

Confessions of a Social Media Campaigner

Carie Lewis, The Humane Society of the United States

@cariegrls , @humanesociety



THE HUMANE SOCIETY
OF THE UNITED STATES

Danielle Brigida, National Wildlife Federation

@starfocus , @nwf



David Neff, American Cancer Society

@daveiam, @americancancer



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Mobile Commons

What We'll Talk About in #ntccconfessions

- Resources
- Time
- Buy-in
- Participation
- Successful case studies
- Unsuccessful case studies
- Tips & Takeaways



... and a special focus on brand monitoring

Resources: Our Structure

**CEO -> External Affairs EVP -> Communications SVP ->
Online Communications VP -> Internet Marketing Manager**

4 Internet Marketing Specialists:

- Social media / online outreach
- Online Advertising
- Volunteer Coordinator
- Brand Ambassador

2 Interns:

- Social Media
- Analytics

Volunteers / Street Team

\$uccess!

Raised \$107,300 on social networks in 2008.

Gained 10,000 new email addresses

Reached 100,000 fans on Facebook / 5,000 followers on Twitter

No money spent on social marketing initiatives – except staff time.



How did we do it?

Though very important

- Intern for daily maintenance
- Daily noon meetings with other departments
- One FTE for promos on social networks
- Shared outlook calendar
- Communication: Donor, Leaderboard, Cause starter thank you
- Causes, Partnerships, Contests, Widgets, Blogs
- Integrated campaigns: online advertising, email, website promo

Online Communications Production Calendar

eCom Production Calendar						December 2007
Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun	
November 26 HSI Global: Welcome series, ht MKTG: Puppy mill shelter visit story WELCOME: previous 7 days' signu	27 HSI Global: US - write CDC on impo YEAR END: Gift membership/ornam	28 MKTG: holiday promos	29 HSI Global: certify Japan under Pe HSI Global: write Japan's PM on wf HSLF Appeal Re-send #1 MKTG: Proud 2 Adopt promo on so	30 ALERT: Phoenix AZ grassroots mtg	December 1 2 NEWSLETTER: Pets for Life	
3 ALERT: IN coyote comments, ch ALERT: NJ animal testing, hk CORP PROMO: Holiday corporate p HSI Global: Welcome series, ht MKTG: Holiday online campaign lau MKTG: mtvu video on social netwo WELCOME: previous 7 days' signu	4 HSLF: NJ Animal Testing MKTG: Mutts promo on social netw	5 CORP PROMO: Holiday partners fu	6 HSLF Appeal Re-send #2	7	8 9 NEWSLETTER: Pets for Life	

http://beth.typepad.com/beths_blog/2007/11/social-networ-2.html

...but it's not just about the money.

We started with traditional metrics

Got the buy-in

Now tracking social media metrics

Section I: Number of Friends		Q3					Q4		
Venue	Jan	June	July	Aug	Sept	Oct	Nov	Dec	
Facebook		10,615	14,112	21353	25759	30452	35394	41209	
MySpace		51,800	53,394	53394	56346	57755	58540	63249	
Myspace video subscribers		75	76	80	83	88	93	98	
YouTube video subscribers		808	902	1010	1153	1256	1384	1,572	
Wayne		715	782	863	994	1170	1314	1549	
Change.org								2251	

Section II: Profile Views		Q3					Q4		
Venue	Jan	June	July	Aug	Sept	Oct	Nov	Dec	
MySpace		326,311	337,782	348603	361318	363767	379574	392171	
Facebook (monthly)		3,465	3,944	5750	6676	4644	9324	7905	
YouTube		18,196	19,426	20868	22728	24267	26387	29,214	

Section III: Video Views		Q3					Q4		
Venue	Jan	June	July	Aug	Sept	Oct	Nov	Dec	
Facebook		120	129	87	94	removed			
MySpace		60,381	61,884	63187	64040	65525	67,516	69,168	
YouTube		963,896	1,028,347	1106353	1175548	1233041	1315425	1427116	

