Social Media for Nonprofits:
Analysis and Discussion of Facebook for Habitat for Humanity San Luis Obispo

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Abstract

In the past few years, social media has become a key strategy for public relations practitioners. Sites like Facebook have revolutionized online marketing and how businesses and organizations reach their publics. Large nonprofits utilize Facebook to spread their messages and gain supporters and funds, but many small, local nonprofits do not use Facebook to their advantage. Social media has become necessary for businesses and organizations, especially nonprofits, to grow, as well as compete with their competitors. The results of this project demonstrate why nonprofits may not participate in social media, as well as why it is beneficial to implement the correct strategy and tactics to be successful at social media.

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Chapter 1: Introduction

The purpose of this paper is to examine how nonprofits use social media to further their causes, gain recognition, and fundraise. It also explores why many smaller nonprofits do not engage in social media. The research shows that social media can greatly benefit any nonprofit if done correctly. Habitat for Humanity San Luis Obispo County served as a case study as to why many small chapters of nonprofits have not utilized social media, particularly Facebook and Twitter, to its full potential. By exploring how large, national nonprofits successfully use social media, small, local nonprofits can learn how to apply the same strategies and tactics to achieve their common goal of increasing donations.

The use of social media has become an important aspect of public relations. It enables the public relations practitioner to reach out to publics in new ways. Practitioners are able to see what is being said about their organization and how their organization is being perceived. They are also able to disseminate information more quickly because viral messages can be spread in seconds. Since publics can directly communicate with an organization, social media also helps personify an organization. It has created both challenges and new opportunities for the public relations field. Practitioners can use these tools to "make PR a more important part of the communication arsenal" (Bush, 2010, para. 7).

Social media has revolutionized the way businesses and organizations promote themselves to their publics, yet many nonprofits have fallen short. Billion dollar companies have utilized these "free" channels, but many nonprofits either underutilize them, or have not even begun tapping into these useful resources. Social media has

become a crucial, and beneficial, method of communication for nonprofits and it would greatly benefit them to better understand and adopt social media (Curtis et al., 2008). This adoption is critical for nonprofits, large and small, to further their public relations efforts and market their organization and cause.

Chapter 2: Review of the Literature

Relationship Building

Human beings are inherently social and thrive on "connecting with one another and sharing our interests and issues" (Zuckerberg, 2010, p. vii). Social media solidifies and "augments relationships built on land." It strengthens the relationships outside an organization's walls and these relationships keep the organization going (Kanter & Fine, 2010, p. 9). "Relationships are the foundation for social networking sites" (Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. 2008, para. 2).

Organizations don't need a specific strategy for each individual social media site; they need a relationship strategy that encompasses all aspects of social media. What makes social media so groundbreaking is the two-way communication it allows between individuals and the company or organization (Ferrazzi and Raz, 2010). This two-way communication allows organizations to develop relationships with their publics and interact on a more personal level. "Developing relationships mean people come back—and repeat customers account for 75 percent of purchases" (Aaker & Smith, 2010, p. 89).

Alison DaSilva, the EVP for Cone, said, "Social media is first and foremost, there to help people be social and share information" ("Nonprofits discover power of social media fundraising," 2010, para. 4). Social media is called *social* media for a reason

(Valentine, 2010). It harnesses the power of human relationships to drive action and change, especially in regards to nonprofits.

Social Media Tools: Facebook

There are over 500 million active users on Facebook and it is the most popular social media site in the world (system documentation, 2011, Earle, 2011). Facebook is also the second most trafficked website in the world, only second to Google (Smith, 2010). The power of Facebook is that an individual can share content with friends, who then share that content with their friends, and in a short amount of time, "a large number of people can come together around a common interest in a truly global conversation" (Zuckerberg, 2010, p. vii). Social media, especially Facebook, is becoming engrained into society and shaping the way people "think, connect, engage, and work together" (Kanter & Fine, 2010, p. 5).

