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Social Media for Strides

How to Raise More Money and Drive More Participants to Making Strides through Social Media.

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Overview

The primary goal of using Social Media with Making Strides Against Breast Cancer events is to drive deeper community involvement: to encourage people to register on the event website, and/or donate to a participant in your event. Social networks offer valuable additional channels of communication to support, promote, and build Making Strides events. This document is intended to provide general direction to Making Strides events to implement Social Media as an additional tool to promote the event, and communicate with participants.

Introduction of Social Media

In its most basic sense, social media is a shift in how people discover, read and share news, information and content. There are numerous ways to network, market, fundraise, share ideas, pictures, and stories online including some of the following:

Facebook



Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users create their personal profiles and create a network of friends through personal connections. Users can also join virtual networks organized by city, workplace, school, and region to connect and interact with other people. Organizations and individual users alike, can create groups, fan pages, and various applications to fundraise, spread the word, and generate support for a variety of causes/events/activities.

Twitter



Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external mobile applications.

YouTube

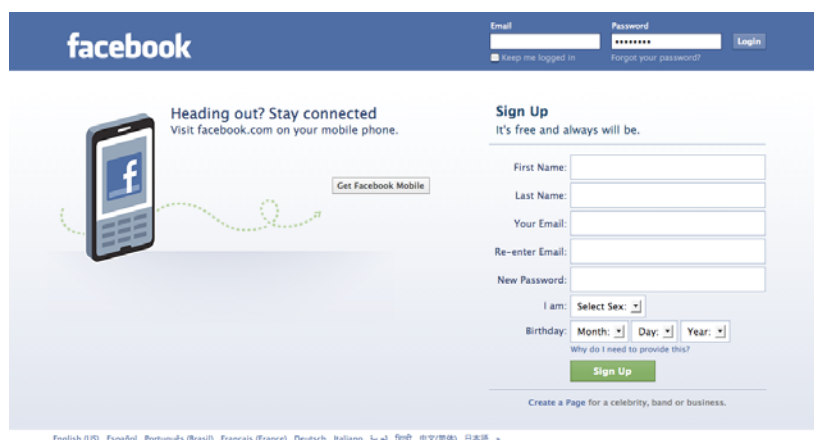


YouTube is a video sharing website where users can upload, view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.

Facebook

Facebook has over 500 million active users (larger than the population of the United States), more than 250 million users that log on at least once each day, and its fastest growing demographic is those 55 years old and older. These are just a few facts that attest to the incredible power, and potential for using Facebook with your Making Strides Against Breast Cancer event.

What is Facebook?



This social network can provide Making Strides events with the ability to interact with event participants and supporters to market, communicate, create discussion, share event photos, fundraise, recruit participants, and even promote upcoming events.

Facebook Strategy for Event Managers


The success of using Facebook with your event greatly depends on building a good strategy. Make sure to maintain a constant drip of information to your followers through updates such as status updates (Ex: We just reached 1,000 participants! Join the movement to end breast cancer today!), post a photo from a fundraiser, or even link to a news story about the event or a breakthrough in cancer research (use cancer.org for cancer facts). Ask questions of your followers, take polls—get the conversations flowing in your hub and across your participants’ network for friends. Promoting events on Facebook has an even greater reach than your participants to promote upcoming meetings and fundraisers.

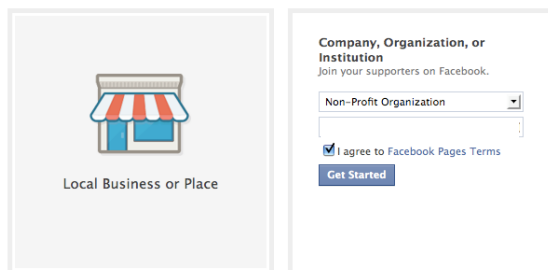
“Like” Pages

A Facebook “Like” Page is the perfect way to promote a Making Strides event! Facebook users have the ability to “Like” your Page, which will provide them with an update every time you update the content. This is a great way to communicate with current participants, stay in touch with past participants, and engage people in the community with an affinity to finding a cure for cancer. Another advantage to a Page is they are searchable outside of Facebook (i.e. Google, Yahoo, etc). Users have the ability to comment, share content with their friends, or “Like it.” This expands the reach of your message, because all these interactions share your message with the users’ network of friends. While there are other options to promote your event on Facebook; such as a Profile, Group, Cause, or Event, a Facebook Page has the most features to help make your event succeed.

