

Social Media Case Study SLAM!

Moderated by Beth Kanter

Cindy Johanson — Edutopia

Matt Fitzgerald — Upwell

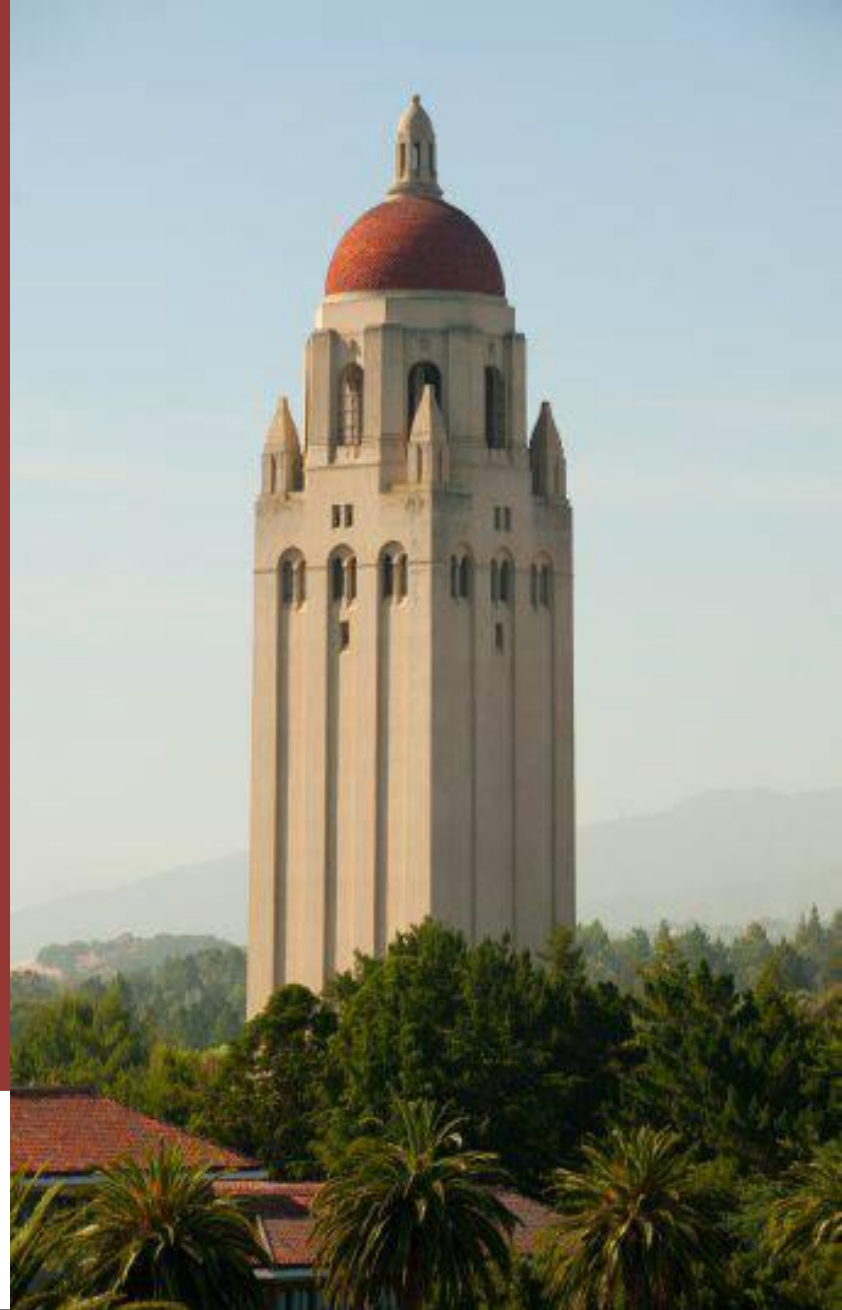
Humberto Kam — Monterey Bay Aquarium

Abdi Soltani — American Civil Liberties Union of
Northern California

James Nickerson — San Francisco Gay Men's Chorus

Trenton DuVal — IDEX

Stanford SOCIAL
INNOVATION^{Review}



Nonprofit

Social Media

Integrated
Campaign

Case Study SLAM

Beth Kanter, Moderator

Social Media on Purpose 2014 Conference

Sponsored by Stanford Social Innovation Review

Six

Brave

Panelists

Will

Cram



James Nickerson
San Francisco Gay Men's Chorus



Abdi Soltani
ACLUNC



Matt Fitzgerald
Upwell



Humberto Kam
Monterey Bay Aquarium



Cindy Johanson
Edutopia



Trenton DuVal
IDEX

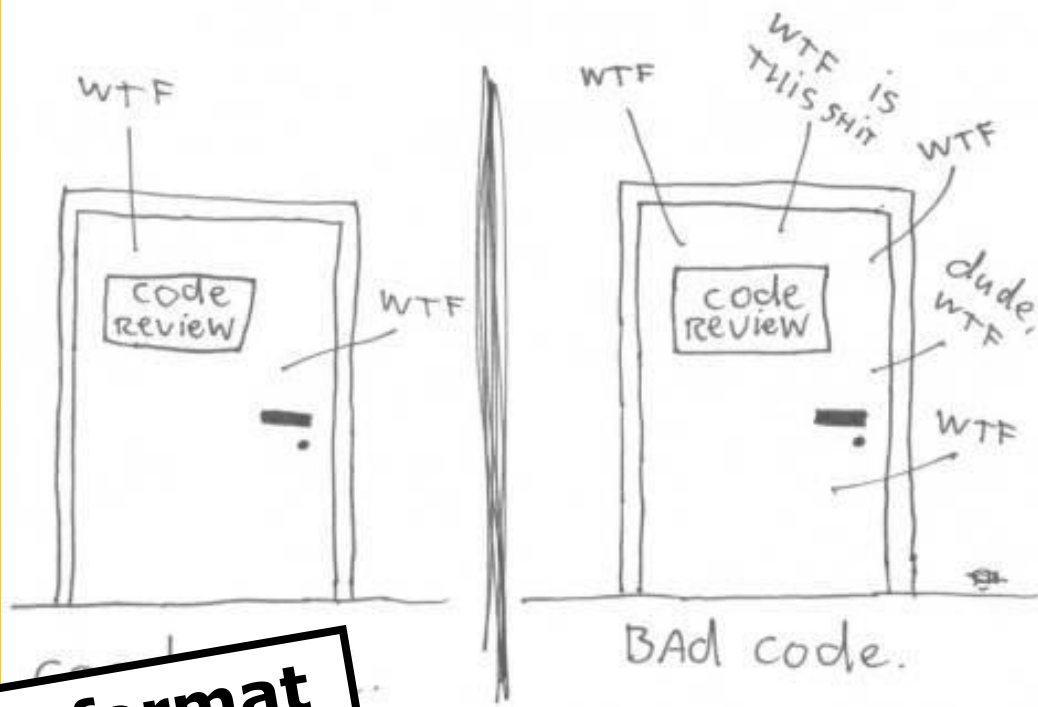
Their campaign case studies into 7 minutes time

