

From About.me to Zillow: The Long Tail of Social Media



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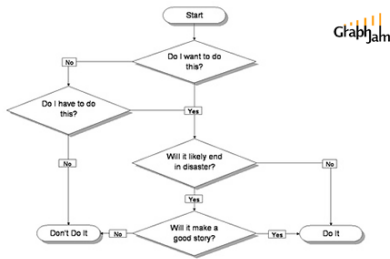
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Session #socialAtoZ

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The Long Tail of Social Media



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What we'll cover

- 13 applications and examples of usage in nonprofits
- Applications emerging in international markets
- Additional applications useful to fundraisers for personal use

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The Price Is Right!

Bid on the social media statistic...

The closest without going over wins a prize!



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The Price Is Right!

MySpace debuted in 2003. How many million users does the site have now?

36 million

-- Source: *digitaltrends.com*, Oct. 1, 2013



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The Lucky 13 Applications

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About.me

- Platform to house all of your social media account links in one place
- Both Organizations and Individuals can have pages



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Crowdfunder

- Group funding – can be used for anything from personal parties to nonprofit needs
- Nonprofits pay 2.5% transaction fee; in return, CF provides social media widgets, donor receipts
- Would be ideal for third-party events or small projects

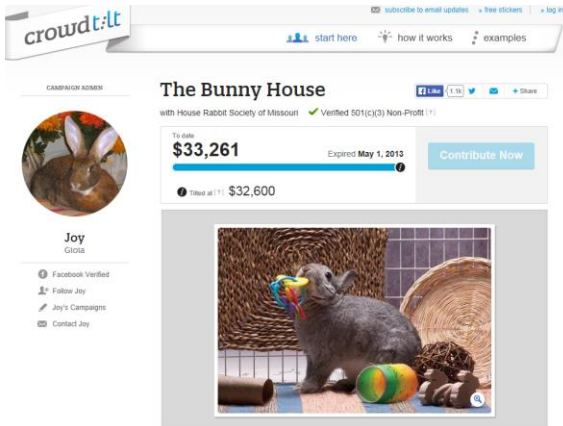


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Campaign Description:



We're up to our ears in ears! (See our update, too.)

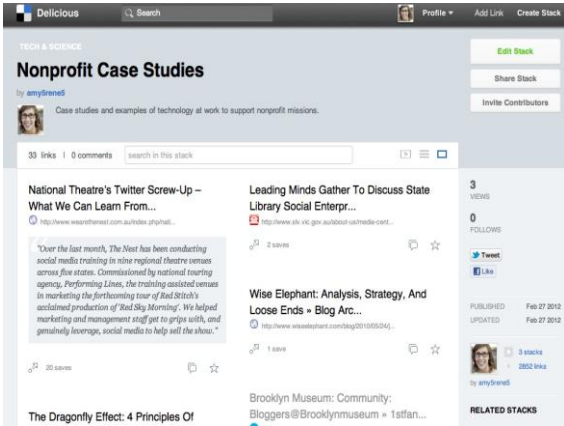
The House Rabbit Society of Missouri in St. Louis receives requests from nearly 40 different animal shelters asking us to take in rabbits left with them in addition to the many calls from individuals no longer able to keep their bunny. Rabbits are the third most abandoned pet in the United States, yet very few shelters accept them and those that do are severely limited in space. There's very little publicity about how many are euthanized or estimated to be turned loose to die. As an all-volunteer, 501(c)(3), no-kill, foster home based organization, MO HRS has been handling these calls for a huge region for the last 16 years including helping with large confiscations in cases of hoarding and abuse. All of the bunnies here are spayed/neutered and health checked plus they receive love and good care while waiting for their forever homes. All adopters are qualified and must go through an orientation on rabbit care as there are some serious misconceptions in the general public about rabbits which is a main reason so many are abandoned. Done correctly, they make wonderful animal companions in the home. We are at a point, however, when a building of our own is imperative if we are to continue our mission of helping area communities and shelters with these abandoned animals plus our continued community help with groups like Girl Scouts, Boy Scouts, schools, community service, and community events.

Our initial goal is \$35,000. We've found the perfect building, but a 20% minimum down payment is required plus costs for the building inspection and bank appraisal on the property. We've saved 10% and we are confident in our ability to make mortgage payments and still provide continuing good care for the animals we are committed to helping. Please know that anything above \$35,000 raised in this campaign will completely go towards the purchase of this building which will help make monthly payments lower. In turn, that lets us better care for the animals and... on behalf of the over 100 cats, dogs...



