

SOCIAL-SAVVY PEER-TO-PEER EVENTS

Quick-Start Guide

THIS GUIDE INCLUDES:

- *An overview of social media platforms and how they support event fundraising goals*
- *Why social media is important for your event and how to quickly accelerate your success*
- *Tips for adding social media into your event communications and marketing plan*
- *The metrics you should be measuring and why*

TABLE OF CONTENTS

Introduction.....	3
Why is Social Media Important for Your Event?.....	4
Getting Started.....	5
Research	6
Planning	8
Integrating Social Media into Your Event Website	14
Keep an Ongoing Dashboard of Metrics	19
Additional Resources	20

INTRODUCTION

Most nonprofit organizations have identified that social media should play a role in promoting their fundraising events, however, many are struggling with how to effectively incorporate these channels into their event's overall success strategy.

This Guide Will Teach You How To:

1. **Strategically align your social media activities** to promote your event's overall success
2. **Prioritize those channels** that are the best fit for your event
3. **Integrate social media channels** into your event's overall communication plan and event website
4. **Measure the success of your social media efforts** with key metrics



Social media is a collection of technology tools that facilitate interaction and conversations. When you find the platform that best helps your peer-to-peer event achieve its objectives, the goal is to create and cultivate relationships with people, online and in the real world, based on shared values and mutual benefit.

WHY IS SOCIAL MEDIA IMPORTANT FOR YOUR EVENT?

Social media allows you to build and strengthen your organization's relationship with its event participants and donors by engaging them in a two-way dialogue, a characteristic that differentiates it from traditional print and broadcast media.

People engaging in social media are interested in being social, which means they want to establish a relationship with the organizations and individuals that they follow. Effective relationships and effective social media campaigns require bidirectional communication: speaking and responding.

When social media is done correctly it builds trust and affinity towards your organization. Your followers will become more invested in your mission, which will lead them to have a sense of ownership over the success of your organization and its fundraising events.

Ultimately you want more than just another Facebook fan or Twitter follower; you should be using social media to recruit and cultivate new advocates for your organization, and, ultimately, to fundraise on your behalf.

To be successful in social media, you need a basic understanding of how to use social media to strategically support your event's goals, how to choose from the different platforms and networks available, and how to construct a plan that ensures you're putting the right tools to work for your organization.

KEEPING THE "SOCIAL" IN SOCIAL MEDIA

Many organizations mistakenly limit their social media activity to broadcasting information about their events or their organization. You can't expect to have someone "like" you when all you do is talk at them and not engage them in any conversation.

This critical mistake will limit the overall effectiveness of your social media campaigns by removing the unique social dynamic of these tools.

► Tips to Keep the "Social" in Social Media

- 1. Reserve time to monitor your social media channels presence** on a regular basis. Try scheduling a recurring meeting in your Outlook calendar to ensure that you make time for this activity.
- 2. Respond to comments or questions** made by your followers on your posts.
- 3. Ask logical, relevant questions** of your followers in posts.
- 4. Repost / retweet** interesting relevant posts from others engaging with you on social media.
- 5. Post content at the appropriate frequency** for your preferred social media channels.
- 6. Don't abandon your social media activities** during the off-season.

GETTING STARTED

DEFINE SUCCESS

The first step in developing your social media plan is to determine how your social media strategy contributes to the overall success of your event campaign. Most fundraising events define “success” by growing either **fundraising** or **registration**.

In addition to these broad goals, social media can help support longer-ranging initiatives such as increasing annual participant retention, team participation, and overall awareness of your event. By engaging your participants through yet another channel, you are strengthening their relationship not only to your event, but more importantly, to your cause.

Later in this guide, we'll discuss how to measure the impact and success of each social media platform individually. We'll review metrics such as number of supporters per channel, supporter growth and overall engagement activity, as well as traffic generated to your site from social media.

When you are developing your social media communication plan, all your social media activities should point back to helping your event achieve these higher level goals.

Tying your social media goals and activities to your overall event success metrics helps you avoid the pitfall of spending time on less impactful (but sometimes more fun) aspects of social media. It also helps you develop a compelling story for those leaders within your organization who may not be in favor of investing staff time on social media activities.

► Did You Know?

