



STANFORD SOCIAL INNOVATION REVIEW PRESENTS

DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

February 10, 9:00 a.m. – 1:00 p.m.

Social Media and Storytelling



Ritu Sharma

CEO, Social Media for
Nonprofits



Veda Banerjee

Director of Communications &
Digital Marketing, Golden Gate
Parks Conservancy



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Trainer, Consultant & Strategist



Janet Fouts

CEO, Tatu Media



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Stanford SOCIAL
INNOVATION^{Review}

Ritu Sharma

- CEO, Social Media for Nonprofits
- Blogger, Strategist and Curator
- @ritusharma1
- ritu@sm4np.org



Educational Programs

We build digital media capacity through our educational programs in thirteen cities in three countries.

Our programs include:

- One-day Conferences
- Leadership Salons
- Free Webinars (1st and 3rd Wednesdays)
- Tweetchats (2nd and 4th Fridays)



Key Concepts

Integrated Strategy



Multi-platform,
no silos
between
departments

Understanding New & Emerging Platforms



Which platforms
should you be
on?

Campaign Based Social Media



Golden Gate
Parks

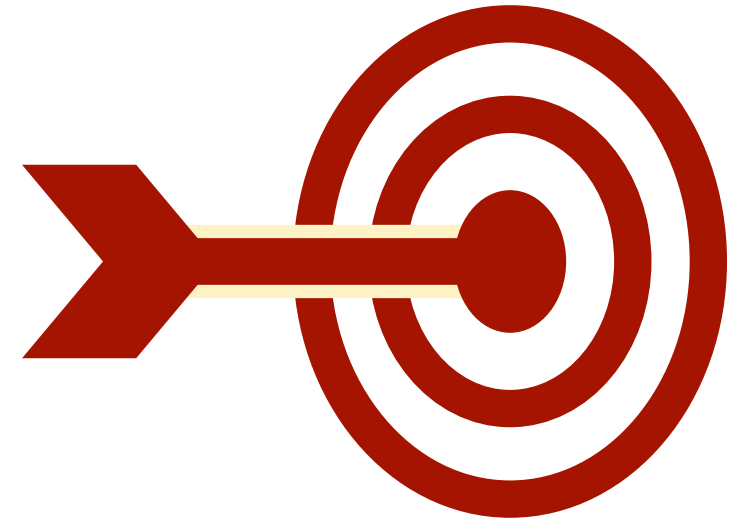
Measurement



Understanding
basics of
measurement

Goal

Delve into strategy, platforms, measurement and community.



Learning Outcomes

01

Inform on the importance of integrated strategy

02

New & emerging platforms, how to select the right one

03

Assess and ground social media efforts in measurement & data

04

Bring mindfulness in social media practice

Why Social Media?

Key Reasons to Invest in Social Media Across Departments

01

Fastest growing medium (Email 11%, Social 3X per year)

02

Levels the playing field, same opportunity as a major brand with media budget

03

Donations as gifts and online giving both on the rise

Veda Banerjee

- Director of Communications & Digital Marketing, Golden Gate Parks Conservancy
- @vedabanerjee



PARKS CONSERVANCY

--PARKS FOR ALL FOREVER

VEDA BANERJEE

DIRECTOR, COMMUNICATIONS & DIGITAL MARKETING

TWITTER: VEDABANERJEE

LINKEDIN: WWW.LINKEDIN.COM/VEDABANERJEE

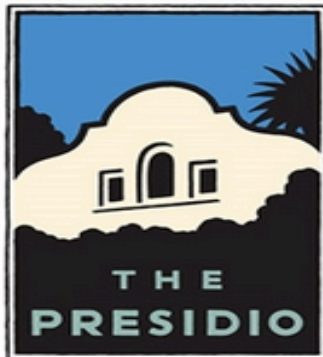
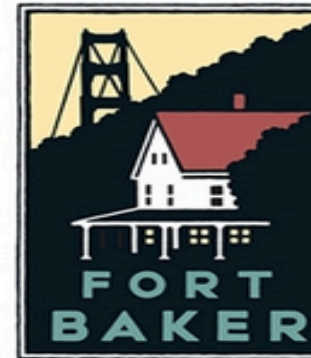
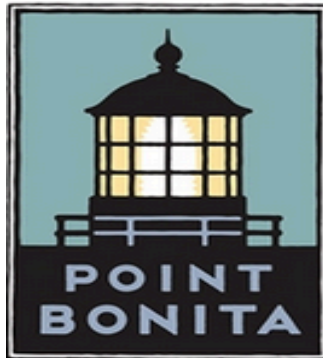
GMAIL: VEDA.BANERJEE@GMAIL.COM



The Parks Conservancy preserves the Golden Gate National Parks with the bold vision of Parks For All Forever



ICONIC BRAND IMAGES



THE GOOD, THE BAD, & THE UGLY

- **The Good:**
 - Engaged board, Trails Forever fundraiser dinner
 - Award-winning printed materials & direct mail campaigns
 - Highly-trafficked retail operations
- **The Bad:**
 - Busy website and tough to navigate homepage
 - Poor landing pages, slow loading mobile site
 - Low e-commerce traffic.
- **The Ugly:**
 - Low brand awareness among Gen X, Y, and Millennials about the Parks Conservancy

GET SENIOR STAFF EXCITED



@vedabanerjee

BUSINESS STRATEGY

Business Name	Parks Conservancy
Mission Statement	The mission of the Parks Conservancy is to preserve the Golden Gate National Parks, enhance the park visitor experience, and build a community dedicated to conserving the parks for the future.
Marketing Objectives	<ul style="list-style-type: none">• Build e-newsletter subscribers• Increase membership• Increase online fundraising• Improve our e-store sales• Improve our mobile presence
Value Proposition	Parks For All Forever
Digital Marketing Goal	Increase membership among Gen X, Gen Y, and Millennials or reach younger audiences

EXISTING TRAFFIC TO WEBSITE

- 107,000+ sessions (69,200 new visitors & 38,600 returning); 73% bounce rate
- Predominantly desktop (67,000+), mobile (30,000+), tablet (9,600+)
- Page load time: 4.52 seconds. Best practice is 2 seconds or less to retain users.
- Top visited pages in order: Web cam, Map, Lands End (70% bounce rate), Baker Beach (78% bounce rate), **Ocean Beach (6.8 secs pg.. load time; 80% bounce rate)**, Jobs, Ai Weiwei Alcatraz, Golden Gate Bridge (8.2 secs pg. load time), **Muir Woods (70% bounce rate)**, Events, Crissy Field programs

MANY VOLUNTEERS, NOT ENOUGH MEMBERS!



