



Welcome to Coalition U

Social Media Best Practices
Friday, January 31, 2014
10:00AM – 1:00PM
Wells Fargo, 123 S. Broad Street
5th Floor Board Room

Live Tweet your questions and comments! #CoalitionU @CoalitionU

Seminar Agenda

- 10:00 AM - 10:15 AM Arrival & Networking
- 10:15 AM - 10:25 AM Introduction & Opening Remarks – *Arun Prabhakaran, UAC Vice President*
- 10:25 AM - 12:15 PM Panel and Discussion – *Loraine Ballard Morrill, Moderator*
- 12:15 PM – 12:20 PM Closing Remarks – *Felicia Harris, UAC Marketing Coordinator*
- 12:20 PM - 1:00 PM Lunch and Networking with Panelists

Special thanks to our event sponsors Urban Affairs Coalition & Wells Fargo!!!

Next Coalition U Series: Crowd Funding

Wednesday, February 26th, 12 PM – 2PM
PECO – 2301 Market Street
Energy Hall – Room B
Complimentary lunch provided.
Sponsored by: Urban Affairs Coalition & PECO



About Coalition U

The Urban Affairs Coalition re-launched its capacity building initiative, Coalition U, in 2014 to help nonprofit organizations strengthen their infrastructure, build capacity, and maximize community impact. Coalition U offers a variety of capacity building seminars and workshops focused on improving nonprofit organizational growth and development to make effective changes in the communities they serve.

The Coalition U Model is comprised of a Core Workshop Series, One-on-One Technical Assistance, and a Coalition U Lecture Series. The Core Workshop Series focuses on developing work plans, performance management, and budgeting basics, while the Coalition U Lecture Series gives nonprofit leaders access to the insights and expertise of seasoned government, corporate, and community leaders in the Greater Philadelphia region.

To learn more about Coalition U, please email us at CoalitionU@uac.org

About the Urban Affairs Coalition

The Urban Affairs Coalition unites government, business, neighborhoods, and individual initiatives to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues. We are a Coalition of 65+ partner organizations, large and small, working on diverse issues that immediately affect communities. We strengthen nonprofit organizations through fiscal sponsorship, capacity building, and program evaluation; improve life chances for youth and young adults; and provide economic opportunity to low-income households, working families, and disadvantaged businesses.

What We Do

The Coalition shapes public policy and delivers programs that respond to urgent community needs. The problems we face are far too complex for one entity to solve on its own. Our deep community roots and strong linkages to public and private groups allow us to bring together a diverse set of resources around specific issues to drive change from the ground up. The Power of Coalition means that, together, we can accomplish what no one organization can do alone.

Our Priorities

- Strengthening nonprofits
- Building wealth in urban communities
- Developing youth and young adults
- Creating strategic partnerships

To learn more about the Coalition and its partners, please visit www.uac.org or call 215-851-0110.



Moderator: Loraine Ballard Morrill

News and Community Affairs Director

Clear Channel Media+Entertainment

Loraine Ballard Morrill is Director of News and Community Affairs for Clear Channel Media+Entertainment's six Philadelphia stations: Power 99 FM, WDAS FM, Radio 104.5 FM., Mix 106.1, Smooth Jazz 1480 AM and Q102 FM. Loraine hosts and produces CCM+E Philadelphia's Community Affairs Programs "Insight and "What's Going On." Under her leadership Power 99 was the first station to receive five National Association of Broadcasters Crystal Service Awards and the first to receive its inaugural Crystal Heritage Award.

Among her numerous honors—Ms. Morrill has received The Philadelphia Human Relations Commission Human Rights Award, The Women's Alliance For Job Equity's Courage Award, The March of Dimes Achievement in Radio Lifetime Award, the 2009 Philadelphia Association of Black Journalists Community Service Award. In 2010 Loraine received the prestigious Power Over Stroke Ambassadors Award from the American Stroke Association. In 2012 Loraine received the inaugural Karin A. Phillips Excellence Award from the Philadelphia Black Public Relations Society and was honored by The AIDS Fund. Loraine spearheaded the stations' support of the Variety Club which resulted in CCM+E Philadelphia receiving the 2012 Variety International Corporate Award.

