

# Nonprofit Storytelling & Social Media

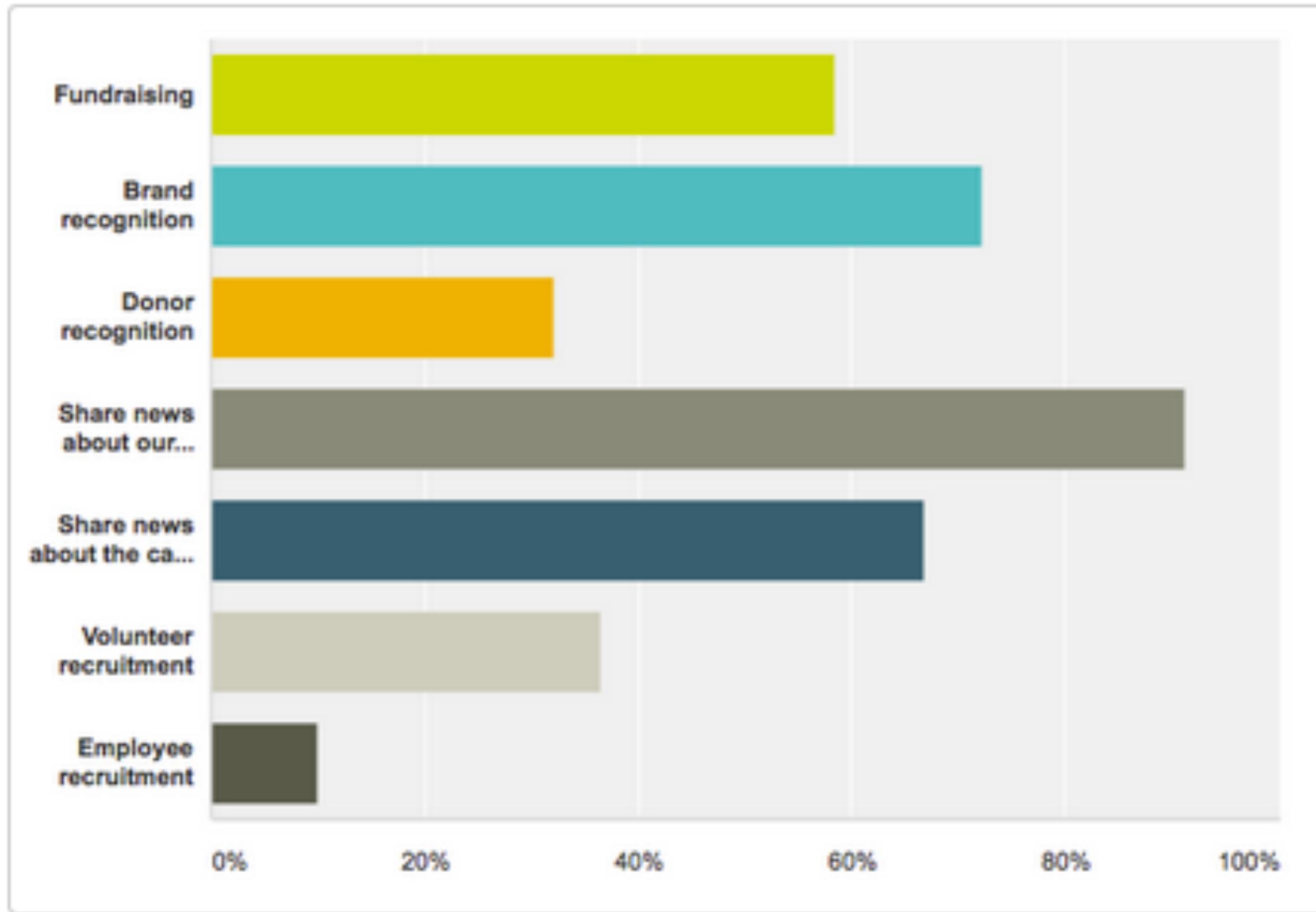
a workshop

## for VCF & Ben & Jerry's Foundation

with Barbara Ganley



# Why does your organization use social media?



Survey of 9,000 nonprofits  
on their use of social media

<http://blog.hubspot.com/marketing/nonprofits-social-media-marketing-data>

A photograph of two people standing in front of a brick wall, engaged in conversation. On the left, a person wearing a colorful, patterned headscarf and a matching shawl over a yellow and green striped sweater is gesturing with their hands. On the right, an older person with white hair, wearing a light-colored coat, is listening attentively. A bicycle is parked behind them, leaning against the wall.