Team Captains Fundraise
4½ TIMES MORE

Than Individual Walkers

- AND -

Returning Walkers Fundraise

MORE THAN 3 TIMES

First Year Walkers?



Learn more by downloading Convio's
Peer-to-Peer Benchmark Report:
www.convio.com/p2pfundraising

	Increase Event Fundraising	Increase Event Participants	Increase Event Engagement	Increase Event Awareness
Facebook	X	X	X	X
Twitter	X	X	X	X
Blogs	X	X	X	X
Google +	X	X	X	X
Pinterest	X		X	X
FourSquare / Facebook Places			X	X
YouTube	X	X	X	

Major social media platforms and how each supports overall event objectives and goals.

RESEARCH

Completing a little research today can help you capitalize on the successes from the past and ensure that your plan is in alignment with your overall goals.

WHAT WAS DONE IN THE PAST?

Determine where your organization and event already have a presence on social networks. Chances are pretty strong that you've already started at least one page on Facebook and you may already have a Twitter account.

Review and document the number of followers, posts, and interactions that your organization has experienced on its current social media networks (see The ABCs of Social Media Measurement & ROI section for an in-depth review of the metrics you should measure). If you already have a great following on a specific social media network, try to think back on whether there were any key activities that may have attracted those followers. If a campaign or activity was successful in the past, consider replicating that activity as part of your plan for this year's event.

Documenting this information now will give a benchmark to measure your successes in the upcoming weeks of your social media campaign.

WHAT'S GOING ON NOW...

With your event?

Start by gathering key demographic information about your event participants and event donors such as age, gender, education level, % of online participants, and % of online donors. This information will help you prioritize which social channels are best for your event.

With your competition or peers?






Learn from the successes and failures of the organizations around you. Think about whether there are any organizations or events similar to yours and look for them on social media networks.

1. **Similar events in your geographic area** (Ex. bike tours in Houston area)
2. **Similar organization in your geographic area** (Ex. cancer prevention organizations in the Minneapolis area)
3. **Similar events in the US or Canada** (successful bike tours across the country)
4. For affiliate organizations, **other affiliates who are running successful social media campaigns**

Be social! Friend, "like" or follow these events and their organizations. One of the best ways to become knowledgeable on how to engage in social networks is to become engaged in them. When you see something you like, make sure to document this and create an "idea catalog" to reference while you're building your own plan and developing specific tactics.

With the social media channels?

Review which social media channels line up most closely with your own event's demographics.

Demographics for Popular Social Media ¹					
	Total Users	Gender	Age	Education	Household Income
 Facebook	845 M Active Users	57% F 43% M	14% 13-24 18% 25-34 22% 35-44 46% 45+	9% < HS Diploma 10% High School 57% Some College 24% Bachelor's +	9% < \$25K 33% \$25K-\$50K 47% \$50K-\$100K 11% \$100K+
 Twitter	127 M Active Users	59% F 41% M	19% 0-24 23% 25-34 25% 35-44 33% 45+	9% < HS Diploma 8% High School 59% Some College 24% Bachelor's +	15% < \$25K 38% \$25K-\$50K 37% \$50K-\$100K 10% \$100K+
 Google +	90 M Unique Visitors	20% F 71% M	50% 0-24 28% 25-34 11% 35-44 11% 45+	N/A	N/A
 Pinterest	21 M Unique Visitors	82% F 18% M	10% 0-24 26% 25-34 29% 35-44 35% 45+	5% < HS Diploma 9% High School 61% Some College 25% Bachelor's +	7% < \$25K 37% \$25K-\$50K 46% \$50K-\$100K 10% \$100K+
 FourSquare	15 M Total Users	58% F 42% M	9% 0-24 32% 25-34 36% 35-44 23% 45+	2% < HS Diploma 6% High School 52% Some College 35% Bachelor's +	13% < \$25K 37% \$25K-\$50K 37% \$50K-\$100K 13% \$100K+

User demographics by social media platform. While all platforms attract a range of audiences, make sure to align your social media areas of focus to those platforms that best reflect your event participant make-up.