Setting up your Facebook Page

Setting up your Making Strides Page on Facebook is very easy, but please keep in mind it requires continuous attention after setup. Once the setup is complete the Page needs to be maintained to the standards specified in this section. A personal Facebook profile is needed to setup a Facebook Page, and should be attached to an American Cancer Society staff person’s profile, or to a trustworthy person that the local staff person has delegated this responsibility.

 **Create a Page**
Connect with your fans on Facebook.



The image shows two panels from the Facebook 'Create a Page' interface. The left panel features an icon of a storefront with a red and white striped awning, labeled 'Local Business or Place'. The right panel is titled 'Company, Organization, or Institution' and includes the text 'Join your supporters on Facebook.' Below this is a dropdown menu with 'Non-Profit Organization' selected. There is a checked checkbox for 'I agree to Facebook Pages Terms' and a blue 'Get Started' button at the bottom.

5 Easy Steps to Setup a Facebook Page:

1. Go to <http://www.facebook.com/pages/create.php>
2. Select the “Company, Organization, or Institution” setup option.
3. Choose the category: Non-Profit Organization
4. Type in the name of your Making Strides event (Making Strides Against Breast Cancer of [City or County], [State]). Be sure to follow the Facebook Page naming standard. ****See below: American Cancer Society, South Atlantic Division Facebook Page naming standard****
5. Agree to the Facebook Terms of Use, select Get Started, and follow the setup instructions provided on the Facebook Page welcome screen.



Page Naming & Branding Standards

The American Cancer Society, South Atlantic Division’s naming standard for local Facebook Page is: Making Strides Against Breast Cancer of [City or County], [State] (Ex: Making Strides Against Breast Cancer of Washington, DC). It is extremely important that all Facebook Pages be managed and setup in a way that represents the highly respected brand and mission of the American Cancer Society. Branding standards and official branding material can be found by going to www.acsbrand.org, or by contacting your American Cancer Society, Regional Communications & Marketing Director.

Admin Requirements

All Facebook Pages setup for a Making Strides event within the American Cancer Society, South Atlantic Division must follow the Page Admin standards. Any Facebook Pages that do not follow the standards will be removed from Facebook. Setting up Admins not only allows the American Cancer Society to protect its brand, but allows multiple volunteers and staff to make updates. By appointing multiple Admins to manage content, it allows for the fundraising, marketing, and event chairs to all have access.

Suggested/Required Facebook Page Admins	
ACS Administrator (Search for profile: Acs South Atlantic, or by email: sa.facebook@cancer.org)	Required
Local American Cancer Society staff person	Required
Event Chair	Suggested
Marketing & Communications Chair	Strongly Suggested
Online Chair	Suggested

Creating a Custom Facebook URL

A custom web address can be setup for your Facebook Page to help promote your Page from outside sources such as your event website and printed material. Facebook requires a minimum of 25 “likes” to your page before you can claim a custom web address. To setup a custom web address on Facebook you must secure a username for your page. This can be done by going to www.facebook.com/username, select your Page from the drop down menu, and type in your desired Facebook username. **Important:** Choose wisely because Facebook usernames cannot be changed once selected.