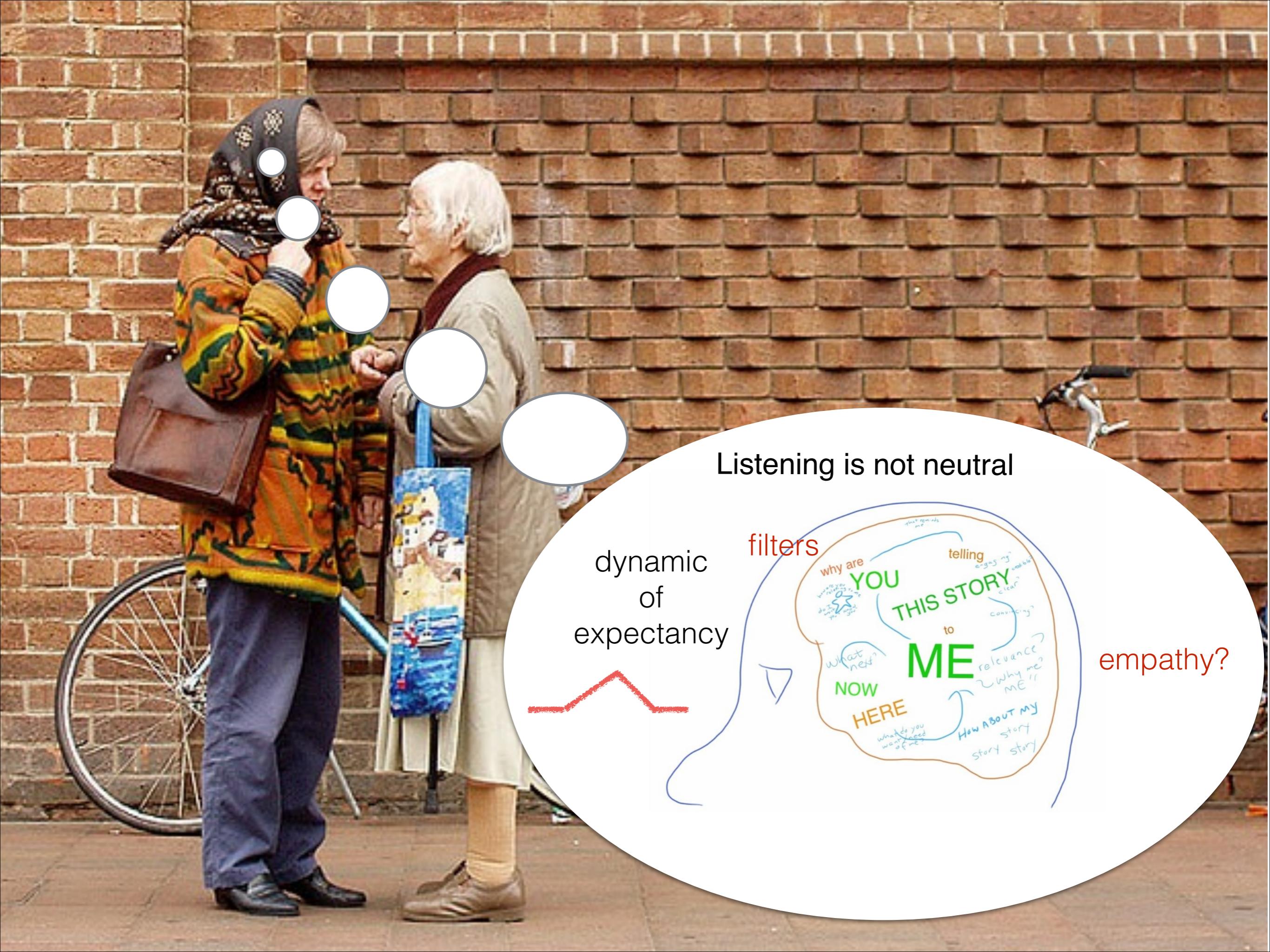
# We are the storytelling species

Evolutionary biologists: the brain is hardwired to tell & listen to stories

([http://bigthink.com/users/michaelgazzaniga/%21video\\_idea\\_id=41940](http://bigthink.com/users/michaelgazzaniga/%21video_idea_id=41940))