Section IV: Other Activity		Q3					Q4		
Venue	Jan	June	July	Aug	Sept	Oct	Nov	Dec	
# of photo views on Flickr		203,556	212,359	226360	280676	291034		327,269	
# of MySpace profile comments		14,729	15,525	16076	16478	15960	17965	13952	
# of MySpace blog views		197,618	201,378	208498	213714	219153	227539		
# of MySpace blog comments		5,401	5,493	5642	5716	5848	6065		
# of MySpace blog subscribers						1176	1162		

Buy-In

Don't just tell them about it: get them involved!

Aggressive: CEO on Facebook,
Executive VP on Twitter

The screenshot shows the Twitter profile of mmarkarian. The profile includes a header with the Twitter logo and navigation links (Home, Profile, Find People, Settings, Help, Sign out). The profile picture shows a man holding a dog. The bio identifies him as the Executive Vice President of The Humane Society of the United States. The profile shows 255 following and 318 followers. A tweet is visible, mentioning a Buffalo Exchange \$1 sale to support the HSUS "Save the Whales" campaign, with a link to a website. The tweet is retweeted (RT) and includes a timestamp of 9:02 AM Apr 26th from TweetDeck.

The screenshot shows the Facebook profile of Wayne Pacelle. The profile includes a header with the Facebook logo and navigation links (Home, Profile, Friends, Inbox, 812). The profile picture shows Wayne Pacelle holding a dog. The profile shows 10:02am and 7:43pm timestamps. A tweet is visible, mentioning a possible connection between swine flu and factory farms, with a link to a website. The tweet is retweeted (RT) and includes a timestamp of Yesterday at 10:07am. The profile also shows a video post from Carole Sax about shelter dogs and a post from Jennifer Jablow about a product called C.E.T. Home Dental Care.

Passive: Communications SVP
Twitter via iPhone RSS Feed

Buy-In

Show results:

Twitter link on Press Releases = 300 new followers in one day

Sharing functionality on web stories = addthis now a top referrer

new emails, donations via unique URLs (source codes)

Setting goals on # friends, followers (they get really excited!)

Leads to:

Social media links on homepage and emails

Increased resources and interest

Internet Communications Code of Conduct

Guest Tweeters in PR, Campaigns, Emergency Services

Our Guest Tweeters

THE HUMANE SOCIETY OF THE UNITED STATES

power **Twitter**

Home Profile Find People Settings Help Sign out

HumaneSociety

HSUS team in Nebraska aiding in the rescue of 200 mustangs. #hsusemergency - SH -

Hi, my name is Carie, and I'm the Brand Ambassador for The HSUS. Feel free to DM me and check us out on all our networks at humanesociety.org/connect.

- Guest Tweeters -

- Rebecca Aldworth
HSI Canada
(RA)
- Michael Markarian
Executive VP
(MM)
- Scotlund Haisley
Emergency Services
(SH)

3:35 PM Apr 23rd from TwitterMail

Some of the 200 rescued horses in Nebraska enjoying a much needed meal. #hsusemergency - SH -

RT

Name HSUS
Location Washington, DC
Web <http://www.humane...>
Bio Official twitter feed from The Humane Society of the United States. We're celebrating animals and confronting cruelty... all day, every day!

2,785 following 5,400 followers

Recent Searches

only Humane Society's updates

Search

Updates 1,194

Favorites

@HumaneSociety

Actions

[@reply](#) HumaneSociety
[HumaneSociety](#)

Twitter strategy includes custom background, giveaways, replies, hashtags, twitpic, twittermail, autofollow

Time

Don't kid yourself: Social media is a time SUCK.

You can be successful if:

You have a team in place

You have a plan that includes other org functions

You've taken the time to build a network of supporters

You have buy-in from the top

What it takes for us:

Intern: 2 hours a day, 4 days a week (virtual)

One FTE

One project manager dedicating 4 hours a day to social media

Text alerts 24/7

Listening tools

Brand Monitoring

You cannot afford to not pay attention to what people are saying about your brand online. (Motrin, Dominos, #Amazonfail...)

