

# Getting started with social media: Building a social media strategy



Hamilton  
Children's Choir



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# Reminders

***You can hear us, we cannot hear you!***

## Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

## Downloads

- Slide presentation

# Presenters



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# About Hamilton Children's Choir



- *Award-winning, internationally-renowned children and youth choir*
- *5 treble choir programs, serve individuals aged 4-18*
- *1 male-only choir, Lads & Gents (8-24 years old)*
- *Founded in 1975*
- *Recent performances: Pan Am Closing Ceremony (2015), Apocalypse at Luminato Festival (2015)*





# HCC's online channels

- *Social media: Facebook, Twitter, Instagram, YouTube*
- *E-newsletter*
  
- *Why there's a need to ramp up social social media*
- *Local awareness versus international attention*
- *Stakeholder engagement (primarily parents)*
- *Alumni relations*



# Agenda

- *Why do nonprofits need social media?*
- *You need a strategy. What should be in it?*
- *Planning for success*
- *3 things to kick start your social media presence*
- *3 things that ensures success in social media*
- *Examples: HCC's 40<sup>th</sup> anniversary (May 2015)*
- *Resources*

*What do you want to get out of this presentation?*

*What's holding your organization back from delving into social media?*



## Why do nonprofits need social media?

- *Growth is 3x faster than email \**
- *You get the word out there cheaper and faster*
  - *Cost per thousand impressions (CPM): Cost to reach 1,000 users or impressions*
  - *Social media: \$2.50 VS Broadcast media: \$28\*\**
- *Provides better analytics, tracking, more targeted reach*

*\* Source: Social Media Benchmark Study's 2015 report via Buffer*

*\*\*Data from Lyfe Marketing*

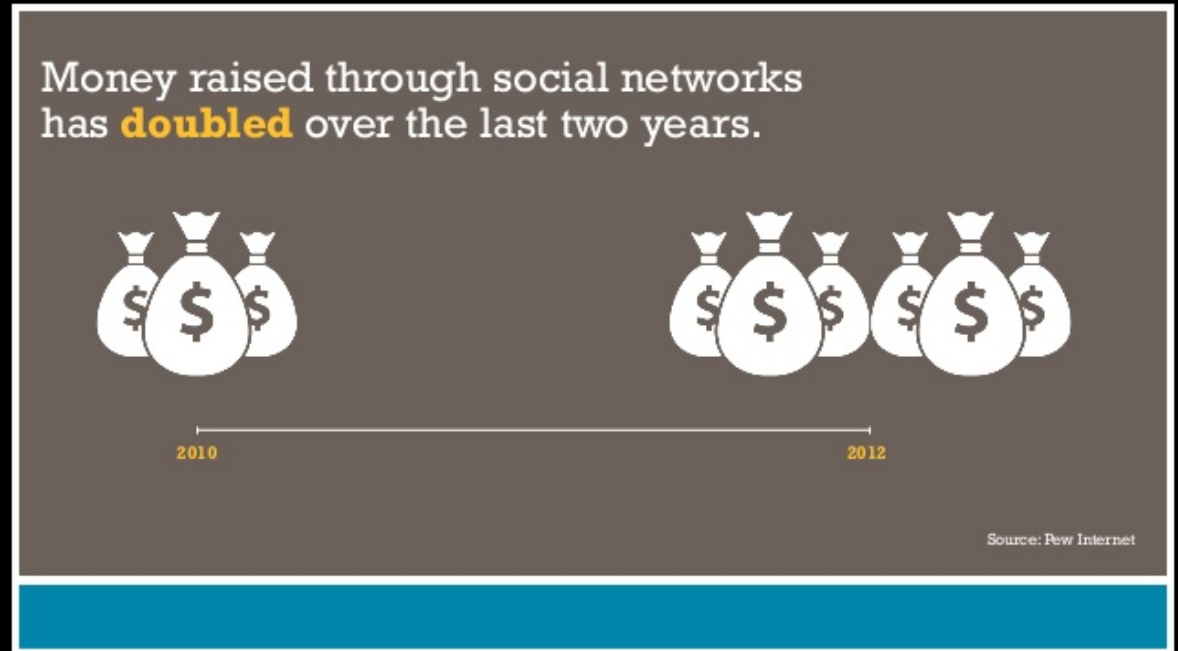


- *You build supporters, fans, ambassadors - especially the future generation of donors*



