

jfra 日本フロンティア・イン・アジア協会  
Japan Frontiers Association  
2011

## Facebook & Twitter Essentials

*"I Will Follow You Forevermore,  
That's What Friends Are For"*



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LinkedIn: NICCINOBLE  
Twitter: NICCINOBLE  
Facebook: NICCINOBLE

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## Agenda

**WHAT** you need to know about the basics

- Social Networking – Commercial vs. House
- Social Media metrics tracking tools

**WHY** you should to build/grow your online community


- Benchmarking studies

**WHO** represents your organization?

- Social Media Policy Guidelines

**HOW** to map tools to your organizations resources and schedules.

- ✓ Reading resources
- ✓ Q & A



Facebook & Twitter Essentials:  
"I Will Follow You Forever More, That's What Friends Are For"  
February 5, 2011 - Nicci Noble, CFRE

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## The Web: Where People Are



buying things  
learning more  
staying in touch  
staying current  
expressing themselves  
going places  
sharing music/pictures  
finding others



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**2011** Expectations of Social Media

- Connecting with an always growing pool of prospects
- Getting your message/mission out
- Providing unprecedented opportunities for interactive engagement

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**2011** Can You Hear Them?

| Race / Ethnicity |     |
|------------------|-----|
| Caucasian        | 80% |
| Hispanic         | 82% |
| Black            | 71% |

| Age   |     |
|-------|-----|
| 18-29 | 95% |
| 30-49 | 87% |
| 50-64 | 78% |
| 65+   | 42% |

"Tweet with a Little Help from My Friends": Facebook & Twitter Essentials Nicci Noble, CFRE - January 18, 2011

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**2011** They're Talking About Your Organization

- What are they saying?
- What are you saying?
- What needs to be said?

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**2011** How & Where to Create an Open Dialogue

Different channels have different capabilities in terms of dialogue

- Email is like a walkie-talkie – one way
- Social Networks are an open party line or conference calls

Facebook & Twitter Essentials: 1WB Follow You Forever More, That's What Friends Are For February 5, 2011 - Nicci Noble, CPRE

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**2011** Open Dialogue

- Leverage Social Networks to create a dialogue vs. monologue with your online community
- Strengthening relationships via every channel

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**2011** Commercial Social Networks

- Facebook 
- Twitter 
- LinkedIn 
- YouTube 
- Ammado 

- MySinger 
- Myspace.com 
- Flickr 

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**2011 Who Is Online?**

- Matures 39m  
– b. 1945
- Boomers 78m  
– b. 1945 – 1964
- Gen X 62m  
– b. 1965 - 1980
- Gen Y 51m  
– b. 1981-1991



[http://en.wikipedia.org/wiki/Demographics\\_of\\_Canada#Age\\_structure](http://en.wikipedia.org/wiki/Demographics_of_Canada#Age_structure)

<http://www.convio.com/files/next-gen-whitepaper.pdf>

Facebook & Twitter Essentials: 1 Will Follow You Former Members, That's What Friends Are For February 5, 2011 - Nicci Noble, CFRE

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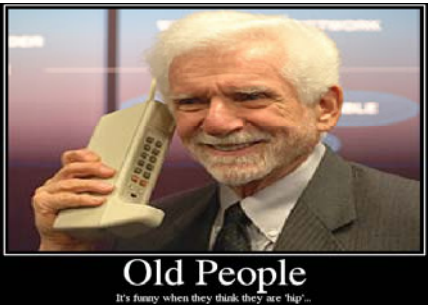
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**2011 Really? It's True!**



**Old People**  
It's funny when they think they are "hip"...

Facebook & Twitter Essentials: Facebook Friends Don't Mean That's What Friends Are For February 5, 2011 - Nicci Noble, CFRE

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**2011 Gone to the Dogs?**

- Matures 79%  
– b. 1945
- Boomers 67%  
– b. 1945 – 1964
- Gen X 58%  
– b. 1965 - 1980
- Gen Y 56%  
– b. 1981-1991



RESEARCH CONVIO

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**2011** Leverage these Online Fundraising Best Practices

- Compelling call to action to cultivate and convert constituents into donors
- Test & refine registration programs, list chaperoning, viral campaigns and your boards to build large online email files
- Treat Social Media like you would any other communication or solicitation; use compelling content, test timing of delivery, segment & test, personalize & test and then test that again

Facebook & Twitter Essentials: 1 Will Follow You Forever More, That's What Friends Are For February 5, 2011 - Nicci Noble, CFRE

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**2011** Facebook Species

- Causes
- Groups
- Profiles & Pages

– Integrated Membership & Giving Pages



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**2011** Facebook - Causes



Facebook & Twitter Essentials: 1 Will Follow You Forever More, That's What Friends Are For February 6, 2011 - Nicci Noble, CFRE

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**2011 Facebook Pages vs Groups**

- **Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.
- **Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

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**Mentor Me Petaluma**  
Global

**Basic Info**  
Name: Mentor Me Petaluma  
Type: Organization - Non-profit Organization  
Description: Youth mentoring program in Petaluma, Sonoma County, California.

