

# The Wired Nonprofit:

## Social Media On Purpose





**Tiananmen Square 1989**



Tahrir Square 2011

# 5 Lessons for Nonprofit Causes

# other questions...

- Shared Awareness
- Simultaneous Action
- Accelerated Outcomes
- How might a swarm advance your organizational/project/fundraising goals?
- Elgin Community Center

**#1: The locus of power is moving  
outside the organization.**



*Social media decentralize leadership.  
Networks do not need permission to act.*

# Komen controversy



twitter #komen Home Profile Messages Who To Follow CauseGlobal

← Back to Home Save this search

### Results for #komen

Top people · view all

- komenfortheure** Susan G. Komen  
The OFFICIAL Susan G. Komen for the Cure® Twitter account. Our vision: a world without breast cancer. Follow

Tweets · Top Refine results »

- EGrafenberg** Ernest Grafenberg  
I'd bet we could hurt the Komen foundation more than they can hurt Planned Parenthood. Give to Planned Parenthood directly. #komen  
7 hours ago
- KarlaLarraga** Karla Lárraga  
#Komen's newly appointed rule on granting organizations makes me think there should be a Race for Planned Parenthood. Very angry about this.  
8 hours ago
- kaimac** kai macmahon  
Watching this #komen thing unfold in real time is pretty amazing.  
8 hours ago
- jeansynodinos** jeansynodinos  
As a B.C. survivor, I vow to never wear another damned pink t-shirt on behalf of #komen again. @PPact @komenfortheure  
10 hours ago

People results for #komen · view all

- komenfortheure** Susan G. Komen · Follow  
The OFFICIAL Susan G. Komen for the Cure® Twitter...
- komenadvocacy** Komen Advocacy · Follow  
The Susan G. Komen for the Cure Advocacy Alliance i...
- komenla** Komen LA County · Follow  
The Los Angeles County Affiliate of Susan G Komen fo...
- KomenOregon** Komen Oregon · Follow  
Every woman deserves the promise of a full life; until...

Top images

Trends: New York trends · change

- #5dollarfootlongs Promoted
- #3WordsThatWomenHate
- Don Cornelius
- #IDoNotUnderstand
- Happy Black History Month
- Soul Train
- #YouKnowYouHigh
- Before Watchmen
- Alan Moore
- Langston Hughes

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“..I vow to **never** wear another damned pink t-shirt on behalf of #komen again.”

“..the post I made here yesterday knocking your decision is gone. Please no matter how you try to spin it, **you have to know this is just wrong...**”

facebook 2 14 Search

**Susan G. Komen for the Cure** Like

Non-Profit Organization · Dallas, Texas

Wall Susan G. Komen for the Cure · Everyone (Top Posts)

Share: Post Photo Video

Write something...

**Susan G. Komen for the Cure**  
At Susan G. Komen for the Cure, the women we serve are our highest priority in everything we do. Last year, we invested \$93 million in community health programs, which included 700,000 mammograms. Additionally, we began an initiative to further strengthen our grants program to be even more outcomes-driven and to allow for even greater investments in programs that directly serve women. We also ...  
See More  
Like · Comment · Share · about an hour ago ·

354 people like this.  
 58 shares  
 View previous comments 50 of 476

**Mary Anne Van Develde** Interesting this statement is on your FB page and the post I made yesterday knocking your decision is gone. Please no matter how you try to spin it you have to know this is just wrong. What is your real purpose here, helping women or winning political friends.  
9 minutes ago · Like · 3

**Camilla Therezsa** It is also sad that women don't know about Women's history and believe BS lies about Margaret Sanger too sso sad!,  
9 minutes ago · Like

**Nikket Rocker** Let the politicians play the "he said/she said" "I win/you lose" na na na na game while you, the biggest organization and leader in the fight against breast cancer, provide services & funds to do EXACTLY is your mission statement – to end breast cancer for ALL. unless you plan on opening your own Komen clinics to provide these services to the low-income & unsure women/men, how exactly are you fulfilling your promise? Planned Parenthood may provide abortions but they are not the fly by night clinics that some of you commenters are making it out to be. Obviously you all have excellent health care & can afford to go to a regular doctor on a regular basis for your birth control, sex education, routine GYN exams, etc. Well get off your high

**Susan G. Komen FOR THE cure**  
www.komen.org

Wall  
Info  
Friend Activity (1+)  
Donate  
Get Involved  
Blog  
Twitter  
YouTube  
Events  
MORE

About  
Nancy G. Brinker promised her daughter, Susan G. Komen, that she would...  
More

532,837 like this  
5,909 talking about this

Likes See All  
 Susan G. Komen...  
 Susan G. Komen...  
 Pink Together



# more “social” backlash

“Shame on your organization for politicizing breast cancer screening!”

The screenshot shows the Facebook profile of Nancy G. Brinker, a public figure in Washington, D.C. The page features a navigation menu on the left with options like Wall, Info, Friend Activity, Photos, Events, and Videos. The main content area displays a post from Allison Fine, dated 9 minutes ago, which reads: "Shame on your organization for politicizing breast cancer screening!". Below this, another post from Allyson K, dated 28 minutes ago, expresses disappointment that the Komen Foundation has become a political entity. A third post from Tennille Christensen, dated 7 hours ago, states that she and others are shocked by the foundation's decision to de-fund Planned Parenthood. The right-hand side of the page includes sections for Birthdays, People To Subscribe To, and Sponsored content, including a Washington Post Social Reader and a Council of School Supervisors & Administrators post.

Komen's founder is getting pinged on her personal Facebook page

“My mom is a breast cancer survivor but this disturbs me. After today, **we will move our family, resources and fundraising to other organizations.**”

-- Alicia in Queens/WNYC this morning on Brian Lehrer show

## **#2. Social Media Create Shared Awareness.**

**# 3:** Social media **democratizes philanthropy**, making it necessary for NPOs to “expand their understanding of who their supporters are”

and to...