You should be monitoring:

- your name
- Acronym
- prominent staff names
- current campaigns
- Competition
- Detractors
- influencers...

There are many tools ranging from expensive (Radian6) to cheap (Filtrbox) to free!

My social media experience... as a consumer Share

Tuesday, August 5, 2008 at 6:20pm | [Edit Note](#) | [Delete](#)

It's no secret that Comcast is notoriously horrible with customer service. HORRIBLE. It seems like everyone I know has a nightmare story about them (right, Bill?). Let me share mine.

When I moved back to Frederick in late July, I called beforehand to set up cable tv service. They said my address didn't exist. wtf? that building has been there for years and all my neighbors have cable. so, the woman said that she'd have a supervisor call me. guess what? they never did. I called back, got a supervisor who said that she'd put in a ticket for my address to get added. I asked for her extension so I could check back with her. a week went by and no word. i called the extension she gave me and it was missing a digit. go figure. I called again and got another supervisor, who put in another ticket. no word for another week. when i called her back, she said, oh... i see here that someone already has service at that location. wtf?!? she said they'd have to look into it and get back to me. yea, right.

by this time i'd been at my house for 3 weeks and no cable. now, i don't watch alot of tv but dammit, its sucked not having it at all. i was heated. I'd waited all that time only to find out that my address DID exist after all. i was lost at what to do... clearly, what i'd been doing so far wasn't working.

then i remembered an article i came across at work about how Comcast had started using Twitter for customer service. as you know, i work in the arena of social media so this was fascinating to me. there was actually a guy out there getting paid to help people with their comcast problems via twitter. I found the article (see: <http://www.techcrunch.com/2008/04/06/comcast-twitter-and-the-chicken-trust-me-i-have-a-point/>) detailing Michael's experience with it, which claims "And a piece of advice to anyone with a Comcast service problem. Skip the hold time on their customer service line and go on the attack at Twitter instead. You may find your problem fixed in a hurry."

He couldn'tve been more right. I immediately went to this guy's twitter page (see: <http://twitter.com/comcastcares>) and sent him a tweet. within MINUTES, he wrote me back. and not only did he help me by providing an email address i could contact, but he was apologetic. i thought that was a nice touch.

then, within minutes again, i received a response that said someone would call ME to get this resolved. and they did. the process was lengthy (I had to fax in my lease to prove that I really lived there) but I didn't mind, because at least they were being helpful. And the guy that helped me over the phone was very nice and helpful too. I wonder... is their twitter / email operation completely separate, cause those people were SO different than the ones I dealt with when I called the customer service line!

Our Brand Monitoring Dashboard

The image shows a screenshot of a brand monitoring dashboard overlaid on a Google search page. The dashboard is organized into a grid of widgets. On the left, there is a navigation sidebar with categories like Home, Alerts, and Search. The main area contains several widgets, each displaying a list of search results for specific keywords. The keywords include 'Google', 'Google Maps', 'Google News', 'Google Scholar', 'Google Books', 'Google Images', 'Google Video', 'Google Maps', 'Google News', 'Google Scholar', 'Google Books', 'Google Images', 'Google Video', 'Google Maps', 'Google News', 'Google Scholar', 'Google Books', 'Google Images', 'Google Video'. Each widget shows a list of search results with titles and snippets. The dashboard is designed to provide a comprehensive overview of online mentions and activity related to the brand.

