# CSU Non Profit
# Social Media Plan
By Jamie Korpal

## Social Media the New Communication outreach Platform

Social Media started out as a trend among the youth generation that transformed into a worldwide phenomenon with over 500 million people participate in social media and

In the past 2 years since Facebook open it doors to everyone instead of only collage students and Twitters becoming popular social media has seen a growing increase of business, organizations, PR and Marketing presence.

**Advantages of Social Media**
- Multiple social media pages insure you reach a wider range of people and achieve different online communication goals.
- Each site has individual advantages from the other allowing you to synced the most information to specific audiences and insures you reach the most audience you can.
- Each social media has unique feature and goals and attracts different types of demographics and audiences.

**#1 social media for businesses is...Facebook!**

Facebook offers business and organization specific pages in which they can promote and communicate to its millions of users.

Facebook Pages have become the new world wide platform in which organizations are creating marketing plans just for their Facebook and other social media sites.

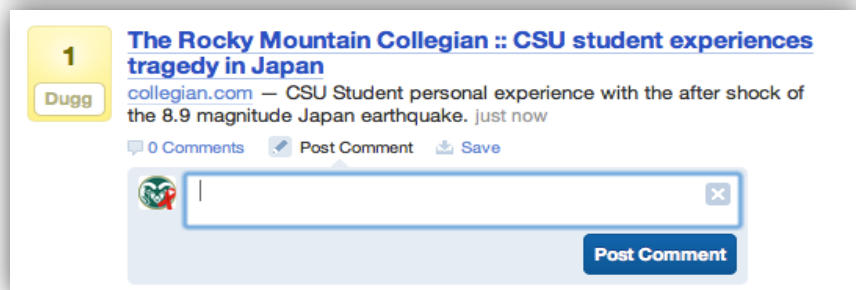Facebook Statistics provides the following states

- "There are over 900 million objects that people interact with (pages, groups, events and community pages)"
- "Average user is connected to 80 community pages, groups and events"
- "Average user creates 90 pieces of content each month"
- "More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month."

# Digg

**Advantages:** Best to share articles, easy to share icon on majority of sites also giving credit to writers and local news sources. Digg users are largely working professionals, which is a large target audience for non-profit organization.

## Type of posts:

- Articles about your organization
- Article related to the stuff to the organization
- Post news stories
- Post events
- Link to websites
- Share photos, videos and other multimedia



**Fort Collins cancer survivor donates $10,000 to First Descents outdoor adventure organzition | Th...**
coloradoan.com — A Fort Collins cancer survivor is doing her part to help others fighting the disease by donating $10,000 to a non-profit organization here in Color... just now
0 Comments    Post Comment    Save

**The Rocky Mountain Collegian :: CSU student experiences tragedy in Japan**
collegian.com — CSU Student personal experience with the after shock of the 8.9 magnitude Japan earthquake. just now
0 Comments    Post Comment    Save

**Greenware® USGP New Belgium Cup Racing into Fort Collins > U.S. Gran Prix of Cyclocross - The ...**
usgpcyclocross.com — November 2, 2010 (Fort Collins, CO) -- Fort Collins, CO is home to some of the United State's best cyclocross racers - including Meredith Mil... 51 sec ago
0 Comments    Post Comment    1    Save

## Digg Demographic

Digg offers a way for non-profit organization to market to particular groups specifically the business professionals.  Being involved in social media marketing to non-profits people involved in the community

"Digg consumers are influential professionals who are active online." Wikidot.com

Graph data provided by Wikidot.Com

### Occupation of Digg Users



- professional/managerial
- employed full-time or part-time
- Students
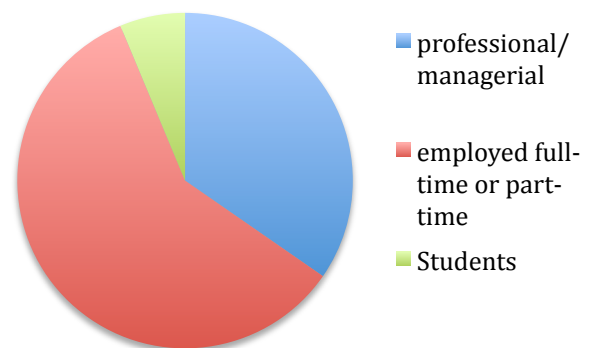
# Facebook

## Advantages and Benefits of Facebook

Facebook is the most popular of the three social media websites presented.