Businesses and organizations that are successful on Facebook will see a rise in profits and sales, increased awareness among publics, and open communication with publics, to name a few. They have a large amount of "likes" on their pages, as well as a lot of two-way communication on their walls. To have an effective Facebook page, these businesses and organizations have a plan that includes calendars and what to post when.

The 1999 World Champion of Public Speaking, Craig Valentine, gives six communication keys that can create a successful Facebook page. First, organizations must give a glimpse into their life. This builds trust and puts a face to a business. It will also make them more attractive because people will want to live similar lifestyles. Second, use stories to stand out. It will help build buzz on what an organization has to

offer, as well as make them remarkable, not invisible. Third, start juicy conversations. This includes asking questions or making bold statements. This will promote discussion and people will want to be a part of the discussion. Fourth, deepen followers' involvement by offering a next step. Give them only one option so you will ensure followers take action. Fifth, build trust by linking to experts. This will show followers that their best interest is in mind. Lastly, Grab attention with a bang. Within the first few lines of text, posts need to capture the audience, then they will decide if they want more (Valentine, 2010).

They key to being successful on Facebook is to create compelling content that will start a conversation. Good content is useful, helpful, educational, interesting and fun (Handley, 2010). This will encourage the two-way conversation between people and between people and organizations, which can enlarge an organizations' efforts "quickly, easily and inexpensively" (Kanter & Fine, 2010, p. 3). With Facebook reaching publics and potential publics around the world, an engaging page can help make or break an organization.

Social Media in Public Relations

Social Media has taken the business world by storm. Businesses, organizations, and individuals are using social media channels such as Facebook, YouTube and Twitter, to "streamline management functions, interact with volunteers and donors, and educate others about their programs and services" (Waters, 2008, section 2.1, para. 1). Media consumers, and target audiences, do not just trust what is being told to them; they are engaging with others and sharing content rather than just consuming it (Hazlet, 2009).

The bottom-line is to differentiate an organization from its competitors, and social media is the channel many are using to do just that. John Suhler, co-founder and president of Veronis Suhler Stevenson, said that the public relations industry "has grown because of a significant rate of client adoption of social media and word-of-mouth marketing techniques." Suhler said that "there is now an opportunity for the PR profession and practitioners to use these [digital] tools and make PR a more important part of communications arsenal" (Bush, 2010, para. 7). Social media adoption is essential for public relations practitioners because it allows them to effectively reach their publics and stakeholders and engage in conversation, it expedites the circulation of information, and provides "an avenue to strengthen media relations" (Eyrich, N., Padman, M. L., & Sweetster, K. D. 2008, Curtis, et al., 2009, section 1, para. 1).

Avenues such as Facebook also allow PR practitioners to identify supporters, understand new prospects, as well as monitor what is being said about an organization. Patricia Goldman of the March of Dimes said, "If we're getting the same question from our online community and we think we've answered it a million times, then clearly we're not communicating the message effectively" ("Nonprofits discover power of social media fundraising," 2010, para. 16).

Social Media For Nonprofits

Nonprofits can benefit greatly from social media, especially since they usually have limited monetary resources (Curtis et al., 2009). Unfortunately, many nonprofits do not use social media tools to their full potential, especially smaller ones. Some have unattended and outdated Facebook pages, while others don't have one at all. Wendy

Harman of the American Red Cross says, "Silence is indifference, and that is worse than negative comments" (Kanter & Fine, 2010, p. 49).

Many nonprofits lack the resources and time to constantly update a Facebook page. When profiles are made and abandoned, it "creates only minimal exposure for the organization, and it could turn off potential supporters if they witness inactivity on the site" (Waters et al., 2008, section 5, para. 7). Furthermore, those that do have Facebook pages often do not employ the right tactics. According to Aaker and Smith (2010), many Nonprofits try to "disseminate information about their causes without providing specific instructions on how interested parties should act." They also "fail to use social networking to create a sense of community with their educational campaigns." People like to consult with others before donating time or money to a cause (p. 112). Many interns or volunteers are in charge of managing social media pages because they are knowledgeable on how to use the site and usually manage personal profiles on a regular basis (Waters et al., 2008). This has its advantages and disadvantages. Interns and volunteers often have vast knowledge of the sites because they may use them everyday. Social media is almost second nature to them. On the other hand, interns and volunteers have a high turnover rate, so there is no consistency in the long run. If nonprofits can overcome barriers like limited resources and time, they can use social media sites like Facebook to greatly benefit their cause and organization.