In 2013 Loraine received the Harris Wofford Active Citizenship Award. She serves on numerous boards including the Mayor's Commission on Literacy, Girl Scouts of SE PA, Keep Philadelphia Beautiful and First Person Arts.

Follow Loraine: @loraineballard



Panelist: Mike Kaiser

Community and Content Strategist

Generocity.org

Mike is the Editor at Generocity.org, a nonprofit organization with the mission to help people stay informed, connected, and involved in their local communities. In this role Mike oversees the editorial and social media strategy working with a team of freelance contributors and in-house reporters to cover social impact and nonprofits in the Philadelphia region. He also assists on community outreach efforts and special projects such as Philly DoGooder and #GivingTuesdayPHL.

Mike is the Chair of Programming at Young Involved Philadelphia, a nonprofit organization that builds relationships and increases civic engagement to empower and connect young Philadelphians. In this role, he has co-founded the Emerging Leaders Workgroup, the YIP Running Club, and organized several events including the 4th Annual State of Young Philly series in the fall of 2013.

In addition to YIP, Mike serves on the Advisory Board for the Citizens Planning Institute, the official education and outreach arm of the Philadelphia City Planning Commission. Mike graduated from Penn State University in 2008 with a degree in Media Studies.

Follow Mike: @mkaisr

Follow Generocity.org: @generocity

About Generocity.org

Generocity.org is the platform for social good in Greater Philadelphia. Our mission is to strengthen the region's position as a leader in social enterprise. With compelling content and tools to engage individuals, community-based organizations and businesses, we are a nexus for relationships that are essential for a healthy, thriving community. Each weekday Generocity publishes news and information about the solutions to local issues. In addition, Generocity develops online applications designed to make it easy to give back and get involved.



Panelist: Erica Hawthorne

Program Manager, Open Arts

Campus Philly

Erica is the program manager for Campus Philly's new initiative: Open Arts. Open Arts provides the first online platform dedicated to involving college students in the region's arts and culture communities. Erica manages the program's outreach involving 32 art and culture partners and more than 3,000 student members. Through social media and online promotions, Open Arts encourages students to engage in great events and connect directly to various arts partners. Erica moved to Philadelphia to attend graduate school at Temple University and pursue her interest in contributing to the City's thriving arts and cultural scene.

Erica's professional career has included working with college-prep programs, nonprofits, universities and small businesses where she was responsible for developing new programs, enhancing marketing efforts, producing events, and managing community outreach efforts. She is co-founder of a performance collective: Spoken Soul 215, which curates Philadelphia's largest monthly open mic; The Harvest, at World Café Live. In 2012, Erica founded Small but Mighty Arts: a Knight Arts Challenge awarded program to connect Philadelphia's artists to small funding, existing resources and professional development opportunities.

Follow Open Arts Philly @openartsphilly

Follow Campus Philly: @campusphilly

About Campus Philly

Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region. The Philadelphia region offers many easy paths to leadership—a process that seems to happen faster in Philadelphia than in other large cities—and we know the next generation of Greater Philadelphia leaders will largely come from our universities. Campus Philly can be the pipeline for these future leaders to find the communities, causes and organizations that motivate them to stay in Philadelphia, hence providing the civic leadership on which Philadelphia will rely.



Panelist: Katie Feeney

Development Director

Rock to the Future Philly

Katie Feeney is Rock to the Future's first Development Director. After graduating from Penn State University in 2006 with a BA in Journalism, Katie completed a 2-year term of national community service with AmeriCorps working as a campus and community organizer. Most recently, Katie worked as a Policy Analyst at Clean Air Council in Philadelphia where she funded and coordinated projects to implement federal clean air policies while increasing community awareness via events, media and community outreach. At Rock to the Future, Katie coordinates all areas of development, including grant writing, individual and major donors, special events and primarily managing the organization's social media presence. Katie is passionate about music and also sings in three local bands in her spare time.

Follow Rock to the Future: @Rock2Future

About Rock to the Future

Rock to the Future is a 501(c)3 organization founded in 2010 that provides music education to Philadelphia's underserved youth at no cost to them or their families. Using music, their programs ignite passion and creativity, support academic achievement, and improve self-esteem. They empower individuals and strengthen communities.