The Basics: Managing Content

A Facebook Page is a place to house all the pertinent information about your Making Strides Against Breast Cancer event. They're so useful because you can include everything that relates to your local event in one place with a built-in potential audience:

- Overview of your Making Strides event (date, location, etc)
- Website and contact info
- Photos (Added by event managers and/or members of the Fan Page)
- Videos (Can be used to highlight survivor stories, or an event promotion)
- Polls & Questions (Ex: Did you have fun at this year's event?)
- Post upcoming events and fundraisers (Events are explained in the next section)
- Link to news articles & websites (Link stories about Strides from the local newspaper)
- Event news and status updates (i.e. Fundraising updates, recognizing top fundraisers, etc.)
- Participant interaction (Start a new discussion topic and encourage conversation)
- Direct messaging (Send out reminders about Information sessions to Fan Page members)
- Highlight top fundraising teams and participants

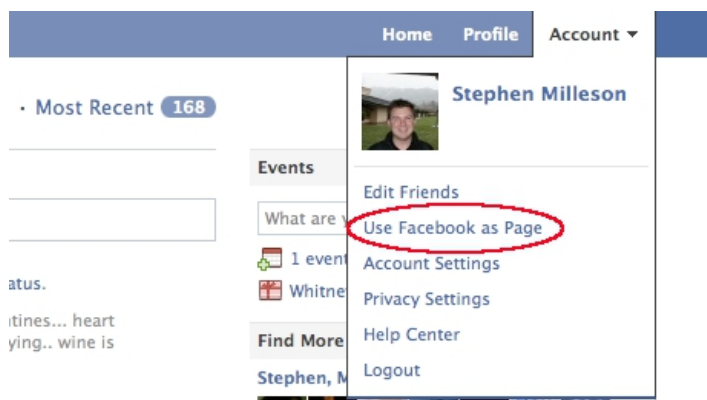


Facebook Page example shown from the Making Strides Against Breast Cancer of Richmond, VA


Creating Social Conversation & Interaction

The success of your Making Strides event presence on Facebook relies on engaging content, but you must help keep the conversation flowing by responding to comments and posts on the Page. Creating conversation around the status updates you make to your Facebook Page is much more than just engaging your audience; it's absolutely critical to the promotion of your Page and your event. Facebook displays the status messages you post on the News Feed of your fans. These status messages are displayed higher up on the News Feed based on the number of interactions (comments and likes) on your post. A great way to insure your messages are seen is to ask your event planning committee to comment and like your posts every time you make updates. This will help promote your Making Strides messages to the top of everyone's News Feed!

Facebook Page admins can now choose to receive notifications about fan activity, Like and comment on other Pages as your Page, and get your own News Feed where you can engage with the latest and most important news from other Pages you like. This functionality will allow you to be instantly notified when a user interacts with your Page so you can further engage users in the conversation. You can use this functionality by switching from using Facebook as your personal profile to using Facebook as a Page. This functionality can be found by going to the account tab, and selecting "Use Facebook as Page" (as seen below).

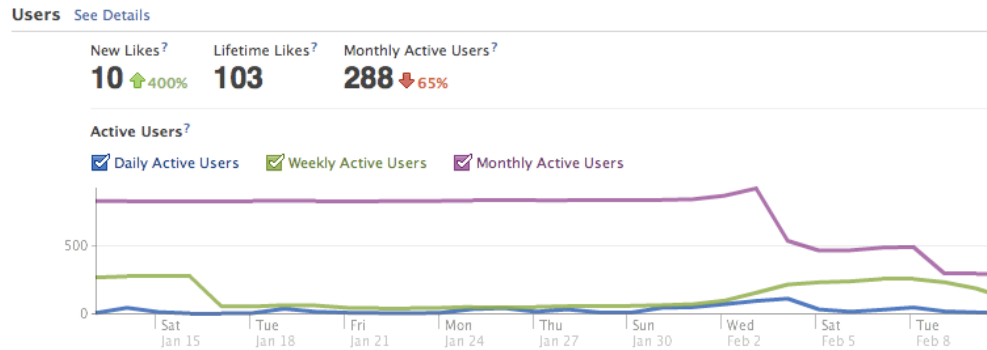


Insights Data - Know your audience!!

Facebook provides valuable metrics about the content you post with an application called Insights. Using this data will allow you to better understand and analyze the trends of user growth and demographics, consumption of content, and creation of content. Insights Analytics can be found by going to your Facebook Page and selecting the  [View Insights](#) graphic.