Fundraising is a big part of running a nonprofit and more and more nonprofits are turning to social media to help aid in fundraising efforts. Mike Swenson, president of Barkely PR, says social media is a "great channel in terms of micro-giving—enabling supporters to ask a wide audience to donate a small amount of money… for nonprofits,

it's a way to open up their story to a new audience, who, at least at the moment, can't write a big check." Nonprofits are creating value through these sites, inspiring people to donate rather than the nonprofits "always be looking for money" ("Nonprofits discover power of social media fundraising," 2010, para. 6). A study done by Blackbaud and Charity Dynamics found that participants who used social media had "higher fundraising goals, reached more donors and raised more money" than those that did not. Furthermore, those that used multiple social media tools had even more success than those that used only one (ENPublishing, 2010, para. 4). By utilizing social media channels to fundraise, nonprofits can reach a broad platform of people and achieve more fundraising success ("Nonprofits discover power of social media fundraising," 2010).

For nonprofits to be successful at social media, they must follow Aaker and Smith's Dragonfly Model. This model is based on the pneumonic "Focus and G.E.T." First, nonprofits need to "Focus" and identify a singly, concrete measurable goal. Then, they need to "Grab Attention" with "something personal, unexpected, visceral, and visual." Second, they must "Engage." Creating a personal connection will allow them to tap into emotions and values. This would include showing empathy, authenticity or telling a story. Lastly, the model says to "Take Action" and enable and empower others to do this. The call to action must be easy and simple for an audience to follow. This has the potential to turn customer into team members, which will create a loyal following (Aakers & Smith, 2010, p. 8). By utilizing the Dragonfly Model, nonprofits can change their social media sites from ordinary into extraordinary—helping drive the social change they are after.

The research shows that if done correctly, social media can be an effective way for nonprofits to promote their organization. Sites such as Facebook, can reach a vast number of publics in a short amount of time. But, in order to be successful, nonprofits must create engaging material that promotes a two-way conversation between the organization and its publics. Kanter and Fine (2010) say "Using social media is easy; but using it effectively for social change is challenging" (p. 9). If successful, social media sites can increase a nonprofit's supporters, which can ultimately increase donations.

Chapter 3: Methodology

The project portion of this senior project included making an action plan (see figure 3), social media calendar (see figure 1), a list of Facebook tips (see figure 6), a list of sites for content (see figure 5), a S.W.O.T. analysis (see figure 2), examples of posts (see figure 4), and interviewing Habitat for Humanity San Luis Obispo County after plan implementation. To effectively make a Facebook public relations action plan for Habitat for Humanity San Luis Obispo County, research had to be done to compare their Facebook page to larger, national nonprofits' pages, as well as a small nonprofit's page that has proved successful. The purpose of the comparison was to see what strategies and tactics were the most effective to increase "likes" on Facebook and to engage followers.

Once the comparisons were completed, an action plan was made centering on three key messages: Habitat for Humanity is dedicated to eradicating poverty housing, Habitat for Humanity is looking for more volunteers and partners to help bring more affordable housing to those in need, and Habitat for Humanity is a source for information

regarding home building and upkeep. This information is easy do-it-yourself tips and affordable to low-income families.

The purpose of the action plan was to provide an example of how a small nonprofit can transform their Facebook page to help gain recognition and volunteers, to further their causes and to fundraise. The plan was given to Joy Miller, the PR and marketing coordinator for Habitat for Humanity, to implement. After two weeks and no changes on the Facebook page or posts, an interview was conducted with Joy to gain insight as to why the plan was never implemented. The following questions were asked:

- Why has HFH San Luis Obispo County not utilized Facebook in the past?
- Why are you interested in utilizing the site now?
- Why was the plan not initiated?
- What were obstacles?
- Did you like the plan? Why or why not?
- Do you plan on initiating the plan sometime in the next month?
- Do you plan on changing the plan in any way? If so, how?
- What would help with future plans?
- Why do you think many smaller nonprofits have trouble or don't use Facebook as much as the larger ones?