Using words, videos, and pictures, but not rhyme



Flickr photo by Bearpark

The ONLY VALID MEASUREMENT
OF CODE QUALITY: WTFs/MINUTE



(c) 2008 Focus Shift

**In this fun format
they will share
many**

**a strategy, metrics and
execution tips**

Our panelists will impress

sharing their wisdom in five minutes or less



Flickr photo by Bearpark



Dear audience you will also have a turn

Photo by peterjlambert



Don't just sit back and passively learn

**In between case studies, there will be
much interaction at your table**

to reflect on what you hear

If you are willing and able

to discuss it with a peer

When we give you the word ...

Ask questions, share your insights and expertise

#SMOp14

**You can also use the Twitter hashtag as your
mouthpiece**

Should you want to stand up

in Q/A and recite

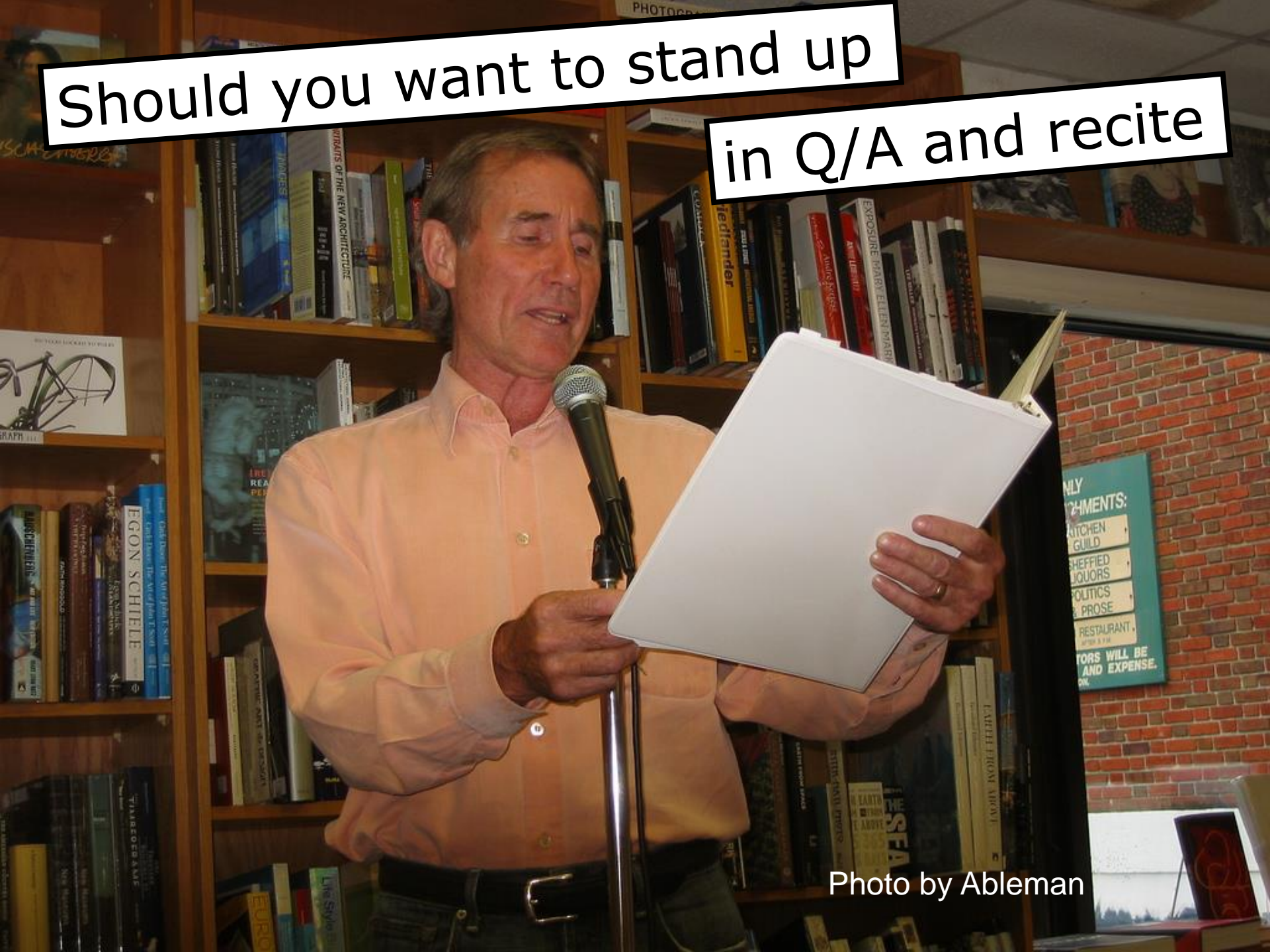


Photo by Ableman

A close-up photograph of a hand holding a black and silver SM58 microphone. The hand is positioned in the center, with fingers wrapped around the handle. The background is a dense, textured mass of long, wavy, light-colored hair, possibly a wig or a large volume of hair, which fills the entire frame. The lighting is bright, highlighting the texture of the hair and the metallic mesh of the microphone's grille. The microphone has 'SM58' printed on its silver band.

A integrated social media campaign

poem

we'll hand you the mic

Listen

nonprofit audience

and you will hear

[article](#) [discussion](#) [edit this page](#) [history](#)

Paul Revere's Ride (poem)

From Wikipedia, the free encyclopedia

"**Paul Revere's Ride**" is [poem](#) by an [American](#) poet [Henry Wadsworth Longfellow](#) that commemorates the actions of Americ



This Paul Revere Statue in the North End of Boston, Massachusetts, was made by Cyrus Dallin and unveiled on September 22, 1940.