“get out of the building and onto the street.”

# “We are all Khaled Said.”

facebook 1 14 Search for people, places and things Q Marcia Stepan



**We are all Khaled Said**  
304,028 likes · 5,203 talking about this

✓ Liked Message \* ▾

Society/Culture Website  
Email: [alshaheed@gmail.com](mailto:alshaheed@gmail.com)  
<http://twitter.com/#!/Alshaheed>  
<http://elshaheed.co.uk/> Background story:

About Photos Likes Notes 16 Events



Egypt's President Candidates - a video  
To answer the frequent questions about Egypt

**“We are all Trayvon Martin”**



**(The Million Hoodie March)**

March 21, 2012

# ‘We are the 99%.’



Comment

Tag



## I am Adam Lanza's Mother

It's time to talk about mental illness



Liza Long

BLOG  
12.15.2012



tags adam lanza, mental illness, sandy hook

*F*riday's horrific national tragedy—the murder of 20 children and six adults at Sandy Hook Elementary School in New Town, Connecticut—has ignited a new discussion on violence in America. In kitchens and coffee shops across the country, we tearfully debate the many faces of violence in America: gun culture, media violence, lack of mental health services, overt and covert wars abroad, religion, politics and the way we raise our children. Liza Long, a writer based in Boise, says it's easy to talk about guns. But it's time to talk about mental illness.

Three days be  
opened fire on  
year old son M  
wearing the w

"I can wear th  
black-hole pu

"They are nav  
black or khak

"They told me  
I can wear wh

"You can't w  
reasonable. "A  
grounded from  
and I will take

"I live with a son who is mentally ill. I love my son. But he terrifies me."

I live with a son who is mentally ill. I love my son. But he terrifies me.

A few weeks ago, Michael pulled a knife and threatened to kill me and then himself after I asked him to return his overdue library books.



**Obama's doing it.**

# Family Of Noah Pozner, Newtown Shooting Victim, Contacted By White House About Gun Control

01/10/13 09:46 PM ET EST **AP**



Like 1,721 people like this. Be the first of your friends.



<b>314</b>	<b>87</b>	<b>0</b>	<b>12</b>	<b>1976</b>
share	tweet	Pin it	email	comment

GET PARENTS ALERTS:

REACT: [Amazing](#) [Inspiring](#) [Funny](#) [Scary](#) [Hot](#) [Crazy](#) [Important](#) [Weird](#)

FOLLOW: [White House](#), [Gun Control](#), [Barack Obama](#), [Veronique Pozner](#), [Newtown School Shooting](#), [Noah Pozner](#), [Parents React To Sandy Hook](#), [Sandy Hook Elementary School Shooting](#), [Parents News](#)

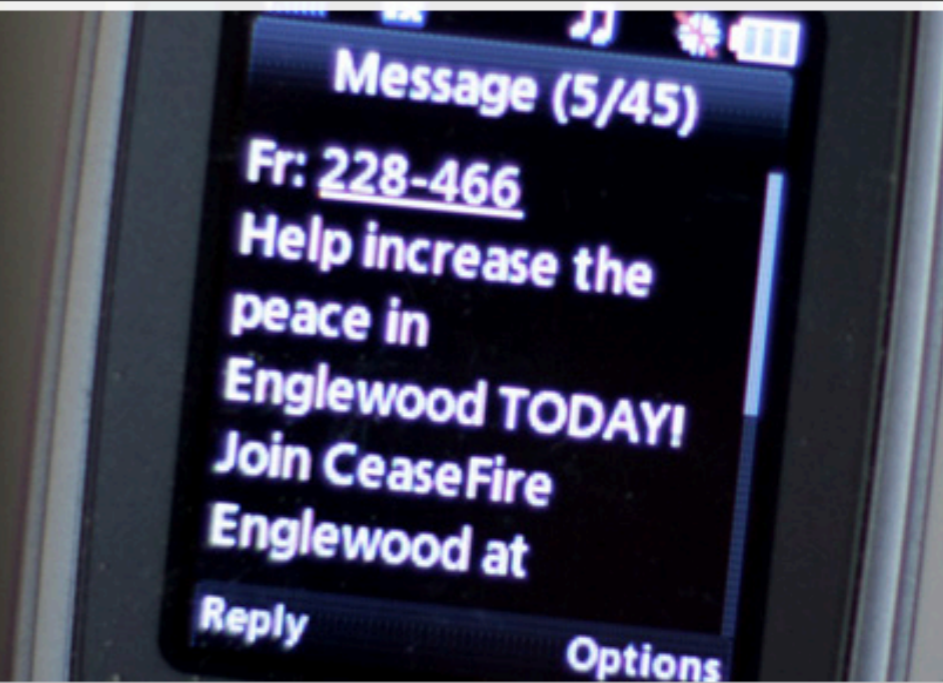


Veronique Pozner waves to the assembled media as she leaves after a funeral service for her 6-year-old son Noah Pozner, Monday, Dec. 17, 2012, in Fairfield, Conn. Noah Pozner was killed when Adam Lanza walked into Sandy Hook Elementary School in Newtown, Conn., Friday and opened fire, killing 28

NEWTOWN, Conn. -- The family of a boy shot dead in last month's elementary school massacre said Thursday it has been contacted by the White House regarding its desire to be heard in the discussion over gun control in Washington, D.C.