Chapter 4: Discussion

Comparison of Nonprofits' Social Media Sites

The first Facbook page looked at was for the American Red Cross. Their page serves as an example of how a Facebook page can further a cause, raise money, and still

be useful and engaging for followers. Facebook even included them in their best practices guide for nonprofits as an example of how to be personal and educational with Facebook content (system documentation, 2010). The Red Cross had 238,303 "likes" on the page and a consistent schedule of posting nearly everyday, twice a day. On every post, there were hundreds of people who "liked" the post, as well as hundreds of comments. The organization is also mentioned about 1,000 times a day across all social media platforms, making their strategy of listening to every mention and providing value to every post extremely successful (Buzz 2010, 2010).

Next, Habitat for Humanity International's Facebook page was used to compare the mother organization to a small, local chapter. Habitat for Humanity International had 75,015 "likes," but did not post content regularly. Instead, they had dozens of fans posting content and comments on their wall, indicating that they have an extremely involved and loyal following. They utilize a different approach from the American Red Cross, but the strategy and tactics are still effective.

Lastly, another small chapter of Habitat for Humanity was used to compare pages. Habitat for Humanity Tacoma and Pierce County showed that a small chapter can still be successful and accrue a large number of Facebook "likes." The page had 524 "likes," but did not have a regular posting schedule. The posts ranged from one to six "likes" and about two comments or less per post. They had several photo albums filled with pictures from building sites, and had announcements of events and links to other sites relevant to their organization, making their posts valuable to followers. Their Facebook page showed how smaller chapters use Facebook as a communication tool to reach their stakeholders and get more people involved.

These four sites were compared to Habitat for Humanity San Luis Obispo County's Facebook page. An action plan was made based on the research conducted. As of February 9, 2010, the page had 56 "likes" and did not post regularly.

Action Plan

An action plan (see figure 3) and a S.W.O.T. analysis (see figure 2) were made for the organization to follow and use to start updating the Habitat for Humanity San Luis Obispo County's Facebook page. The key messages of the plan were:

- Habitat for Humanity is dedicated to eradicating poverty housing.
- Habitat for Humanity is looking for more volunteers and partners to help bring more affordable housing to those in need.
- Habitat for Humanity is a source for information regarding home building and upkeep. This information is easy do-it-yourself tips and affordable to low-income families.

The target publics included current and potential donors (from businesses to individuals), current and potential volunteers, and current and potential Habitat families that utilize the services of the organization. The following strategies were created to help advertise the key messages of the campaign to Habitat for Humanity San Luis Obispo County's publics:

- Increase awareness of Habitat for Humanity San Luis Obispo County by increasing the number of "likes" from 55 to 300.
- Increase awareness of Habitat for Humanity's Hike for Habitat event happening April 30 through Facebook advertising and posts.

- Become "an expert" on home building and upkeep on a budget through Facebook posts to help promote ReStores.
- Recognize donors and volunteers via Facebook.

Tactics and Tools

The first strategy created was to increase awareness of Habitat for Humanity San Luis Obispo County by increasing the number of "likes" on the Facebook page from 55 to 300. The tactics that were to be used included creating a Facebook schedule of posting content three times a week, as well as creating engaging posts that started conversation and were useful and informative. The tools needed included a Facebook schedule (see figure 1) and a list of bookmarked sited for future content.

The next strategy was to increase awareness of an event, Hike for Habitat. The tactics included advertising the event four weeks prior, creating a Facebook plan for post-event activities, creating a schedule of event updates and news, as well a plan for event follow-up, which would include thanking donors, sponsors and participants, and photos to post to the Facebook site. The tools needed for this include a Facebook ad for the hike to use as a profile picture, event calendar for updates, event photos, and a list of donors and sponsors.