*Listen, my children, and you shall hear
Of the midnight ride of Paul Revere,
On the eighteenth of April, in Seventy-Five;
Hardly a man is now alive
Who remembers that famous day and year^[4]*

Henry Wadsworth Longfellow



Longfellow in 1868 by Julia Margaret Cameron

Born	February 27, 1807 Portland, Maine, United States
Died	March 24, 1882 (aged 75) Cambridge, Massachusetts, United States
Occupation	Poet Professor
Literary movement	Romanticism
Signature	

How these

six nonprofits persevere



**to use strategy and tactics, metrics
and reflection**

to improve results

Even when there isn't perfection

And, in fact

achieve great impact



So now you know the format of the panel

And how to participate in the backchannel



**EXPERT
SPOTTING**

Our panelists are experts in what they do

I'm going let them introduce themselves to you

Panelists



James Nickerson
San Francisco Gay Men's Chorus



Abdi Soltani
ACLUNC



Matt Fitzgerald
Upwell



Humberto Kam
Monterey Bay Aquarium



Cindy Johanson
Edutopia



Trenton DuVal
IDEX

Theme 1: Engagement and Storytelling

#SMop14

Monterey Bay Aquarium and Edutopia

Explorers are we, intrepid and bold,
Out in the wild, amongst wonders untold.
Equipped with our wits, a map, and a snack,
We're searching for fun and we're on the right track!



#montereybayaquarium



SCIENCE NON-FICTION



Monterey Bay Aquarium®

Share the Mystery. Share the Love. | montereybayaquarium.org/love





Verizon 3:55 PM 63%

Search

Write Post Share Photo

 **Monterey Bay Aquarium**
March 12

Are you ready? Join us for an amazing adventure: Tentacles: The Astounding Lives of Octopuses, Squid and Cuttlefishes. Opens Saturday, April 12, with a special member preview April 11. <http://mbayaq.co/13eqNep>

 They've captured our imaginations for centuries.

88,672 people saw this post View Insights

1.2K Likes 72 Comments

News Feed Requests Messages Notifications More




75K avg. Facebook reach
54K total engagement
208K views for 13 videos



True Facts
The Octopus

3,364K Views



Picked up by “The Atlantic,”
“Grist,” and highlighted to
millions of people on Twitter



Verizon 3:55 PM 63%

Search

Write Post Share Photo

Monterey Bay Aquarium
March 12

Are you ready? Join us for an amazing adventure: Tentacles: The Astounding Lives of Octopuses, Squid and Cuttlefishes. Opens Saturday, April 12, with a special member preview April 11. <http://mbayaq.co/13eqNep>

Increased Views and Engagement

88,672 people saw this post View Insights

1.2K Likes 72 Comments

News Feed Requests Messages Notifications More

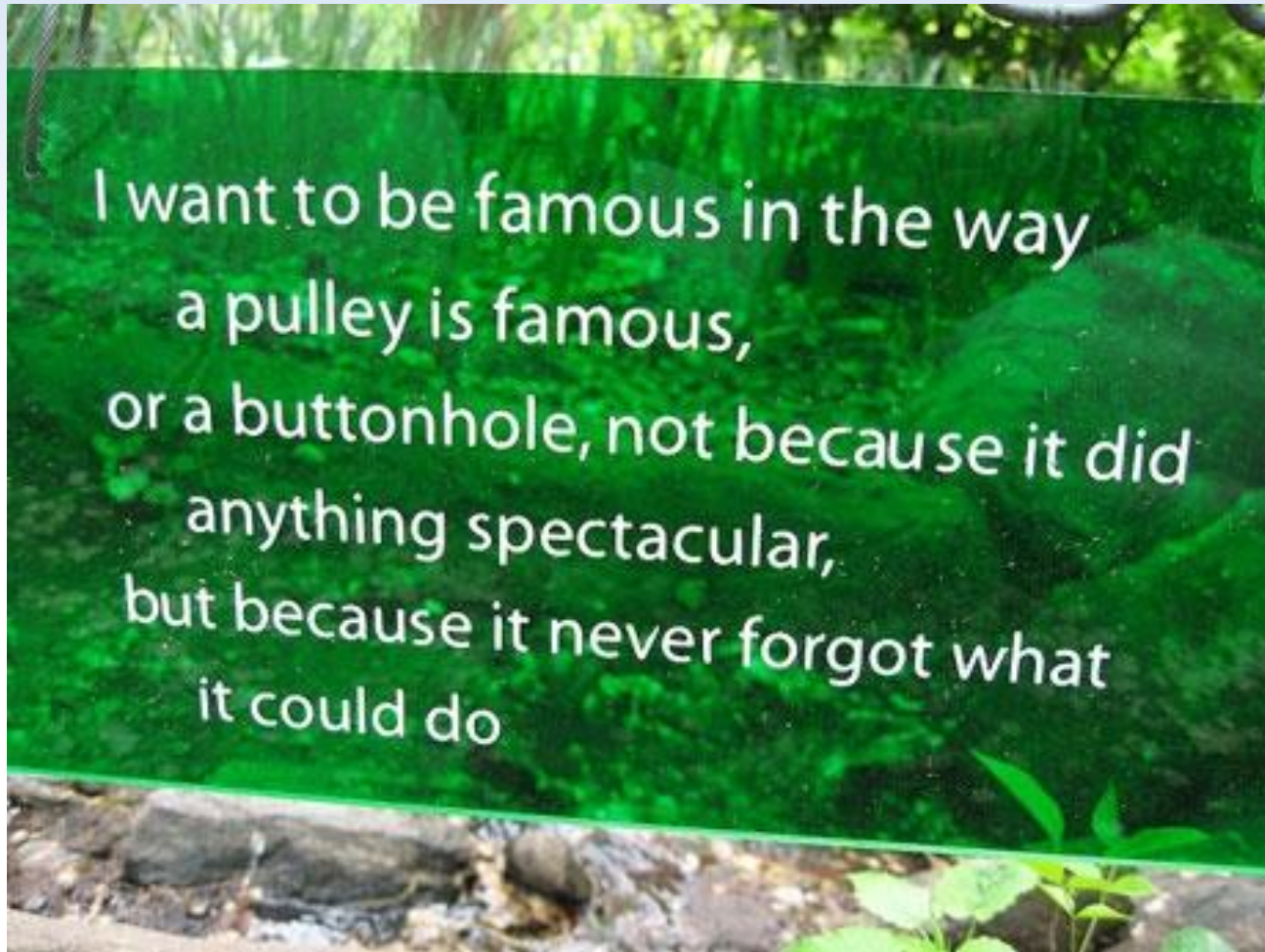
Pre-package your stories

Let the talent be themselves

Optimize for the channel

Be authentic





A poem by Naomi Shihab Nye

photo credit: patricio00 via flickr (CC BY-NC-SA 2.0)

Teacher Appreciation Campaign: May 2014



✓ Objectives

- 25% growth brand mentions & overall actions

✓ Target Audience

- K-12 teachers, administrators & active parents



Campaign Fit with Edutopia's Strategy

- ✓ highlight what's working in education
- ✓ inspire people to find, share, and replicate best practices
- ✓ integrated approach on targeted platforms

- Edutopia.org
- Edutopia enews
- Edutopia email blast
- Twitter
- Facebook
- YouTube
- Instagram
- Pinterest

- ✓ strategic partners
 - SoulPancake, GreatSchools, Huffington Post



What We Did: Content & Engagement!