¹ Demographic info: <http://4.mshcdn.com/wp-content/uploads/2012/03/Social-Media-Demographics-972.jpg>

FourSquare Demographics: <http://www.ignitesocialmedia.com/social-media-stats/2011-social-network-analysis-report/#FourSquare>

PLANNING

Now that you have a better understanding of your event and the social media happenings of the events around you, it is time to start making some decisions.

WHICH SOCIAL NETWORKS SHOULD WE FOCUS ON?

If you are brand new to social media, we recommend that you focus on implementing no more than two different social media platforms at the beginning. Providing an excellent user experience in just a few platforms will significantly outshine a mediocre program that touches many platforms. As things heat up closer to your event's big day, you'll appreciate having started out small.

From the 30,000 foot perspective, make sure you choose your platforms that best align with your event goals and your organization/event demographics, but, specifically, consider the following when selecting the social media platform to invest in:

- **Go to where the most people are.** This likely goes without saying, but Facebook should be at the top every nonprofit's "must do" social network list simply because it's where the majority of people are adopting and engaging with organizations and peers via social media.
- **Go where YOUR people are.** Focus on those social media networks that most closely align with your event's demographics. If you are running a bike tour for a prostate organization and 85% of your attendees are male, Pinterest is probably not the best place for you to invest your time.
- **Stay where you already are.** For groups with small or inactive organizational social media accounts, use your event activities to reinvigorate the more universal, organization-wide social media accounts that already exist. There is no rule that says you must have separate accounts for your events and your organization, especially if your organization already has followers and is not very active in social media.
- **Leverage early adopters.** Your early followers could become some of the most loyal and socially active for your event or your organization. Be sure to leverage those contacts to help grow your social media presence. Use tactics such as recruiting their friends and family to join the event or simply subscribe/follow the event on different social media platforms, then provide them with tips and ideas on how to spread awareness and fundraise on your event's behalf. Eventually, it's a great idea to create a social media volunteer committee; these folks are your go-to source for leading that effort.

DEVELOPING YOUR COMMUNICATION PLAN & CALENDAR

A communication plan is a written document that outlines the Who, What, When, Why and Where for the communications that you will be sending out about your event as well as how your communication efforts support your overall event goals.

Social media is another format for your event to communicate to your event's enthusiasts and you should think about it like you would treat other forms of communication coming from your event. Social media platforms are just an additional "channel" in your multichannel communication plan.

Why document a communication plan?

1. Right Message / Right Time Ensure that you are communicating and reinforcing the most important messages at the most important times. Avoid the “How’s the weather?” Facebook post the week of your event and talk about things that are more important to your event’s overall success.

2. Reinforce Important Points Identify areas where you could repurpose content across different communication channels. Marketers often say that a person needs to hear something 7 times before they act on that information. Repurposing content across different channels helps you reinforce the messages, providing message consistency and improving the chances your calls to action will be acted upon.

3. Work Smarter Identify opportunities where you could draft communications early. Things get more hectic as Event Day approaches; these busy times are often when the most important communications should be going out to your participants. Do yourself a favor by drafting as many of these communications in advance as possible. You can always make quick last minute tweaks prior to sending. This is especially true for website updates, emails and blog posts. Social media management tools, like Hootsuite or TweetDeck, can help you schedule those updates in advance.

4. What’s Going To Work? TEAM WORK! Recruit volunteers or committee members to help out. Having a clearly documented plan helps you better communicate your expectations and allows you to delegate responsibilities to the trustworthy staff or volunteers within your organization. Be conscious however of how many individuals are involved. It doesn’t take long before you have too many cooks in the kitchen.

You will likely have 2-3 different versions of the communication plan that can be expanded with greater detail as you approach critical milestones like event day and will need to communicate more frequently to your event participants. For communications like mailings and email, include your audience segmentation in your plans.

► Campaign Management Tools

A number of tools are available—both free and paid—to help your organization manage social media campaigns more efficiently and effectively.

- **Hootsuite** <http://www.hootsuite.com>
Campaign Management, pre-scheduling, listening dashboard, light analytics
- **Tweetdeck** <http://www.tweetdeck.com>
Campaign management, pre-scheduling, listening dashboard
- **Spredfast** <http://www.spredfast.com>
Campaign Management, pre-scheduling, listening dashboard, robust analytics and reporting

Event Communication Cycle

Fundraising events follow a repeatable cycle built around Event Day. This cycle varies based on the type of event and the specific details associated with that event, but once this cycle has been mapped out it can be used each year to help drive the details of that year's event communication plan.