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NEW & YOUNGER MEMBERS AKA UNICORNS!



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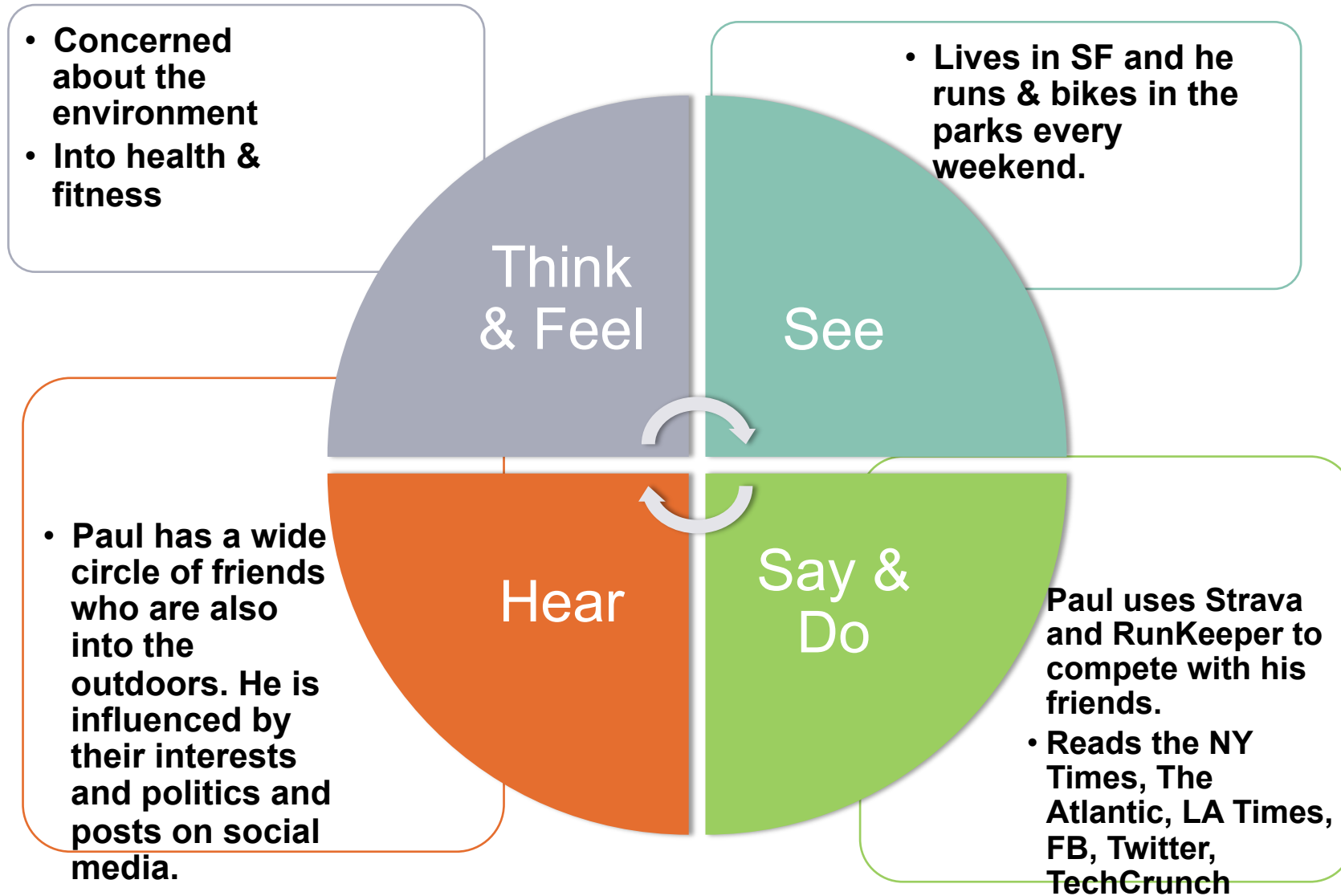
Goal: Convert Paul McDougal to Member



Problem: Affluent, regular park user; but not a member

Strategy: Reach Paul through our digital channels and bring him in as a sustaining member/supporter for the Parks

PAUL: EMPATHY MAP



USER ACQUISITION TOOLS!



USER ACQUISITION STRATEGY

Acquisition	Activation	Retention	Referral
Offer park tips for an email. Ask people to share their favorite hikes on social media.	Send us your best hiking photos and we will feature your stories on our blog or social media WITH credit.	Invite people to be guest bloggers and share content via social channels.	Invite members to send us video or photo testimonials that we will feature on our e-newsletter, blog, and social media. And give away coffee cards to one of our cafes.