More used as personal, informal outlet, friends are able to share information to their most personal friends.

Word of Mouth is the most influential type marketing and face book encourages sharing with easy share links on everything posted other organizations page

Recommended number of status updates is 2-3 a day. Any more and you are risking followers to unfriend/un"like" your page due to posting too much.

## CSU Non Profit  👍 Like

Non-Profit Organization · Fort Collins, Colorado · ✏ Edit Info

### Basic Information

| | |
|---|---|
| Founded | April 2011 |
| Location | 1234 University, Fort Collins, CO 80555 |
| About | CSU Non-Profit is a mock non-profit group to demonstrate the benefits Facebook has for organizations marketing and public relations communication. |
| Company Overview | The information page is a place for your organization to describe the basic information a non-profit needs to tell the public.<br>What you do<br>Who or what drive your organization<br>Where your donations go<br>Address, phone number, website, email etc.<br><br>You may also want yo add any history or fun facts about your group, or service. Social media is an alternative way to gain information about your organization without visiting your website. Include anything you need to share… (read more) |
| Description | The description page also allow you to post social media rules and policy. This is were you post policy like the right to delete and report any threatening post, comments, delete any inappropriate photos etc.<br><br>It is important to keep your social media a safe place were people feel safe to interact with your organization. |
| Mission | Organization mission and goals can be displayed here |
| Awards | Display all awards your organization has recieve |
| Email | info@csunonprofit.org |
| Phone | (888) 888-8888 |
| Website | http://CSUnonprofit.org |

## Type of Wall Posts

•**Personal Greetings-** by being personal through your post allows followers to engage more on your page.

•**Call to Action-** Promote events, activities, gatherings, etc happening in hopes to get people more involved with your organization

•**Multimedia-** Post cool YouTube videos and photos of related content let followers view content in different mediums such as videos, photos, documents, links etc.

**Csu Nonprofits**
Welcome Back CSU! How was everyone's Spring break? 8 more weeks remain in the semester, how are you giving back?
2 seconds ago · Like · Comment

**Csu Nonprofits**
GET INVOLVED: CSU Habitat for Humanities next meeting is this Thurs. March 23, 6–7pm in Clark C142
2 seconds ago · Like · Comment

**Csu Nonprofits**
A Look back CSU's Past Can Around the Oval

**Cans Around the Oval at Colorado State University**
www.youtube.com
Colorado State University and the Larimer County Food Bank team up to fight the growing problem of hunger in Fort Collins, Colorado. For more videos about CSU, check out Colorado State University's YouTube channel at www.youtube.com/coloradostateuniv

🎞 8 seconds ago · Like · Comment · Share

# Twitter

**Advantages:** Mirco blogging site allows non-profit reach their audience quick and fast as well as stay connect to other organization news.

Twitter has been used as a customer service tool for companies answering tweets that are questions.

The unique thing about Twitter is the max character of a tweet is 140 character, making tweets short and simple.



## Example of Tweets

•**Retweets-** *Important Figures, Organizations, News sources, etc*

•**Hypertext Topics**- *link to Categories such as location/ geographic, current trending topics, etc*

•**Link** *to websites, news articles, blogs post, photos, other social media pages,*



## Header:
•Describe who and what you do in 160 characters or less
•Use same icon as other social media pages; this can provide branding opportunities
•Link to website or other pages