Phase	Themes	Phase Triggers
Pre-Registration	<ul style="list-style-type: none"> • Build up event excitement • Promote registration kick-off 	1 month before registration launch
Registration Push	<ul style="list-style-type: none"> • Reg open! • Early bird reg incentives • Team reg push & incentives • Team captain tips 	Starts the day registration opens
Fundraising Push	<ul style="list-style-type: none"> • Fundraising tips & contests • Fundraising incentives 	4-8 weeks before event day OR when the registration cap is reached
Event Week	<ul style="list-style-type: none"> • Logistical info push • Packet pick up/expo details 	1 week before event
Event Day		Event day!
Immediate Post-Event	<ul style="list-style-type: none"> • Thank you's • Race photos / results • Continued fundraising push 	Day after the event
Post Event / Off Season	<ul style="list-style-type: none"> • Incentive prize redemption • Awards party • Committee recruitment • Updates: Your \$\$\$ at work • Updates on other organizational activities year round 	Begins when fundraising closes OR 2-4 weeks after the event date

► Fundraising Tip From The Pros

A significant amount of fundraising takes place in December, especially the week between Christmas and New Year's Day, because donors want to receive a credit on their tax returns. Smart event fundraisers will incorporate some form of end-of-year appeal into your event communication plan based on when their event falls in the calendar year.

- **For spring events**, you should plan on having your event donation forms up before the Thanksgiving holidays to take advantage of end-of-year giving season.
- **For fall events**, consider leaving event fundraising open through Jan.1 or driving your event donors toward your organization's general donation form.

Communicating during the off-season can be one of the most important things you do as an event fundraiser to promote growth for your event in future years. Sending relevant communications during slower times in your event cycle can invite your participants to engage more deeply with your organization. Use this opportunity to educate them on how their fundraising efforts are impacting the communities that you serve or encourage them to volunteer for other activities within your organization. The more committed a person is to your organization, the higher likelihood that they will participate in your event each year and the higher likelihood that they will bring along their friends to support them.

Social media in combination with email are perfect avenues to continue year-round dialog with your event participants and donors. You should plan to continue to update your social media communications year-round in the standard cadence appropriate for that channel. At a minimum, you should post a status update to Facebook / Google+ account once a week, Tweeting 2-3 times a week and emailing once a month.

Remember, an event communication plan is your roadmap to ensuring that your event participants and donors are getting the information that they need before, during and after your event. It helps you to prioritize and manage your own time, while at the same time setting clear expectations with your executive director, board, peers and volunteer committees on how you will be driving your event to meet its overall fundraising and recruitment goals.

TAKE STEPS BE HEARD FOR CROHN'S & COLITIS		National Take Steps - April 2011 eCommunication Calendar					
		2-Apr	9-Apr	16-Apr	23-Apr	30-Apr	
Update your Facebook Fan Page / Twitter account with messaging on recommended dates	Social Media Updates	facebook	Post: "Be sure to "Like" CCFA on Facebook and tell your friends to check us out!"	Post: "By participating in Take Steps, you're leading by example!"	Post: "Encourage your friends (via Facebook post or tweet) to check out CCFA online."	Encourage all Facebook Fans to update their Profile photo to the Take Steps logo for at least one week.	Post: "By opting to "Like" CCFA on Facebook, you can help us get the word-out and raise awareness!"
		facebook	Post: "Are you raising money for CCFA with Take Steps? It's a fun and easy way to get involved!"	Post: "With 14 million Americans affected, most of us can say we know someone suffering from Crohn's or colitis."		Post: "Take Steps needs your help! Join us in raising awareness, raising funds & raising the spirits of IBD sufferers!"	Post: "Did you know? CCFA makes fundraising easy - they have an App for that!"
		twitter	Tweet: "Show your support for IBD sufferers - Follow Take Steps on Twitter"	Tweet: "By participating in Take Steps, you're leading by example!"	Tweet: "Encourage your friends (via Facebook post or tweet) to check out CCFA online: www.ccfca.org"	Encourage all Twitter fans to update their Profile photo to the Take Steps logo for at least one week.	Tweet: "By opting to 'follow' CCFA on Twitter, you can help us get the word out and raise awareness!"
		twitter	Tweet: "Are you raising money for CCFA with Take Steps? It's a fun and easy way to get involved!"	Tweet: "With 14 million Americans affected, most of us can say we know someone affected by IBD. Fundraising for CCFA will help find the cure!"	Retweet any important Crohn's or colitis related news	Tweet: "Take Steps needs your help! Join us in raising awareness, raising funds & raising the spirits of IBD sufferers!"	Post: "Did you know? CCFA makes fundraising easy - they have an App for that!"