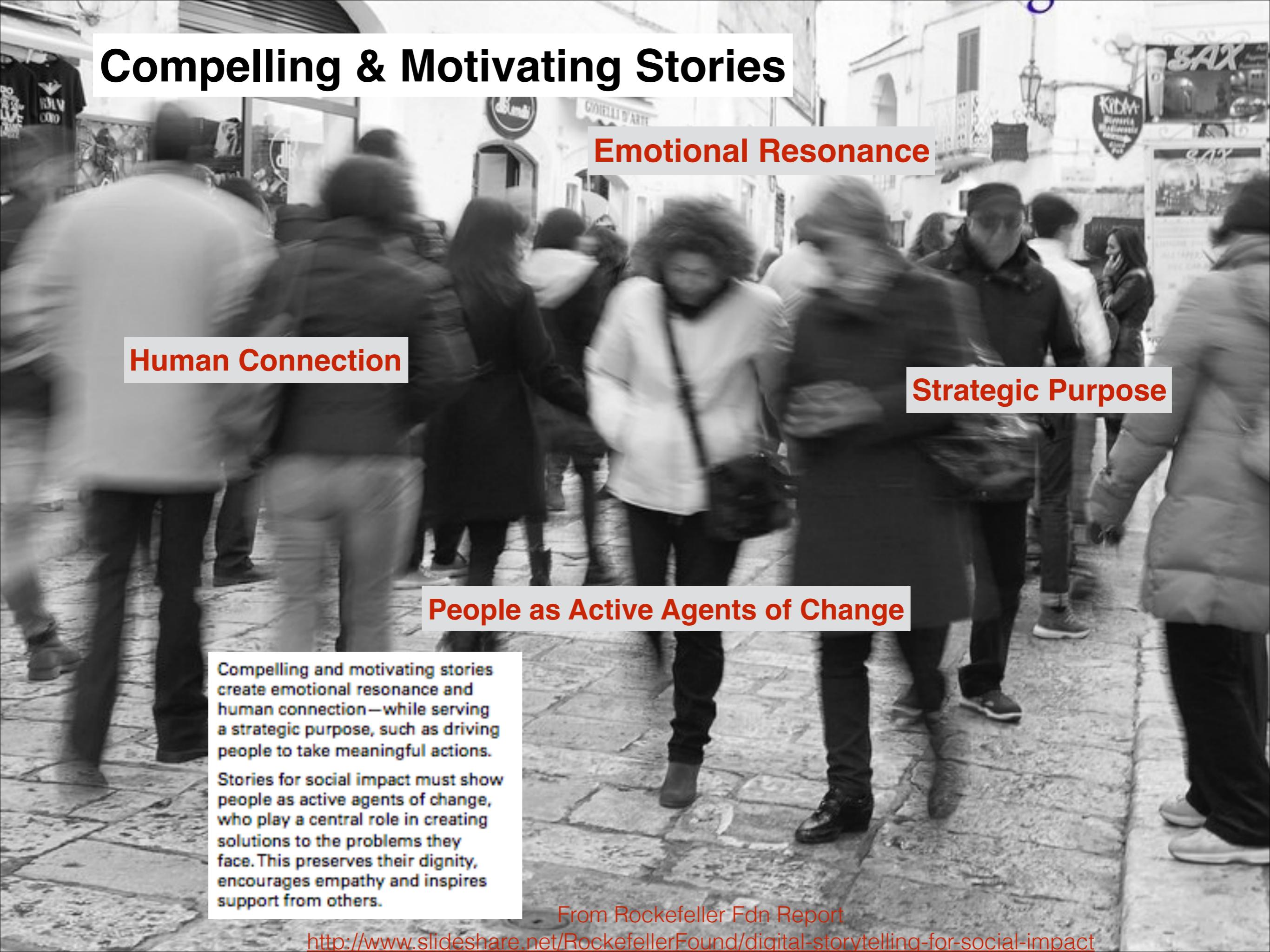
Psychologists: gossip as the glue to keep communities together.