Filtrbox

The screenshot displays the Filtrbox web application interface. At the top left is the Filtrbox logo, followed by navigation tabs for 'Articles', 'Analyze', and 'Account'. The user is logged in as 'Carie'. On the left, a 'Folders' sidebar lists 'Brand', 'Current', and 'Staff'. The main content area features a table of articles with columns for 'FiltrRank', 'Category', and 'Title'. The table is filtered to show 7 articles. A 'SORT' and 'RANGE' section at the top of the table allows for adjusting the 'FiltrRank' threshold (currently set to 1) and the 'History' period (currently set to 15 days). A tooltip at the bottom left explains that the FiltrRank threshold can be adjusted on the account tab. At the bottom right, there is a pagination control showing '2,742 Articles - 110 Pages' and a page number selector with '1' selected.

filtrbox **Articles** Analyze Account Welcome Carie

Folders Add Folder

- Brand
- Current
- Staff

Filters: SORT RANGE FiltrRank: 1 History: 15 days

FiltrRank	Category	Title
1	Blog	Pet Adoption as the Solution Online Work
4	Social	RT @DavidMartosko: AgWired asks #HSUS 's Wayne Pacelle a straight question. "Hur
4	Social	Off to Humane Society - from science wrangler to Cat Wrangler with only a few scrat
1	Blog	Swine Flu and Pandemic Fears WBUR and NPR - On Point with Tom ...
4	Social	HSUS threw down the gauntlet to agriculture tonight at #NAFB dinner.#ag shouldn't ig
4	Social	RT @HelpAnimals: The HSUS Applauds Montcalm County, Mich. for Ending Sale of Shel
1	Blog	How do you justify breeding dogs/ buying from a breeder? Pets Shop
3	Blog	Pet Adoption Versus Animal Euthanasia World News
4	Social	Okla #Farm Rpt Pacelle Claims HSUS Has Received Bad Rap- Promises Animal Rights
7	MSM	Treasure Valley cities wrestle with cost of animal control News ...
4	Social	Humane Soc US http://hsus.org/ is the charity of the week. I'm also adding Caninesf
1	Blog	runkellyrun - NAAIII
4	Social	RT @mmarkarian:HSUS zoonotic disease expert Dr. Michael Greger on the connection
6	MSM	Seized dogs can now be adopted State Wichita Eagle
4	Social	AgWired asks #HSUS 's Wayne Pacelle a straight question. "Humane Wayne" gives e'
6	MSM	Stu Bykofsky: Breeders snap at Dog Law improvements Philadelphia ...
4	Social	Years ago Johnathan Shute sent me an autographed copy of Humane Society. Just rer
4	Social	RT @mmarkarian:HSUS zoonotic disease expert Dr. Michael Greger on the connection
4	Social	Re:#HSUS ballot initiatives, Pacelle: "states are laboratories of democracy." Expect c
4	Blog	AgWired » Blog Archives » HSUS Challenges American Agriculture

2,742 Articles - 110 Pages

You can adjust your FiltrRank threshold for your daily briefing on the account tab.