Video

- Letter to Me on My First Day Teaching

User-Generated Tips

- 19 Proven Tips for Getting Parents Involved in Schools

Blogs

- Teachers Matter (Now More Than Ever)
- Why We Teach
- Heroic Gifts for Teacher Heroes
- Appreciate Teachers by Understanding What They Do
- Letter from George Lucas

Social Media Engagement & Visual Design

- #TeachersMatter
- Targeted posts across social platforms
- Cross-platform branding & images across social



Results So Far . . .

Edutopia.org

- 99% increase in reach (5/1-5/15)
- 82% increase in session duration

Facebook

- 87% increase in reach

YouTube:

- 100K+ views

#TeachersMatter: 12K+ mentions

“I am not in it for the income. I am in it for the outcome.”

–Cindy Powell, Mason, Texas



Reflections

- ✓ Planning cycle started earlier (four months prior to launch)
- ✓ Great team effort with better, tighter integration across editorial & marketing
- ✓ Specific programming strategies to target different audience segments: teachers, parents, administrators and the general public

Theme 1: Engagement and Storytelling

#SMOp14

Discuss with another person at your table:

What resonated? What have you thought about before? What idea might you try?

Theme 2: Social Media Across Different Cultures

#SMOp14

ACLU-NC and IDEX

ESTAMOS UNIDOS

RIGHTS FOR ALL
DERECHOS PARA TODOS

Únete a la campaña en apoyo a los derechos del inmigrante.
Join the campaign to support immigrants' rights.
Text "UNIDOS" to 74700

QUIÉNES SOMOS TUS DERECHOS QUÉ HACEMOS NOTICIAS ÚNETE

mi ACLU

MiACLU Immigration

06:33 HD

¡Levanta tu voz!

La ACLU apoya una reforma migratoria justa para todos. Únete a la campaña en apoyo a los derechos del inmigrante.

The ACLU supports just immigration reform for all. Join the campaign to support immigrants' rights!

ESTAMOS UNIDOS

*NONPROFIT SOCIAL MEDIA
CAMPAIGN CASE STUDY
SLAM!*

ABDI SOLTANI, EXECUTIVE DIRECTOR
ACLU OF NORTHERN CALIFORNIA

Organization's overall strategy

- Stop SB 1070 and other anti-immigrant copycat laws
- Pass positive federal and state policies to further immigrants' rights
- Broaden and deepen our connections with Spanish-speakers
- Develop new leaders within existing ACLU networks
- Generate earned media





El Acta de CONFIANZA:
¡Conozca sus derechos!
 A partir del 1º de enero de 2014, una nueva ley en California limita la habilidad de las cárceles locales para detener a las personas por tiempo extra sólo para su deportación. Esta ley se llama el Acta de Confianza.

TWEETS 1,712 FOLLOWING 455 FOLLOWERS 1,150

[Edit profile](#)

Mi ACLU
 14,384 likes · 134 talking about this

Update Page Info Follow

Non-Profit Organization
 ¡Todos tenemos derechos en este país!

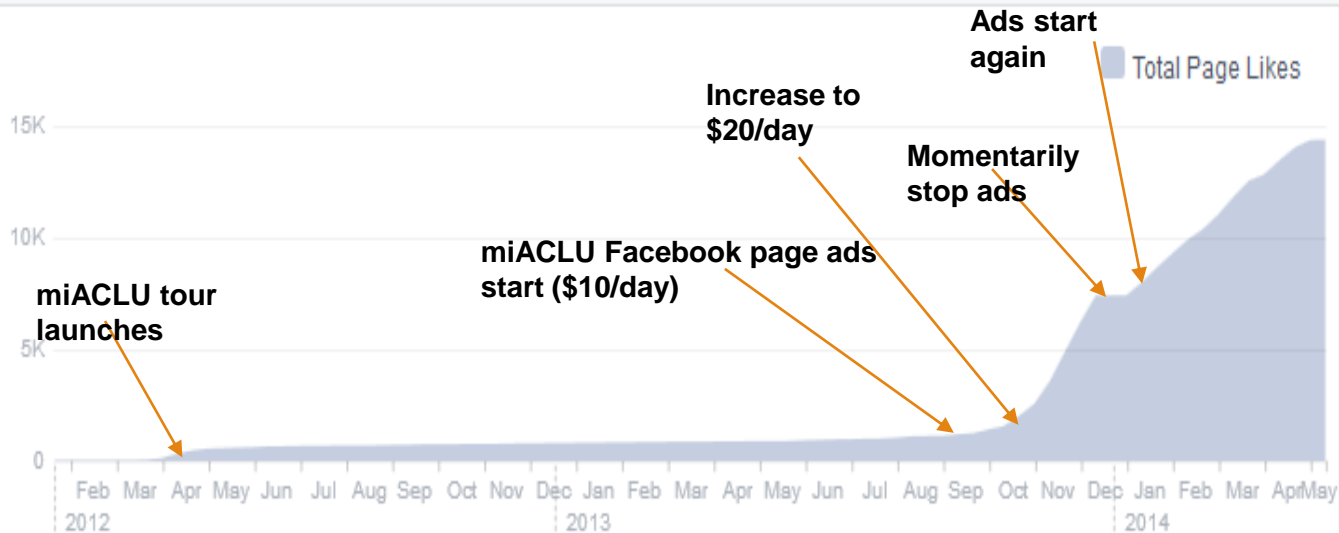
14,384 Likes

About Photos Events Videos Likes



Spending money to make friends?

Total Page Likes as of Today: 14,384



BENCHMARK


Compare your average performance over time.