**Contact Info**  
Email: vrichman@mentorme-petaluma.org  
Website: http://www.mentorme-petaluma.org  
Office: Mentor Me Petaluma  
Location: 25 Maria Drive, Suite B52, Petaluma, CA

**Recent News**  
Back to school! We have 79 kids, ages 5-17, on our waiting list... waiting maybe for IQD! --- Mentoring changes two lives simultaneously... just ask one of our 200 mentors. --- Q&A at Adult Cafe Aug 20th -7:30pm - learn all about it. --- Scroll all the way to the bottom of the page to see some great photos of mentors and mentees - more to come soon.....

**Members**  
Displaying 8 of 224 members

**Admins**  
Valerie Richman (Sonoma / Napa, CA) (creator)

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**2011 Facebook Groups**

guide dogs for the blind

**Groups • 194 Results**

|  |   |   |                 |
|--|---|---|-----------------|
|  | Name: Guide Dogs<br>Type: People<br>Members: 100                      | Name: Guide Dogs For The Blind<br>Type: Common Interest<br>Members: 330 | Join Group      |
|  | Name: Guide Dogs For The Blind<br>Type: Organizations<br>Members: 140 | Name: GUIDE DOGS FOR THE BLIND<br>Type: Organizations<br>Members: 57    | Join Group      |
|  | Name: Guide Dogs for the Blind<br>Type: Organizations<br>Members: 2   |   | Request to Join |

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# 2011 Personal Profile vs. Facebook Page

- **Profiles** were designed to represent an individual, and must be held under an individual name.
- You can also use your account to manage **Facebook Pages** that represent businesses or other organizations.
- You may only create **Facebook Pages** to represent real organizations of which you are an authorized representative, and fans of these Pages won't be able to see that you are the Page admin, or have any access to your personal account.

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# 2011 Profile - Friends

facebook Home Profile Friends Likes 1586 Nicci Noble Settings Logout

Nicci Noble getting ready to head north to present at the APF Wine Country Chapter's lunch today in Spokane via Twitter · 22 mins ago · see more

What's on your mind?

Attach

Nicci Noble getting ready to head north to present at the APF Wine Country Chapter's lunch today in Spokane · 22 mins ago via Twitter · Comment · Like

Recent Activity

- Nicci commented on Jack's status.
- Nicci commented on her own status.
- Nicci wrote on Richard's wall.

Nicci Noble here comes the sun! ☺ · 1 hour ago · 112 likes · Comment · Like

Nicci Noble and I've had the sun over here all morning. · 1 hour ago · 112 likes · Comment · Like

Information

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# 2011 Facebook Page

- A public figure, business, or brand can create a **Facebook Page** to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Pages are distinct presences that are optimized to represent a business, and are separate from user profiles.

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**2011 Facebook Like Button**

The Like button lets a user share your content with friends on Facebook.

When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

Facebook & Twitter Essentials: Facebook & Twitter Essentials, That's What We Do: How to Grow Your Facebook Page, February 5, 2011 - Nicci Noble, CFRE

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**2011 Facebook Insights**

- Interactions:** Total number of comments, Wall posts, and likes.
- Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- Posts:** Number of posts your Page has made either on the Wall or in video.

Facebook & Twitter Essentials: Facebook & Twitter Essentials, That's What We Do: How to Grow Your Facebook Page, February 5, 2011 - Nicci Noble, CFRE

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**2011 Facebook Insights**

The Salvation Army USA - Users

Monthly Active Users: 11,301 (+0.19%) Daily New Likes: 62 (+22%) Total Likes: 18,509 (+0.29%)

Daily Active Users: Line graph showing fluctuations between 0 and 4,000 from Aug 16 to Aug 30.

New Likes: Line graph showing fluctuations between 0 and 50 from Aug 16 to Aug 30.

Key Sources: 329 Page Visitors, 40 Liked a Post, 15 Commented on a Post, 1 Post Views

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# 2011 Facebook Insights

- Page Views:** Number of times your Page has been viewed by Facebook users.
- Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- Discussion Posts:** Total number of discussion posts written by fans.
- Reviews:** Number of times your Page has been rated in the Reviews application.

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# 2011 Facebook Insights

Demographics

Gender and Age

|            |           |            |            |            |            |            |
|------------|-----------|------------|------------|------------|------------|------------|
| Female 64% | 6-17% 22% | 18-24% 27% | 25-34% 30% | 35-44% 27% | 45-54% 20% | 55-64% 14% |
| Male 35%   | 5-16% 15% | 7-16% 18%  | 8% 21%     | 21% 25%    | 31% 21%    | 35% 20%    |

| Countries            | Cities          | Language            |
|----------------------|-----------------|---------------------|
| 15,740 United States | 458 Chicago     | 16,787 English (US) |
| 526                  | 243 Jakarta     | 368 English (UK)    |
| 284 Colombia         | 137 Florida     | 214 Indonesian      |
| 222 Canada           | 296 New York    | 287 Spanish         |
| 184 United Kingdom   | 280 Los Angeles | 55 Spanish (Spain)  |
| 139 South Korea      | 187 Seoul       | 48 French (France)  |
| 87 Philippines       | 212 Phoenix     | 33 German           |
| Hong Kong            | Hong Kong       | Hong Kong           |

Activity

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2011 Twitter

Welcome!