The third strategy was to become an "expert" on home building and upkeep on a budget. This would in turn help promote Habitat's ReStore, a discounted home improvement store. The tactics were to create a strategy and plan for posts, link blog posts to the Facebook page to establish an expertise, host Facebook events to encourage followers to participate on the wall, and encourage other board and staff members to

participate in the Facebook page. The tools needed were bookmarked Internet sites to help with online content (see figure 5) and blog posts on relevant issues or news.

The last strategy was to recognize donor and volunteers via Facebook. The tactics were to create a plan for thanking specific donors and volunteers on Facebook, create a day to recognize important donors and volunteers, as well as track and create a list of these donors and volunteers. The tool needed would be a list of donors and volunteers.

Other tools created included a list of example posts for the first month of implementation (figure 4) and a list of social media tips to follow (see figure 6). Habitat for Humanity San Luis Obispo County did not implement the action plan in the time of this project. An interview was conducted to find out why.

Interview with Habitat for Humanity San Luis Obispo County

The following interview was conducted with Joy Miller, the PR and marketing coordinator of Habitat for Humanity San Luis Obispo County:

Question #1: Why has HFH San Luis Obispo County not utilized Facebook in the past?

Response: There was not enough time or resources. I am the first person to take on the task full-time, and we recently got updated computers. Our old computers were too slow and very frustrating to work with.

Question #2: Why are you interested in utilizing the site now?

Response: I think it is a very important tool that can be used to communicate with the community. Traditional forms of PR work with a different demographic than social media does and it is easier to reach your key audience. We couldn't ignore

such a powerful tool. It is also the first time we will be hosting events, so we would like to use it to promote these events throughout the year. It is also free!

Question #3: Why was the plan not initiated?

Response: Time. I did not have enough time to start it because I only work twenty-five hours a week and there is so much more I have to do. I was also concerned with the tip of the week and how I was going to find those on a weekly basis. I think the plan was one step further than I wanted to go right now.

Question #4: What were obstacles?

Response: Time, uncertainty, and the constant format changes to Facebook. I am used to controlling messages with traditional PR ways, but through Facebook I can't, which is a scary.

Question #5: Did you like the plan? Why or why not?

Response: I was concerned about the tip of the week, as well as writing a blog twice a month. I am not sure if I have enough time to do that now, but maybe in the future.

Question #6: Do you plan on initiating the plan sometime in the next month?

Response: Yes, I want to start using it around the events we are planning more though, specifically Hike for Habitat. I do plan on acknowledging sponsors and helping promote them while I am promoting our events.

Question #7: Do you plan on changing the plan in any way? If so, how?

Response: I don not plan on doing the habitat tip of the week for now. I also want to scale back and Facebook once or twice a week for now, and to use Facebook to primarily promote our events.

Question #8: What would help with future plans?

Response: Planning posts in advance so I don't have to spend so much time and just doing it. I am very new to Facebook and it is constantly changing.

Question #9: Why do you think many smaller nonprofits have trouble or don't use Facebook as much as the larger ones?

Response: Definitely time. The staff usually wear many hats, so there is usually no set person in charge of Facebook. And the equipment. Like I said earlier, we just got new computers that have made working on the Internet so much easier.

Chapter 5: Conclusion and Recommendations

Analysis of Project

The purpose of this paper was to examine how nonprofits use social media to further their causes, gain recognition, and fundraise. It also explored why many smaller nonprofits do not engage in social media. The research showed that social media can greatly benefit any nonprofit if done correctly. Habitat for Humanity San Luis Obispo County served as a case study as to why many small chapters of nonprofits have not utilized social media, particularly Facebook, to its full potential. By exploring how large, national nonprofits successfully use social media, small, local nonprofits can learn how to apply the same strategies and tactics to achieve their common goal of increasing donations.