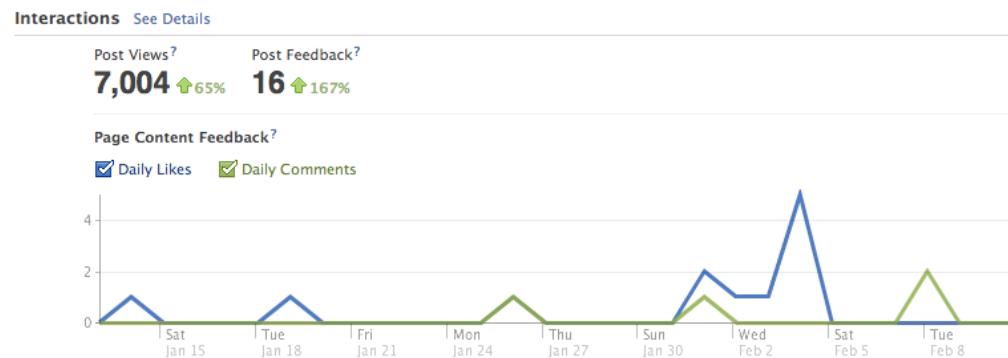
User Data

Insights data allows you to view the current trends of the users that interact with your Page. You can view when people “liked” your page to determine if a particular post or campaign increased the number of people liking your page, or even if people unliked your page. You can view the number of people that have viewed your Page, and even a breakdown of the gender and age of your users. Below is an example of a Facebook Page that has seen an increase in the number of users, but has seen a significant decrease in the number of active users. In this case, the admin should adjust the content they are posting to be more engaging. Try to switch up the topics you are posting, and view the Insights data to see how your users respond. This approach can not only create more active users, but also increase the number of people that “like” your page.



Interaction Data

Insights provides interaction data that allows you to view the overall performance of the content you are posting, or even the performance of individual posts. Interaction data provides you with Post Views and Post Feedback. Post Views provides you with the number of times people (Fans and non-Fans) have viewed a News Feed story posted by your Page. Post Feedback provides you with the number of times people “like” or comment on a post on your Page.



Events

In the past, getting the word out about an event, even if you only intended to invite your current Making Strides participants, meant a lot of work getting on the phone, emailing invitees, coordinating RSVPs, and hanging up flyers. Facebook, allows you to quickly create an event listing, invite people, and then watch the word of the event spread virally out from your network of contacts. While this is an incredible tool, please keep in mind you should continue the other methods of marketing (i.e. updating your event website, sending emails, flyers, banners, etc). While many people are on Facebook, it is important to keep in mind that not everyone uses this technology.



Facebook Event example from Making Strides Against Breast Cancer of Richmond, VA

A Facebook Event should be used when you want to promote and organize a specific event. Making Strides events from all around the country have found success with promoting events such as the following:

- Event/Team Fundraisers
- Kick-off Events
- Information Sessions
- Event Promotions
- Promote and Recruit for your actual Making Strides event

When planning an event using Facebook, keep these easy steps in mind:

- **Provide an event overview:** Keep it simple, informative and engaging. Include the dates, locations, promotions. Include the American Cancer Society mission to grab constituents with the reason they should participate.
- **Integrate with other promotion:** Facebook should only be used as an extension of your Making Strides event. Make the connection between your Facebook Event, local event website, and in-person connections seamless by cross-pollinating messages and links. On your Facebook Event, make sure fans know where to go to register. Provide a direct link to the registration form on your local Making Strides event website.
- **Keep the buzz alive!** Again, it critical to maintain a constant drip of information to your fans through updates (Ex: Don't forget we are giving away free Making Strides gear to the first 5 people!!!), photos, videos, news stories, etc. Ask questions of your fans, take polls—get the conversations flowing in your hub and across your participants' networks. Make sure no one forgets your event by sending out a reminder 24 hours before the event begins, and another quick message one hour before.
- **Extend the invitations!** The biggest benefit to Facebook is the ability to tap into your constituents' networks. So make sure you invite them to join you! Ask your Making Strides committee and participants to invite their friends to join you (and then publish a message for all of their friends to join them). The reach is almost endless...so take advantage of it.