- Social Bookmarking tool
- Streamlined User Experience
 - Annotated notes
 - Tags, Stacks and Links
 - Sharing





Foursquare

- Geolocation social media
- Check in using smartphones
- Gamification and Badges
- Discounts and Ads



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Foursquare

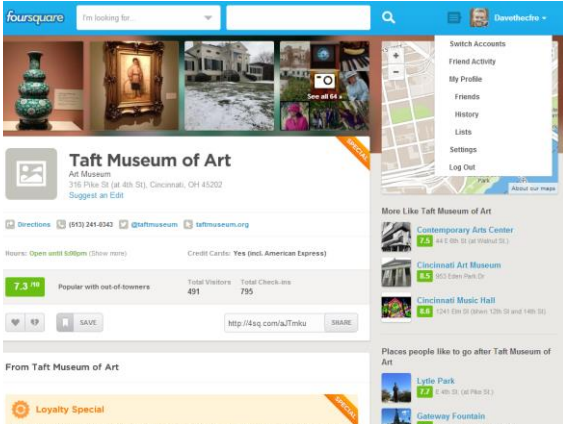
- Create Brand Page
- Create Partner Badges



American Red Cross

Congratulations! Your blood donation may have just helped to save a life.

 Unlocked by [Nadia Clarke](#) on Wed Apr 27, 2011 at 2:19 AM.



IFTTT (If This, Then That)

- Triggers, Actions and recipes
- 72 Social Media Channels
- Automate workflow





Paper.li

- News Aggregator
- Pulls from your Social Media Feeds to Create e-Newspaper
- Free & Pro Versions



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Pinterest

- Content sharing service – users “pin” photos, videos and other objects to “boards”
- Users can pin new content, repin other users’ content, or like other users’ pins.
- 70 million users as of June 2013, 30% active



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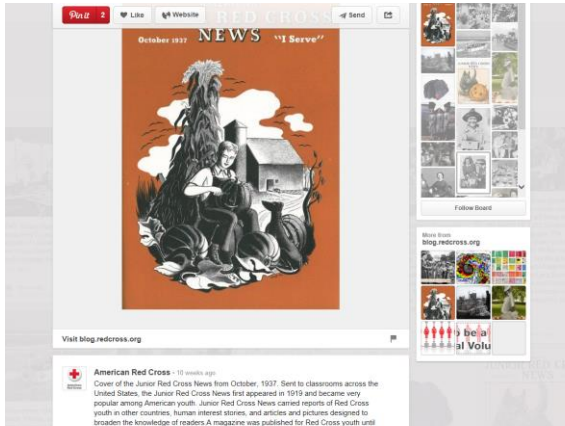


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Creative Fundraising

Follow Board | Send Board

A screenshot of a Pinterest board titled "Creative Fundraising". The board features several pins with images and text descriptions of fundraising ideas. The pins include: "RIDE FOR WATER" with a photo of a team; "bolles for water" with a text description about a birthday fundraiser; "IT'S NEW YEAR'S EVE!" with a photo of a party; "GIVE CLEAN" with a photo of a person; "The Incredible Rides for Water team"; "John Therian is riding a self-contained bicycle"; "This little guy is using an adorable YouTube video"; and "Give the gift of clean water." Each pin includes a small image, a text description, and the source of the pin.

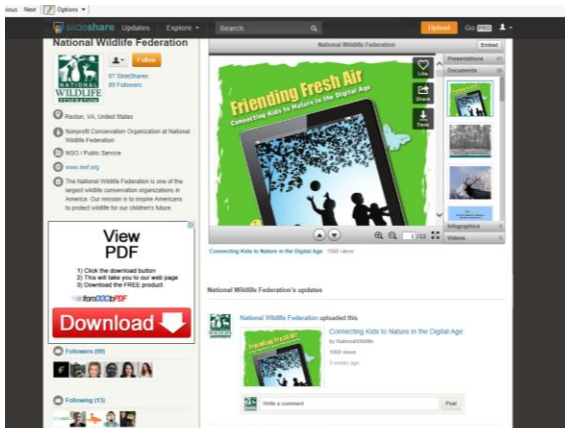


Slideshare

- Presentation sharing – allows upload of various document formats, including PDFs, videos and webinars
- Has partnerships with several resources including LinkedIn, Twitter and FreeConference.com
- Can upload publicly or privately



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Snapchat

- Instant messaging app for photos; “snaps” disappear after up to 10 seconds (or do they?)
- 400 million snaps sent a day
- In response, Instagram began offering a direct messaging feature in its app



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Washable 5.9k Share on Facebook Share on Twitter

Brands Rocking Snapchat

1. 16 Handles OPEN GALLERY

This New York-based frozen yogurt chain jumped on the Snapchat train quickly. In January 2013, 16 Handles posted its fans to snap a pic of themselves at one of its locations. In return, they would receive a snap with a New Year's promotional coupon for 15%, 50% or 100% off.