Best Practice Tips!

Telling your Story

- Branding is important. Maintain and use "YOUR" voice. Be real but authentic!
- A picture really is worth a thousand words. Including images with your social media posts can expand your "story".
- Encourage followers to share their stories. Reply to them. Before you know it, you're having a great interaction with your audience!
- Be mindful of the nuances of each platform. People expect different things from Twitter, Facebook, and Instagram -- take advantage of the differences so your content will shine.
- Be human! Write content that is conversational and authentic. When people comment, comment back and try to get a real conversation going, like one you would have in person.
- Timing is everything. Create an archive of content and release it during a time that it will gain the most momentum.

Also check out these links:

<http://workshops.350.org/toolkit/story/>

<http://goinswriter.com/tell-your-story/>

Engaging Volunteers

- Put your request out there.
- Share your stories and celebrate the benefits of involvement.
- Create a private invite-only online group (Google, Facebook, Ning) where you can post volunteer opportunities and stay connected.

Also check out these links:

<http://www.tcag.com/connect/consider-this/governance/engage-volunteers>

http://www.skillsdevelopment.org/volunteer_training_toolkit/how_to_engage_volunteers.aspx



Best Practice Tips!

Increasing Visibility & Promoting your Services

- Video is one of the best tools to let people see your program in action!
- Social Media is about THEM not US. Start a dialogue and engage your audience. Speak TO people not AT them.
- Know which social media platform works best for your type of messaging.
- Scheduling your social media can expand your reach beyond the 9-5 work week.
- Be sure your social media accounts also links back to your website or landing page.

Also check out these links:

<http://socialmediatoday.com/stephaniesammons/2021321/4-tips-improving-your-social-media-presence-2014>

<http://www.6pmarketing.com/articles/applied-science/71-social-networking-/183-six-ways-to-improve-your-companys-social-media-presence>

Fundraising

- Emotional value is greater than facts. High quality photos that trigger emotional responses work best.
- Give more than you receive.
- Share the progress, wins, and knowledge that your organization has and you'll be rewarded by your supporters. Then when you make an ask, they will be more likely to engage.
- Remember to be realistic in your asks and don't cannibalize other fundraising efforts.

Also check out these links:

<http://causera.org/nonprofit-journal/7-ways-to-use-social-media-for-fundraising/>

<http://truist.com/8-ways-to-boost-nonprofit-fundraising-using-social-media/>



Social Media Best Practice Follow Up Sessions

Space is Limited! Make sure you visit www.uac.org or call 215-851-1701 to sign up.

Creating and Managing Your Social Media Accounts

Friday, February 7, 2014

9AM – 10:30AM

Philadelphia FIGHT | 1233 Locust Street | KEYSPOt

For those needing one-on-one assistance, attend "Creating and Managing your Social Media Account" where professionals will be available immediately prior to the Social Media 101 workshop to help attendees create social media accounts and teach them the basics.

Social Media 101: Expanding My Outreach

Friday, February 7, 2014

10:30AM – 11:30AM

Philadelphia FIGHT | 1233 Locust Street | KEYSPOt

Social Media 101: Expanding My Outreach is a technical workshop for beginners and organizations looking to increase their social media presence. Attendees will learn how to manage their social media accounts, monitor and report their social media impact, and etiquette.

Coalition U Meetup

Wednesday, February 19, 2014

3:30PM – 4:30PM

Urban Affairs Coalition | 1207 Chestnut Street | 4th Floor KEYSPOt

This is a follow up to our Social Media 101 session. Come share your progress, get feedback on your progress and learn more tips and tricks about social media best practices! You can join this session in person at the Urban Affairs Coalition KEYSPOt at 1207 Chestnut Street, 4th floor or you can join by webinar from your computer.



Thank you for attending Coalition U's first 2014 Seminar on Social Media Best Practices!

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Crowd funding is the practice of raising funds for your organization or funding a project by raising many small amounts of money from a large number of people, typically via the Internet. Online crowd funding is one of the best ways to engage your current base of supporters as well as reach out to and acquire new donors. Use what you've learned today and from our Social Media Best Practices follow up sessions to engage your social media networks to crowd fund for your organization.