



THE HUMANE SOCIETY
OF THE UNITED STATES

Celebrating Animals, Confronting Cruelty

humanesociety.org

HSUS Emerging Media Program

Direct Marketing Association of Washington

Carie Lewis

Director of Emerging Media

The Humane Society of the United States

@cariegrls



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My name is Carie, and I'm a social networking addict.





What We'll Talk About

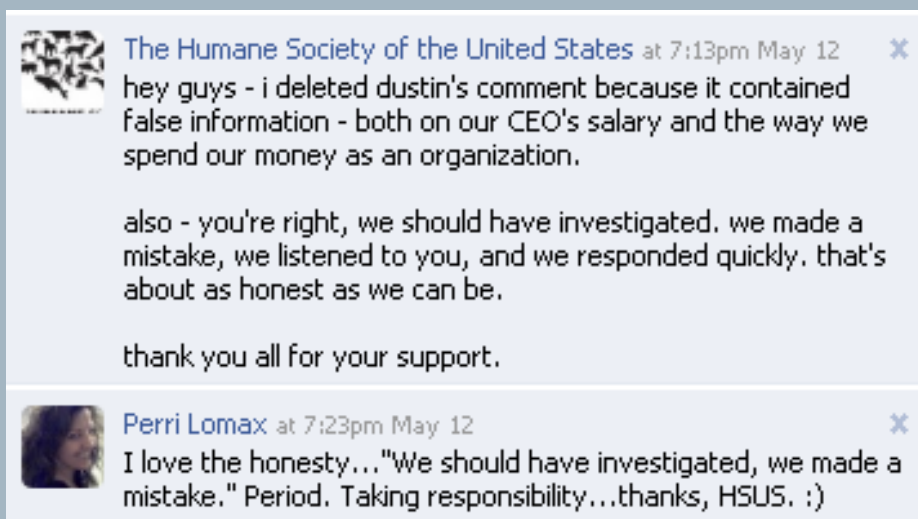
- Strategy
- Resources
- Buy-in
- Goals
- Measurement
- What you can do now
- Questions

... from someone who's been there.



HSUS Social Media Strategy

- Be where people are
- Stay on top of latest trends
- Research new opportunities
- Train staff
- Have guidelines
- Take an integrated approach
- Measure everything!
- Executive participation
- Showcase successes
- Listen
- Don't be afraid to fail
- Learn from mistakes





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Facebook Options & HSUS Structure

Facebook Fan Page

for businesses, organizations, public figures
official HSUS presence – only one



Facebook Groups

organized by interest
each state / campaign can have one



Facebook Causes

for specific movements
each state / campaign can have many



Facebook Profile

a real person
each person has one – but only one



HSUS Emerging Media Staff



Carie Lewis
Director of Emerging Media
Project management and strategy



Lara Sanders
Social Marketing Specialist
Social networking and advertising



Sarah Barnett
Emerging Media Manager
Rapid response and ambassador program



Anne Hogan
Emerging Media Specialist
Rapid response program



Julia Worth
Online Community Manager
Humane Society Community

- 4 virtual interns
- 1 full time, in office intern
- online volunteer corps
- several furry office mascots





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Resources and buy-in

If you're worried about the time investment, create a new position.

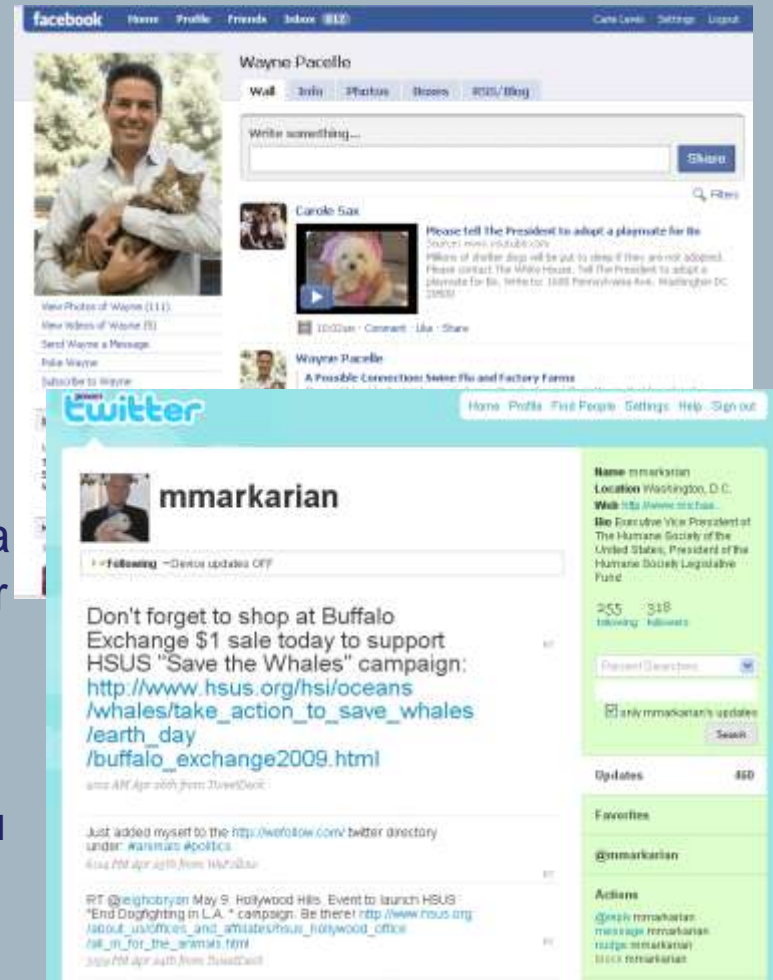
If you can't create a new position, shift resources within the organization.

