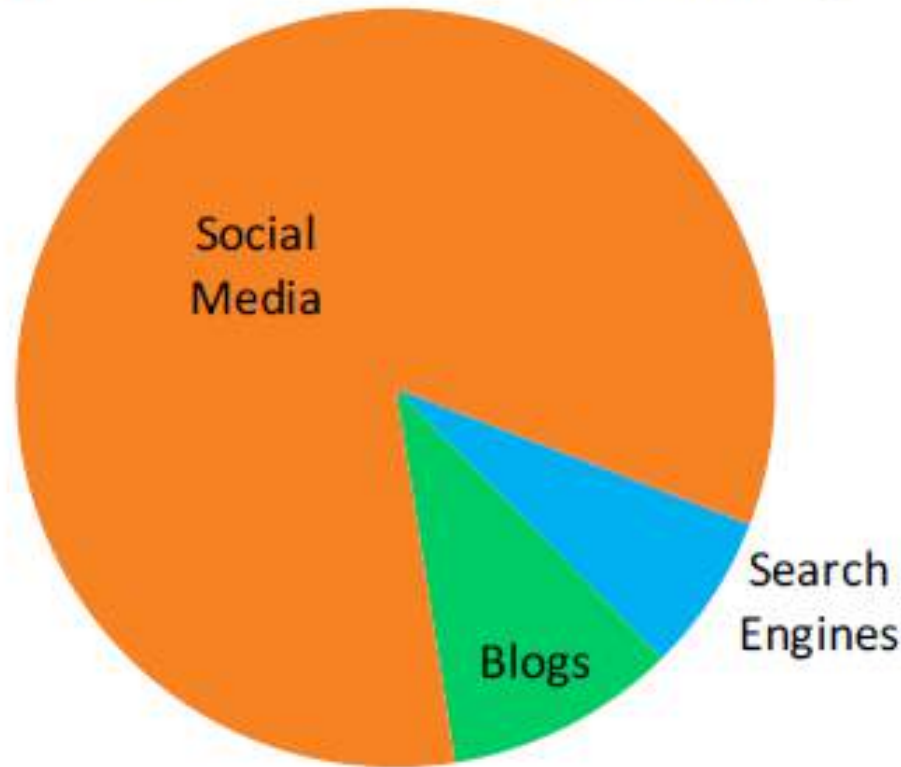
Jay Wilkinson





# Linking in with your peers.

Where is the Overall Online Activity? Where is the Social Media Activity?



Facebook	
Fans of 10 Most Relevant Pages: <b>26,128</b>	Facebook Competition: <b>54</b>
Posts per Month with Keyword: <b>16,380</b>	
LinkedIn	
Groups with Keyword in Description: <b>6,853</b>	LinkedIn Competition: <b>89</b>
Members of Top 10 Groups with Keyword in Description: <b>121,551</b>	
Questions and Answers Containing Keyword per Month: <b>147</b>	
YouTube	
Videos Described by Keyword: <b>562,000</b>	YouTube Competition: <b>85</b>
Views of 10 Most Relevant Videos: <b>1,849,953</b>	



Jay Wilkinson



# Getting the most out of LinkedIn.







Home Profile

Home

Notifications

Discover

Me

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



Advanced

Search Twitter



Contact

Posts

Published by L



Background



Currently, I serv  
I am active in th  
the work of Den  
national LGBT r  
education of ad

Specialties:Adul  
Management; N  
Maintenance; C



CO Nonprofit Assoc.

@CO\_Nonprofits

Thanks for following the Colorado Nonprofit Association! We'll be live tweeting events and posting other updates about the Association and the sector.

Colorado

ColoradoNonprofits.org

Joined March 2010

Tweet to

Message

28 Followers you know



10 Photos and videos



TWEETS 815 PHOTOS/VIDEOS 10 FOLLOWING 634 FOLLOWERS 3,301 FAVORITES 5 More

Following

Tweets Tweets & replies

CO Nonprofit Assoc. @CO\_Nonprofits · 10h  
Checkout @idealware, they have a FREE email fundraising class tomorrow! Did I mention it's FREE! Read all about it @ ow.ly/C9ROg

CO Nonprofit Assoc. retweeted  
Rocky Mountain Wild @RockyMtWild · Sep 24  
@CO\_Nonprofits is accepting applications for outstanding leaders due 10/24. More info: coloradononprofits.org/training-event...