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Tweetdeck

TweetDeck v0.25b Remaining API: 0/100 Resets: 8:52

replies	Search: "hsus"	Search: "humane society"	Search: wayne pacelle	Group: influencers	Group: detractors
<p>RT @HumaneSociety Can cats and dogs catch swine flu? #swineflu #meowmonday</p> <p>SCARS_Alberta, (+) Tue 28 Apr 07:13 via web</p> <p>Can cats and dogs catch swine flu? #swineflu #meowmonday (via @HumaneSociety)</p> <p>sitledark, (+) Tue 28 Apr 05:40 via Tweetie</p> <p>RT @HumaneSociety Wayne's Blog: A Possible Connection: Swine Flu and Factory Farms http://tinyurl.com/cez7db</p> <p>FourTen, (+) Tue 28 Apr 05:11 via twitterrific</p> <p>RT @HumaneSociety: Wayne's Blog: A Possible Connection: Swine Flu and Factory Farms http://tinyurl.com/cez7db</p> <p>buttehumane, (+) Mon 27 Apr 18:42 via TweetE</p> <p>RT @HumaneSociety: Wayne's Blog: A Possible Connection: Swine Flu and Factory Farms http://tinyurl.com/cez7db (via @HumaneSociety)</p>	<p>RT @USSportsmensAll: ESPN picks up story on Rush and HSUS, http://tinyurl.com/cgtybm</p> <p>L_Wright, Tue 28 Apr 08:39 via Search</p> <p>@agchick According to #HSUS Believable & operating in US social norms allows spreading of bad info re: #swineflu? Their science is wrong.</p> <p>AR_HR, Tue 28 Apr 08:33 via Search</p> <p>RT #tcot @USSportsmensAll ESPN picks up story on Rush and HSUS, http://tinyurl.com/cgtybm</p> <p>skinnyhorse, Tue 28 Apr 08:29 via Search</p> <p>RT @czimmerman: HSUS Challenges American Agriculture: The President of the Humane Society of the United States, HSUS, Wayne Pace.. http://tinyurl.com/dz5f8w</p> <p>etcattlewoman, Tue 28 Apr 08:23 via Search</p> <p>RT #nra @USSportsmensAll Washington Times Reports on Rush and HSUS, http://tinyurl.com/dz5f8w</p>	<p>RT @nique22: YAY! Idaho Humane Society is on Twitter. Welcome @IdahoHumane!</p> <p>humanesociety, Tue 28 Apr 08:39 via Search</p> <p>RT @glamslamT Moving day at the Edmonton Humane Society! http://twurl.nl/e677gt (via @edmontonjournal)</p> <p>citizenfish, Tue 28 Apr 08:37 via Search</p> <p>[Reddit] Limbaugh Humane Society Support Angers Fans, Scars Animals: submitted by wang-banger [link] [1..] http://tinyurl.com/djpfpq</p> <p>bngtmsnews, Tue 28 Apr 08:37 via Search</p> <p>RT Rush Limbaugh recording public service ads for Humane Society? How dare he not fit carefully constructed rtwing stereotypel (tx @mogriify)</p> <p>PrixMadonna, Tue 28 Apr 08:36 via Search</p> <p>RT @nique22: YAY! Idaho Humane Society is on Twitter. Welcome @IdahoHumane!</p>	<p>Read Wayne #Pacelle, CEO of #HSUS, on link between #swineflu & factory farms: http://tinyurl.com/cloyzv</p> <p>veganbonnie, Tue 28 Apr 08:13 via Search</p> <p>Listening to Brownfield's recording of Wayne Pacelle. He's alarmingly smart & well-spoken</p> <p>AdventuresInAg, Tue 28 Apr 06:11 via Search</p> <p>RT @DavidMartosko: AgWired asks #HSUS's Wayne Pacelle a straight question. "Humane Wayne" gives evasive non-answer. http://is.gd/v1hm</p> <p>march76, Mon 27 Apr 20:43 via Search</p> <p>Read Wayne Pacelle's blog! A Possible Connection: Swine Flu and Factory Farms http://bit.ly/SUX5A</p> <p>cyrusmejia, Mon 27 Apr 20:37 via Search</p> <p>AgWired asks #HSUS's Wayne Pacelle a straight question. "Humane Wayne" gives evasive non-answer. Shocker. http://is.gd/v1hm</p>	<p>RT @AnimalPlanet EXCLUSIVE Clip from Tonight's Special - Puppy Mills: Exposed: http://ow.ly/49y5 Show Starts in Two Hours!</p> <p>jessiebrewer, (+) Mon 27 Apr 17:03 via web</p> <p>RT @whitehousewatch Can't sell this like you did the war eh boys? & why are you worried about being balanced now? Where were you in 2003?</p> <p>jessiebrewer, (+) Mon 27 Apr 16:36 via web</p> <p>@lauralassiter I hope the young cancer patient will be OK. My thoughts and prayers r with him.</p> <p>Nitebird1121, (+) Mon 27 Apr 16:14 via web in</p> <p>RT @jeffbullas Check out a new site "Twubs" a site to make Hashtags Useful and More Powerful http://bit.ly/B5bpc</p> <p>Nitebird1121, (+) Mon 27 Apr 16:01 via web</p>	<p>Don't freak out! Maybe you can't eat pork (via @nra) http://is.gd/v1hm</p> <p>DavidMartosko, (+) Tue 28 Apr 08:39 via Search</p> <p>ESPN picks up story on Rush and HSUS, http://tinyurl.com/cgtybm</p> <p>USSportsmensAll, (+) Tue 28 Apr 08:39 via Search</p> <p>Hey @agchick organizers to next time. I'll be straight.</p> <p>DavidMartosko, (+) Mon 27 Apr 20:43 via Search</p> <p>@agchick By the way, range farms are more prone than CA farms to mingle in the separated ir</p> <p>DavidMartosko, (+) Mon 27 Apr 20:37 via Search</p> <p>AgWired asks #HSUS's Wayne Pacelle a straight question. "Humane Wayne" gives evasive non-answer. Shocker. http://is.gd/v1hm</p>