Charity Dynamics worked with Chron's & Colitis Foundation of America to develop their Take Steps Walk multi-channel event communications plan by strategically incorporating social media.

Following is a sample communications plan template that covers the important crescendo during the week of your event. It also outlines any communications you'll be sending post-event and can be used to document your plans for off-season communication and promotion.

Detailing your daily communications during the week of your event is imperative. Having a well laid-out plan keeps your communications and promotions on track and positioned to maximize the most exciting time period of your event. Mapping out key happenings each day and how your plan supports those – or works around those – is essential.

Week Of Communications Template						
	Key Happenings	Print	Website	Email	Facebook	Twitter
Monday			Top story – Event Day logistics	Registered: Event Day & Packet Pick Up logistics, fundraising tips / Not registered: Final registration reminder	Packet Pick Up reminder	Packet Pick Up reminder
Tuesday	Packet Pick Up Day 1				Photos: Packet Pick Up	Photos & updates: Packet Pick Up
Wednesday	Packet Pick Up Day 2					Photos & updates: Packet Pick Up
Thursday						Count down to Event Day
Friday	Set Up	Thank you postcard – volunteer committee		Event Day Logistical Reminder	Photos of set up, link to parking map	Photos of set up, link to parking map
Saturday	RACE DAY!!		Top Story – Thank you with event photos		1-2 Race Updates, Thank You with photos	10 Race Updates, Thank You with photos
Sunday				Thank you with photos; Fundraising deadline reminder		

► Advanced Techniques with Social Strategy

If you currently have some social media presence, and you're looking to increase the impact of your campaigns, here are considerations that can help make your programs more effective.

Incorporate Social Media Into Your Overall Communications or Marketing Plan

Rather than creating a separate plan, integrate social media into the next marketing plan you draft so that it becomes one of the fundamental elements.

From the beginning, your event can ensure that all objectives across the plan align with what the event needs to achieve. Email, direct mail and social media can work in harmony—helping one another to be stronger and integrated in how they each reach target audiences, achieve key objectives, and correspond to the unique needs of your event.

Graduate from the Basics and Create Social Media-Specific Campaigns

Once social media has proven itself as a viable communication channel for your organization, the next step is to get creative with the campaigns you develop, making sure you maximize the potential of social media.

This is a chance to experiment and use creative ways to leverage the social nature of the new tools. From asking supporters to change their avatars on social networks to reflect your campaign to empowering social sharing of personal stories and experiences, the potential for campaigns that stand out are endless.

Get started by asking a few key questions:

- What new audiences could you reach with social activities? What activities are they drawn to most?
- Are there current goals that could be achieved sooner with social media platforms, and how can you create or enhance campaigns that help achieve those goals?
- How can you leverage your event's participant base and established voice to build a vibrant social presence that creates memorable experiences?

INTEGRATING SOCIAL MEDIA INTO YOUR EVENT WEBSITE

Your website serves as an online launch pad and landing point for your event and should be the main hub for your social media activities. If done well, your event website and corresponding social media campaigns should all direct your participants, donors and prospects into taking the actions that will drive your event's overall success.

For most events, the primary calls to action are related to growing fundraising and increasing registration. You should make these primary calls to action the most obvious visible elements in your homepage design. Make it as easy as possible for the user to take the desired action. Integrating social media into the registration process will make your website more user-friendly and engaging by allowing the visitor the convenience of registering, signing in, and sharing using the social media tool of his/her choice. This simple step will save them the time and trouble of re-entering information, and allows your organization to access their social media profile and contact information.