Facebook Strategy for Participants

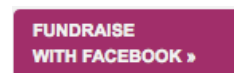
Effective participant fundraising through Facebook can be extremely successful, but it must be done in conjunction with multiple features on Facebook to be effective.

Facebook Fundraising Application

The Facebook Fundraising Application makes fundraising convenient and fun! Now you can fundraise while you are logged onto Facebook. Setting up the application is very easy! Just follow the five simple steps below.

5 Easy Steps to Setup the Facebook Fundraising Application:

1. Go to your local Making Strides website, and log-in to your participant center.
2. Select the Fundraise with Facebook button to begin the setup process (you may need to log-in to Facebook).
3. Facebook will ask you if Making Strides can post updates to your wall, which will allow your friends to see your fundraising progress. If you would like to add the Fundraising Application you must select "Allow."
4. Locate the Fundraising App from your Facebook Home page, and then select "American Cancer Society – Making Strides" (as seen to the right).
5. From here you can add the Making Strides logo to your profile picture, check your fundraising progress, update your status message to ask for donations from your Facebook friends, and even schedule messages to post at a later time. The Application will automatically provide a link back to your Making Strides fundraising page where your friends can make a donation.



Next Steps:

- 'Donate' or change your profile picture to the Making Strides logo
- Tell your Story of why you Make Strides
- Share pre-written Status Updates
- Post your Fundraising Progress
- Be sure to post often to update your friends on your progress!

Facebook Fundraising Tips

A great way for individuals to fundraise for Making Strides is by using their network of friends on Facebook. Most people these days have more contacts on Facebook than they have in their email address book, or even in phone numbers in their mobile phone. This makes Facebook the ideal place to ask your friends for donations, and recruit team members for Making Strides.

Posting Status Messages

Posting messages on your profile is the best place to fundraise on Facebook, because your messages show up on the News Feed of your network of friends. Keep your status update fresh and related to Making Strides, and always include a link back to your personal fundraising page. Recognize your donors on your profile by tagging them in your status message. This will not only recognize how much you appreciate their donation, but it may inspire your other friends to donate through peer pressure. Tagging friends in status messages can be accomplished by typing an @ symbol, and then start typing the person's name you want to tag (you will see a list of names appears as you begin to type).

Status Messages Tips:

- Telling your friends why you are involved with the cause
- Ask friends to donate to your fundraising efforts on your Birthday
- Advertise upcoming fundraising events your team is hosting
- Share stories & resources from Cancer.org so people see the how their donations help
- Use humor in your messages, but still ask for a donation (Ex: "ONE DAY ONLY - Make a donation to my Making Strides team and I'll send you an autographed picture of me!")
- Post a thank you message on your profile and tag your donors

Twitter

Twitter is the most popular micro-blog in existence with over 200 million users that tweet on average 1.3 million updates per hour. Twitter describes itself as, “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?” Twitter in Plain English, a video about what Twitter is, explains it best: www.commoncraft.com/twitter. It has evolved into an incredible tool that can be used to promote your Making Strides event, and communicate with your participants.

What is Twitter?



If you're new Twitter, that description might seem a bit vague and ambiguous. So, to help you wrap your mind around the short-form messaging tool, start thinking about Twitter as a new form of online communication. Twitter is communication in a new shape, but it's also a platform for listening to the communication of others in new ways.

Twitter is a combination of various forms of communication, but its primary difference is that posts (called tweets), are restricted to 140 characters or less. As a Twitter user you can post updates, follow and view updates from other users, and send a public reply or private direct message to connect with another Twitterer.

Twitter Strategy for Event Managers

You may be asking yourself: How can marketing or communicating messages in 140 characters or less help my Making Strides event? Twitter is simply another way of communicating to your current Making Strides participants.