CUSTOMER STRATEGY

Paid Media

- Launch mobile ads
- Launch display ads
- Facebook ads to drive website traffic, email signups, event registrations

Social Media

- Facebook ads
- Twitter cards and ads
- LinkedIn ads/Instagram ads
- Leverage Twitter influencers

Owned Media

- Revamp our email marketing
- Launch Conservancy blog to improve our SEO and create more landing pages
- Drive email signups via social media posts

Earned Media

- Increase Yelp reviews via social
- Press outreach via targeted pitches on stories & topics in the parks

PAID ADS STRATEGY

Google AdWords	Display Ads	Facebook Ads	Twitter Ads	Landing Pages	Retargeting
Use the \$10,000 nonprofit grant to launch ads for: e-newsletter signups, volunteer programs, and membership	Look at peer/competitor review and target similar websites and online calendars	Launch 3 ads (on rotation and will run for three months) only driving email signups to upsell later. And use FB lookalike ads	Similar plan to Facebook. Will drive traffic to landing pages asking for email signups only and lead generation cards	Create a landing page for e-newsletter signups, member benefits, and volunteer fun and activities	Identified e-store abandoned items and plan to launch remarketing ads.

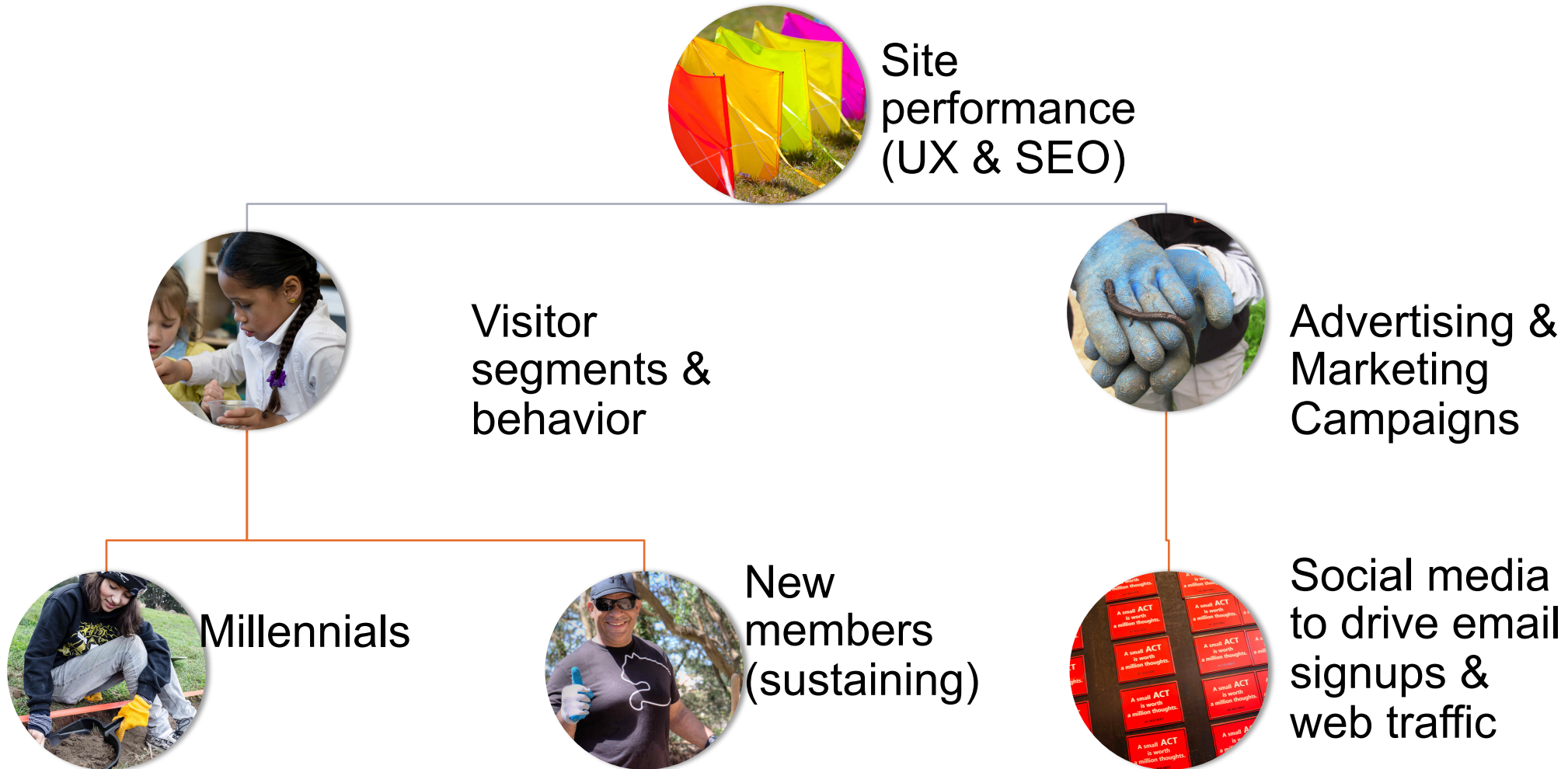


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GOOGLE ADWORDS

- Maximize the \$10,000 grant to promote e-commerce (Alcatraz, Lands End Lookout, Warming Hut, and food services)
- Listed goals: visit our parks, drive membership, general awareness, and sell our products
- Create better landing pages for ads
- User personas again to help create better ads
- Build your keywords:
 - Think like a customer
 - Organize by themes
 - Be specific (5-20 keywords per ad group)
 - Use the keyword planner