Total Page Likes

Lessons learned

Yolanda Ochoa shared your photo.
May 16 at 1:51pm · 🌐

YES! Thank you ACLU for fighting for immigrants Rights. . ☆☆



¡Victorial! ¡Ganamos una batalla en la lucha por los derechos de los inmigrantes!
Ayer un juez ordenó al gobierno estadounidense que le dé una audiencia de fianza a ciertos inmigrantes detenidos por inmigración en California. #TodosTenemosDerechos

Share

👍 Limber El Negro, Chela Perez, Marc Baca and 2 others like this.

People care



Mi ACLU @miACLU
¿Te interesa proteger los #derechos fundamentales que toda persona tiene en este país? Síguenos para estar al tanto #TodosTenemosDerechos

Mi ACLU
Promoted

Ads work

Daisy Ariana likes this.

Mi ACLU
Sponsored

¡Todos tenemos derechos en este país!



Mi ACLU
Non-Profit Organization
14,384 likes

✓ Liked ▾

Networks matter



Humanity

I don't want to be the hero of some
superhuman story
nor a forgotten martyr after
the tragedy.

I want to be:
part of the transition,
to a just human life
where the people smile
tilling the future
moving forward at a slow pace
but still, moving forward.

Moving up, one by one, the rungs
of the nation, holding still
when it's called for, and then

continuing the interminable march
of humanity, seeking the
harvest of the earth.

I'm going to keep quiet, like
the seed that's been planted.
I'm going to keep still, while
winter falls; I want to blossom
tomorrow together with the new
dawn.
I'm going to wake up tomorrow
with the songbird.

-Elvira Sanchez,
ISMU



FAST COMPANY

MARCH 2011

**THE WORLD'S
50 MOST
INNOVATIVE
COMPANIES**

**+101
REASONS
APPLE
IS NO.1**



- FACEBOOK
- FOURSQUARE
- UNIVISION
- KOSAKA
- GROUPON
- TWITTER
- YANDEX
- NETFLIX
- GOOGLE
- NISSAN
- ZYNGA
- INTEL
- AZUL
- AND MORE...



IDEX

International
Development
Exchange

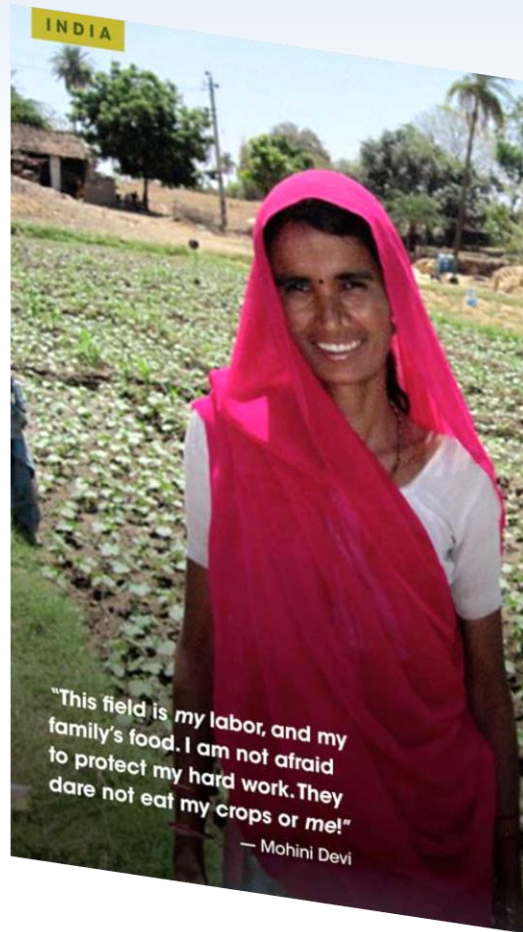


MEET THE ORIGINAL INNOVATORS

**WOMEN'S
EMPOWERMENT**
Getting ahead from
being behind

**ALTERNATIVE
ECONOMIES**
New models for
greater prosperity

AGROECOLOGY
How radical
sustainability
is defeating Big Ag



"This field is my labor, and my family's food. I am not afraid to protect my hard work. They dare not eat my crops or me!"

— Mohini Devi

Growing Against the Grain

Big agri-business would have you believe that GMO seeds, synthetic pesticides, petro-chemical fertilizers, petro-mono-crop plantations are the only way to feed the world. But what if there were another way?

Meet **Mohini Devi** of Rajasthan, India, who received training in sustainable agriculture from IDEX's partner **Sahyog Sansthan**. She is one of the world's innovators who are pushing the forefront of agricultural practices with a system that is informed by thousands of years of traditional farmers' wisdom blended with cutting-edge scientific knowledge. It's called **agroecology** and it's being practiced by grassroots communities around the world.

In contrast to industrial agriculture with its dependence on endless amounts of unsustainable synthetic inputs, women like Mohini in rural areas are *increasing their crop yields* using sustainable farming practices that are organic and GMO-free.

It's hard work, but the dignity and pride that comes with self-sufficiency shows. When asked whether she was afraid to protect her fields from the roving bulls in the area, she's quick to reply. "This field is my labor, and my family's food. I am not afraid to protect my hard work. They dare not eat my crops or me!"

IDEX is proud to partner with organizations like Sahyog Sansthan that are promoting innovations, like agroecology, that tap into the huge wealth of resources at the grassroots. Agroecology isn't promoted by big-budget ad campaigns of multinational corporations because its returns aren't measured on profit-and-loss statements. They're measured in the ability of women like Mohini Devi to feed their families, to earn extra money selling vegetables in the market and to do it all with independence.

To support IDEX's partners working in agroecology, visit idex.org/agroecology

Custom URLs

[IDEX.ORG/ALTECONOMIES](https://www.idex.org/alteconomies)

[IDEX.ORG/EMPOWERMENT](https://www.idex.org/empowerment)



Members of self-help groups with Angus Gillis Foundation in South Africa are supporting each other in building livelihoods.

[Donate Now to Support Innovations for Local Economies](#)

The communities where IDEX partners work have long histories of building sustainable and self-sufficient economies. Through trade, their use and protection of land and natural resources, their production of goods and the food they gathered, grew, hunted or raised, indigenous communities built intergenerational and community wealth. These traditional economies that have thrived for thousands of years are considered a key component of indigenous culture.

However, the global market-based system has encroached on these traditional economies with devastating effect.