WHAT CAN YOU DO TO PROMOTE YOUR SOCIAL MEDIA CAMPAIGNS ON YOUR WEBSITE?

Social Sharing

Social sharing provides website visitors with an easy-to-use visual tool—typically in the form of buttons—to share a page of your website using their medium of choice (Facebook, Twitter, email, etc.)



The different presentation options for social sharing buttons. This example is using ShareThis®

Social sharing extends the reach of your event's website content beyond your website. For fundraising events, this is especially effective at the conclusion of registering for an event or making a donation toward an event. What better way to promote registration than by asking someone who just finished registering to invite their friends on social media to register also?

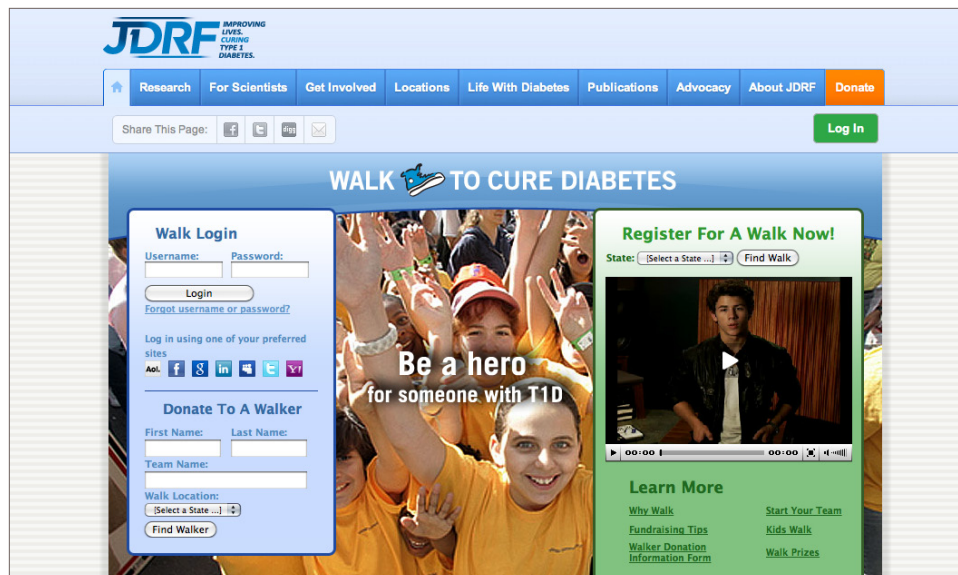
Convio has partnered with Gigya to offer built-in social sharing tools that can be used in conjunction with TeamRaiser™. The Convio platform is also flexible enough to allow clients to adopt any of the other social sharing tools available in marketplace like ShareThis® or AddThis.

Social Login / Login With Facebook

These tools provide tools to your visitors to log in using the same credentials from their preferred social media site.

A study released by Gigya in 2012 documented that users who log in to a website using their social media credentials view twice as many pages as users who log in with site specific credentials and spend on average of 4 more minutes on your site than a user logged in with site specific credentials.

Convio has partnered with Gigya to offer a “Login with Facebook” option that’s built into TeamRaiser so that your event participants can register and access their participant center using their Facebook credentials. Adding this type of feature to your event site will encourage your participants to use and engage in their participant center and to re-register for your event year-over-year.



JDRF has done a great job of presenting both the native Convio social sharing buttons and social media login features into their landing page for the Walk to Cure Diabetes event. <http://www.walk.jdrf.org>

Social-savvy users are accustomed to seeing icons of their preferred platforms, so JDRF’s choice to use icons makes it easy for their participants to merge their event experience into their favorite social media.

Twitter / Blog Feed Widgets

These types of widgets are content boxes that can be added to your event website to dynamically list your most recent blog or Twitter posts.

Adding a Twitter or blog feed to your organization’s homepage can be a smart way to drive traffic or attention toward the work that you are doing to promote your fundraising event. While these tools are often great for promoting your event on a related website, be thoughtful about whether a Twitter or blog feed distracts or enhances your primary calls to action on your event landing page.