DISCOVERY & OPTIMIZATION



FACEBOOK: 16,000+ LIKES



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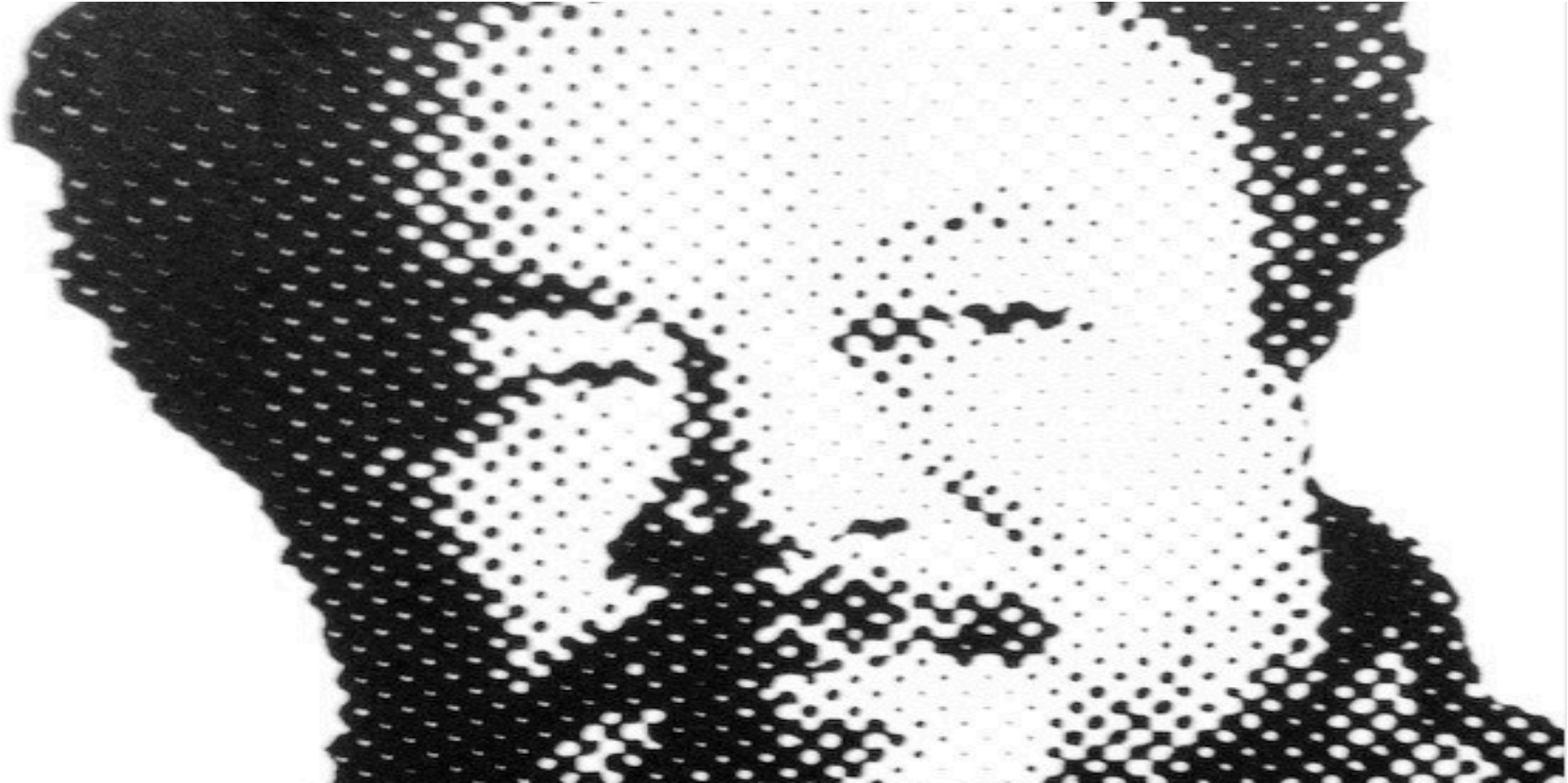
SOCIAL MEDIA CASE STUDY: AIWEIWEI ON ALCATRAZ

- Utilized Yammer to empower art guides on the front lines to contribute photos, video, and anecdotes to Conservancy and FOR-SITE social media channels.
- Centered conversation around exhibit specific hashtag. In the end, more than 10,000 posts on Instagram and Twitter used the #AiWeiweiAlcatraz hashtag.
- Twitter and Instagram were the channels of choice for interacting with the exhibit

#AiWeiweiAlcatraz hashtag usage:

- Instagram: More than 5,500 times since opening day
- Twitter: More than 5,000 times overall

@LARGE: AIWEIWEI ON ALCATRAZ



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@LARGE: AIWEIWEI ON ALCATRAZ



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@LARGE: AIWEIWEI ON ALCATRAZ



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SUMMARY

- Utilize Google AdWords to help drive traffic to specific landing pages and donation drives
- Launch social media ads for event traffic and awareness and to drive specific email signups on your website
- Emphasize concrete results from social: Driving website traffic, event signups, membership drives
- Create an editorial calendar for social posts
- Generate reports for best and worst performing social posts to improve your work. And share success stories with senior staff
- Invest in software that allows you to listen to your community engagement on social channels so you can constantly improve

IF NOTHING ELSE, PUT A MOON ON IT!



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THANK YOU!



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New & Emerging Social Media Channels

Lauren Girardin

- Trainer, Consultant & Strategist
- @girardinl



DON'T PANIC!