CO Nonprofit Assoc. retweeted  
Jodi Jahrling @wildbluebug · Sep 29  
62 people signed up for my presentation for @CO\_Nonprofits next week. not bad considering it was up against 2-hour overlap sessions.

CO Nonprofit Assoc. retweeted  
Dan Hanley @FundraiserDan · Sep 30  
The @CO\_Nonprofits Fall Conference is next week! Super stoked to see so many other rocking in the #nonprofit world! #Denver #fundraising

CO Nonprofit Assoc. retweeted  
CouncilonFoundations @COF\_ · 11h  
RT @EPIPSPD: A big opportunity for #nonprofits and fdns exists to increase their capacity & be more impactful bit.ly/EPIPSPD #CF100

CO Nonprofit Assoc. @CO\_Nonprofits · Sep 30  
free webinars on volunteer management. Check out what @VolunteerMatch has to offer: ow.ly/C7SKD #profdev @NOVAA\_Tweets

Who to follow · Refresh · View all

- Mark Zmarzly @MarkZmarzly Follow
- Matt Spitsen @mattforgood Follow
- NE Game and Parks @NE... Followed by Jeff Ray and ot... Follow

Popular accounts · Find friends

Trends · Change

- Windows 10
- Ebola
- #AWXI
- #1DProposal
- #NLWildCard
- Ishikawa
- #SFvsPIT
- #GBBO
- Halloween
- Welbeck

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Jay Wilkinson



# Set up a “company” page.

## Establish and grow your presence by building a Company Page

Nonprofit organizations can highlight their mission and objectives while also engaging supporters by creating a LinkedIn Company Page. Your Company Page allows you to easily post status updates, share news, find volunteers, grow your community, and stay in touch with your followers.

[Create a Company Page](#) ▶







# Encourage supporters to promote your cause



## Encourage supporters to promote your cause

Your volunteers, board members, and supporters are already your strongest advocates. Encourage them to add LinkedIn's Volunteer and Causes section to their profiles so they can showcase their service and champion your organization across their professional networks simultaneously.

[Learn more >](#)



Jay  
Wilkinson



# Connect with potential board members

## Find board members

By searching LinkedIn for the right talent and posting open board roles, you can leverage the power of the LinkedIn network to target and identify qualified professionals for your nonprofit board. The LinkedIn Board Member Connect Program will support your board recruitment through exclusive training, a peer community, and access to advanced premium tools.

[Learn more >](#)







# Connect with potential volunteers



## Find skilled volunteers

With 300M+ registered professionals– and 82% interested in volunteering, LinkedIn is the best place to post opportunities for skilled volunteers to engage with your nonprofit. Posting a volunteer opportunity on LinkedIn will position your organization in front of relevant professionals who are interested in donating their skills and expertise to a nonprofit.

[Learn more >](#)



Jay  
Wilkinson



Start by linking in with your established network (e.g. employees, BOD, donors, volunteers).

The screenshot shows a LinkedIn search results page for the name 'colleen campbell bozard'. The search bar at the top contains the name, and a red arrow points to the search button. Below the search bar, there are tabs for 'Find People', 'Advanced People Search', 'Reference Search', and 'Saved Searches'. A suggestion bar asks 'Did you mean Carlee Campbell, challen campbell, Colleen Campanella, Collene Campbell?'. The search results show one result for 'Colleen Bozard', who is the owner of 'cbozard consulting' in Columbia, South Carolina. The profile includes a photo, a '3rd' badge, and a list of current and past roles. On the left side, there is a 'Search' filter section with the search term 'colleen campbell bozard' and a 'Refine By' section. On the right side, there is a 'Who's Viewed Your Profile?' section showing 5 views in the past day and 12 search results in the past day. At the bottom, there is a 'Your LinkedIn Network' section.







Be personable and authentic (photo, bio, invites, thank you's, etc.).



### Summary

Jay Wilkinson is  
businesses mo  
1986 helped la  
largest college

### Invite Colleen to connect on LinkedIn

How do you know Colleen?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Colleen

Include a personal note: (optional)

Colleen,  
  
I'm speaking at the upcoming SCANPO conference and would love to connect with you on LinkedIn before meet in Myrtle Beach.  
  
Hope all is going well in preparation!  
  
