

Further Your Mission

Using Internet Tools and Social Media



Supporting Georgia Families of
Children with Disabilities



Is this YOU when you think about this?



What do we know about PEOPLE?



- ★ The World Population will reach 700,000,000,000 humans SOON!
- ★ OVER 2,000,000,000 Internet users
- ★ OVER 750,000,000 Facebook users

Facebook now gets more activity than Google!

People are taking recommendations about anything and everything from their *friends* or their *network of friends*.

The MATCH to your Mission!

If this is what people do on the internet...

What options do YOU offer in each of these?

Just look/passive:

↓
Watch:

↓
Share:

↓
Comment:

↓
Produce:

↓
Curate:

Well, we want you to feel like THIS!



So GUESS WHAT?



You just gotta do it!

And you can!

TAKE BABY STEPS!

- ★ **Start with your website**
- ★ **Enrich your content**
 - ★ **Begin to engage influencers**
- ★ **Embrace your community**

LOOK AT YOUR WEBSITE...



USE A WEB CONTENT MANAGEMENT SYSTEM!

Designed to allow content creators to submit content without requiring technical knowledge of HTML or the uploading of files.

Examples: Joomla, Interspire, OpenCMS, Light CMS, Subdreamer

ENRICH YOUR ONLINE CONTENT...

Consider adding:

- ★ Webinars
- ★ Podcasts
- ★ Games/Contests
- ★ Videos
- ★ Photos
- ★ Widgets



Broadcast Yourself



Videos and Photos!

- ★ Gives your organization a personality!
 - ★ Highly personal touch!
 - ★ Others share stories of your program's benefit!
- ★ You can show WHO you serve! Helps prove a point about diversity...this can be HUGE!
 - ★ Can KEEP you in front of your audience!

**USE SHARING
SITES and
LINK via a
WIDGET!**
Videos:
YouTube
Photos:
Flickr

Widgets!

What the heck is a widget?

It's a cute little "thing" that can be embedded into your website (or other web-based media...simply...it's like an app!)

Visit www.widgetbox.com
www.widgipedia.com

Facebook!

Fan Page:

*post news,
photos, videos
and information*

Causes Page:

*allows for
online donations*

Easy set up and COST EFFECTIVE!

- ★ Can have multiple administrators
 - ★ Can make content robust and rich!
 - ★ Can attract a WHOLE new audience
- ★ Facebook for fundraising is a GROWING trend!

Facebook!

Remember! Facebook is meant to be SOCIAL!

- ★ Social implies INTERACTION! Back and forth exchange!
- ★ Allow others to tell what they are thinking and feeling!
 - ★ USE volunteers to help you!
 - ★ USE connections to be effective!
- ★ Don't make it all serious...have FUN with it!
- ★ Make sure you have a good process for monitoring.

Twitter!

★ Twitter allows us to follow highly targeted individuals, the media or anyone of interest.

★ Allows you to get important information out quickly and give frequent real time updates.!

★ They have a whole section for businesses to help you figure out the best way to use them!

TWEETS:
*Short and
sweet!
Only
allowed
140
characters!*

ENGAGE INFLUENCERS...

- ★ **Add Blogs**
- ★ Include your Community Partners
- ★ Consider Sponsorships
- ★ Add advertising opportunities



Blogs!

*There is GREAT
ready-to-use
software like
WordPress
And
TypePad
that make set up
and management
easy!*

- ★ GREAT way to get a message out!
- ★ Make regular posts to keep the conversations active
- ★ Readers can subscribe to an RSS feed to be notified when new posts are made
- ★ GET OTHERS INVOLVED! Families, professionals, etc.

Blogs...Example by Margaret!

Pants - By Margaret

This morning Hunter reached a HUGE milestone and I wanted to share it with you all. For the first time in over 7yrs he is wearing regular pants! Now Hunter and his jogging pants were inseparable. Due to his sensory issues and weight, dressing him has always been a bit of a task. However, this morning with a big smile on his face he overcame that obstacle and walked out of my front door looking like a typical 15yr old. What you can't see either is that under those pants he has on his very own...very first...BOXERS! He was so proud and yelling loudly "Wook new underwears!" You could see that his entire demeanor changed. It was as if he had entered into that right of passage from boy to young man. Everyday he takes me on new adventures and while I doubted that this day would ever come he has confirmed to me once again that giving up is not an option, it's never too late to try something new and like any TYPICAL child he is FULL of surprises!

Videos and Photos Can Engage!

★ This year, we are trying an
ONLINE ANNUAL REPORT!

Interactive Financial Reports
Emotional Videos of Stories of
IMPACT!

Also:

Environmentally Friendly!
Far Broader Reach!

Reach NEW Donors!

Our favorite?
*The Salvation
Army's online
Report:*

*www.
annualreport.
salvationarmyusa.
org*

EMBRACE YOUR COMMUNITY...

Allow for
INPUT!

- ★ Contests
- ★ Advocacy
- ★ Opinion polls
- ★ Fundraising

*Use Social Networks
and your website for
more than just
information “hurling”!*



Contests!

*Don't re-invent
the wheel!
Look at what
others (business,
non profit, etc.)
do and modify
to make it work
for you!*

- ★ GREAT way to get people involved with you!
- ★ Challenges people and allows their input
 - ★ Instill fun and competition
- ★ Can be used to recognize great people, work, etc.
- ★ Can be VERY cheap...good “bang for your buck”

Contests...Georgia's Impact Award!

Impact Awards Process

Nominations



Finalists selected



Videos created



Online voting



Announce Winners!

What we've gotten for the investment:

- ★ A reach in parts of Georgia we've never been in
- ★ Public speakers (one even spoke at a National Convention)
 - ★ SUPER referral sources
- ★ Hubs for piloting projects!

Analytics: Usage

You SHOULD be analyzing your website and any media sites...what pages do people visit the most? What pages do people not visit?

**Google Analytics...FREE and EASY!
Facebook has analytics too...FREE!**

Analytics: Manage Social Media

Manage all of your social media options (which can be challenging):

★ TweetDeck

★ Seismic

★ NetVibes

Be sure with all social media options that you are **DRIVING** people back to your website!

Analytics: Content

As the USER of your site,
I know:

- ★ Why I am here.
- ★ What I am here for (what I'm looking for).
 - ★ Why I am here now..
- ★ Who says I need to come to your site.

As a SITE OWNER, have
you conveyed:

- ★ Why someone should come?
- ★ What you want people to find?
 - ★ Why people should come now?
- ★ Who says they need to come?

Analytics: Content



Rule of Threes:

Who are 3 target audiences?



What are 3 things you want them to know about you?



What are 3 things they can do to get involved?



Time Permitting, Review!

Any Questions?
Comments?

Well, we want you to feel like THIS!



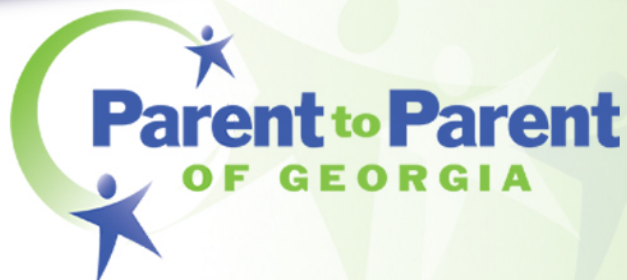
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Thank you for coming today!
For more information, please contact us:

Parent to Parent of Georgia
3805 Presidential Parkway, Suite 207
Atlanta, Georgia 30340

770-451-5484 or 800-229-2038
info@p2pga.org



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