Alexis Haller, an uncle of 6-year-old Noah Pozner, said a White House official he met during President Barack Obama's visit to Newtown after the Dec. 14 shooting encouraged him to reach out if he had any concerns. He said he asked officials earlier

# **#4: Social Media Drives Mission**



ABOUT VIDEOS

### Initiatives

#### Current initiatives

- PeaceTXT
- iPad app
- Project Masiluleke

#### Past initiatives

- FLAP



[Watch more videos from PeaceTXT →](#)

## PeaceTXT: The Potential for Peace through Mobile Technology

# PeaceTXT

The logo features the text "PeaceTXT" in a bold, sans-serif font. "Peace" is yellow and "TXT" is dark blue. Below it, the tagline "USING MOBILE TECHNOLOGY TO END VIOLENCE" is written in a smaller, white, all-caps font. The background is a blue circle with a sunburst pattern of thin white lines radiating from the center. A red arrow points from the "PeaceTXT" text in the top-left header to the "PeaceTXT" text in this logo.

PeaceTXT

USING MOBILE TECHNOLOGY  
TO END VIOLENCE

- Exploring the potential of **mobile tech** to amplify a proven response to reducing violence
- “Violence interrupters”
- Texting Network
- Cut shootings and killings by 41% to 73% and demonstrated a 100% success rate in reducing retaliatory killings in 5 of 8 communities examined.



“One of the Top 100 NGOs Worldwide.” – GLOBAL JOURNAL

[What We Do](#) | [Violence Interruption](#) | [Community Partners](#) | [Effectiveness](#) | [Local Sites](#) | [Who We Are](#)

## Violence Interruption

- [Changing Norms and Behavior](#)
- [Conflict Resolution](#)
- [Treating Violence as an Epidemic](#)
- [Violence and Economics](#)
- [The Role of Healthcare](#)



Support CureViolence  
**DONATE TODAY**

[See Our Results >](#)

[Learn More About Cure  
Violence Local Sites >](#)

[Learn About our  
International Partners >](#)

## Providing Alternatives to Violence

Cure Violence engages communities to work with people at high risk of being involved in violence, provides on-the-spot guidance, and works to change behavioral patterns.

**WHAT OTHERS  
ARE SAYING**

# plastiki

- interactive web design and status updates, twitter photos, blog and livestreaming
- *“To document the plastic gyre in the Pacific Ocean.”*



HOME WHAT IS PLASTIKI? TRACK THE VOYAGE CREW PHOTOS VIDEO ACT NOW MORE

# PLASTIKI CONTROL CENTER

EXPEDITION TECHNOLOGY BY 



**128** DAYS TRAVELED

**8395** NAUTICAL MILES TRAVELED

tracking provided by Global Marine Network



59 °F | 15 °C



**-34**  
LATITUDE



**151**  
LONGITUDE



**0.5**  
KNOTS

THE PLASTIKI HAS BEEN AT SEA FOR

**3072**  
HOURS

MEANWHILE...

**7680**  
MILLION



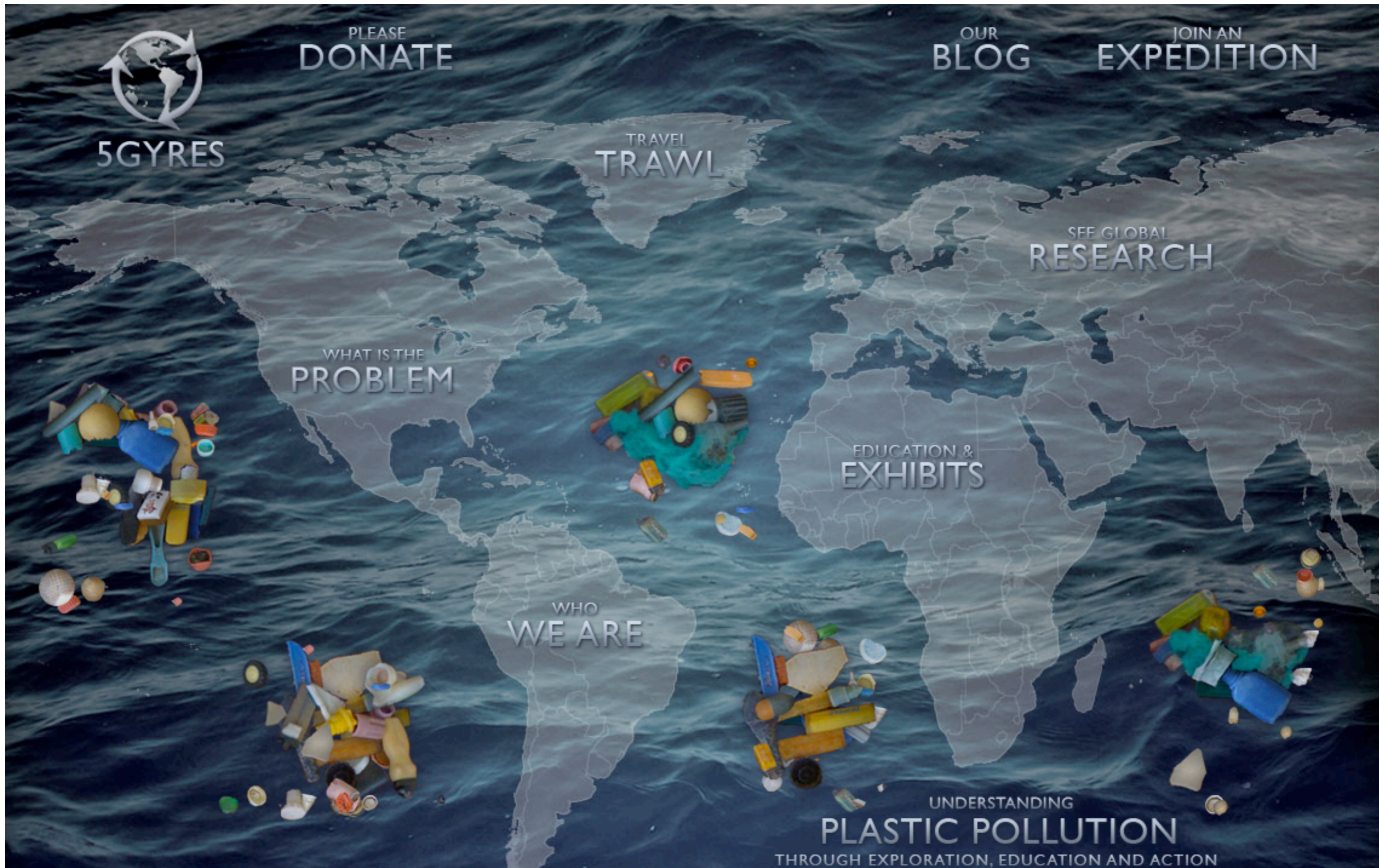
BOTTLES WERE USED IN THE U.S.