Social Media Landing Page

One way to help promote and encourage participation in social media is to promote it on your website. This can be the hub on your event website for all social media activities.

EIF Revlon Run/Walk for Women worked with Charity Dynamics to create a social media landing page that is included in the primary navigation of their event website. This area holds widgets that pull in their Facebook comments, Flickr photo feeds, YouTube event videos, latest Tweets from @EIFRevlonRW_NY and Tweets with the #NYCRevlon hashtag. Moving this content off your homepage helps prevent the content from distracting a participant/donor from registering/donating to your event, and keeps social media activity, such as real-time updates, front and center on its own easy to find page.

The screenshot shows the top navigation bar with links: ABOUT, GET INVOLVED, MY PARTICIPANT CENTER, SOCIAL MEDIA CENTER, and DONATE. A red banner features a crowd photo and the text "NEW YORK CITY". Below the banner, the "NYC Social Media Center" section includes a registration deadline of May 5, 2012, and a countdown of 9 days until the event. On the right, four red buttons with "go" icons are labeled: REGISTER FOR NYC 2012, DONATE GIVE TODAY, TEAMS GET INFO, and VOLUNTEER HELP OUT TODAY.

Charity Dynamics worked with The Entertainment Industry Foundation to create the Social Media Center as a critical component of the Revlon Run/Walk for Women website.

The screenshot displays two social media widgets. The "FACEBOOK COMMENTS" widget includes a thumbs-up icon and a "Sign Up" button. The "FLICKR FEED PHOTOS" widget includes a camera icon and a video player showing a woman at a "FINISH" banner.

The Social Media Center on the Revlon Run/Walk for Women's website also includes social media widgets such as Facebook comments, a Flickr photo stream, YouTube videos and a Twitter feed.

HOW TO MEASURE & TRACK THE SUCCESS OF A SOCIAL MEDIA PROGRAM

Communications and marketing efforts should always be accompanied by proper reporting and metrics that gauge effectiveness and help practitioners learn how to improve future efforts. Social media tactics are vast and ever growing, but it is possible to show a return on investment, or possibly better stated, a return on engagement. Although there are many ways and various tools to track these metrics, this should not be seen as a daunting task. Rather, use reporting as an opportunity to highlight success to your management team and understand how to better your programs.

It's important to note that the metrics you track and the reports you run should be based on your event's success criteria. However, a number of core elements should be evaluated when beginning your pursuit to measure your return on investment.

► ABCs of Social Media ROI

Here's a simple way to remember how to measure social media ROI:

- **Analytics**

Identify the right metrics to track by analyzing your goals, assigning the right resources, and using the right tools to track metrics.

- **Benchmark**

Take your raw metrics and report on them in a comparative way. Begin by making a master dashboard, baseline your activity, and broaden your metrics when appropriate.

- **Conclusions**

Take all your data and reports and draw meaningful conclusions. Compare engagement spikes, cluster similar metrics, and continue to evolve your programs based on what you learn from your reports and analysis.



For more detail, see *The ABCs of Social Media Measurement & ROI* on Connection Café:

<http://www.connectioncafe.com/>

Metrics to Consider

There are a number of metrics to consider tracking as you get started and expand your social media programs. Here are just a few:

General Metrics

- **Media coverage** from social media
- **Social shares** from respected outlets
- **Number of new supporters** in email list from social media
- **Referring traffic** to campaign landing pages
- **Number of click-throughs** to campaign elements from each source
- **Number of calls to action taken**, including URL visits or registrations

Blog Metrics



- **Blog comments** and responses
- **Linkbacks** to blog
- **Social shares**
- **Influencer pick-up** of blog posts, topics
- **Referring traffic** from blog to other social media accounts
- **Linkbacks to event / campaign landing pages** from blog
- **Media pick-up** of blog

Facebook Metrics



- **Number of Facebook “likes”** (previously fans)
- **Number of tags** on Facebook
- **Number of Facebook event RSVPs**
- **Number of Facebook “likes” and shares** on specific posts
- **Sign-ups sourced through Facebook**—either newsletter or other defined action