In response, IDEX partners are promoting, developing and expanding upon new models for locally led and community-centered economies. These models build local economies through fair and equitable practices that include skill building, education and vocational training, income generation, financial planning, savings and asset building. Our partners are creating self-sustaining environments where those most often left behind are brought to the forefront.

One example is the solidarity economy; a new way of identifying and articulating the economic values, practices, and institutions that exist in the United States and globally to embrace the integral development of the individual and his/her community. The solidarity economy functions on the principles of respect for nature and human beings, the right to work, education, health, rest, and a dignified life, the importance of cultural values as a people, mutual support, and the construction of democracy. Our partner **DESMI** in Mexico, is one of the originators and leading practitioners of this model.



Fact: Globally, six out of every ten women will experience physical and/or sexual violence in their lifetime.



The graduates of the AFEDES School for Women's Political Education, like Martha Chacón pictured here on the left, are building a better future for themselves - and their communities.

[Donate Now to Support Women's Empowerment Innovations](#)

From grassroots social movements to United Nations organizations, there's agreement on the key role women play in advancing human rights and social change. However, women continue to be unrecognized and disempowered in both public and private spheres around the world.

IDEX knows that long-lasting social change will not happen without women's participation and empowerment. We see women's empowerment as a human rights-based process where women develop their own agency to work towards social justice and to provide sustainable solutions to multiple challenges.

Violence Against Women

Fact: Globally, six out of every ten women will experience physical and/or sexual violence in their lifetime. A 1994 World Bank study found rape and domestic violence more dangerous for women and girls than cancer, motor vehicle accidents, war and malaria.

Violence against women is a violation of human rights. It can be considered a multifaceted, historic and social phenomenon and

[IDEX.ORG/AGROECOLOGY](https://www.idex.org/agroecology)



Mohini Devi is fiercely proud of the organic, sustainable fields she created with agroecology training from Sah

[Donate Now to Support Agroecology Innovation](#)

A Holistic Science

Agroecology integrates scientific understanding about how particular places work - together with farmers' knowledge of how to make their local landscapes useful to humans. It encompasses the traditional knowledge of family-based farmers and encompasses basic ecological planning and managing sustainable agricultural systems. Agroecology links ecology, culture, economics and society to create healthy environments, food production and communities—supporting **food sovereignty**.

As a science, agroecology is the application of ecological science to the study, design and management of sustainable agro-ecosystems. As a set of agricultural practices, agroecology seeks to enhance agricultural systems by mimicking natural processes, thus creating beneficial biological interactions and synergies between the components of the agro-ecosystem. It provides the most favorable soil conditions for plant growth, particularly by managing organic matter and by raising soil biotic activity.


Agroecology's core principles:



Conversation Starters

 **Social Innovation** @SocInnovators · Jan 31
Here Are The 100 People Transforming The American Economy For Good stnfd.biz/t9Ws5 #socialchange #philanthropy stnfd.biz/t9Wu3
Expand Reply Retweet Favorite More

 **IDEX** @IDEX · Jan 31
@socinnovators We'd like to humbly add a few innovators for #socialchange from outside the U.S. idex.org/innovation
Hide conversation Reply Delete Favorite More

 **IDEX** @IDEX · Dec 27
Martha Chacón faced huge challenges of racism, sexism, and poverty. Then she got elected mayor. bit.ly/AFEDES
Expand Reply Delete Favorite More

 **IDEX** @IDEX · Dec 26
Jennifer Clack wanted to see a local economy supporting *everyone* in her community. So, she helped build one. bit.ly/oppty4cmnty
Expand Reply Delete Favorite More

 **IDEX** @IDEX · Dec 24
Have #BigAg & petrochemical multinationals met their match in Mohini Devi? bit.ly/mohinidevi #food #agroecology #agriculture
Expand Reply Delete Favorite More

**Theme 2: Social Media Across Different
Cultures and Languages**

#SMop14

Think and Write or Tweet:

What resonated? What have you thought about before? What idea might you try?

Theme 3: Learning from Success and Failure

#SMOp14

UPWELL and SFGMC

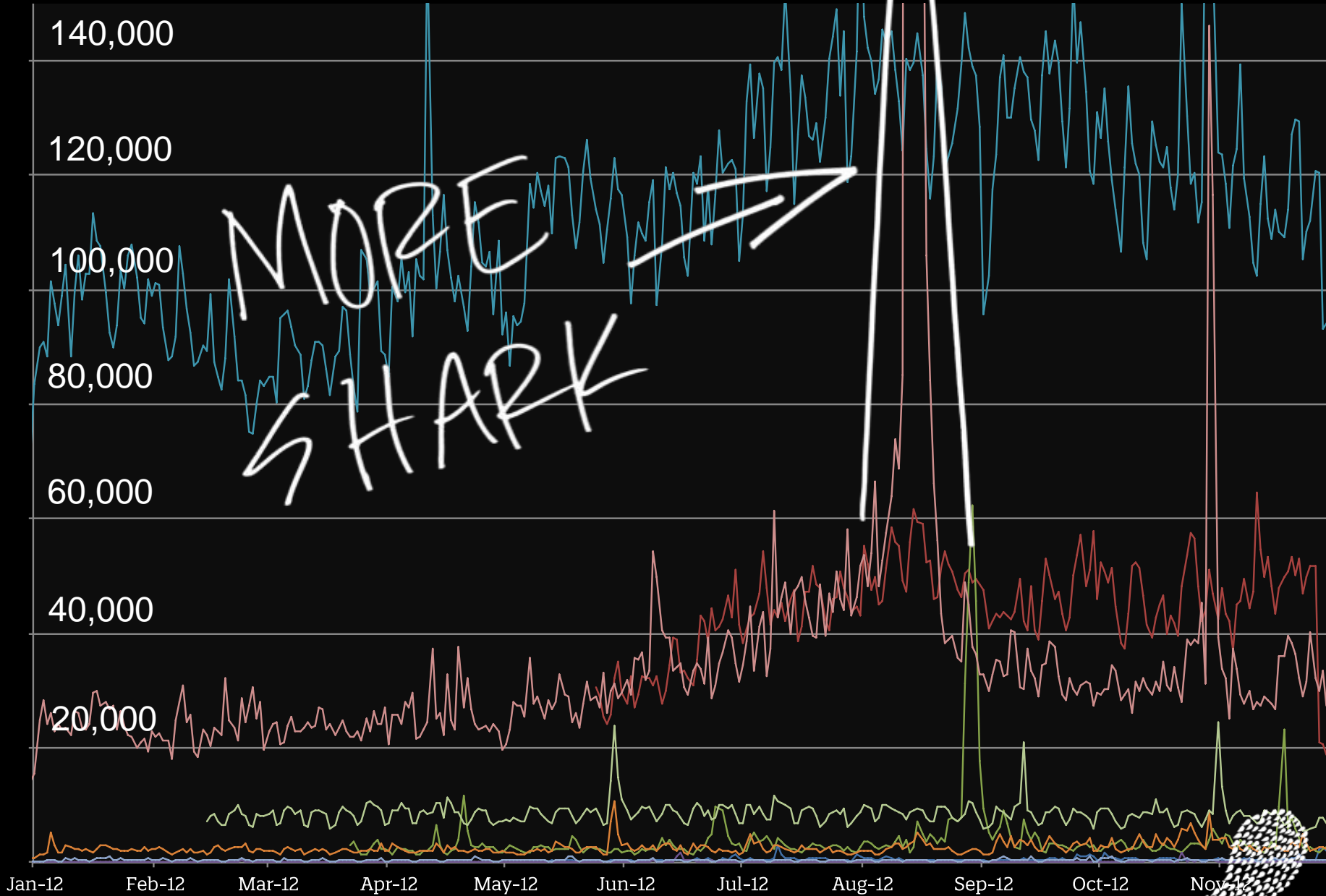
**El hecho es que hasta cuando
estoy dormido
de algún modo magnético circulo
en la universidad del oleaje.**