'S

**FACT:** NEARLY EVERY PLASTIC BOTTLE EVER MADE STILL EXISTS TODAY

DOWNLOAD THE PLASTIKI WIDGET





# 5 Gyres Project



Cellphone Photos/Twitpics : “The Plastiki”

## #5. Social Media Drive Strategy

- MobileMedic: crowd care
- American Red Cross' Digital Command Center:  
from crisis-maps to RESCUE MAPS
- Animal Haven: "Vet Squads"

# Syria Tracker

Missing, Killed, Arrested, Eyewitness, Report

[+ SUBMIT A REPORT](#)

0

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[REPORTS](#)
[SUBMIT A REPORT](#)
[GET ALERTS](#)
[CONTACT US](#)
[ABOUT US \(من نحن\)](#)
[INSTRUCTIONS \(الأمّن الرقسي\)](#)

**48,368 Documented Killings from March 18, 2011 to January 3, 2013**

- Aggregate Report (تقرير إجمالي)
- Summary Report (تقرير ملخص)
- Killed (قتل)
- Eyewitness Report (تقرير شاهد عيان)




### Description

Syria Tracker (a **Project of Humanitarian Tracker**) Documented Killings: A total 48,368 victims from March 18, 2011 to January 3, 2013.

Google Earth file is available [here](#)  
Detailed spreadsheet available [here](#)





**Syria Tracker**  
@SyriaTracker

**@ushahidi 48,368 Documented Killings in #Syria from Mar 18, 2011 to Jan 3, 2012**  
[goo.gl/sJnLB](http://goo.gl/sJnLB) @SyriaTracker @HNTracker

Reply
 Retweet
 Favorite
 More

We're a non-profit tech company that  
**changes the way information  
flows in the world.**



TRIPOLI, Libya

Check out [Ushahidi 2.6: Tripoli](#) >

### What is the Ushahidi Platform



We built the Ushahidi platform as a tool to easily crowdsource information using multiple channels, including SMS, email, Twitter and the web.

### Manage the River of Information



SwiftRiver is an open source platform that aims to democratize access to tools for filtering & making sense of real-time information.

### Crowdsourcing In "the cloud"



When you need to get the Ushahidi platform up in 2 minutes to crowdsource information, Crowdmap will do it for you. It's our hosted version of the Ushahidi platform.

*Ushahidi is one of the few social enterprises that has, in just a few short years of existence, dramatically changed the face of how individuals and communities can influence democracy and economic development around the world.*

**Hilde Schwab** - Schwab Foundation for Social Entrepreneurship

# 6: Social media  
create credibility by  
enabling proof of impact.



## THE GARBAGE PATCH: Midway Islands

Photographer Chris Jordan and 5 Gyres Project

# Show, don't tell

## PROVING IT ON GOOGLE MAPS



Proving every completed water project.

See where every completed charity: water project is located on Google Maps. Browse by country or plug in a GPS coordinate of a specific project, if you have one.

[learn more »](#)

## DOLLARS <sup>to</sup> PROJECTS



Proving *every dollar* on *mycharity: water*.

A new feature that tracks every dollar raised on *mycharity: water*, showing you the water projects you helped fund, and the lives you've changed.

[learn more »](#)



## Photos and stories from the field.

Get to know our work beyond numbers, maps and graphs. Learn about the everyday mothers, kids and communities who benefit from your donations.

[stories from the field](#)



December 2, 2011

update: September Campaign 2011... we did it!

4 comments | [comment here](#)

tweet  
this 

share  
this 

Three months ago, we kicked off a campaign unlike any we'd ever done before. Through September Campaign 2011, we hoped to fund our first ever drilling rig so our partners could provide more water projects each year to communities in need. And in late November, with the help of more than 1,400 *mycharity*: water fundraisers...