How to
Embrace
Emerging
Social Media
with Infinite
Majesty and
Calm

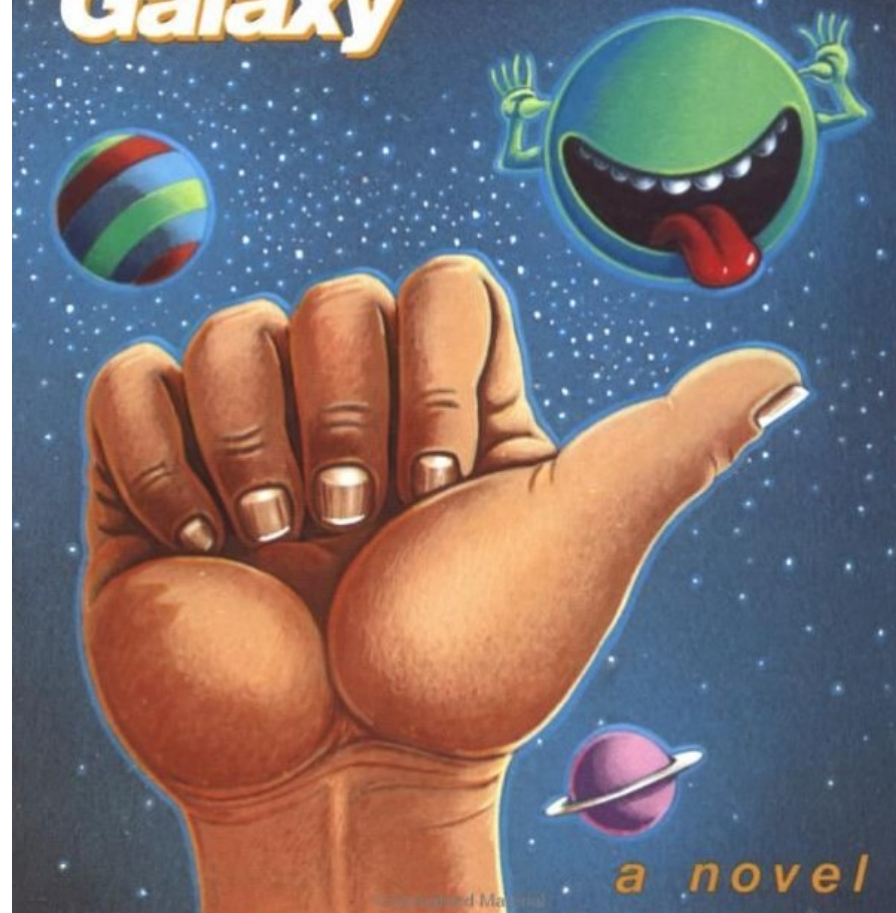
#dataonpurpose
@GirardinL

Some of my clients



DOUGLAS ADAMS

The Hitchhiker's Guide to the Galaxy







Lauren Girardin @girardinl

Q1: Which social media channels does
your nonprofit ~actively~ use?
[#dataonpurpose](#)