HSUS Case Study – Facebook Apps

Spay Day Pet Photo Contest = success!

Dog Walk Causes App = FAIL

23,000 Facebook app installs
40,000 contest entrants
60% utilization rate
\$600,000 raised
Improvement from 31,000 // \$72,000 in '08

The screenshot displays the Facebook app interface for the 'Spay Day Online Pet Photo Contest'. The main content area features a navigation bar with 'Home', 'Enter Your Pet', 'Search For Pets', and 'Leader Board'. Below this, a section titled 'Help Promote Bella!' provides instructions for users to post stories, add Bella to their profiles, tell friends, and share the contest on other websites. A prominent red button labeled 'Vote for my Pet' is visible. The app also displays a photo of a dog named 'Bella' and logos for 'THE HUMANE SOCIETY OF THE UNITED STATES' and 'HUMANE SOCIETY INTERNATIONAL'. A sidebar on the left shows 'Your Pets' with two entries, each with a photo and a '0 Votes!' status. A 'Settings: Logout' button is located in the top right corner. At the bottom, a submission credit reads 'submitted by: susan warron'.

HSUS Case Study – Facebook Apps

Spay Day USA Facebook App Space

Note: text and photos are p

1 – Add Application Page

- a. When someone c
- b. People will be cor
- a. After upl
- b. After see
- c. After clic
- c. Would be great if
- d. Proposed URL: ap

This message was sent with High importance.

From: Carie Lewis
To: Jason Shea
CC: Jacquelyn Pyun
Subject: RE: spay day facebook app update

Sent: Mon 1/26/2009 12:38

Hi guys, hav

Also, we're s

Carie Lewis
 Internet Ma
 301-721-64
clewis@hun
<http://www.>

From: Carie
Sent: Wedne
To: Jason Sl
Cc: Jacquely
Subject: RE

Hey all-

- Goo
- [jasc
- Fan
- [jasc

Thanks!

Carie Lewis
 Internet Marketing Manager

3. The post a story is a little weird... because there's no preview of what your posting. Is there ANY way we can mimic what other apps do and offer the preview, with photo, and option for full, short, or one line story? See below. First it asks you to customize your message.

I think there's a way for us to add something like the first window to the application, but the framework we're using dosen't allow us to choose the story size, (as I've mentioned before...developing for facebook is a bit on the screwy side, the API change all the time, and you can do somethings in some frameworks and not in others...)

Post this Petition to Your Profile

Tell your friends why you signed this petition:

I just signed the petition "Cheap & Reliable Access to Space (CATS)". If we can gather enough signatures, we can make a difference on this important issue. Will you sign it too?

Back to Petition

Post to Profile

Skip this Step

Then it shows you a preview of what you're about to post.

Do you want to publish this story to your Profile?

Choose story size: **Short** One Line

Carie just signed the petition Pledge to Remind Obama to Keep His Promises for Peace.