If you can't shift resources, hire an intern.

Whatever you do, do NOT hire a social media agency to manage your presence, or put your program in the hands of an intern.

Find someone who is tech-savvy to show you the ropes.

Social media enthusiasts love to share their knowledge (social media is all about sharing)





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How we did it

We started out with one person

Went under the radar

Began by recruiting like minded members
and participating in discussion boards

Built up a supporter base

We proved its worth by speaking their language

We compared the ROI to our paid banner campaigns

Got a tech-savvy employee to train executives and staff

Sensitive to all curiosity and comfort levels (we got some on
Facebook, some just a daily digest of our Twitter feed to their
email

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





It's working...

- Sharing information, successes, failures with other orgs
- Elevated importance within the org
 - integrated into all communications plans
 - featured on redesigned org homepage
 - sharing links on every email, webpage
- Exponential program growth from 08 to 09:
 - 312% increase in number of fans
 - 585% increase in number of Cause supporters
 - 249% increase in amount raised on Causes
 - Recognition by Fast Company, Huffington Post, Mashable
- Facebook is now the #1 referring site to our website
- Raised over \$300k from social media outreach in 09

HUMANE SOCIETY COMMUNITY



April 7, 2010

HumaneSociety: RT @hsiglobal: Video: Rebecca (#RA) on beach with pups who didn't survive the lack of sea ice. #Sealhunt starts tomorrow [http://bit.ly/a ...](http://bit.ly/a...)



April 6, 2010

Looking to take an online course? Humane Society University is offering 6 courses with a 25% tuition discount!

Goals

- Everything we do online is tied to advocacy and fundraising
- Our social media program is no exception
- The program complements and works in conjunction with our website and email
- Take an integrated approach – social media is not a silver bullet



Measurement

Success is no longer just about
how many friends you have.

Do those friends do what you want them to?

- Sign advos and petitions
- Donate
- Recruit friends
- Share your content
- Subscribe to your email list

Nonprofit Scorecard



1,413 causes



5,582,495 members



\$125,674 donated



4,149 donors



How do you measure success?

Unique URLs

- Any link leading to an advocacy campaign
- Any link leading to a donation page
- Links from social media, banner ads, etc.

Click through & conversion rates by source

Statistics

- # of visitors and page views to quantify exposure
- Time spent on site or page to measure engagement
- Top pages and keywords to define interests
- Referring sites to find out where your audience is

