

LinkedIn

LinkedIn is similar to Facebook, but is oriented more toward professionals and is primarily geared around sharing professional expertise and connecting with people. This application has overall appeal and is the most widely used by all organizations including nonprofits. LinkedIn has over 259 million users, and thousands of nonprofits are present on LinkedIn.

Facebook

Facebook is an overall great application for developing relationships and a community. The primary and most frequent users tend to be young professionals between the ages of 18 and 34. However, the highest growth rate for Facebook is in the 35–54 and 55+ age ranges. Our primary focus should be on developing relationships with board members, veterans, their family members and those who are empathetic toward that demographic.

- Develop a schedule for posting.
- Develop list of Friends of D.O.V.E. and send a communication that will encourage “likes”.
- Search out potential followers through other association pages and finding existing followers to identify friends in their network to suggest the page, too.
- Have board members or other influential members comment on the post to encourage dialog.

Twitter

Twitter is an online social networking and micro-blogging service that enables users to send and read “tweets”, which are text messages limited to 140 characters. Currently there are 500 million registered users with 340 million tweets per day. Twitter allows for search queries and is one of the ten most-visited websites, described as the SMS of the Internet. Tweets can include a link to any web content or a photograph or video. Twitter allows individuals to follow anyone, including strangers; helpful when targeting potential donors, volunteers or like-minded individuals.

Content

Content is the basis for all our social media efforts. Good content can significantly impact our efforts. The following existing content can be leveraged on our social media sites. These include:

- Fundraising efforts
- Events
- Projects – new, completed, on-going
- Microfinance stories
- Scholarship Recipients
- Vietnam Trips
- Board Member Stories

Content should be continuously evolving. Consider content-sharing ideas with affiliate organizations. For example: If the VVA posting is applicable to our followers, we should consider using the same or similar content, since we have similar audiences.

Current Social Media Locations

www.dovefund.org (links to Facebook, LinkedIn, Twitter & You Tube & Google+)

www.facebook.com/thedovefund

http://www.linkedin.com/groups/DOVE-Fund-4314848?gid=4314848&trk=hb_side_g

<https://twitter.com/#!/DevelopVietnam>

<http://www.youtube.com/user/vietnamdovefund>

Action Items

- Set up a Facebook page – become a friend of The DOVE Fund
- Set up a Twitter account – start following DOVE Fund
- Set up Linked In – join The D.O.V.E. Fund Group

Summary

Fully leveraging the power of social media will require us to integrate this into our communication process over time. In order to do this, we will need to develop certain points in our everyday communication efforts that we can leverage via the power of social media. Integrating social media might mean we also create an event on Facebook that we post to our Facebook Followers. This will not only broaden our exposure, but it will also allow our board members and Friends of D.O.V.E. to easily spread the word.