After interviewing Joy Miller at Habitat for Humanity, I have come to the conclusion that many nonprofits do not engage in social media because of time, lack of resources, and uncertainty. Many nonprofits rely on volunteers or part-time employees to

keep their organization running. This makes it difficult to dedicate the time to maintain a Facebook page and other social media sites. Joy also mentioned that the organization just received new computers, which hadn't been updated for over a decade. This makes it frustrating to work on the Internet and a lot of time is lost waiting for pages to load or update. In the past, no one in the organization was specifically designated to create and maintain a Facebook page, which left Habitat with an unfinished and outdated page. Joy was also very new to Facebook and rarely used it herself, which made it difficult to jump into an aggressive social media plan. Her uncertainty was stemmed from not being able to control the message, as in tradition PR, as well as no knowing the site well enough. Facebook also updated its "pages" with new content and a new layout, which made Joy frustrated.

I have also come to the conclusion that the action plan was too aggressive for someone who had little experience with social media, particularly Facebook. Posting three times a week required a lot of time and research as to what content to post and when to post it. Habitat for Humanity San Luis Obispo County's blog was a large part of the social media plan, yet the blog had not been started or maintained, which would require even more time to research topics and write the blogs. The action plan would better suit a nonprofit who has a better foundation of Facebook, has the time to research content and plan posts, and wants to aggressively pursue social media.

Recommendations

Nonprofits can benefit greatly from social media, especially since they usually have limited monetary resources (Curtis et al., 2009). I would recommend that Joy create

a plan herself that she is comfortable with, as well as one that is manageable for her schedule. Social media can be overwhelming for those that aren't used to it. Habitat for Humanity San Luis Obispo County represents many local, small nonprofits that do not utilize Facebook. These organizations are usually understaffed, lack the resources needed to maintain and create a Facebook page, or are discouraged by their own uncertainty of the unknown. But, with determination, research and the right tools, small nonprofits, like Habitat for Humanity San Luis Obispo County, can be successful at social media and reach a much larger audience than they would have with using only traditional public relations efforts. Social media has become a crucial, and beneficial, method of communication for nonprofits and it would greatly benefit nonprofits, like Habitat for Humanity San Luis Obispo County, to better understand and adopt social media (Curtis et al., 2008).

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Figure Index

Habitat for Humanity® for San Luis Obispo County

Social Media Calendar

March-11

	Monday	Tuesday	Wednesday	Thursday	Friday
	Habitat News		*Habitat Tips*		*Misc.*
Question		1	2	3	4
Blog Link	7	8	9	10	11
Question	14	15	16	17	18
Blog Link	21	22	23	24	25
Donor/Sponsor Shout-out	28	29	30	31	

Figure 1: *Social Media Calendar*

SWOT Analysis of Habitat for Humanity SLOCO

STRENGHTS	WEAKNESSES
• Dedicated staff and volunteers that have a passion for their work • Backing and affiliation of national organization • Familiar with social media • Well known organization • Receives some money for marketing materials • Professional website • Enthusiastic about utilizing social media • Knows basics about Facebook	• Lack of funding • Twitter developed, but not updated in the past • Facebook underused • Able to only dedicate only 2-3 hours a week to social media • Social media sites not promoted through website or used in email signatures • Doesn't know much about Facebook, but the basics
OPPORTUNITIES	**THREATS**
• Habitat ReStores are another outlet to raise money and gain awareness • Hike for Habitat fundraiser to gain awareness • Location of office is located on a busy road • Utilize interns and CCPR students to further marketing and public relations efforts • Social media is FREE	• Lack of funding • Other local nonprofits • National organization may gather more support and overshadow small local chapters • Not gaining support for social media efforts from other staff members • Location of office is hard to spot from the road and is hidden at the back of the building

Figure 2: *S.W.O.T. Analysis*

HFHSCLOCO Public Relations Action Plan: Social Media Emphasis

Consultation

Habitat for Humanity (HFH) San Luis Obispo County is looking to utilize their social media to promote their organization. Joy Miller, the PR and Marketing Director for HFH is looking for a social media plan to help her move forward with the organization's Facebook page. Her main objective for the page is to not only promote HFH, but to also promote their various events- the end result being an increase in fundraising.