Username: Love16Handles

Show As List

Mobile apps such as Twitter, Vine, Instagram and Snapchat are turning traditional media marketing upside down, challenging brands in increasingly new ways. Human interactions are

Storify

- Create stories from social media feeds
- Useful for conferences, reporting
- <https://storify.com/UNICEF/endviolence>



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Tumblr

- Microblogging site owned by Yahoo! (bought in May 2013)
- More than 160 million blogs, more than 70 billion posts
- Allows for easy re-sharing of others' content



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SAN FRANCISCO BALLET

COME BACKSTAGE WITH OUR TUMBLR.
 LETTER TO MY FIRST LOVE NUTCRACKER HOLIDAY
 CHALLENGE OSFODON PLAYLIST ASK SUBMIT ARCHIVE
 RANDOM RSS SEARCH TWITTER



6 Dance Moves
 That Are Even
 COOLER In 3D!

You needed this today.



PHILADELPHIA MUSEUM OF ART

EXPLORE

- Exhibitions
- Calendar of Events
- Conservation
- Meet Art Monday
- Artist Residencies
- Fashion Friday
- Throwback Thursday
- Zoom-In

ASK US ANYTHING

SEARCH

RANDOM

RSS

ARCHIVE

Vine

- First video app, owned by Twitter – allows users to capture 6-second looping content
- Launched January 2013; 40 million users (August 2013)
- In response, Instagram (owned by Facebook) and MixBit (from YouTube's founders) offered 15- and 16-second videos respectively.
- [Non-profits use Vine for good](#)



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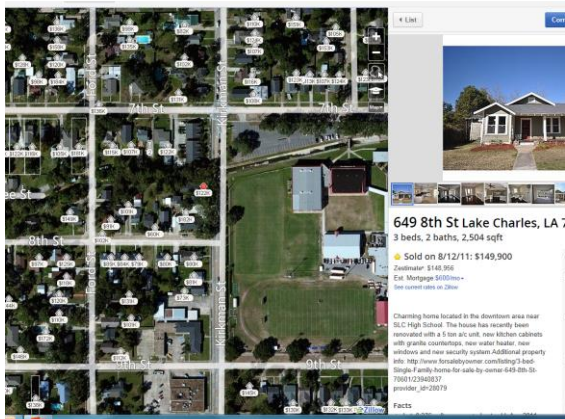
Zillow

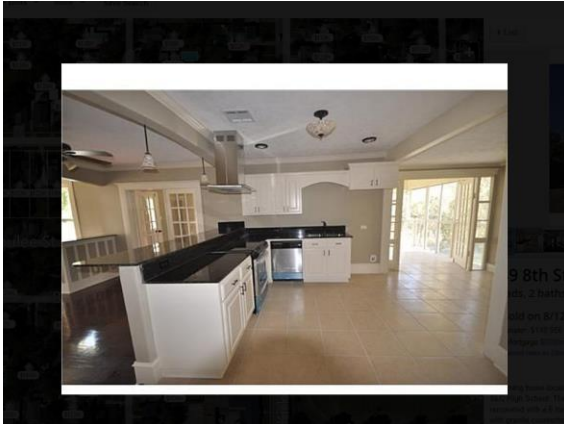
- Commonly known as a resource for home buyers and sellers, can also be used for prospect research
- Database of more than 110 million homes in United States
- Shows information about home, last sale price, other homes in neighborhood



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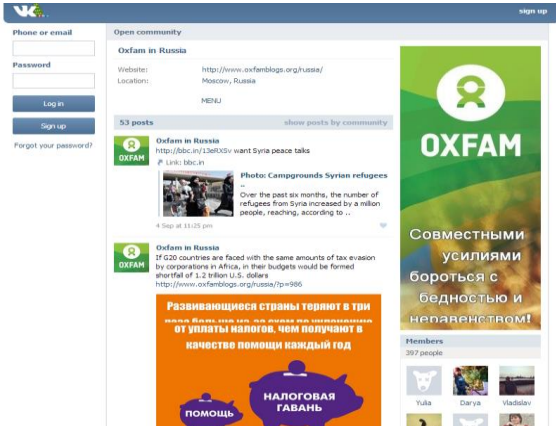