# WE HIT OUR GOAL!



**\$1,200,000 raised (and counting.)**

**#8. Social media  
accelerate the rate at  
which things  
get played out.**

# Egypt Influence Network

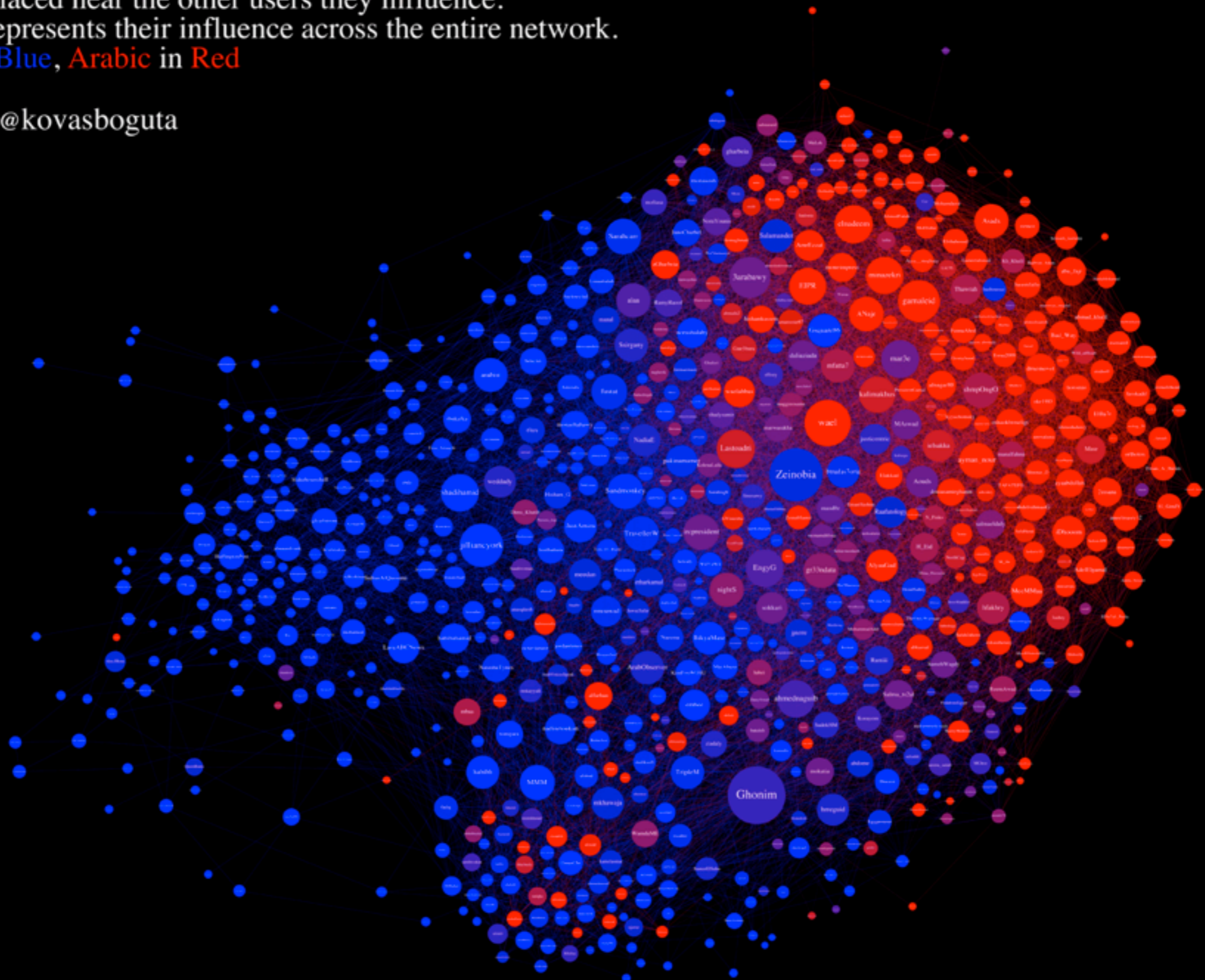
Twitter users are said to influence each other if they follow each other, shown with lines.

Users are placed near the other users they influence.

User size represents their influence across the entire network.

English in **Blue**, Arabic in **Red**

Follow me @kovasboguta



# From experimentation ...

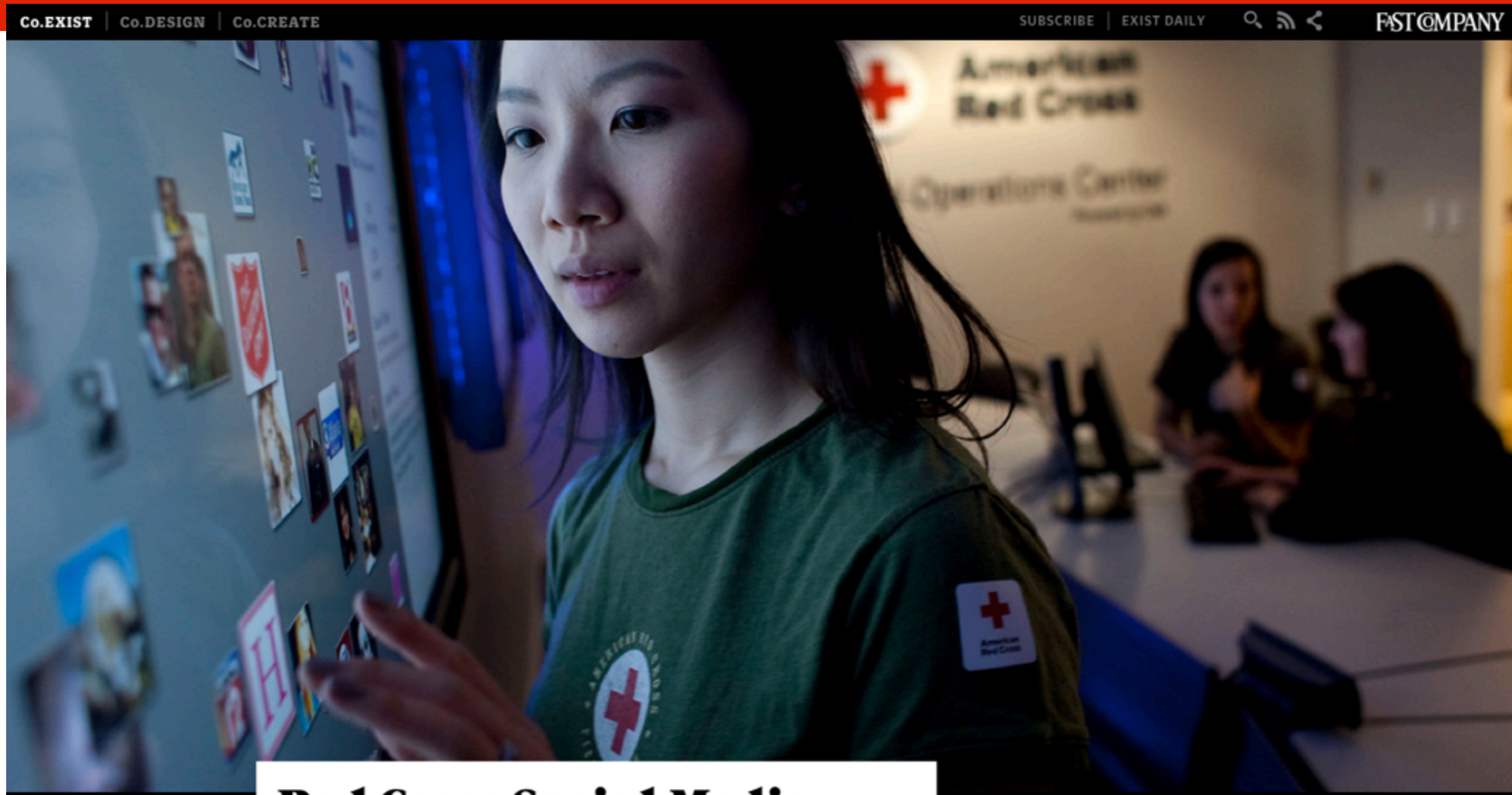
## USE YOUR CELL PHONE TO DRILL THE OIL INDUSTRY.

