



Common Nonprofit Social Media Concerns

In November 2010, a group of local nonprofits shared their social media hopes, fears, concerns and conundrums at our monthly meet-up, part of our free Tune-Up Tuesday program (see below for more). For an entire re-cap of the discussion, as well as a list of additional resources and handouts about social media, visit <http://claxonmarketing.com> and go to Services > Tune-Up Tuesdays > Re-cap 11/16/10: Social Networking.

Concern	Tip
<i>We have too many target audiences.</i>	Pick one tool per audience. Find out where your audience is online and what they are doing before you choose a tool. If your organization has more than 5 target audiences, you probably have more than you can manage well. Narrow your list!
<i>Older donors and supporters who are offline are saying that they don't see any marketing materials anymore.</i>	Go back to your goals. Are you meeting them? If you are meeting your goals and you have a limited budget, you're doing fine. Remember: Just because you "could" doesn't mean you "should".
<i>We've struggled with knowing how fun or personal we can be on social media sites. We're not sure about what rules to create.</i>	Social Media Policies can be helpful. Once you are clear on your audience and messaging, that will inform your social media decisions. You'll understand your audiences better and be able to make more informed decisions about what to post and where. Having a Brand Dashboard can help you address this issue, as well.
<i>There seem to be new tools all the time.</i>	Tools will change. Geolocation is becoming all the rage for example with tools like Foursquare and Facebook Places, but that will undoubtedly change. If you invest in knowing how to decide which new tools to use based on your goals and target audience(s), you'll be in good shape long-term!

What are Tune-Up Tuesdays, Anyway!? Tune-up Tuesdays is an opportunity to make sure marketing is helping you advance your mission. Each week, you can get a super short, very practical video delivered right to your inbox. On the 3rd Tuesday of the month, you can join other nonprofits to discuss your unique nonprofit marketing challenges. And it's all FREE! **Sign-up and learn more at <http://claxonmarketing.com/services/tune-up-tuesdays/>.**