Welcome to Twitter Support Use our Help Resources to find answers to questions, or go back to Twitter!

¿Hablas español? Aquí se encuentra servicio de ayuda en español! ¡Que te la pases bien Twitteando!

Bienvenue à l'Assistance Twitter Consultez notre documentation d'aide pour trouver des réponses à vos questions.

**“Twitter is about approach, transparency, and immediacy”**  
– Jack Dorsey, Twitter Co-Founder

Facebook & Twitter Essentials: Twitter & Twitter Essentials  
Twitter's 10 Most Frequently Asked Questions  
February 5, 2011 - Nicci Noble, CPE

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2011 What Do You Need to Tweet?

Not Much, but a lot more than 140 characters

- A computer with internet access
- Mobile internet access
- Texting capabilities
- Something to say

Facebook & Twitter Essentials: Facebook & Twitter Essentials  
Twitter's 10 Most Frequently Asked Questions  
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2011 Tweeting: How to Get Started

- Sign up & create an account
- Broadcast info, solicit feedback, inform followers
- Find & Follow – details, universal mail or email
- 2 way street – privacy & list improvements
- @directmessaging
- Multilanguage features & support

Facebook & Twitter Essentials: Facebook & Twitter Essentials  
Twitter's 10 Most Frequently Asked Questions  
February 5, 2011 - Nicci Noble, CPE

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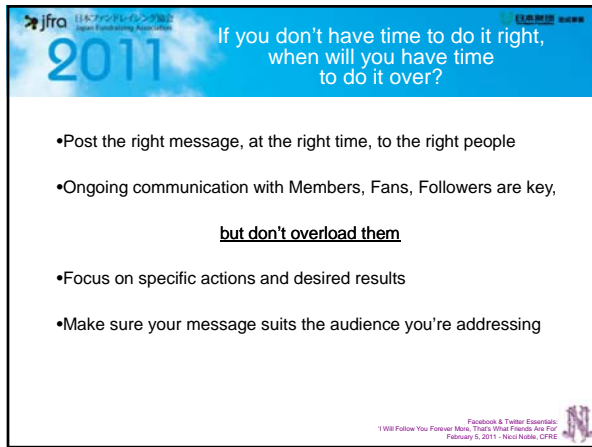
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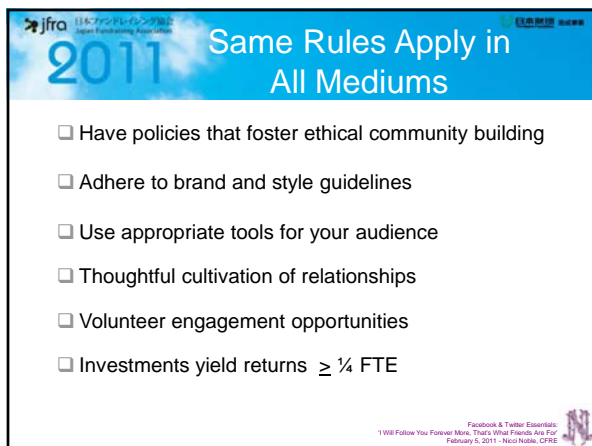
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**AFP Social Media Policy Guidelines**

1. Follow Appropriate Industry Laws and Guidelines
2. Be Informed and Interesting – and Listen
3. Always Be Respectful, and Be Polite When Disagreeing
4. Make Sure You Properly Attribute All Content
5. Be Responsive
6. Use Discretion At All Times
7. Transparency, Honesty, and Integrity Are Paramount
8. Don't Mix Worlds – Know the Line Between Professional and Personal
9. Be Authorized and Official
10. Respond to Violations of Standards

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**Public Social Media Policy Guidelines**

1. Post material that the Organization or Affiliate Organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.
2. Post phone numbers or email addresses of yourself or any other individual or entity in the body of your comments.
3. Post material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.
4. Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.
5. Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.
6. Allow any other individual or entity to use your identification for posting or viewing comments.
7. Post comments under multiple names or using another person's name.

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**The Web: Where People Are**

The collage includes the following categories and logos:

- buying things:** amazon.com, eBay, msn
- learning more:** Yahoo!, Go, msn
- staying in touch:** skype
- staying current:** Google, CNN.com, twitter
- expressing themselves:** facebook, LinkedIn
- going places:** Expedia.com, AOL, ammodo, match.com
- sharing music/pictures:** YouTube, iTunes, flickr, myspace.com
- finding others:** (No specific logos listed for this category)

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