Twitter Metrics



- **Number of organization mentions**
- **Twitter retweets**
- **Number of Twitter followers** over time
- **Number of brand mentions**
- **Pick-up of Tweets** by influencers
- **Twitter-sourced donations**
- **Relevant keywords** in others' tweets; tools like Archivist can help

KEEP AN ONGOING DASHBOARD OF METRICS

Once you have defined the metrics that help you best measure use, you need to consider creating a regular report that will show growth and trends over time. A simple way to accomplish this is to create a dashboard of your key metrics and set a regular time on your schedule to update the information. Depending on your other reporting schedules and how aggressively you are using social media, this could be a quarterly, monthly or even weekly update. If you regularly update web metrics or email reports on a planned schedule, incorporate social media into the routine to help make it a part of an existing process. Various applications and tools can help automatically generate reports of varying levels for social media metrics and activities. But, to show how to easily and more precisely report on only the metrics that matter to you, the dashboard below highlights a simple and intuitive way to create your own dashboard.

		1-JAN	7-JAN	14-JAN	21-JAN	28-JAN
TWITTER	@ followers	528	549	592	649	701
	Number of Tweets	12	15	13	16	12
	References	9	15	17	14	21
	Retweets of Updates	3	16	19	27	24
FACEBOOK	Number of Fans	700	715	727	734	743
	"Likes"	9	15	12	17	21
YOUTUBE	Number of Videos	13	13	14	14	15
	Number of Total Views	1356	1391	1520	1593	1683
BLOG	Number of Posts	94	98	104	107	116
	Number of Comments	184	192	204	215	228

Tracking key performance indicators (KPIs) is requisite if you want to measure and evaluate your social media programs. There are many ways to measure success. Make sure you're tracking success metrics that align with your goals and objectives.

ADDITIONAL RESOURCES

For more in-depth knowledge and information about peer-to-peer fundraising events, don't miss some of our exclusive research and guides to keep your event participation and fundraising growing year over year.

- **Convio's blog** includes information about how nonprofits can embrace social media, integrate online and traditional outreach, and use technology to fulfill their mission: www.connectioncafe.com
- **Mashable** covers all the latest tips, trends and updates regarding social media. The Mashable site is regularly updated with articles, multimedia and references to other resources about all things social media: www.mashable.com
- **Going Social - Tapping into Social Media for Nonprofit Success**: A comprehensive guide for your whole organization about integrating and maximizing social media to raise awareness, funds and increase advocacy moments: www.convio.com/social
- **The Nonprofit Technology Enterprise Network (NTEN)**'s blog offers insight into using social media for nonprofit fundraising and marketing: www.nten.org/blog
- When it comes to developing your social media strategy, **the Convio Services team** can help with successful engagement strategies around TeamRaiser product features and provide informed strategies for other third-party tools you're using to power your social media initiatives: <http://www.convio.com/our-portfolio/>

Convio Luminate™ + TeamRaiser

Multi-Channel Engagement with Luminate CRM

With Luminate CRM you can bring together the online world with the offline to maximize the value of your relationships across every channel:

- Use Luminate CRM dashboards to track key event, participant, team and donor metrics.
- Use Luminate CRM analytics to gain predictive insights that allow you to increase event participation and re-participation, and prevent churn of top fundraisers and teams.
- Use Luminate CRM to integrate your online knowledge about your TeamRaiser constituents to enhance your direct response messages and appeals.

Extend Your Reach Further with Luminate Online

The Luminate Online marketing suite allows you to broaden engagement with your peer-to-peer fundraisers. With Luminate Online, your TeamRaiser experience is supported with:

- Management of your event website content for a personalized constituent experience.
- Reliable and consistent email deliverability with tools to build audience segmentation groups and manage all online communications.
- Multi-Affiliate Management options for organizations that support local affiliate / division events.
- Ability to run detailed reports at a program, event, team, and / or individual performance level across key metrics.

Learn More: www.convio.com/luminate



ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground® for small- and mid-sized nonprofits and Convio Luminate™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

Copyright © 2012 Convio, Inc. All rights reserved. Convio, the Convio logo, Convio Go!, Common Ground, Convio Luminate, Move People, and TeamRaiser are trademarks and registered trademarks of Convio, Inc. in the United States and other countries. All other product names mentioned herein are the trademarks of their respective owners. V04.27.12