New media mentions

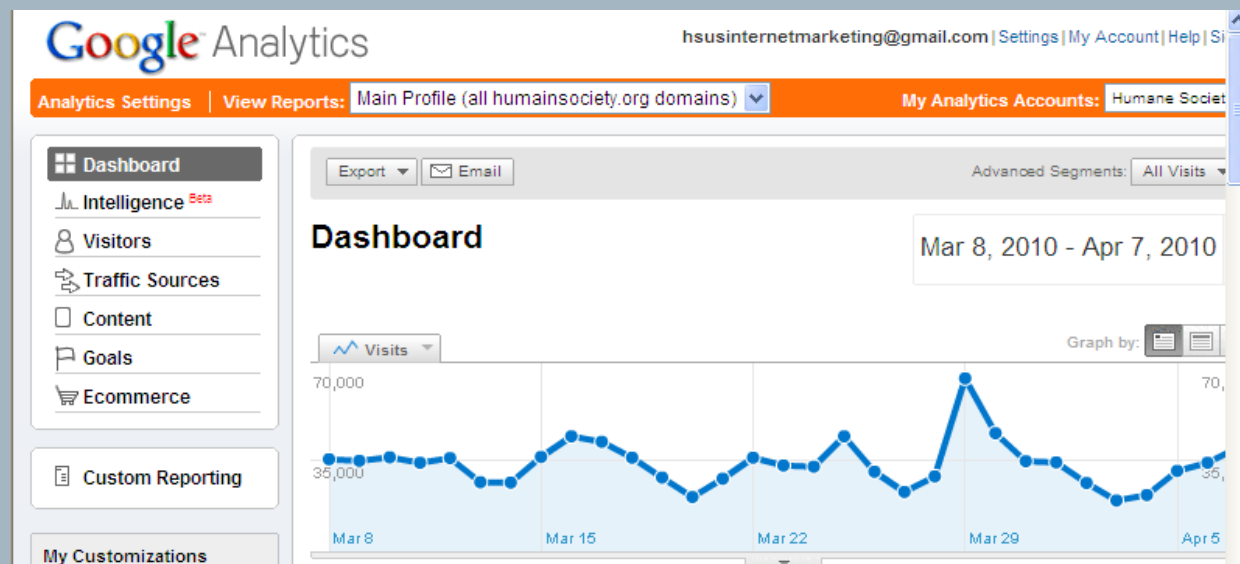


What You Can Do Now

Takeaway #1: Decide on one network and focus on building it up. Find where your constituents are. Most likely, it will be Facebook, so start with a Facebook Fan Page. If you don't start it, someone else will. Take \$100 and do Facebook ads to your page – always keep them on Facebook - to build your base fast and virally.



Takeaway #2: Implement a tracking system. If you don't have a fancy CMS, put Google Analytics on your site and start using Google tracking links on all your URLs. It's free!





Takeaway #3: Take advantage of free online programs like the YouTube Nonprofit Program and Google Grants. If you don't, it's money left on the table!



Takeaway #4: Subscribe to industry publications like Mashable and SmartBrief. If something is new, you'll know about it and be able to take advantage of it right away.





Takeaway #5: Look up your organization's profile on Facebook Causes. People are probably already creating Causes and possibly fundraising for you. Join these Causes and connect with the creators.

The screenshot shows the Facebook Causes profile for Days End Farm Horse Rescue. At the top is the organization's logo, which features the text "Days End Farm" in a script font above a graphic of two horse heads facing each other, and "Horse Rescue" in a script font below. A green button labeled "Start a Cause" is positioned below the logo. The profile information section includes the full name "Days End Farm Horse Rescue, Inc.", the address "PO Box 309, Lisbon, MD 21765", and contact information for Erin Ochoa, Director of Programs, with email "erin@defhr.org" and phone "301-854-5147". A gold "VERIFIED BY CAUSE" seal is displayed to the right of the address. Below this is a "Nonprofit Scorecard" section with the following statistics: 3 causes, 2,427 members, \$1,007 donated, and 31 donors.

Days End Farm Horse Rescue

[Start a Cause](#)

Full Name:
Days End Farm
Horse Rescue, Inc.

Address:
PO Box 309
Lisbon, MD 21765

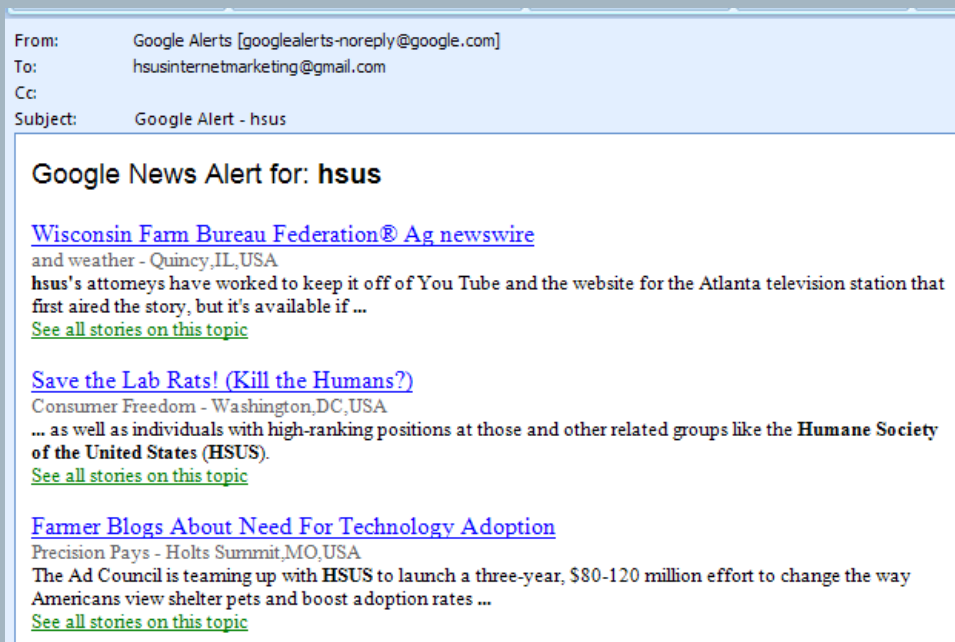
Contact Info:
Erin Ochoa
Director of Programs
erin@defhr.org
301-854-5147

