



# Incorporating Social Media Into Your Outreach Plan

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## Millions are Wired and Communicating – Are You?

### What Can Social Media Do For Your Organization

Net-Gen – that’s the generation born after 1980, are **seventy-nine million strong**. They are the first generation to grow up with digital technology. For most of us born before 1980, digital is our second or third language. For Net-Gen, it’s their first. If you want to be ‘first’ – you have to speak the same language, or at least have someone in your organization who can interpret.

### Social Media

Social media are internet and mobile-based tools for sharing and discussing information. ‘Social’ can create greater exposure for your organization, with the potential to increase traffic to your website (where you have the ‘donate now’ button), increase your volunteer base and opportunities for new partnerships. It also gives your supporters a venue for saying great things about you. It’s very cost effective – most sites are free. Here is an example of a successful anti-hunger campaign in Portland, Oregon.

‘Portland Social Media Marketing Agencies’ Thanksgiving Tweets Help Halt Hunger’  
<http://www.pr-inside.com/portland-social-media-marketing-agencies-r1575911.htm>

The ‘We Are Media Project’ is a community of people from nonprofits who are interested in learning and teaching about how social media strategies and tools can enable non-profit organizations to create, compile, and distribute their stories. <http://www.wearemedia.org>

### Examples

*Blog* - A type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics and/or video. Most blogs have a comment section for registered readers. <https://www.blogger.com/start>

*Twitter* - A mobile ‘mini-blog’, it enables its users to send and read messages known as ‘Tweets’, text-based posts of up to 140 characters delivered to the author’s subscribers or anyone the author allows. Sixty eight percent of all mobile phone subscribers actively use text messaging. It’s a great way to reach out to a larger community of people with similar interests. <http://twitter.com/>

*Facebook* - Connects people with friends, family and anyone you invite to subscribe. The average age of a Facebook user is 43. Registration is required. It’s a great way of getting quick messages out to people in your ‘community’. <http://www.facebook.com/>

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# Strengthening Alaska's Anti-Hunger Network

*LinkedIn* – A business oriented website mainly used to make new contacts and stay connected to former co-workers and clients. A great way to link to other anti-hunger advocates to share information, find staff and volunteers. <http://www.linkedin.com/>

*You Tube* - A video sharing website on which users can upload and share videos, visitors can view, rate and make comments. <http://www.youtube.com/>

*Myspace* - Originally founded as a shared social website for aspiring musicians to share music, it is popular with teens and young adults. <http://www.myspace.com/>

*Flickr* – Photo and video sharing network you can use to identify and organize. You can have links to your photos, ‘tagged’ (identified). Flickr is a top ten visited site, post a compelling photo with a link back to your website and watch your website visits increase. <http://www.flickr.com/>

*Digg* – A user-driven site, where the members of the community get to decide (by voting or burying the stories) on what content should go to the front page and what should not from anywhere on the web. <http://digg.com/>

*Wiki* - A website that allows multiple users to create, modify and organize web page content in a collaborative manner. <http://www.wiki.com/> This Youtube video offers a very simple explanation. <http://www.youtube.com/watch?v=-dnL00TdmLY&feature=related>

Your ultimate goal should be to turn visitors to your website into subscribers and converts to your mission, and ultimately advocates for the great work you do feeding hungry people.

## Tracking Your Interaction

People who use social media for social interaction leave trails. Social networking analysis can track those interactions (replies, commenting, like, etc.) which helps you make decisions with your organizational strategy.

This site offers some strategies: <http://philanthropyjournal.org/resources/marketingcommunications/measuring-social-media-strategies>

One of the best ways to understand and incorporate social media into your marketing plans is to explore other anti-hunger sites active in social media. I encourage you to visit these and other sites, let them know you are visiting from Alaska!

‘Seven Hunger Relief Organizations Doing Good Social Media Stuff’ <http://www.ccmileecounty.com/press/?p=143>

‘Aston and Demi use Twitter Influence to Fight Hunger’ <http://mashable.com/2009/06/22/kelloggcares/>

‘Kellogg Company and Katalyst Media Join Forces to Confront Hunger in the United States’ <http://feedingamerica.org/newsroom/press-release-archive/kellogg-video.aspx>

## Need More Help?

The Alaska Food Coalition is here to help. Want to know more creating a page on Facebook or creating links? To access this resource, contact Vanessa Salinas, Alaska Food Coalition Manager.

*Next Month:  
Client Choice: Why it  
Works and How to  
Implement into your  
Organization*