**One in four donors wish to connect with nonprofits via Facebook**

Source: "Stelter 2012 Donor Insights Report"



- *Nearly 1/3 of all online donations are a result of peer-to-peer fundraising\**

*\*Source: The 2015 Online Fundraising Report – Network for Good, 2015  
Graphics: Social Media for Nonprofits via Slideshare*



# What should be in your social media strategy?

- *Decide on manpower – do you have the resources?*
  - *Lack of staffing is a major challenge. Most allocate ¼ of one full-time person for social media management (2012) \**



- *Policy – the “How” and guidelines*
- *Tools – platforms, scheduler*

*\*Source: Social Media Benchmark Study's 2012 results via Buffer*

*Image via Social Media Today*

# What should be in your social media strategy?

- *Key messages - What are you known for?*
- *What is your brand?*
- *Know the types of content and their strengths*
- *"Content is king, but context is God."*



# Planning for social media success

- *Identify and know your audience*
- *Measure results*
- *Explore and experiment, including social media ads*

**MEASURE  
SUCCESS**



# Hamilton Children's Choir's 40<sup>th</sup> anniversary – May 2015



- *Online campaign timeline: March 18 – June 2015*
- *Strategy:*
  - *Weekly social media ad-campaigns*
  - *4 teaser videos*
  - *Alumni blog series*
  - *E-newsletter campaign*
  - *Anniversary website – [hcc40years.com](http://hcc40years.com)*
- *Traditional media tactics*

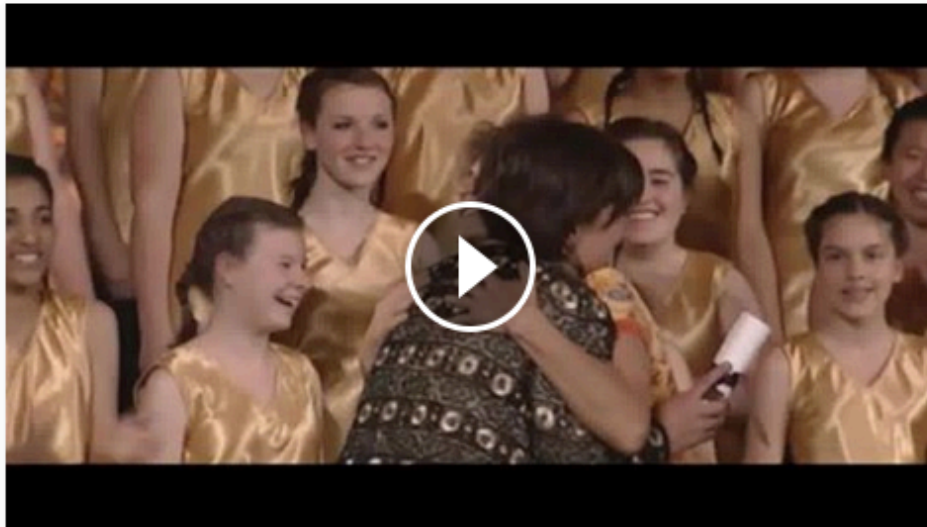
# 40<sup>th</sup> anniversary campaign results

## #MusicMatters

Help our local youth discover the magic of choral singing!

Back our crowdfunding campaign to provide a FREE concert for school kids on May 29. We have one month to reach (and surpass) our \$8,000 goal! ...

[See More](#)



9.1k Views

96 Likes 6 Comments 50 Shares

- 7727 video views
- 67 link clicks
- 96 post likes
- 33 shares

Spent: \$77

# 40<sup>th</sup> anniversary campaign results



**Hamilton Children's Choir**  
Sponsored · 🌐 Like Page

#TBT With 40 years of music making, the Hamilton Children's Choir has grown over the years and has involved more than 1,000 children and youth. Our legacy is the sum of all things. We have had the honour to work with many talented artistic individuals. Here's a look back at the history of the HCC through the eyes of a few key people: <https://youtu.be/GbK1sYpUA3M>  
We wouldn't be able to succeed without their hard work and support!