REMIN Pledge to Remind Obama to Keep His Promises for Peace
 19 signatures

facebook Home Profile

Spay Day USA Photo C



Welcome to ChipIn - the free, q
 PayPal for parties, trips, events, ca
 Facebook event or create a new Ch
 collect funds. Start your ChipIn now

Facebook: it providing links to these applic
 regarding the applications or any informat
 application should be directed to the deve

Friends Who Have Added t
 43 friends have added this applica



HSUS Case Study – Donation Contests

Microsoft Challenge = success!

http://beth.typepad.com/beths_blog/2007/11/carie-lewis-win.html

Case Challenge = FAIL

HSUS's Microsoft win... my story

Friday, November 16, 2007 at 4:06pm | [Edit Note](#) | [Delete](#)

As many of you know, I'm a Facebooker, and more so than I'd like to admit. I was obsessed with figuring out how the on

I had no idea what I was doing.

My job is fun. I've learned a lot from them. But it wasn't until I joined networks have... especially

I am the project manager for many of the most worthy charities (all donations go to Microsoft's a friends. All you have to do is go to <http://www.humane.org>

Anyway, Microsoft came out with a challenge to 50,000 members of their Facebook group, and they'd donate \$50,000 to the group then

Geoff (my boss) suggested that we should surpass 1 million people. My "experiment" was worth it. We've got 1.2 million people now. It was designed by Nathaniel "Nate" responders" out of it. We

It was so interesting to see how many people were directing them to one another on Facebook, so I'm curious

I had messaged our Facebook friends that we were on Facebook. I also messaged our Facebook colleagues from other charities about the animal-related Facebook

From: 

Date: Nov 10, 2007

Subject: Are you aware?

Body: If you're aware of your help.

There are 1 million donation fr

All you need is a group, and

<http://www.humane.org>

If we can get it done in time, we'll be able to do it. And we all

We've got 1.2 million people now. They're still

<http://www.humane.org>

OH, and my right side of the group is

Okay, that's all. THANKS!!

ps - for more information, see our Nov 7 blog.

Connect with Your Friends
(And Help Animals, Too!)

 THE HUMANE SOCIETY
OF THE UNITED STATES



Dear Friend,

Do you use instant messenger or Facebook to keep in touch with friends and family? If so, I invite you to help animals – and your friends at The Humane Society of the United States – by taking these two simple steps today. You could help us win a \$50,000 donation from Microsoft for the animals!



facebook

★ Sign up and Vote on Facebook

This week, with your help, Microsoft might donate an additional \$50,000 to help animals. To celebrate the new Windows Live, the i'm Initiative has issued a challenge: If more than 50,000 people join their "i'm Making a Difference" Facebook group by this Friday, they'll give \$50,000 to whichever organization gets the most votes. So please [join the group](#), scroll down to vote for HSUS, and tell your friends. Every vote counts.

[Join the i'm™ Facebook Group. Then vote >](#)

Thank you for all you do for animals.

Sincerely,



Wayne Pacelle
President & CEO
The Humane Society of the United States

EN

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Some Additional Tips

- Find your influencers and cultivate them
- Recruit your uber-activists into interns, volunteers, employees
- Tip: Speak their language (# of new email names, \$ raised) then move to social media metrics. Track. Set goals.
- Build connections – causes, youtube nonprofits, facebook
- Make everything shareable / downloadable
- Be conversational and show some personality
- Build networks / friends by proactively participating in the space
- Limit intrusive messaging on myspace & facebook to action
- INTEGRATE social media into your overall online communications (website, email)
- Make it as easy as possible with APIs and other technology
- Replicate all events on Facebook
- DO. NOT. SQUASH. EVANGELISM.

Social media is STRESSFUL.



“If you’re working for the weekends, your shit is BROKE.
Do what you LOVE!” -@garyvee #sxsw

Thank You!

Carie Lewis
Internet Marketing Manager
The Humane Society of the United States

Email: clewis@humanesociety.org

Twitter: [@cariegrls](https://twitter.com/cariegrls)

LinkedIn: <http://www.linkedin.com/in/carielewis>

Blog: <http://cariegrls.blogspot.com>

HSUS Networks: humanesociety.org/connect