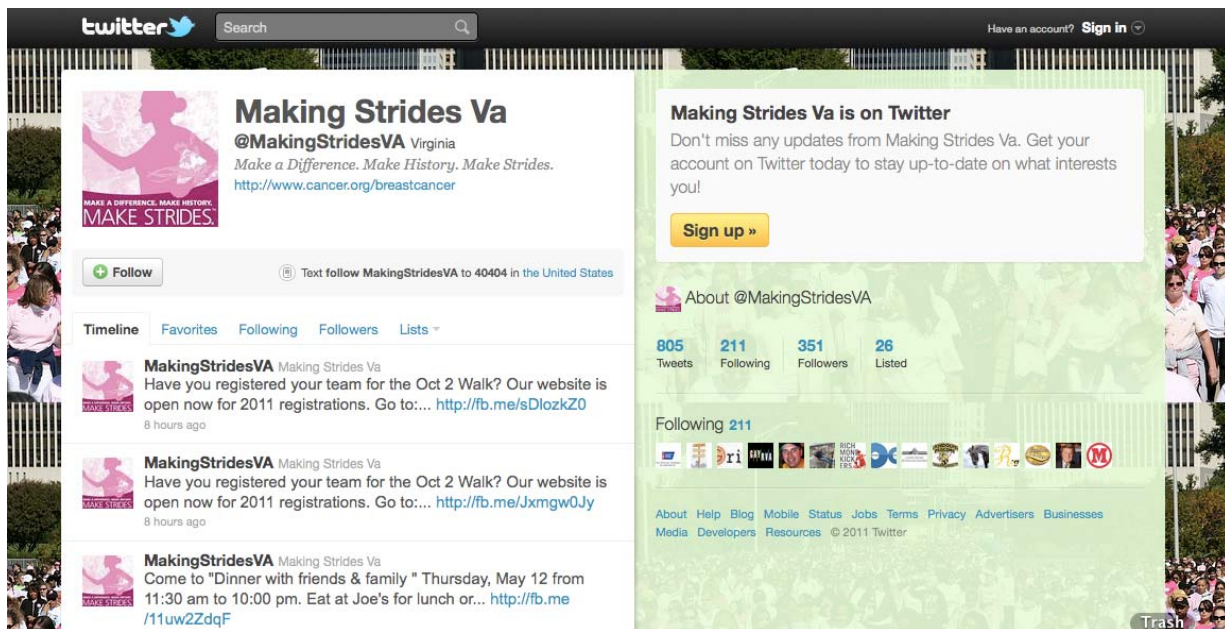
How to use Twitter for your event

The primary use of this social networking tool is to market current fundraisers, communicate messages about current event happening, or even to remind team captains of an upcoming meeting. There are endless opportunities to promote, communicate, and even recruit new people to your event with Twitter.

A few key points to understand about Twitter: you can “follow” other Twitter users updates, but it does not mean they will receive your updates. Other users must “follow” you in order to receive your updates. So it is absolutely critical that you communicate in other forms to promote that your event is now using Twitter. Some suggestions to promote your Twitter account: place a “follow us on Twitter” logo on your website that links to your Twitter account, send a message through email to all current and past participants announcing the Twitter account, place a link at the bottom of email signatures, promote the account on printed material, and even talk about it at event meetings.

Establish a Twitter Communication Plan

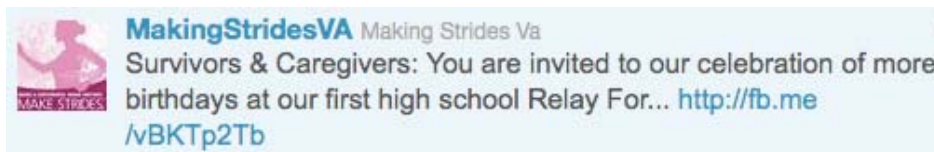
A Making Strides event communication plan for Twitter will look extremely different from event to event. That’s because the communication plan should only include what is going on at the local Making Strides event.



Making Strides Against Breast Cancer of Virginia’s Twitter Page (@MakingStridesVA)

Tweet about event happenings

Just like all forms of social media it is extremely important to keep the buzz alive! It is important to keep the content you post about interesting and different. The theory is to create a source of information that your Making Strides participant can't find elsewhere. Tweet about the success of the event, highlight top participants or survivors, or maybe even post a picture live from a Making Strides sponsored event! Here is a great example of tweeting about current event happenings:



A tweet from Making Strides of Virginia, inviting Survivors and Caregivers to a special event.