TWEET YOUR ANSWER, BEGIN IT WITH A1



IF YOU WANT TO SURVIVE OUT HERE
YOU GOTTA KNOW WHERE YOUR TOWEL IS

NOT Emerging

Meetup

LinkedIn

Facebook

Flickr

YouTube

Twitter

MySpace

Tumblr

Instagram

Pinterest

Reddit

Quora

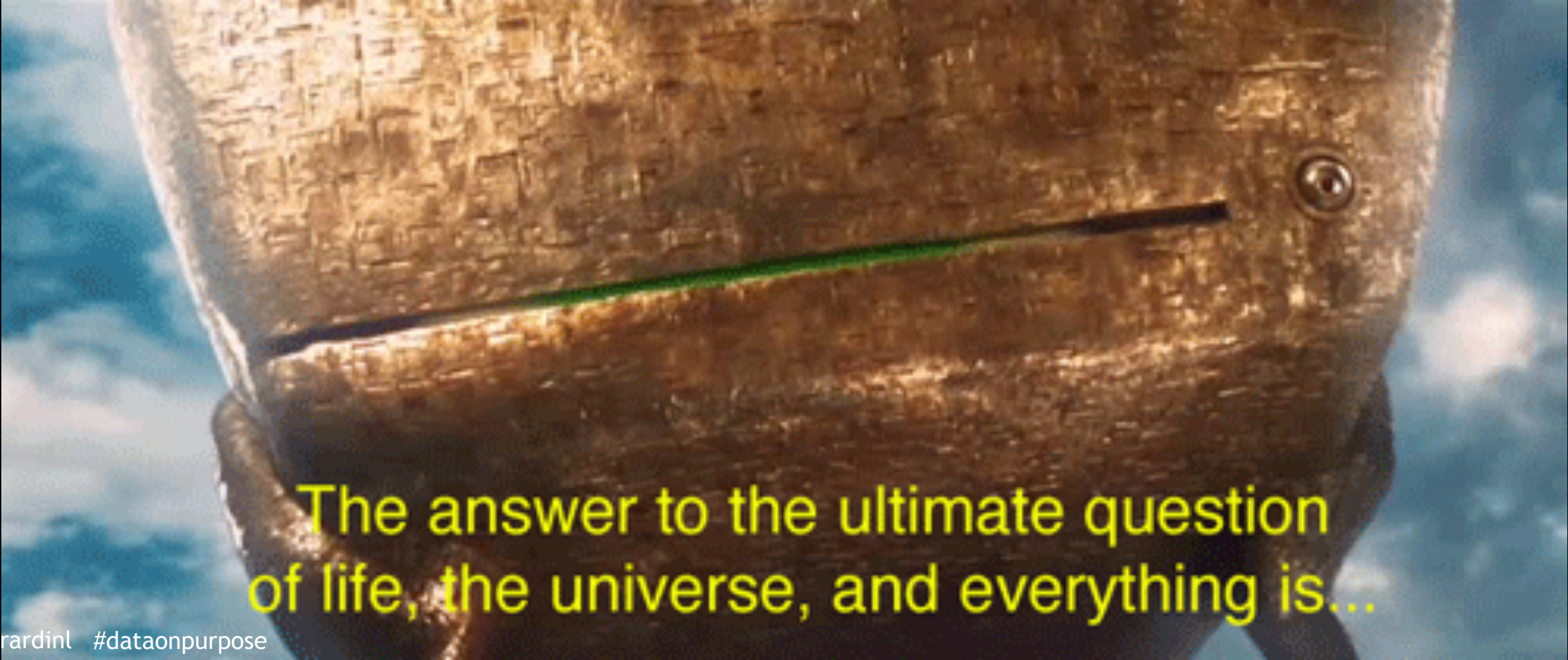
Google+





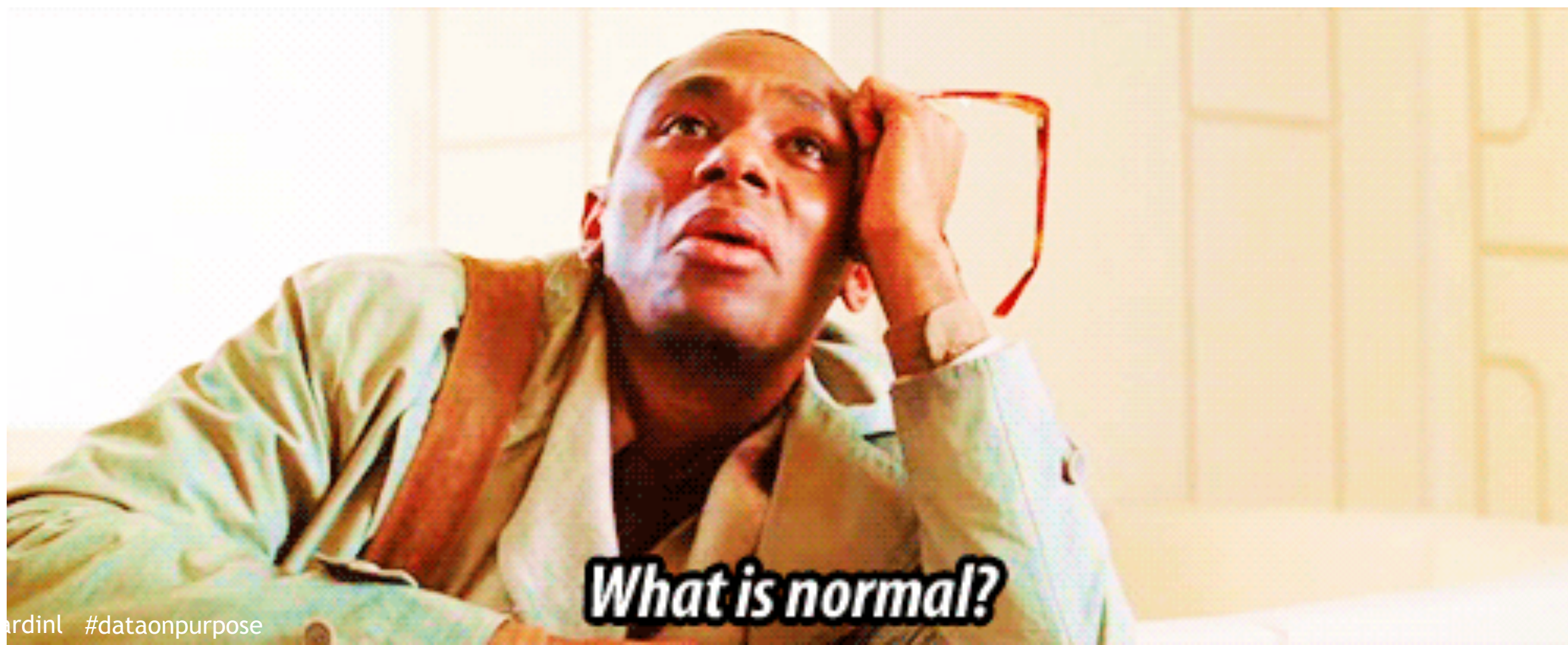
**DON'T
PANIC!**





The answer to the ultimate question
of life, the universe, and everything is...

1



2

Using?

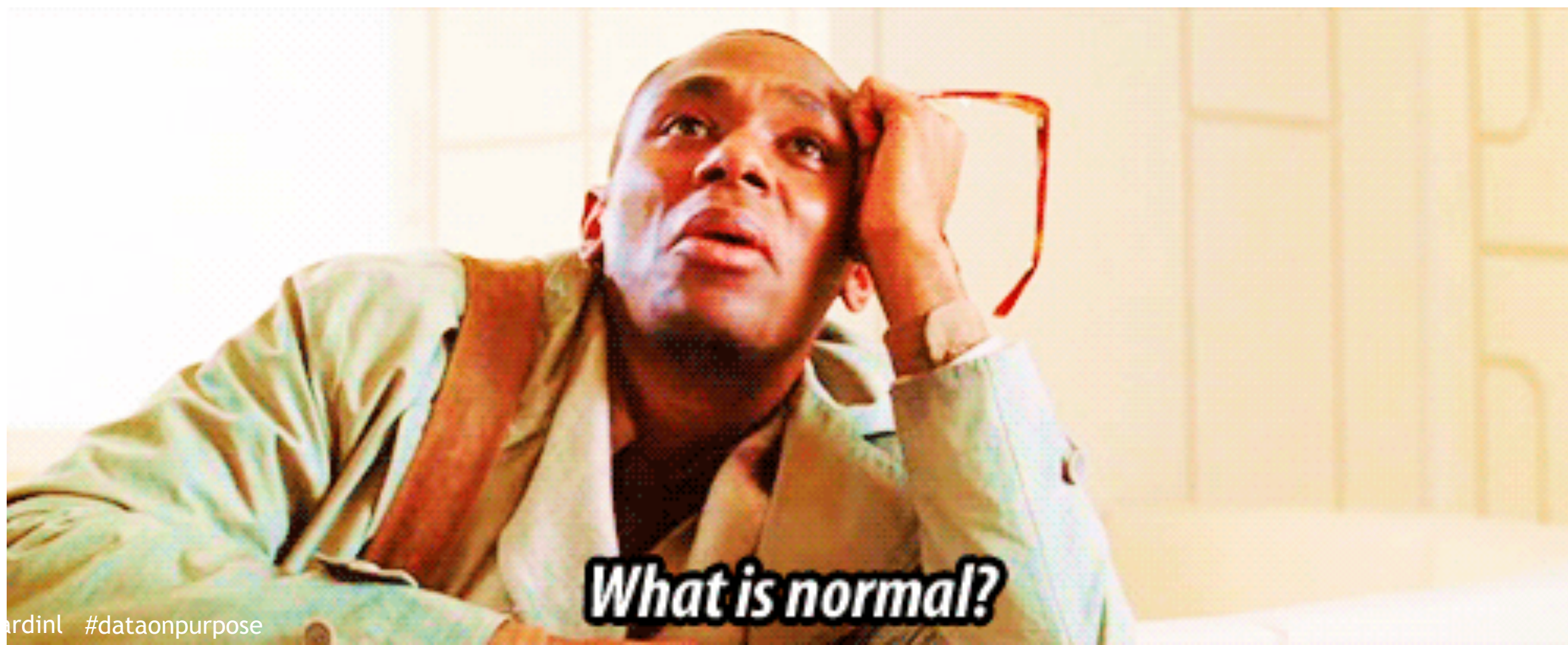
What is normal?