- 1 Check in now on [foursquare](#) at "Earthjustice Ad"
- 2 Every time you check in, an Earthjustice donor will donate \$10 to stop unsafe oil drilling



Each time you check into an Earthjustice ad in one of San Francisco's BART train stations, a major donor will donate \$10 to help its attorneys aid the environment

# ...to social media strategy



Co.EXIST | Co.DESIGN | Co.CREATE

SUBSCRIBE | EXIST DAILY



FASTCOMPANY

## Red Cross Social Media Monitoring Center: Tracking Tweets To Save Tornado Victims

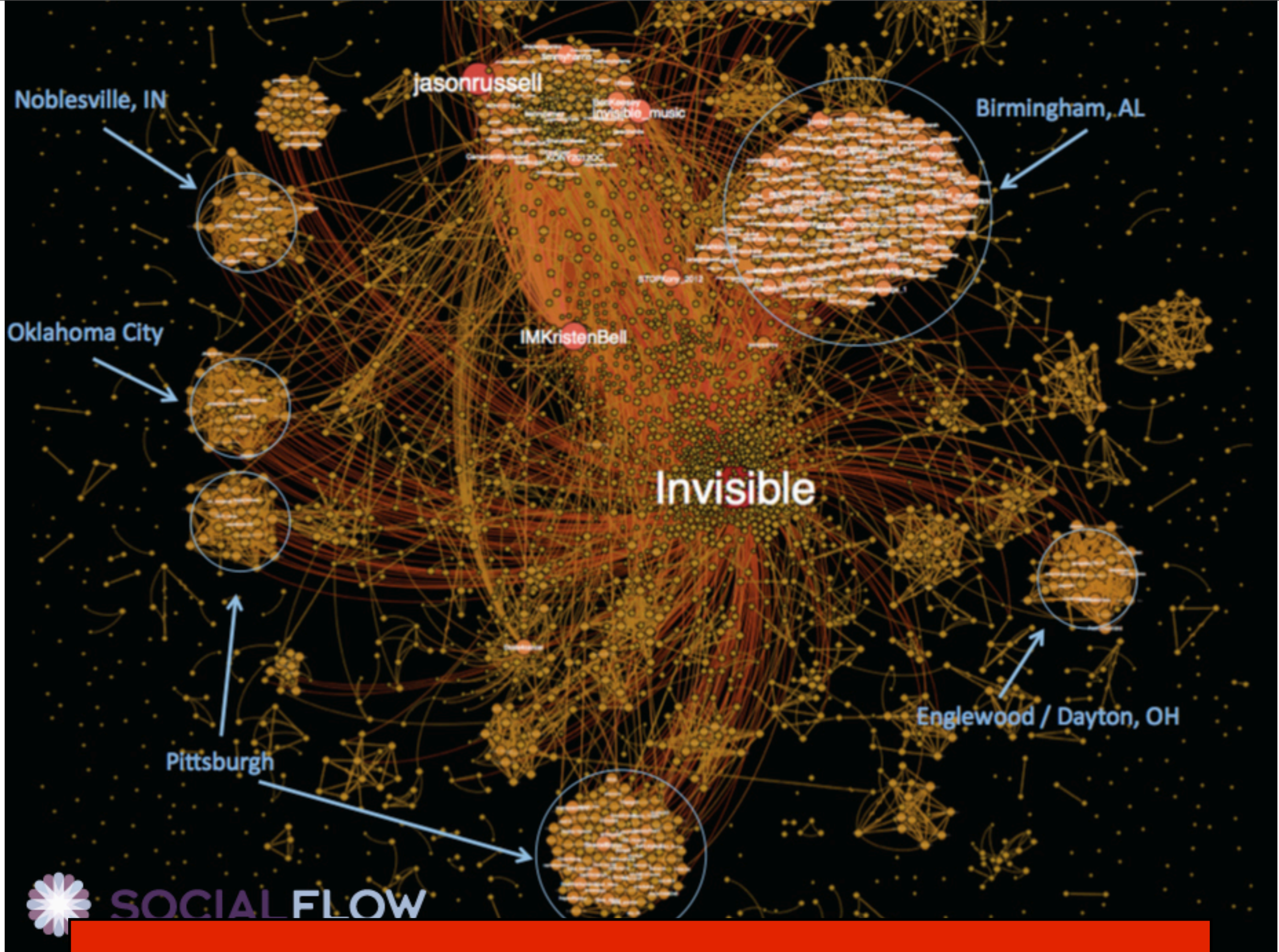
This tweet might save your life: A new high-tech system from Dell and the Red Cross will scour the Internet after disasters to find evidence of survivors needing help, making the deployment of aid much more efficient.