- Jay Wilkinson

**Important:** Only invite people you know well and who know you. [Find out why.](#)


[Send Invitation](#) or [Cancel](#)



Jay  
Wilkinson



# Claim your personal domain name. [linkedin.com/in/jaywilkinson](https://www.linkedin.com/in/jaywilkinson)



**Jay Wilkinson** 1st PREMIUM  
Geek with social skills ♦ Firespring CEO ♦ Entrepreneur ♦ Angel Investor ♦ Speaker/Facilitator  
Lincoln, Nebraska Area | Marketing and Advertising

Current Firespring, Launch Leadership Foundation, Nebraska Angels, Inc.  
Previous AlphaGraphics of Nebraska, Campus Connection, Goldentoes  
Education Massachusetts Institute of Technology - Sloan School of Management

Send a message

500+ connections

[www.linkedin.com/in/jaywilkinson](https://www.linkedin.com/in/jaywilkinson) [www.linkedin.com/in/jaywilkinson](https://www.linkedin.com/in/jaywilkinson) Contact Info

**Background**

**Summary**

Jay Wilkinson is a lifelong entrepreneur. While in high school and college, he started numerous businesses most of which failed miserably. He eventually learned what he was doing, and in 1986 helped launch Campus Connection magazine in NYC. It eventually grew into the country's largest college-oriented publication with a distribution of 1.2 million.

**People Similar to Jay**

**Russ Lindmark** 3rd  
Founder at VeriProcess, Inc.  
Connect







Join groups & participate in the conversation.  
Establish yourself as an expert.

The screenshot shows the LinkedIn interface for the 'Nonprofit Professionals Forum' group. At the top, the user's profile 'Jay Wilkinson' is visible with 'Add Connections' and a search bar. The navigation menu includes Home, Profile, Contacts, Groups, Jobs, Inbox (with a notification badge), Companies, and More. The group page header shows 'Nonprofit Professionals Forum' with tabs for Discussions, Members, Promotions, Search, and More... A 'Start a discussion' form is present with a text input field, a character count, and an 'Attach a link' button. Below this are sections for 'Latest Discussions' and 'Most Popular Discussions'. The 'Latest Discussions' section features a post by James McNamara about nonprofit print collateral. The 'Most Popular Discussions' section features a post by Heather Zak about promoting nonprofits on social media. On the right side, there are sections for 'Manager's Choice' (highlighting an announcement by Tamara Reed) and 'Updates: Last 7 Days' (listing recent activity like a discussion by Irene Wachslar and new group members).



Jay Wilkinson



# Ask for recommendations, but give them first!

LinkedIn Account Type: Business

Home Profile Contacts Groups Jobs Inbox Companies More

Are You A CEO? - Be part of the Cambridge Who's Who regi

**Make a recommendation**

Name:

... Enter a name OR select from your connections list.

Recommend this person as a:

- Account Executive
- Firespring
- Meghan Ehrke**  
Owner at Select Style

“Lori’s passion, skill, kindness, and sense of humor are an unmatched combination. She has the ability to make you feel instantly at ease. Lori is incredibly self-motivated and driven by her personal will to succeed. She is never lacking in enthusiasm. Lori has taught me much about building relationships and I count it a personal privilege to work with her each day.”

September 20, 2012, Meghan worked directly with Lori at Firespring

Recommendations: 11 people

Connections: 500+ connections

Websites:

- Firespring
- Cornerstone Printing & Imaging
- NE Angels

Twitter: jaywilk

Public Profile: http://www.linkedin.com/in/jaywilkinson

Recommendations

Received (12) Given (18)

**Founder/CEO**  
Firespring

**Kevin Fisher**  
Sales and Marketing Consultant

... would think that with all of ... es that he might see himself ... earth people I've met and I ... him amazing at what he ...

... ment himself, Jay finds people with remarkable abilities. Then he provides them a work environment like no... more

April 22, 2010, Tracie worked indirectly for Jay at Firespring

**Ben Spence**  
Creative Director at Firespring // Adjunct Advertising Professor at the University of Nebraska-Lincoln

“I first met Jay in 1995 when I came to work for Firespring as a college student who had just decided to major in advertising. We've also had the opportunity to facilitate several summer workshops together for Nebraska's student leaders. In short, Jay embodies everything that leadership is about. He has amazing vision, he knows how to sell his ideas and inspire people, and... more

April 20, 2010, Ben reported to Jay at Firespring

**Kim Stokes**  
Client Specialist at Firespring

“As you reflect on your career there are people who molded you into the professional person that you are now. Jay is that person for me. I was quite intimidated in meeting him for the first time and later learned there was no reason to be. He is approachable, and cares deeply for each and everyone of his employees.”



