



ANN's Social Media Campaign

The goal of the Alliance for Nevada Nonprofits (ANN) Social Media Campaign is two-fold: 1) to attract the most attention and interaction we can while 2) doing as little work as possible. Essentially, we want all of our moves to be efficient. Our hope is to offer useful sources and information through social media. By doing this, we hope to better serve our members and attract new ones.

Our focus is on the current Big 4 in social media: Facebook, Twitter, LinkedIn and YouTube. We want these 4 social media types to work together, thus saving us time. We also want them to integrate with the current website and with blogging.

FACEBOOK

Actions

- We will "like" new ANN members if they have a Facebook page.
- We will post an announcement on the ANN page when a new member joins. This post will include a link to their site if they have one. We will also "tag" the member if they have a Facebook page. This is done by entering "@" before typing their name. If we have already like them, the organization will appear in the drop down menu below and we can select it.
- When members of the Nonprofit Website Project create videos, we will post the video to our page.
- We will post at maximum once a day.
- We will encourage nonprofits to post events and job listings directly to our Facebook wall.
- We will comment on and "like" members' Facebook posts when we feel it is appropriate.
- We will have an application in place that will post our Facebook posts directly to Twitter and LinkedIn.

TWITTER

Actions

- We will set up automatic follow.
- We will schedule weekly and monthly tweets using SocialOomph.
- We will use TweetDeck to monitor Twitter stream.
- We will retweet members' tweets.

LINKEDIN

Actions

- We will ask questions.
- We will attempt to answer members' questions and invite nonprofits and sponsors to answer.

YOUTUBE

Actions

- We will favorite videos we like.
- We will post videos on Facebook and Twitter.
- We will like the channels of ANN members.