**Celebrate 40 years - HCC history**  
A look back at the history of the Hamilton Children's Choir, from humble beginnings in Christ's Church Cathedral (1975). We are celebrating our 40th annivers...

YOUTUBE.COM

72 Likes 4 Comments 13 Shares

- 59 link clicks
- 72 post likes
- 13 shares

Spent: \$15



# 40<sup>th</sup> anniversary campaign results

 **Hamilton Children's Choir**  
Published by Alyssa Lai [?] · May 19, 2015 · 🌐

Alumna Meghan Quinlan reflects on her time at the HCC and how the experience has shaped her as a person and as a musician.  
<http://bit.ly/1L68k75>

"The moment we starting singing at my first rehearsal at choir camp, I was amazed at the choir's sound resonating through Melrose United Church's reception hall in three-part harmony (!) (this was a novelty to my nine-year-old self)."

Thanks Meghan for sharing your thoughts - we're so proud of you!



**Meet HCC alumni: Meghan Quinlan**

Alumna Meghan Quinlan's first experience with the Hamilton Children's Choir dated back to 1997. She went from being a chorister to a conductor before moving to Oslo to study conducting.

HCC40YEARS.COM

- *Increase in following:*
  - *Facebook: 24%*
  - *Twitter: 13%*
- *Alumni blog posts are popular*
  - *Average clicks per blog post: 87*

# Going social: Some considerations

- *Manpower and time – If not, be very selective of social networks you choose*
- *Content strategy*
- *Integrate*
- *Tone and voice*

*You don't want to freak out!*



# 3 steps to kickstart your social media presence

- *Research and pick a platform*
- *Set it up PROPERLY*
- *Connect, connect, connect*



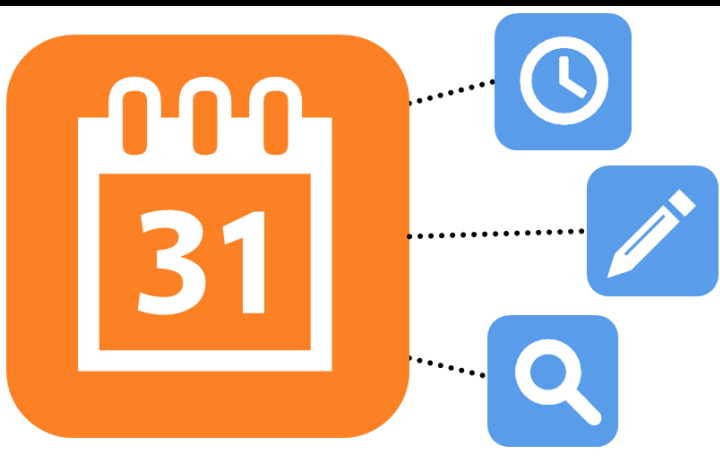
john

@john026190023 FOLLOWS YOU

Hey egghead, who are you?  
Why would I want to follow you?

# 3 things that ensure success in social media

- *Dedicate time*
- *Research and generate content*
- *Develop an editorial calendar*



# Resources

- *General social media goodness:*
  - *Buffer* – [www.buffer.com](http://www.buffer.com)
  - *Hubspot* – [www.hubspot.com](http://www.hubspot.com)
  
- *Nonprofit-specific:*
  - *Nonprofit Tech for Good* – [www.nptechforgood.com](http://www.nptechforgood.com)
  - *Tech Soup* - [www.techsoupcanada.ca](http://www.techsoupcanada.ca)

# Questions?



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*Thank you. Now, go forth!*



# Feedback Survey

[TAKE SURVEY](#)

# Join us next week!

Wednesday, February 24<sup>th</sup>, 1 pm EST / 2 pm ADT

Creating compelling online content  
that'll cut through the noise

[SIGN UP NOW!](#)