Jay Wilkinson





# Endorse others.

## Skills

### Top Skills

99+	Entrepreneurship	+	
99+	Marketing	+	
99+	Social Media	+	
75	Nonprofits	+	
66	Small Business	+	
66	Social Media Marketing	+	
43	Advertising	+	
33	Integrated Marketing	+	
28	Angel Investing	+	
27	Web Content	+	

### Jay also knows about...

25	Non-profits	+	25	Public Speaking	+	16	Variable Data Printing	+			
14	Websites	+	14	Nonprofit Technology	+	10	Geek Culture	+			
9	Entrepreneur	+	9	Culture	+	9	Landing Pages	+	5	Technology	+



Jay Wilkinson



Cool things you may  
not know you can do.







# Tag your contacts (use the default or manage your own).

Sort by **Recent Conversation** Filter by **All Contacts** Search

- Select All
- All Contacts
- Connections Only
- Company
- Tag
- Location
- Title
- Source
- Saved

**Tag** Message More

- classmates
- colleagues
- friends
- group\_members
- partners
- [+ Add New Tags](#)
- [Manage Tags](#)

**Karla Pérez Asc** 24 days ago

**James Nedresk** owner at James Nedresk Greater Omaha Area

**Kyle McCauley** 1st Regional Sales Director at Annexus Distributors friends

**Dominic Prophete** Executive Director at Union County Court Appointed Special Advocate Greater New York City Area 4 months ago

**Megan Cullen** 1st Owner & Designer at Moss Mountain New Brighton, Merseyside, United Kingdom 6 months ago

**Bill Birch** 1st Consulting at Birch Consulting Kalamazoo, Michigan Area 7 months ago

**Hunter Murphy** 1st Development Assistant at Birmingham Public Library Birmingham, Alabama 8 months ago

partners



Jay Wilkinson



# Identify industries.

Linked Account Type: Business Jay Wilkinson [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox Companies More People  [Advanced](#)

**My Connections** Imported Contacts Profile Organizer Network Statistics [Add Connections](#) [Remove Connections](#)

Share your phone, IM and more with your connections. [Update it now](#) »

Filter Connections Select: All, None

**All Connections (737)**

▸ Tags Manage

▸ Last Name

▸ Companies

▸ Locations

▾ Industries

- Marketing and Advertising (141)
- Printing (57)
- Non-Profit Organization Management (46)
- Computer Software (33)
- Information Technology and Services (31)
- Internet (21)
- Management Consulting (21)
- Financial Services (17)
- Professional Training & Coaching (17)
- Real Estate (17)
- Business Supplies and Equipment (16)

A		
<input type="checkbox"/>	<b>Abare, Brad</b> 287 Consultant - The Barna Group	
<input type="checkbox"/>	<b>Adams, Raymonn</b> 171 Web Designer - Firespring	
<input type="checkbox"/>	<b>Adelman, Jennifer</b> 57 Project Manager - The Project Fox	
<input type="checkbox"/>	<b>Agarwal, Sarika</b> 82 Software Development Specialist - University of Nebraska-Lincoln	
<input type="checkbox"/>	<b>Agresta, Stephanie</b> 500+ EVP, Managing Director of Social Media - Weber Shandwick	
<input type="checkbox"/>	<b>Ainsworth, Tom</b> 75 Sales Manager - CE Printed Products	
<input type="checkbox"/>	<b>Alberti, Matt</b> 218 Student - Harvard University	
<input type="checkbox"/>	<b>Allen, TiAnn</b> 37	

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



**INTRODUCING HP ePRINT**  
TOUCH THE WEB.  
PRINT THE WEB.

[LEARN MORE](#) »

HP Officejet Pro 8500A Premium



Jay Wilkinson





# Export your connections to a list.

The screenshot shows the LinkedIn 'My Connections' page for a business account. The page includes a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', and 'More'. Below the navigation bar, there are tabs for 'My Connections', 'Imported Contacts', 'Profile Organizer', and 'Network Statistics'. A yellow banner at the top of the main content area says 'Share your phone, IM and more with your connections. Update it now'. The main content area is divided into a left sidebar for filtering connections and a main list of connections. The sidebar includes sections for 'All Connections (737)', 'Tags', 'Last Name', 'Companies', 'Locations', 'Industries' (with various industry categories and counts), and 'Recent Activity'. The main list shows a scrollable list of connections with their names, titles, and the number of mutual connections. At the bottom of the page, there is a link to 'Export connections'.