Tweet about event fundraisers

Twitter is also a great way to promote event and team fundraisers to Making Strides participants that follow your updates. It's also a great idea to provide a link back to the local event website to provide more details about the fundraiser. Encourage your followers to share (retweet) the fundraiser to all of their followers to increase exposure. Below is great example of what other Making Strides events are tweeting about event fundraisers:



A tweet from Making Strides of Virginia, thanking supporters from a Hot Pink fundraiser.

Tweet about the American Cancer Society

If someone using Twitter wanted to hear updates from the American Cancer Society they would follow @AmericanCancer or if someone wanted to receive updates from the ACS Media Team they would follow @ACSNews for the most up-to-date news. If an event wanted to report on something that one of these Twitter feeds posted, they would simply retweet the post. Retweeting is how Twitter users share interesting tweets from the people they are following. They copy and paste the original tweet and send it out. To give credit to the original person, users usually put "RT" plus the originator's username at the beginning of the tweet. If you are using the web based Twitter software you can simply select the retweet button below the message you would like to share. Here's an example of how retweeting can work:



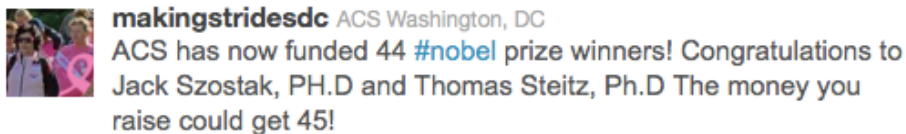
Making Strides of Virginia Retweeted a message from @ACSMD with a statistic about cancer survivors.

Here are some official American Cancer Society Twitter accounts that are great for retweeting official statistics, mission moments, and cancer related news:

- @AmericanCancer – American Cancer Society
- @MoreBirthdays – More Birthdays
- @ACSNews - American Cancer Society News
- @DrLen – Official American Cancer Society Research News
- @ACSChooseYou – Choose You Campaign
- South Atlantic Division Specific Twitter Accounts:
 - @ACS_Virginia – Virginia
 - @Washington_ACS – Washington, DC
 - @ACS_WV – West Virginia
 - @ACSDEL – Delaware
 - @ACSMD – Maryland

Tweet with Hashtags

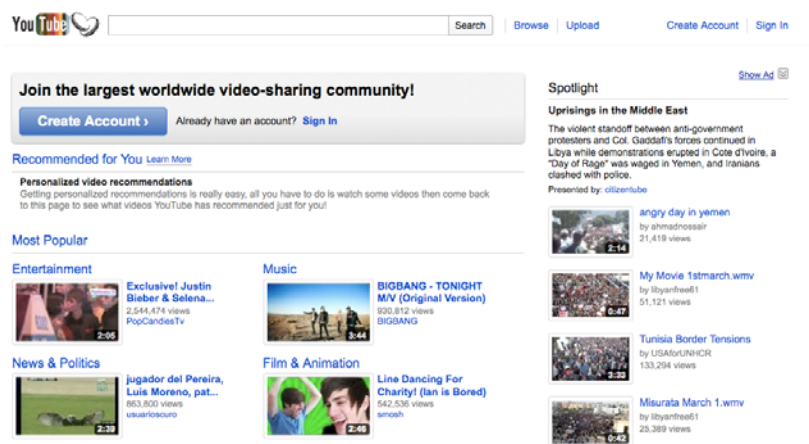
If used correctly, #hashtags can be very useful to Making Strides events using Twitter. Hashtags allow your event to participate and inspire conversations and in the process get new followers. There are so many hashtags floating around on Twitter, that's it tough to keep track of which hashtags work best and reach the most individuals. Some common hashtags among Making Strides events are: #Stides, #MakingStrides, #Cure, #Cancer, #fundraising, #(your city), #volunteer, #morebirthdays. Below is an example of how to use hashtags when tweeting about your Making Strides event:



A sample tweet from @MakingStridesDC using hashtags to further spread the message of ACS nobel prize winners.