**Co.Exist**  
WORLD CHANGING IDEAS  
AND INNOVATION

Editor: Morgan Clendaniel

03/  
07



# KONY2012

- Humane Society of the USA
- Deputized supporters as watchdogs
- Meatpacking scandal
  
- MomsRising

# Tale of Two Causes



# iava.org

- private NINGS for vets and families of vets
- mobile texting campaigns for advocacy
- *“To improve the lives of Iraq and Afghanistan veterans and their families.”*
- *“Providing a virtual VFW hall.”*

# invisiblepeople.tv



## Evelin

Posted by invisiblepeople | Filed under face and voice of homelessness, female, road trip 2011, San Jose

Tweet 1

Share 5

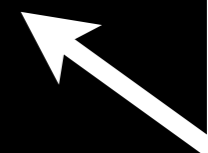
Share

## Evelin



## Homeless Has A Name

Paul Amber Jean Troy  
Donna Charles Viper Leona  
John Shawn Darryl Mark  
Debbie Gus Cerisa Jan



## Other Examples:

- MobileMedic
- Surfrider Foundation
- Ceasefire

# Brooklyn Museum

# Fail Fair

- Brooklyn Museum
- NFL Fan Nation (Ford with Building Together)
- China Institute

# Top 5 Reasons for Failure to Launch

**The social face doesn't match the digital face of the organization.**



example



**Failure to focus, start small, and let the  
data be your guide.**

**Brooklyn Museum**

**Failure to let top organizational  
challenges drive social media “solutions.”**

**China Institute**

# Social is Not a Department

SILOS DON'T COME DOWN, THEY JUST AGE.



**Failure to build a 'cause-wired' culture.**

**See from Beth's book or use  
NFL Fan Nation/Ford here**

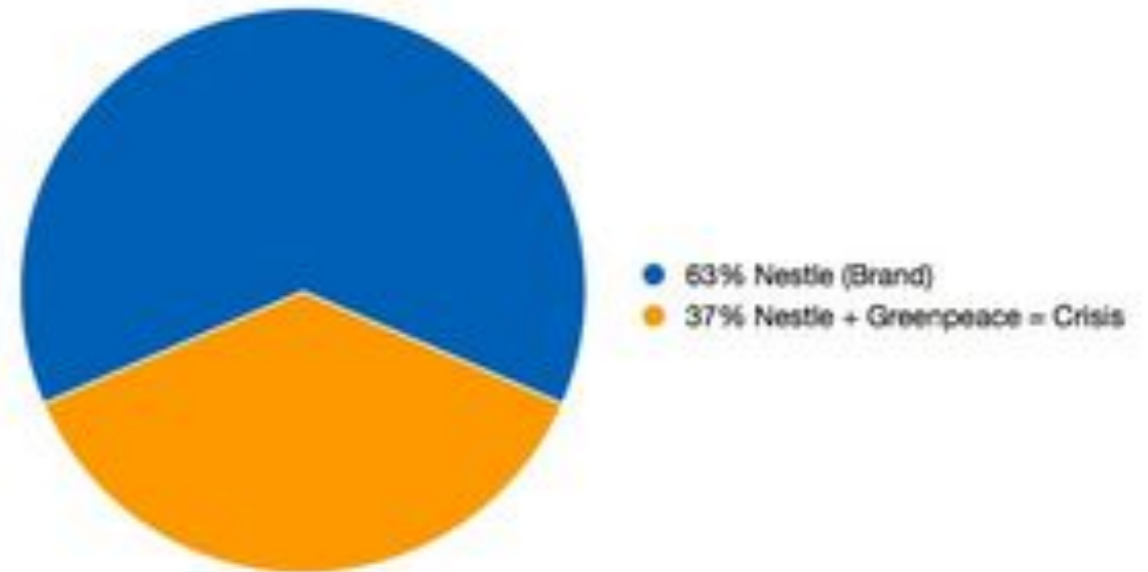
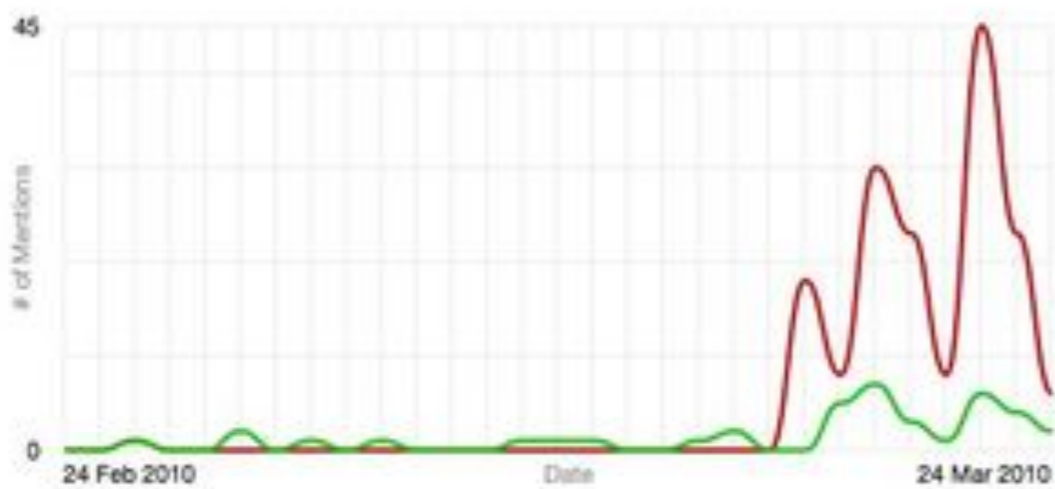
**Failure to measure results and get a dashboard for continuous improvement.**

**See from Beth's book**

# Monitor Them ...



## Sentiment



# How to Avoid Pitfalls?

- Always take it back to mission and goals.
- What is YOUR org's clear mission?
- IAVA



- How can social media be used to help drive that mission, or...clarify it, or redefine it?
- human did what, etc did what....?