Name	Title	Mutual Connections
Abare, Brad	Consultant - The Barna Group	287
Adams, Raymonn	Web Designer - Firespring	171
Adelman, Jennifer	Project Manager - The Project Fox	57
Agarwal, Sarika	Software Development Specialist - University of Nebraska-Lincoln	62
Agresta, Stephanie	EVP, Managing Director of Social Media - Weber Shandwick	500+
Ainsworth, Tom	Sales Manager - CE Printed Products	75
Alberti, Matt	Student - Harvard University	218
Allen, TiAnn	1st Vice President - TierOne	37

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PRINT THE WEB.  
LEARN MORE »

HP Officejet Pro 8500A Premium

HIT PRINT BRILLIANTLY hp



Jay Wilkinson



**Is this a  
LinkedIn or  
Facebook  
friend?**





Question: What is the worst thing someone could say about your organization online?

Answer:  
Nothing





... but be careful.



**TRYING TO TAKE STUFF OFF OF THE  
INTERNET IS LIKE TRYING TO TAKE  
PEE OUT OF THE POOL.**





# The Tools



# Listening Tools



Jay  
Wilkinson



# Listening Tools

The screenshot displays the Google Alerts interface. At the top, the Google logo is visible on the left, and the user's email address 'jay.wilkinson@firespring.com' is shown on the right with a '0' notification badge and a '+ Share' button. Below this, the 'Alerts' section is highlighted in red. The main content area shows search settings for the query 'Firespring':

- Search query: Firespring
- Result type: Everything
- How often: Once a day
- How many: Only the best results
- Deliver to: jay.wilkinson@firespring.com

Buttons for 'CREATE ALERT' and 'Manage your alerts' are located below the settings. To the right, a message states: 'There are no recent results for your search query. Below is a sample of the type of results you will get.'

Under the heading 'Web 5 new results for Firespring', the following results are listed:

- Firespring**  
Bringing your business to the next level with proven marketing strategies and website solutions.  
[www.firespring.com/](http://www.firespring.com/)
- Firespring.org: Home**  
Firespring provides branded donor pages, comprehensive website packages and an integrated donor management system that will increase efficiency within ...  
[www.firespring.org/](http://www.firespring.org/)
- Firespring (Firespring) on Twitter**  
The latest from Firespring (@Firespring). Branded donor pages, website packages and integrated donor database tools for nonprofits. USA.  
<https://twitter.com/Firespring>
- Firespring - Lincoln, NE - Consulting/Business Services | Facebook**  
Firespring, Lincoln, NE. 3611 likes · 53 talking about this · 287 were here.  
<https://www.facebook.com/firespringmarketing>
- Firespring | LinkedIn**  
Welcome to the company profile of Firespring on LinkedIn. Firespring provides nonprofit organizations with a 360 degree solution that includes powerful...  
[www.linkedin.com/company/firespring](http://www.linkedin.com/company/firespring)

google.com/alerts



Jay Wilkinson

# Engagement Tools



Jay  
Wilkinson



# Engagement Tools

The screenshot displays the Hootsuite interface with the following sections:

- Twitter Mentions:** Includes tweets from MarimarRoman, ImagePositive, jaywilk, RichardLafette, Staircase2, and JanetMorris.
- Direct Message (Inbox):** Includes messages from 1datarecovery, PrintMediaCentr, MarketingHoy, JeffDeans, mykey2happiness, HailVarsity, and kabaim.
- LinkedIn All Updates:** Includes updates from Kevin Daum, John Lankford, R. B. Harse, Jim Harse, Steve Suhr, Alison Rotolo, and Brian Hall.
- Facebook Wall Posts:** Includes posts from Jay Wilkinson and Cohagen Wilkinson.

*"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."*

**- Pete Cashmore, CEO, Mashable**



hootsuite.com



# Engagement Tools

bufferapp.com

buffer

Apps & Extras | Our Blog

A Smarter Way to Share.

Sign In with Twitter



Schedule

buffer

What do you want to share?

So, when would you like to schedule your tweets? When you're asleep?

Accounts

Accounts

Buffer

Analytics

Schedule

Settings

Jay Wilkins

Looking forward to seeing old friends and making new ones at the Down Syndrome Affiliates in Action conference tomorrow in Cincinnati.

TOP POST

If we all threw our problems in a pile and saw everyone else's - most of us would grab ours back.