International Applications

Russia

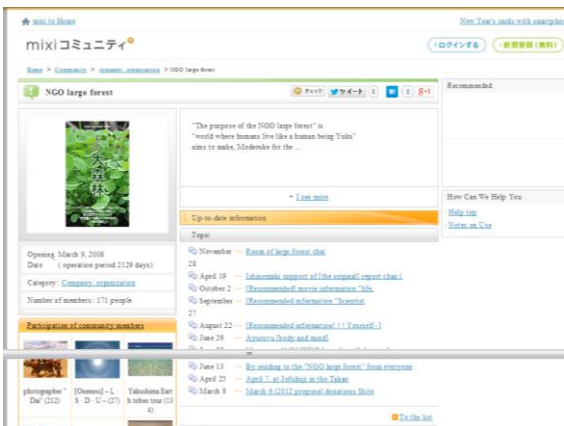
- V Kontakte (VK)
- 195 million users
- Similar design and functionality to FB
- You may sign in with FB account





Japan

- No one major platform
- Mixi most used – 27 million users
- Have to have Japanese Mobile Phone #
- Can post to Mixi from Instagram



China

- 91% of people in China have a social media profile
- 38% use their real names
- Western Social Media are blocked
- Qzone – 798 million users;
- QQ has 1 billion users
- Sina Weibo – 500 million users

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Sina Weibo

- 140 Character posts
- Connects to Chinese version of 4sq (Wielingdi) and Instagram (Tudling)
- Lady Weibo
- Many Non-Chinese celebrities use it
 - Bill Gates & Kobe Bryant



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Micro-charity

- Fundraising on Social Media in China is technically illegal
- Sina launched Micro-charity – a NGO platform allowing people to donate in response to urgent aid
- Crowdsourced fundraising for medical help for individual
- Crowdsourced for Free Lunches – raised \$6 million from 900,000 people

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Applications for Personal Use

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Apps for Personal Use



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AFP Association of Fundraising Professionals
Advancing Ethical and Effective Fundraising Worldwide

How To Use AFP2P

Thank you for joining us on AFP's new members-only online community - AFP2P!

Getting started on AFP2P is a snap - simply click the AFP2P link you will see at the top of the AFP homepage, or visit <http://go.afpnet.org>. Because AFP2P is a members-only benefit, you will be prompted to log in with your AFP User ID and Password. Once logged in, AFP2P will recognize you as a member and populate your profile with information from our database! But this is just the starting point - learn how to enhance your profile, join groups and discussions, and more!

Your P2P Member Profile*

Your member profile is how community members with like interests and similar backgrounds will find, connect, and network with you. Take some time to complete your profile and upload your photo.

To set up or edit your profile:

- From the AFP2P home page, select "My P2P Profile" from the community navigation.
- Select "Profile" from the left rail menu.
- The initial "Screen Name" provided to you by the database may default to your last name and member ID number (for example, "Smith0007021"). Please be sure to change your Screen Name to one by which you'd like the community to know you.

Log in with your AFP User ID and Password.

Welcome AFP Webmaster
View profile
March 19

Upload your photo

Data-Driven Annual Fund Workbook

Download

ENGAGE YOUR DOWNS

Anywhere, Anywhere, at Any Device with the Only Engagement Management System (EMS)

View this



Do.

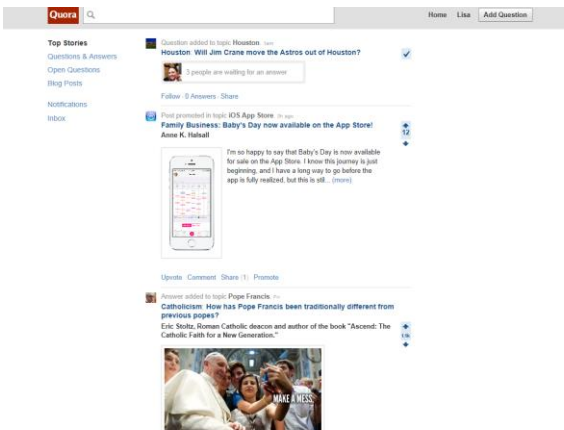
make your mark

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