3

Each

What is normal?

4



5

And establish
credibility?

What is normal?



Lauren Girardin @girardinl

Q2: What new or new-to-you social media channels could help your nonprofit reach its goals?

[#dataonpurpose](#)



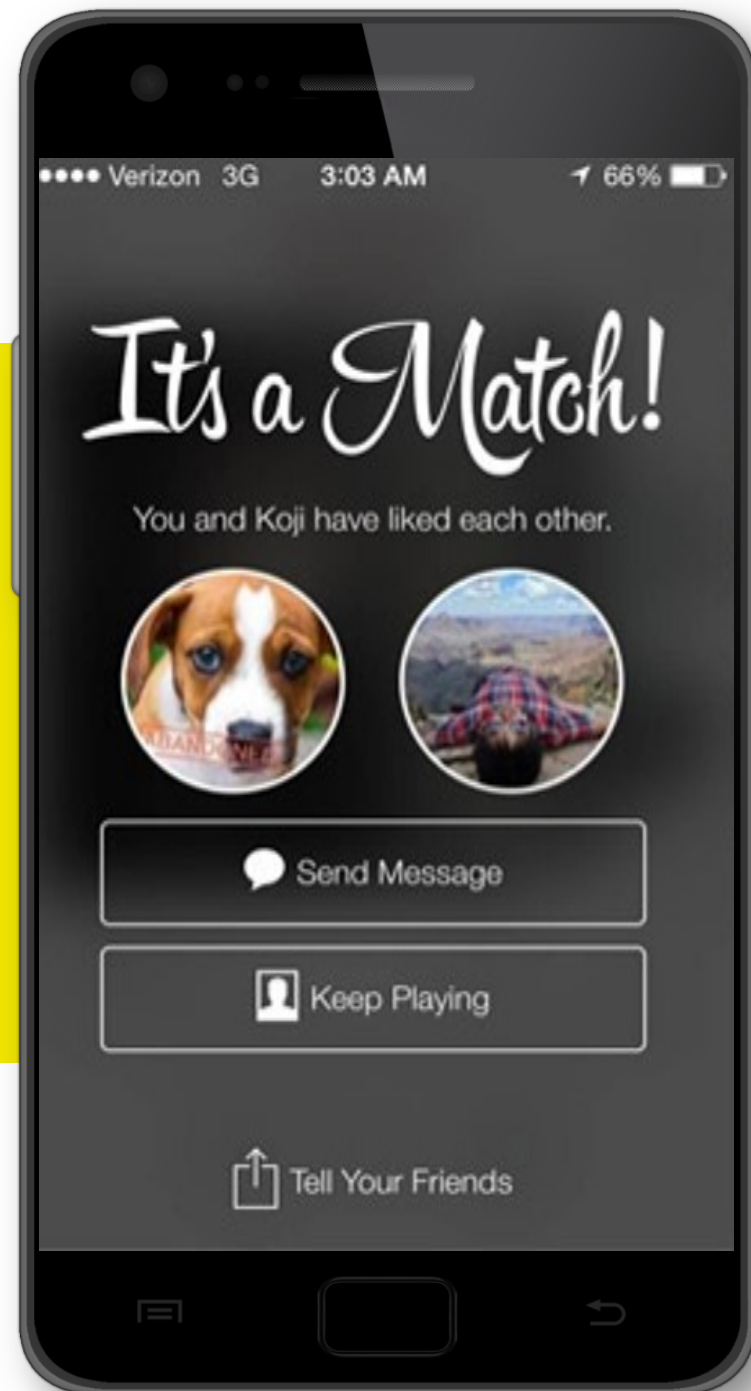
TWEET YOUR ANSWER, BEGIN IT WITH A2

Nonprofits experimenting bravely on emerging social media

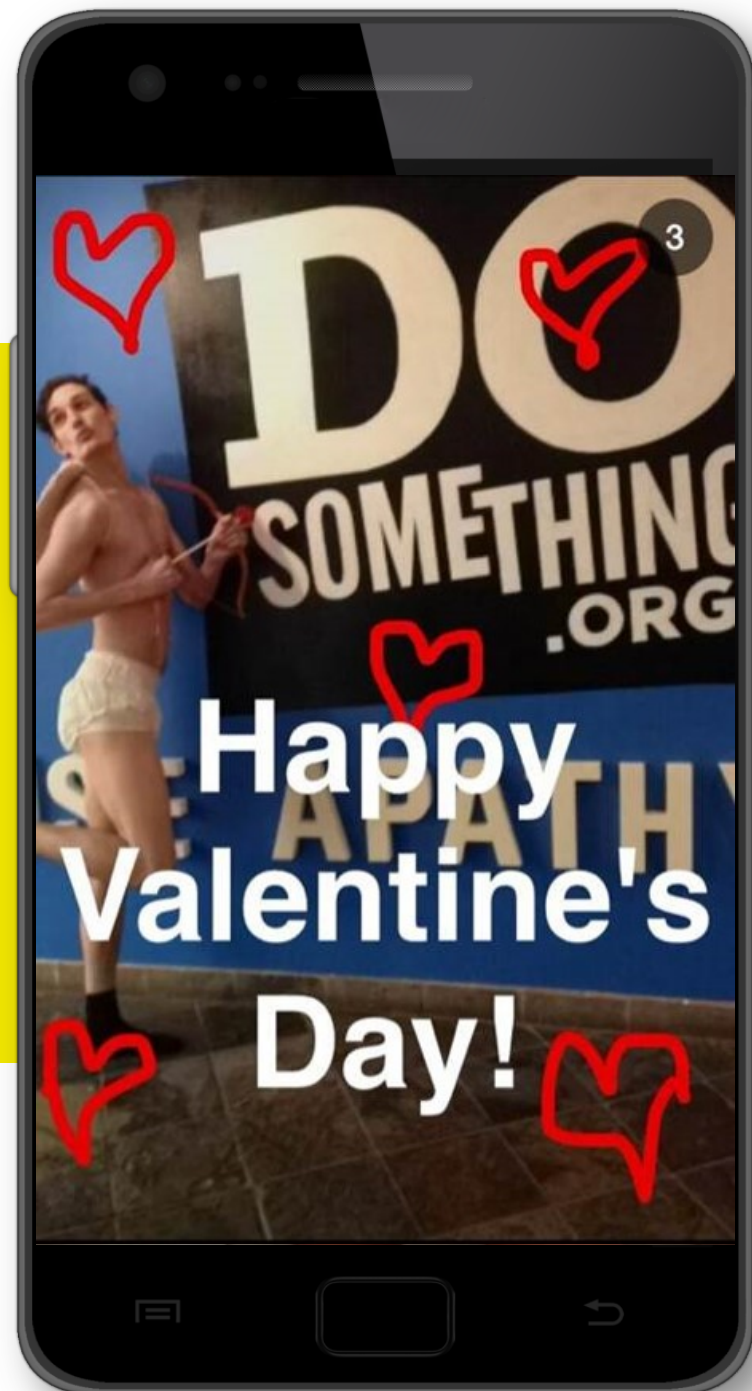


I want to go somewhere I've never been
and I'd like to go with you.

Matching services



Ephemeral messaging



Ephemeral messaging

DO SOMETHING .ORG ABOUT US CAMPAIGNS CAUSES AWESOME-THINGS

Love Letters

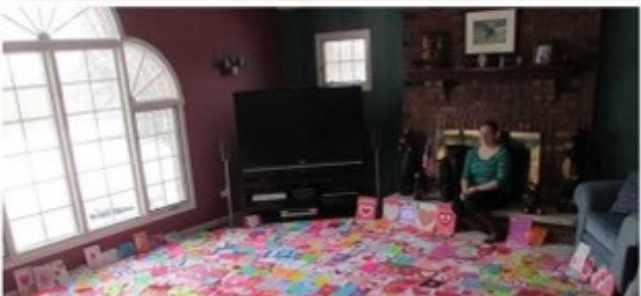

Recommend 1.2k Tweet JAN 2 - FEB 15 Powered by MENTOR UP

THANKS TO YOU, WE GAVE

251,262 HANDMADE VALENTINE'S DAY CARDS

TO SENIORS IN NEED

Stay tuned for announcement of the scholarship winner.
Check out some of the awesome cards you made:



“Anonymish” sharing





Lauren Girardin @girardinl

Q3: What brave experiment in social media would you run if you could do anything you want? [#dataonpurpose](#)



TWEET YOUR ANSWER, BEGIN IT WITH A3

@ritusharma1



experiment
Need help getting your organization to
bravely
on social media and in other communications?

Let's connect!

lg@laurengirardin.com

@girardinl

Janet Fouts

- CEO, Tatu Media
- Author, Trainer and Consultant
- @jfouts



Mindful Social Media



Mindful Social Media Strategy For Nonprofits



- ✓ Intention
- ✓ Generosity
- ✓ Gratitude
- ✓ Listening
- ✓ Empathy
- ✓ Acceptance



Take a mindful moment

Who are we talking to?



Stories are about people








What are they thinking?

- Understand their language