4:02 PM via Web



Randy Bretz commented "Problems are solutions waiting for us to unwrap them"



Carlos Barreda commented "I'd leave mine in the pile and walk away."



Steven Amiel commented "Truer words were never spoken"



Jeff Eells commented "Very true."

4 Comments

16 Likes

500 Potential

0 Reshares

More

Don't audit the past.

9:05 PM via Web

© 2013 Buffer

Firespring.org



Jay Wilkinson



**Tools are important,  
but thought leadership success  
is about the wizard, not the wand.**



**Feel buried by  
the amount of  
information  
coming  
at you?**





**keep it**  
**simple**





# Action Steps

- ✓ Make a great impression with your website:
  - Build a logical **STRUCTURE** including 3+ navigation options.
  - Use a clean, professional **DESIGN** that tells your story.
  - Provide **CONTENT** for all types of end-users.
  - Build in **FUNCTIONALITY** that engages your constituents.
  - Post dated content weekly for strong **VITALITY**.
- ✓ Use a **CMS** (Content Management System).
- ✓ Organize and maintain a team **BLOG** for your organization.
- ✓ Setup a **FACEBOOK PAGE** for your organization and ask to be an **ADMIN**.
- ✓ Setup a **LINKEDIN COMPANY PAGE** and connect with your peers.
- ✓ Monitor **TWITTER** for mentions and use it for headlining blog posts.
- ✓ Use at least one online **ENGAGEMENT TOOL**.
- ✓ Spend no more than **15 MINUTES/DAY** on social media sites.
- ✓ Keep learning! Read and learn at [nonprofithub.org](http://nonprofithub.org).



Jay  
Wilkinson



# nonprofithub.org

WELCOME WE'D APPRECIATE FEEDBACK ON M

nonprofit hub

ALL CATEGORIES POPULAR

- Nonprofit Branding
- Fundraising
- Starting a Nonprofit
- Nonprofit Marketing Plan
- Nonprofit Web Design
- Board of Directors
- Email Marketing
- Grant Writing
- Human Resources
- Social Media
- Volunteer Management
- Volunteer Recruiting
- Nonprofit Technology

## Fundraising

FEATURED FUNDRAISING VIDEO

### Why Illustrating the Impact of \$1 is Such Effective Fundraising [VIDEO]

AUGUST 26, 2013 - "3 dollars can feed an entire family for a week." "A dollar a day can buy a polio vaccine." "For the cost of a latte, you can cure a child's blindness." You've heard these kinds of illustrations before—you might even have used them yourself. They're incredibly effective, but it's important to understand WHY they're effective.

FUNDRAISING

### Don't Let a Slow Month Falter Strong Fundraising

AUGUST 25, 2013 - Here we are in the second to last week of August. August is notoriously a slow fundraising month, and for good reason. Schools are starting up once again and football is right around the corner. It seems as though the last thing on donors' minds is donating. Is this tough luck for us? Or rather,

FUNDRAISING NONPROFIT MARKETING PLAN

FUNDRAISING NONPROFIT MARKETING PLAN

### What to Look for When Adding Multichannel to Your Nonprofit Marketing Mix

AUGUST 24, 2013 - Wondering how to spread your nonprofit marketing on different channels? Already have or lack donors and looking to get new ones? Two of the greatest challenges we face are how to market our cause and how to get new donors to finance it. To get and expand our donor base, we have to understand them.

FUNDRAISING

### Donating with a Simple Reply—Giving Via Text is on the Rise

AUGUST 23, 2013 - It looks as though text messages are becoming another vital instrument in the donation process. For years, texting a keyword to a designated number has allowed users to make a quick and simple donation to a cause. And now, the trend is becoming ever popular. Donors today are more open and willing to text their

FUNDRAISING NONPROFIT MARKETING PLAN NONPROFIT TECHNOLOGY SOCIAL MEDIA

FEATURED SOCIAL MEDIA



Jay Wilkinson

**Digital  
Community  
Initiative**

**THANK YOU to**



**To learn more about Massachusetts Nonprofit Network, visit:  
[massnonprofitnet.org](http://massnonprofitnet.org)**





A beach scene with a shark costume in the water. In the foreground, two people are sitting on a towel on a pebbly beach. One is wearing a large straw hat and a black tank top. The other is shirtless. There are several inflatable rings (orange, blue, yellow) and a green ball on the beach. In the background, a person in a shark costume is standing in the shallow water. A blue and white beach umbrella is on the left. The text "Jump in. The Water's Fine." is overlaid in the center.