ABOUT



# SAVE A DANCE

*\$500 -> \$1,000*

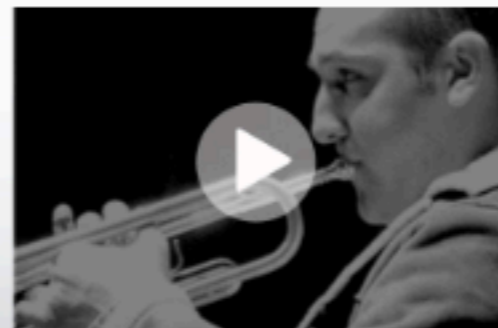


100% of your donation will pay for the services of one live musician to perform during a musical theater dance

**DONATE TO SPONSOR A DANCER**

\*all donations are tax-deductible

*\$500 -> \$1,000*



**DONATE TO SPONSOR A MUSICIAN**

\*all donations are tax-deductible

*2 hours a week*

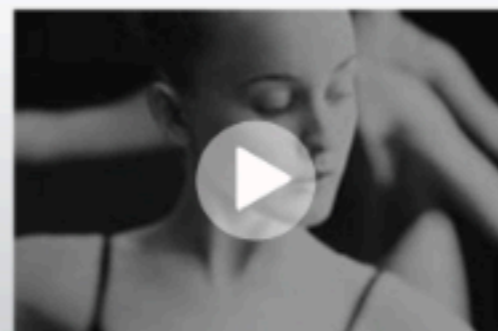


We need people to usher at performances, take tickets at the door, pass out programs and assist stagehands

**DONATE YOUR TIME - VOLUNTEER**

\*all donations are tax-deductible

*\$500 -> \$1,000*



100% of your donation will pay the tuition of one promising dance student attending ADM21's school.

**SEND A DANCER TO SCHOOL**

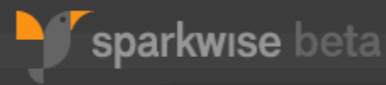
\*all donations are tax-deductible

## UNDERWRITE A PERFORMANCE

Measurement is KEY

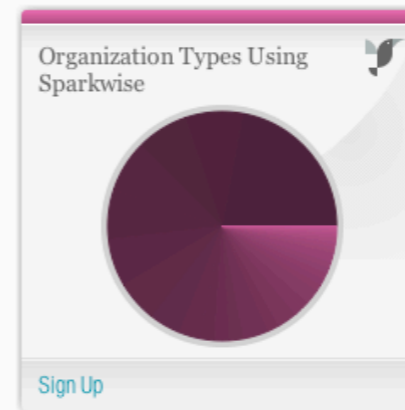
- Hacking for good (big data) NYCLU racial profiling anecdote and Data Without Borders
- Sparkwise and other dashboards-for-hire

# SPARKWISE



[tour](#) [faq](#) [about](#) [sign up](#) [sign in](#)

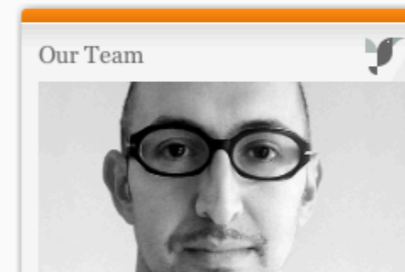
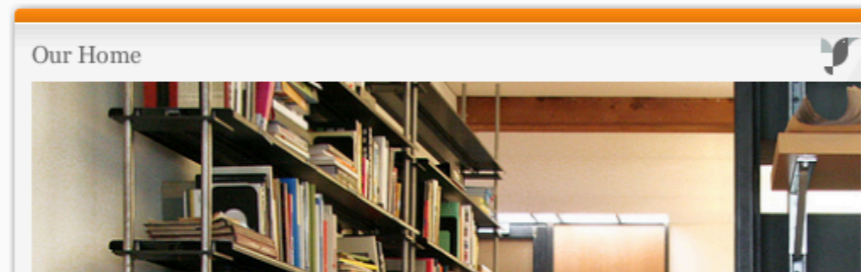
Data can be a powerful tool for change. Tracking the right metrics in the right context can help us gain a deeper understanding of the communities we serve, so we can make a lasting impact.



### Putting Data to Good Use

Sparkwise is designed to put data to good use. By collecting and comparing metrics and combining those raw numbers with video, audio, text feeds and PDFs—your data becomes a moving story.

Sparkwise was created by a team of world-class technologists, designers, data visualization experts and social impact strategists. It is free, open source and available to anybody.



# don't get Mubaraked.



## Start Strategizing!

Fill out your worksheets to define 3 of your organization's top goals - and how you think social media can help to meet each one.

We'll re-group this afternoon after you hear more about the various channels and tools...  
Later today, we'll focus on what might be best for YOU!

# Questions?

[mstepanek@causeglobal.com](mailto:mstepanek@causeglobal.com)  
[@causeglobal](#)



CAUSE GLOBAL