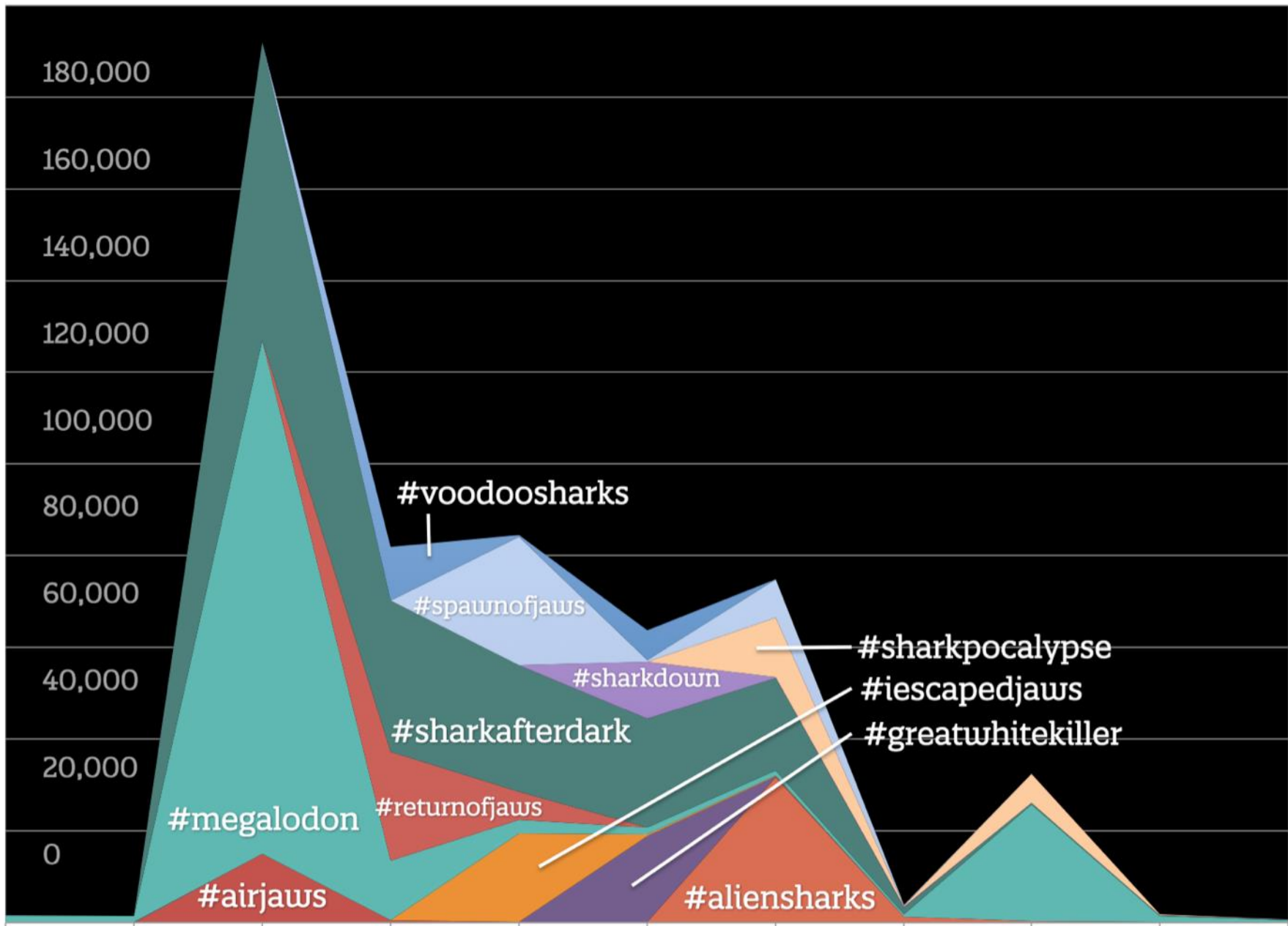


Should I go
surf today?