**Jump in.  
The Water's Fine.**







Oh, crap!  
Was that  
TODAY?

REGAN



Jay  
Wilkinson



Please stay tuned  
to learn about Firespring  
and for more Q&A.

Would you like to receive the presentation slides and recording?

- Yes, please!
- No thanks, I'm good.

...and the survey says!?





ONLINE  
DONATIONS

DONOR  
DATABASE  
(BLOOMERANG)

CHOOSE YOUR  
PACKAGE  
AND THEME

SEARCH  
ENGINE  
OPTIMIZATION

LEGENDARY  
SUPPORT  
& TRAINING

CONTENT  
MANAGEMENT  
SYSTEM

LANDING PAGE  
TEMPLATES

NEWSFEEDS

EVENT  
REGISTRATION



Jay  
Wilkinson



Currently Managing  
demo.firespring.org

Switch

Home

My Website

Online Tools

Message Center

Analytics &

## Welcome To Your Springboard

### Recent Message Center Activity

	Annual Event Registration	01/09/2015, 2:43 pm
	Donate	01/09/2015, 2:42 pm
	Donate	12/30/2014, 11:01 am
	Donate	12/30/2014, 10:46 am

Get smarter

FAQs

Tell us what's on your mind

Contact Us

Give us a jingle

877.447.8936

documents into  
your libraries.

GET STARTED

### From The Hub

Access University More

- Why Your Organization Needs to Operate Like a Startup 01/12/2015
- Back to the Basics—Bucking the Nonprofit Trends of 2015 to Benefit Your Nonprofit Brand 01/09/2015
- 3 Donor Retention Strategies—Compliments of Molly Ringwald, Jessie J and Bruno Mars 01/07/2015
- Seven Ways to Make Your Nonprofit Blog Even Better 01/06/2015

### Training & Support

More

- Step by Step Guides to the Springboard
- All About Events
- Adding a Custom Spotlight
- Using Your Website as a Fundraising Engine
- Using Portals with Your Nonprofit's Website

Firespring.org

ABOUT IMPACT EDUCATION SOLUTIONS PARTNERS

# Client Area

Webinars Email Marketing Policies FAQs Get Support Login

SPRINGBOARD 411

## Marketing Your Website

This collaborative session will get you thinking about how your website can be a vital marketing tool for any campaign. You'll learn how to introduce specific, targeted marketing campaigns by using 3 Strike Marketing. In addition, we'll also discuss:

- How to review your website's analytic report.
  - Using the analytic report's data to execute effective marketing campaigns.
  - Executing referral campaigns for existing supporters.
  - Promoting new (or existing) program/service offerings.
  - Implementing a client feedback survey for donor retention purposes.
  - Directing constituents to opt in for your eNewsletter.
  - Utilizing contests or promotions to engage your constituents.
- Displaying specific spotlights that direct constituents to dedicated action pages.

Sign up today to get all of your questions answered and to learn the ins and outs of how you can utilize your website to achieve your full marketing ROI. This is the one hands-on webinar your nonprofit can't afford to miss.

Jay  
Wilkinson

Tuesday, January 13, 2015 1:00 pm -  
3:00 pm

Springboard 411

# Every website includes a mobile version





## Bronze Website Package

+ UNLIMITED FUNDRAISING CAMPAIGNS

MONTHLY

**\$89**

\$2,000 setup

Create and manage a unique, branded website with unlimited pages and seamlessly integrate fundraising campaigns, analytics, SEO tools and an event calendar.

- All-Access Campaign Templates
- Mobile Version
- 1:1 Training
- Fundraising Bootcamp
- Access to Nonprofit Hub University

## Gold Website Package

+ UNLIMITED FUNDRAISING CAMPAIGNS

MONTHLY

**\$159**

\$3,500 setup

Extend your online presence with event registration and group management tools designed to raise awareness, increase attendance and engage constituents.

- All-Access Campaign Templates
- Mobile Version
- 1:1 Training
- Fundraising Bootcamp
- Access to Nonprofit Hub University
- ADA Optimized
- Multilingual
- Custom Website Pages
- Content Management
- Landing Page Templates
- Newsfeed
- Event Calendar
- Site Analytics & Statistics
- 25 Email Accounts
- Basic (DIY) SEO
- 5 Hours Website Content Loading
- 2,500 Email Marketing Program
- Integrated Shopping Cart
- Group Management
- Event Registration

## Diamond Website Package

+ UNLIMITED FUNDRAISING CAMPAIGNS

MONTHLY

**\$349**

\$7,500 setup

Dominate your web presence. Our experts will create for you a unique custom design, migrate site content and manage SEO and social media campaigns that drive engagement.