Theory

The Social Exchange Theory can be applied to HFH's social media needs. This theory states, "relationships are evaluated in terms of the rewards we receive" (Tollefson). Social media is based on relationships and how we use those relationships to our own advantage. This can include building brand awareness, increasing sales of a product, or in HFH's case, increase awareness of a nonprofit. By increasing awareness, HFH can increase its volunteer base, as well as acquiring more donations.

Goals/Objectives

The overall goal of HFH's PR campaign is to build a social media calendar for future uses, as well as create tactics and strategies to increase awareness on Facebook. They want a consistent schedule to follow, as well as content ideas that will market their organization effectively. With more people following HFH on Facebook, they have another channel (other than traditional advertising and PR) to market their events, promotions and fundraising campaigns.

HFH would also like to promote their Re-Stores more through social media. Re-Stores are vital to the HFH and provide a large portion of their funds. The store is a "building materials thrift store" that provides discounted building materials to SLO County residents.

Key Messages/Themes

The mission of HFH is to "eradicate poverty housing from San Luis Obispo" and to "empower people with the skills, self-esteem and opportunity to own decent housing." The key messages for the social media/PR campaign will be:

- Habitat for Humanity is dedicated to eradicating poverty housing.
- Habitat for Humanity is looking for more volunteers and partners to help bring more affordable housing to those in need.

- Habitat for Humanity is a source for information regarding home building and upkeep. This information is easy do-it-yourself tips and affordable to low-income families.

Target Publics

The target publics of HFH include current and potential donors (from businesses to individuals), current and potential volunteers, and current and potential Habitat families that utilize the services of the organization.

Strategy/Tactics/Tools

Strategy #1*: Increase awareness of HFH SLOCO by increasing the number of "likes" from 55 to 300*

Tactics: Create a posting schedule to post at least 3 times a week, create posts that engage conversation, create posts that are useful and informative

Tools: Facebook schedule (including what content to post when), list of bookmarked sites for future content

Strategy #2: *Increase awareness of HFH Hike for Habitat event April 30th through Facebook advertising and posts*

Tactics: Advertise event four weeks prior (increase advertising one and two weeks prior), Create a Facebook plan for post-event activities, create schedule of event updates and news, post pictures after event, event follow-up with pictures and thanks you shout outs on Facebook

Tools: Design ad for use on Facebook (i.e. post in event section, post as profile picture, etc.), event calendar for updates, event photos, list of donors and sponsors

Strategy #3: *Become "an expert" on home building and upkeep on a budget through Facebook posts to help promote ReStores*

Tactics: Create Facebook strategy and plan for posts, link to blog posts on Facebook page, host Facebook events such as "question Fridays" to encourage followers to participate on Facebook wall, encourage other board members and staff to actively participate in posts and post content or questions

Tools: bookmark sites online to help with content, blog posts on relevant issues or news

Strategy #4: *Recognize donors and volunteers via Facebook*

Tactics: Create a plan for thanking specific donors and volunteers/volunteer groups on Facebook, create a day (weekly or monthly) to recognize important donors and volunteers, track these donors/volunteers and create list

Tools: List of donors/volunteers

Timeline

February 2: meet with client to go over action plan
February 2-7: finalize plan, research content for posts, set up Hootsuite account
February 9: have Facebook link on all emails sent from office
February 9: initiate plan and begin posts
February 9-?: continue posts according to schedule
February 16: finalize Hike for Habitat pre-event and post-event plan, finalize posting schedule for event
February 18: post blog article
March 16: post blog article

April 1: Start FB campaign for Hike for Habitat

Budget

Small budget for design of marketing materials.

Source:

Tollefson, M. (2009). "Major Theories of Mass Media and Communication." Retrieved on April, 2010 from blackboard.calpoly.edu.

Figure 3: *Habitat for Humanity San Luis Obispo County Action Plan*

Facebook Posts: The First Month

Monday 2/14: (Habitat News) Welcome to our new Facebook page! Check back weekly for news, tips and more from San Luis Obispo County's Habitat for Humanity!

Tuesday 2/13: Tomorrow we will start our weekly series of Habitat Tip of the Week. We give you advice on affordable and do-it-yourself remedies for any home improvement.