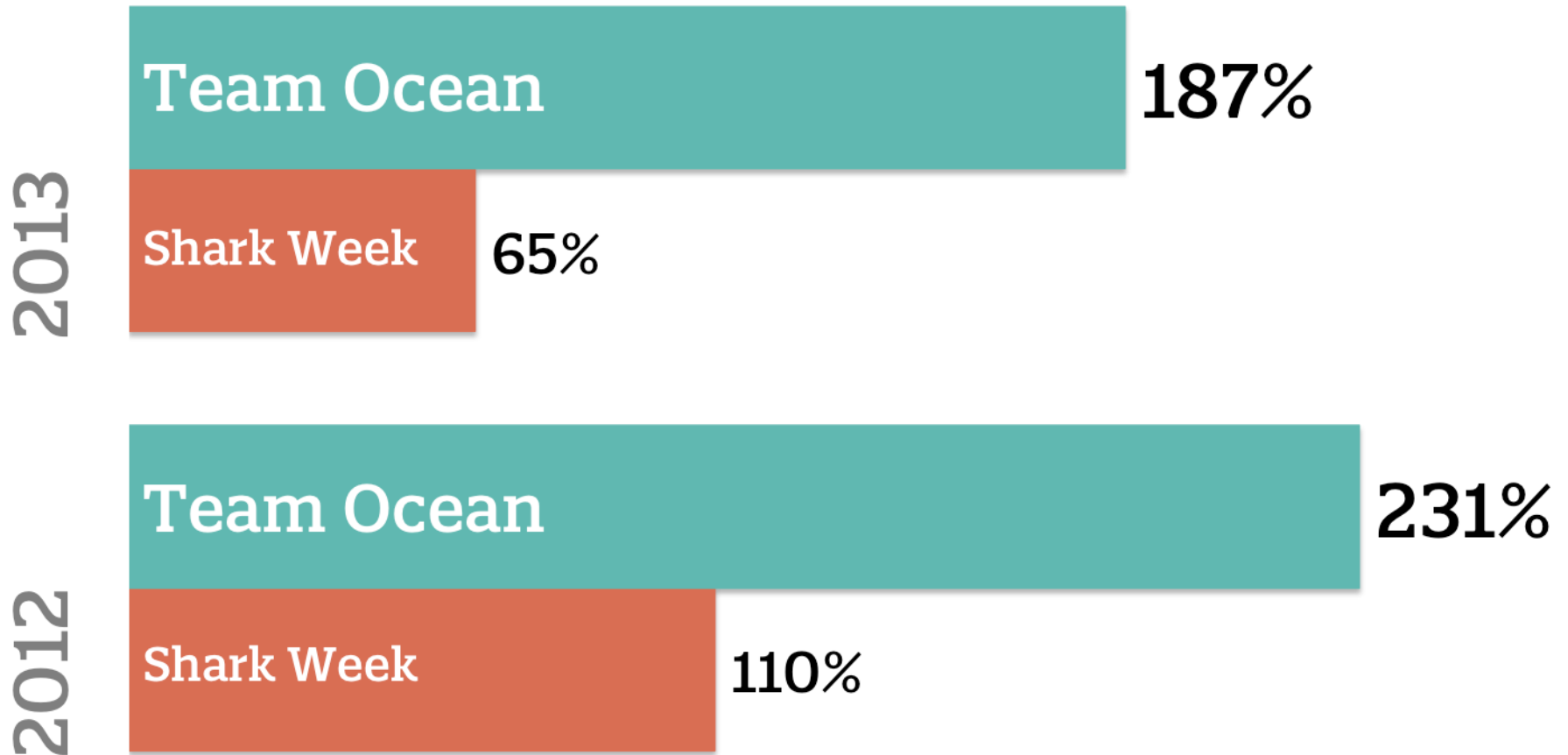


Ocean Acidification Cetaceans Gulf of Mexico MPAs Ocean Overfishing Sustainable Seafood Sharks Tuna





Team Ocean grew 2-3 times faster than Shark Week



Year-over-year growth in social mentions



You are
huge.



The San Francisco Gay Men's Chorus

“Just One Voice
Singing in the darkness,
All it takes is **One Voice**,
Shout it out and let it ring.
Just One Voice,
It takes that **One Voice**,
And everyone will sing!”
-Barry Manilow

The San Francisco Gay Men's Chorus



The San Francisco Gay Men's Chorus



The San Francisco Gay Men's Chorus

MY BIGGEST FAILURE

- “Milk in 2012” Microgiving Campaign
- A mock presidential campaign, with a minimum goal of raising **\$12,500** and a “stretch” goal of **\$53,800**, which represents **\$100** per elector in the U.S. Electoral College.
- Turn the country **PINK!**

The San Francisco Gay Men's Chorus

STRATEGY

- “Kickstarter” projects were shiny, new toys.
 - The promise of unrealized income.
- New “Giving Circles” - 20 somethings, not used to going to large, big ticket Galas, prefer to give to multiple causes in small amounts, online

The San Francisco Gay Men's Chorus

WHAT WE DID

- Hired consultants
- Internal launch to SFGMC membership
- Facebook, Twitter, YouTube properties
- Sold concept to other GALA Choruses

The San Francisco Gay Men's Chorus

WHAT WENT PEAR SHAPED

- Didn't estimate budget
- Underestimated tech needs – designers, back end coding, vendor choice and relations
- **We loved our idea too much.** Lack of buy-in from other crucial stakeholders
 - “Pulled trigger” too early with sales force.

The San Francisco Gay Men's Chorus

TEACHABLE MOMENTS

- “Would you like a side of humble pie?”
 - Time is a teacher
- Believe in the technology; try again
i.e., SFGMC Dragathon
- **The show must go on!**

The San Francisco Gay Men's Chorus

I AM HARVEY MILK


Apple iCloud Facebook Twitter Wikipedia Yahoo News Popular

(2) James Nickerson DuckDuckGo 5x5 slides for social media panel... My Drive - Google Drive Diaphragmatic breathing - Wiki... Homepage | Salesforce Foundation TechSmith | Jing, instant screens... I AM HARVEY MILK

HOME / ANDREW LIPPA / WORLD PREMIERE / RECORDING / FUTURE PRESENTATIONS / CONTACT

I AM HARVEY MILK

WORDS AND MUSIC BY ANDREW LIPPA



oratorio (n): a grand musical composition for soloists, chorus and orchestra based on a sacred subject

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First Name Last Name Email Address SIGN UP

I AM HARVEY MILK weaves the story of Harvey Milk's life – from boyhood to his rise as the first openly gay man to hold public office in California to his assassination. Part choral work, part theater piece, I Am Harvey Milk is an emotional celebration of an American icon.

The San Francisco Gay Men's Chorus

Thank you.

You are the One Voice!

www.sfgmc.org



The San Francisco Gay Men's Chorus

Theme 3: Learning from Success and Failure

#SMop14

Discuss at your table:

What was your organization's best social media win or fail? What did you learn?

A close-up photograph of a hand holding a Shure SM58 microphone. The hand is positioned in the center, with fingers wrapped around the black handle. The microphone's silver mesh grille is at the top left. The background is a dense, wavy mass of long, light-colored hair, possibly a wig or a large wig, which fills the entire frame. The lighting is bright, highlighting the texture of the hair and the skin of the hand. A black cable is attached to the bottom of the microphone handle.

Audience Q/A

Thank you everyone. Did we fill your brains?

#SMOp14

Type into Twitter one thing you learned social media integrated campaigns