- All-Access Campaign Templates
- Mobile Version
- 1:1 Training
- Fundraising Bootcamp
- Access to Nonprofit Hub University
- ADA Optimized
- Multilingual
- Custom Website Pages
- Content Management
- Landing Page Templates
- Newsfeed
- Event Calendar
- Site Analytics & Statistics
- Unlimited Email Accounts
- SEO Consultation & Implementation
- 10 Hours Website Content Loading
- 5,000 Email Marketing Program
- Integrated Shopping Cart
- Group Management
- Event Registration
- Social Media Campaigns
- Custom Website Design

Award recipients must be a 501(c)(3) and submit an application online.

[firespringfoundation.org](https://firespringfoundation.org)

The Firespring Foundation, a private, 501(c)(3) foundation funded by Firespring has agreed to provide a 20% funding grant to select nonprofits who purchase a Firespring website package.

CALL 877.447.8941



Jay Wilkinson

# The Firespring Webinar series.

## *Education without expectation.*



How to Captivate and Engage  
Constituents with Your Website



Online Tools that Help Nonprofits  
Learn, Listen & Engage



Convert Supporters with  
Powerful Landing Pages



The Power of Blogging &  
Thought Leadership for Nonprofits



How to Avoid Fundraising's  
Quiet Killer: Donor Attrition



Be Found:  
The Secrets of SEO for Nonprofits



Creating a Vibrant Culture  
in Your Nonprofit



5 Trends Shaping a  
New Reality for Nonprofits

## Lori Kadavy

Director, Nonprofit Education & Outreach

[lori.kadavy@firespring.org](mailto:lori.kadavy@firespring.org)

877.447.8941 ext. 1058



Online Fundraising  
Best Practices for Nonprofits



Social Media 101 for Nonprofits



5 Secrets of  
Email Marketing Geniuses

*until we meet again...*





For copies and links of this presentation  
or to learn about upcoming webinars, contact:



**Lori Kadavy**

Director, Nonprofit Education & Outreach

[lori.kadavy@firespring.org](mailto:lori.kadavy@firespring.org)

877.447.8941 ext. 1058

# Let's Connect on LinkedIn



## Jay Wilkinson

Geek with social skills ♦ Firespring CEO ♦ Entrepreneur ♦ Angel Investor ♦ Speaker/Facilitator

Lincoln, Nebraska Area | Marketing and Advertising

**Join LinkedIn and access Jay Wilkinson's full profile. It's free!**

As a LinkedIn member, you'll join 300 million other professionals who are sharing connections, ideas, and opportunities.

- See who you and **Jay Wilkinson** know in common
- Get introduced to **Jay Wilkinson**
- Contact **Jay Wilkinson** directly

[View Jay's full profile](#)

### Jay Wilkinson's Overview

**Current** Founder/CEO at **Firespring**

Board of Directors at **Launch Leadership Foundation**

Board of Directors at **Nebraska Angels, Inc.**

[see all](#)

**Past** President/Founder at **AlphaGraphics of Nebraska**

Nat'l Marketing Director / Co-Owner at **Campus Connection**

Founder at **Goldentoes**

**Education** Massachusetts Institute of Technology - Sloan School of Management

University of Nebraska-Lincoln

Doane College

**Connections** **500+** connections

**Websites** **Firespring**

Cornerstone Print & Marketing

NE Angels

### Jay Wilkinson's Summary

Jay Wilkinson is a lifelong entrepreneur. While in high school and college, he started numerous businesses most of which failed miserably. He eventually learned what he was doing, and in 1986 helped launch Campus Connection magazine in NYC. It eventually grew into the country's largest college-oriented publication with a distribution of 1.2 million.

In 1992, Jay returned to his home state of Nebraska and opened an AlphaGraphics printing franchise. The business broke the first year sales record for the 350-store network and was the fastest at the time to reach \$1MM in annual revenue. Renamed Cornerstone Print & Marketing





Thank you for joining us today.

Would you like to receive the presentation slides and recording?

- Yes, please!
- No thanks, I'm good.

...and the survey says!?







**THANK YOU FOR YOUR VALUABLE TIME**

For copies and links of this presentation or to learn about upcoming webinars, contact:

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