- What about us do they dis/like
- What are their goals, needs?



Listen to the data

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	89,247	66.55%	59,398	43.95%	3.19	00:04:10
1  Direct	32,978	<div><div></div></div>		37.78%	<div><div></div></div>	
2  Referral	30,269	<div><div></div></div>		48.51%	<div><div></div></div>	
3  Social	22,409	<div><div></div></div>		49.13%	<div><div></div></div>	
4  Organic Search	2,839	<div><div></div></div>		31.24%	<div><div></div></div>	
5  Email	752	<div><div></div></div>		24.47%	<div><div></div></div>	

- Engagement
- Website traffic
- Email opens and clicks
- Surveys
- Field research
- Case studies

Listening tools

- Keyword searches
- GetLittleBird
- SocialMention
- Buzzsumo
- Google Alerts
- SproutSocial
- SocialBro



What to do with what we learn?



A young woman with long, wavy brown hair and a bright smile is the central focus. She is wearing a white off-the-shoulder top. The background is a blurred grocery store aisle with various produce like green grapes and purple grapes visible. A semi-transparent dark grey bar at the bottom contains the text.

Find your champions and empower them

Let's pair up

How can you find your champions?



Nurture your champions



Mindful Social

- Be present
- Know your audience
- Find and enable your champions
- Do more of that





Questions?

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Measurement Tools

- Facebook Insights
- Google Analytics
- Rowfeeder.com/freebies
- Hootsuite (Links)
- Brandwatch (enterprise)
- Meltwater (enterprise)
- Radian 6 (enterprise)
- SproutSocial



Row FEEDER

Google



hootsuite™

Social Media Management



crowdboost