YouTube

YouTube is the leading destination on the internet to watch and share original videos worldwide. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email. Each day on YouTube more than 2 billion videos are viewed, and approximately 24 hours of new video content is uploaded every minute! This gives Making Strides events and participants around the country an incredible way to market, communicate, and even fundraise in ways that can not be done through written word.



YouTube Strategy for Event Managers

Videos can convey the power and feeling of your Making Strides event in ways that words cannot begin to describe. Using videos on your Strides website will allow your event to connect with your participants and even recruit new ones.

How to use YouTube for your event

It doesn't take a budget to make a compelling video; it takes a compelling story and your event has many! Find someone that has a video camera, a computer, and some minor video editing experience. Create a video to promote and market your event, or maybe even an inspiring story from a local Cancer Survivor to motivate you participants to fundraise. These videos can then be posted to the event website, sent by email as a video message, posted to the event Facebook Page, or even spread virally online! Video messages sent within emails can have great results, because videos easily show the emotional qualities that someone might miss through standard written messages. Adding a video to coaching or recruiting email is a great way to grab the attention of the recipient, and even inspire them to take action on the message they received. Don't forget to distribute video messages through outlets such as Facebook or

Twitter because the message can easily be shared among countless networks of people (and this is also how a simple video can be spread virally online). Below is a great example of a video from the Making Strides of Boston that not only describes the mission of the event, but conveys the atmosphere of their event:



Watch this video at <http://youtu.be/IXnUro-Y46M>.

YouTube Strategy for Participants

The strategy for participants using YouTube is the same in principle, but they are typically reaching out to a much smaller group of people for the purpose of fundraising.

How participants can Fundraise using YouTube

“Why do you Make Strides?” – It’s a question we often ask within the Making Strides community. It’s also a great way to inspire potential donors to donate to participants fundraising efforts. The idea is for the participant to record a simple message of themselves, sending a direct message to their friends, family, and who ever they would like to target for donations. It is extremely important to grab the viewer’s attention: make it funny, entertaining, or even provide a statistic that has a WOW factor. Once you have their attention you have them for the entire video and hopefully a donation! Next, tell your story! Tell the user why you are raising money for the American Cancer Society. Don’t forget to pull at their heartstrings a little. Lastly, don’t forget to make the ask for a donation, and provide a direct link to make a donation online. Now it is time to share your work of art!! Post it to your Making Strides fundraising page, send it by email, and post it to Facebook and Twitter.

Social Media Participation Guidelines

The American Cancer Society, South Atlantic Division encourages communication between our staff, volunteers, partners, and others. Many platforms, such as Facebook, Twitter, and YouTube can be a great way to stimulate conversation and discussion. These resources are also valuable tools for staff and volunteers who want or need to share American Cancer Society information. While the American Cancer Society encourages these new forms of communication with both internal and external audiences, it's critical that participation be conducted in an appropriate manner.

What you should never disclose:

Promotions: This refers specifically to how the Society or the Division develops and operates events or programs within the Division that would give the competition an advantage in creating a competitive event or offering.

Personal information: Without exception, never share personal information regarding employees, volunteers, patients or constituents.

Legal information: Do not disclose anything regarding a legal issue, legal case or attorneys in relation to the Society.

Anything created by someone else: Without exception, staff members should never share information that has been created by someone else. This includes illegal music sharing, copyrighted publications, and any logos or other images that are trademarked by the American Cancer Society.

Confidential information: Do not publish, post, or release information that is considered confidential, proprietary, or top secret. Please refer to the American Cancer Society's Privacy and Data Security Policy for additional details regarding sharing information.

Refrain from Objectionable or Inflammatory Posts

Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. Respect others' privacy. Any third party websites and blogs to which volunteer's link must meet the Society's standards of propriety. Be aware that false or defamatory statements or the publication of an individual's private details could result in legal liability for the Society and the individual who published it.

Contact Information

For more information about Social Media related to American Cancer Society, South Atlantic Division, please contact:



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