Wednesday 2/16: (Habitat Tip) Habitat Tip of the Week: Place a plastic bottle of water in your toilet's tank to save money on your water bill and nearly10 gallons a day!

Friday 2/18: (Blog link) San Luis Obispo is considered one of the "happiest places on Earth," but many are still in need. Check out our blog to learn how you can help.

Monday 2/21: (Habitat News) Habitat's Restore just got a new shipment of _____. Come check it out!

Wednesday 2/23: (Habitat Tips) Habitat Tip of the Week: Switch your light bulbs to LED bulbs to reduce energy consumption and save money.

Friday (2/25): (Donor/Sponsor Shout-out) Thanks to Rosie's Workwear for Women for participating on Women's Build Day in San Luis Obispo. Check out this video they made… (video)

Monday 2/28: (Habitat News) Habitat for Humanity International is doing _____. (link)

Wednesday 3/2: (Habitat Tip) Habitat Tip of the Week: check out these six low-cost ways to reduce your home energy use: http://bit.ly/hy6XBJ

Friday 3/4: (Question) How have you saved money on your energy bill?

Figure 4: *Facebook Post Examples*

Links for Housing Tips

http://www.doityourself.com/
Tips and tricks to do-it-yourself. Ranges from plumbing, decorating, outdoor, indoor and auto topics.

http://www.utilitybillbusters.com/
Tips on saving energy and money. Includes do it yourself projects.

http://www.diynetwork.com/home-improvement/index.html
Find projects, how-tos and expert advice for home improvement. Not all are affordable

http://www.diy-guides.com/
Blog. Search the home improvement section for articles. Not all are cheap to do.

http://www.selfhelpandmore.com/
Offers a wide variety of topics and how to solve problems in the home yourself. Has many forums that are helpful.

http://dimedecorating.com/
Decorating inexpensively

http://www.associatedcontent.com/home_improvement/?cat=6
Random articles on home improvement. Featured by Yahoo.

http://www.diyideas.com/
Project ideas from home improvement to decorating

http://www.homeandfamilynetwork.com/home-improvement/
Search home improvement section. Draws from popular sites and publications such as *Better Homes and Gardens*

Figure 5: *Website Links for Housing Tips*

Nonprofit Social Media Tips

From *The Dragonfly Effect* by Jennifer Aaker and Andy Smith

- Focus + GET (Dragonfly Model)
  - **Focus**: get a single, concrete measurable goal
  - **G**rab Attention: with something personal, unexpected, visceral and visual
  - **E**ngage: through higher emotions (deep empathy, authenticity and telling a story)
  - **T**ake Action: enable and empower others to take action, make action easy
- Blogs
  - Get the person you are trying to help write for you, makes it more personal and is more powerful
  - Be authentic
  - Use blogs to take a stand and incite action
- Think of shared experiences, shared values and shared goals between you and your audience to involve them more
- Grab attention by
  - Lead with what is important to audience
  - Start with a fact that is striking
  - Begin with open-ended questions
  - Employ humor, but strategically and carefully
- How to engage:
  - Be transparent, even if it is bad news
  - Interactivity
  - Immediacy
  - Commitment
  - Cocreation, use your community for ideas
  - Collaboration with publics
  - Create an experience, then people will have emotional attachment
  - Gain trust
- Show us real people, identify your best fans, love your users
- Have a strong mission statement
- How to engage: TEAM
  - **T**ell a story
  - **E**mpathize
  - **B**e authentic, emphasize shared values and beliefs
  - **M**atch the media (mix up the media you use)
- Ask for time before money
- Make the ask small and concrete
- Offer a kit that contains templates for those who want to take action on their own
- Encourage reuse of material, but stay aware, spread stories of success and encourage others to adopt similar techniques

- To reward your biggest fans: consider giving out symbols of status (i.e. badges), display metrics (i.e. award members points for introducing new friends, raising money, hosting events, posting blogs), create leader board
- Focus on really active people to spread your message

Figure 6: *Nonprofit Social Media Tips*