Nonprofit Scorecard

- 3 causes
- 2,427 members
- \$1,007 donated
- 31 donors



Takeaway #6: Set up Google and Tweetbeep Alerts for your org and yourself. If someone is talking about you, you'll know it. Listen first.





Takeaway #7: Find your influencers by using Twitter search and the leaderboard on Facebook Causes. Build a loyalty program for them with incentives tied to your org.

The screenshot shows the Twitter search interface. At the top is the Twitter logo. Below it is a search bar containing the text 'HSUS', a 'Search' button, and a link to 'Advanced Search'. The main content area is titled 'Realtime results for HSUS' with a timestamp of '0.10 seconds'. A single tweet is displayed, featuring a profile picture of a dog, the username 'SemaviLady', and the text: 'Y does Gina keep saying that I said **HSUS** had a position. Non sequitur. S'ok Gina, you are a fine person. No problemo. **HSUS** however=problem'. The tweet is timestamped '23 minutes ago from web' and includes links for 'Reply' and 'View Tweet'. On the right side of the results, there are two utility links: 'Feed for this query' and 'Twitter these results'. At the bottom right, there is a filter section titled 'Show tweets written in:' with a dropdown menu currently set to 'Any Language'.



Takeaway #8: Replicate all of your events on Facebook, and create corresponding Twitter hashtags. Promote them everywhere, both print and online, and early.

facebook 

 **Animal Care Expo 2010**

Type: Meetings - Convention

Start Time: Wednesday, May 12, 2010 at 7:30am

End Time: Saturday, May 15, 2010 at 12:30pm

Location: Gaylord Opryland Resort

Street: 800 Opryland Dr

City/Town: Nashville, TN

[View Map](#)

Description

Each year, The HSUS hosts Animal Care Expo, the premier international educational conference and trade show for animal sheltering professionals. The goal of the annual event is to help people working in the fields of animal sheltering, care, control and rescue do their jobs better and more efficiently.

Don't miss out on the premier educational and networking conference for animal care professionals and volunteers—join us May 12-15, 2010, for Animal Care Expo 2010!

Price: \$70-\$250



THE HUMANE SOCIETY
OF THE UNITED STATES
Presents
ANIMAL CARE EXPO
2010
May 12-15, 2010
Nashville, Tennessee

[Invite People to Come](#)

[Promote Event with an Ad](#)

[Edit Guest List](#)

[Cancel this Event](#)

[Edit Event](#)

[Message Guests](#)

[Update Fans of The Humane Society of the United States](#)

[Print Guest List](#)



Takeaway #9: Use AddThis.com to make everything shareable – your emails, donation forms, webpages, and press releases.

Drummer Randy Miller, who is battling stage-4 bone cancer, got up from behind the drums, walked to the center microphone, and shared how moved he was by the film screening earlier that day: "Now that I know what is going on, now that I've seen the horrors of factory farming, I have to act. God has put the choice before me, and it's my responsibility to do what is right." Next stop: New York City.

E-MAIL THIS PAGE SHARE PRINTER FRIENDLY

The Humane Society of the United States
Mercy on Fall Music Tour

Off site
All Creatures Great and Small

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- Print
- Digg
- MySpace
- Facebook
- Twitter
- Favorites
- Delicious
- Google
- Live
- StumbleUpon
- More... (153)

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Takeaway #10: Make your social networking presence (like your Facebook Fan Page) media-driven by uploading all your photos to Flickr, and videos to YouTube, and then embedding the content. Bonus: you only have to update in one place.

And remember...

Social media was not built for business or nonprofit purposes. It was built to foster communication and connections amongst real people.

It is not a silver bullet for your fundraising efforts. Or any effort. Make Facebook a part of your integrated fundraising strategy.

Always think like the user and be authentic and genuine.

This is still very new for businesses and organizations – so don't be afraid to take a risk, fail, and learn from your mistakes!



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Thank you!

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Twitter: @cariegrls

HSUS Networks: humanesociety.org/connect