(<http://www.hup.harvard.edu/catalog.php?isbn=9780674363366>)





# Compelling & Motivating Stories



Human Connection

Emotional Resonance

Strategic Purpose

People as Active Agents of Change

Compelling and motivating stories create emotional resonance and human connection—while serving a strategic purpose, such as driving people to take meaningful actions.

Stories for social impact must show people as active agents of change, who play a central role in creating solutions to the problems they face. This preserves their dignity, encourages empathy and inspires support from others.

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Make your story

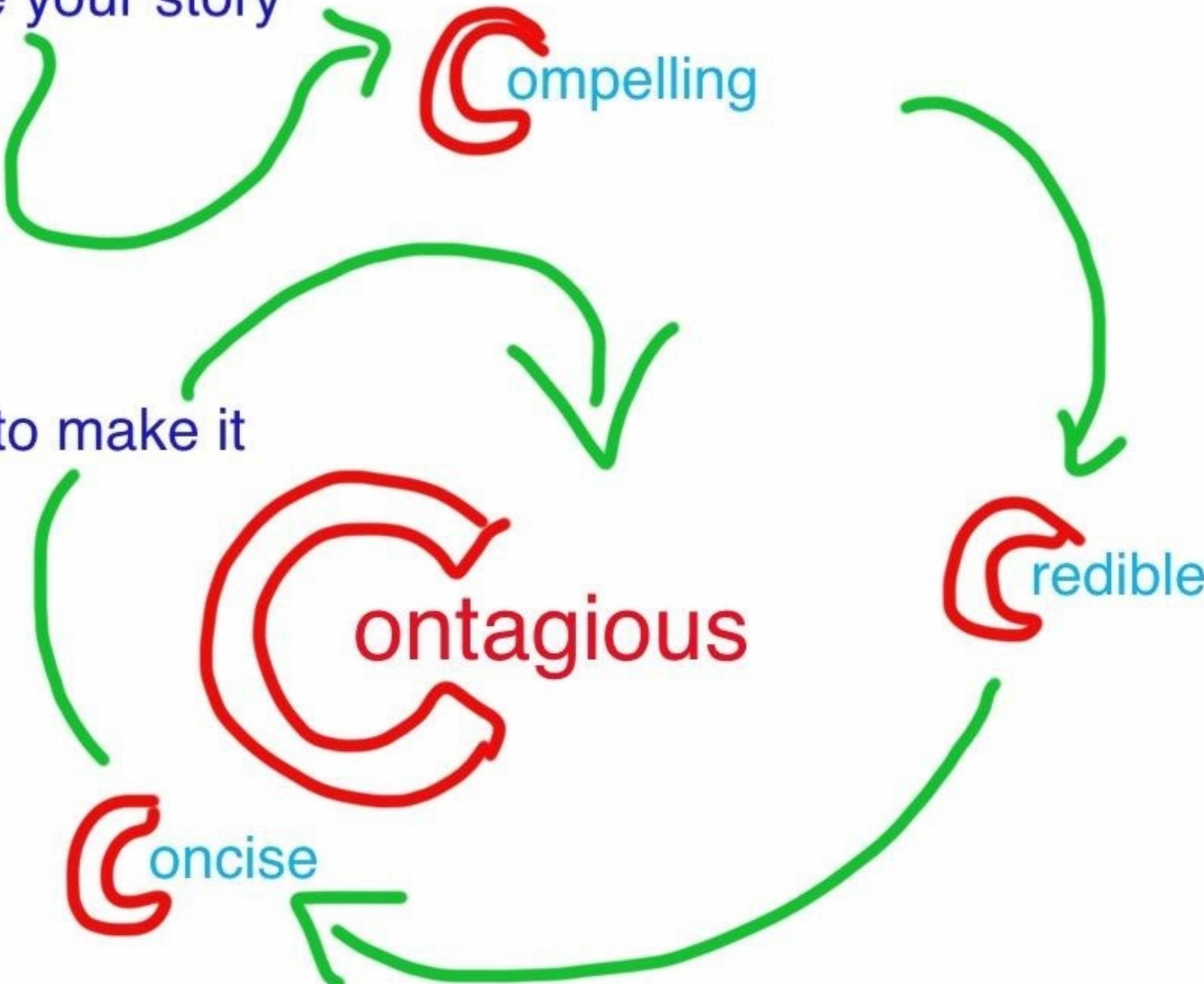
Compelling

to make it

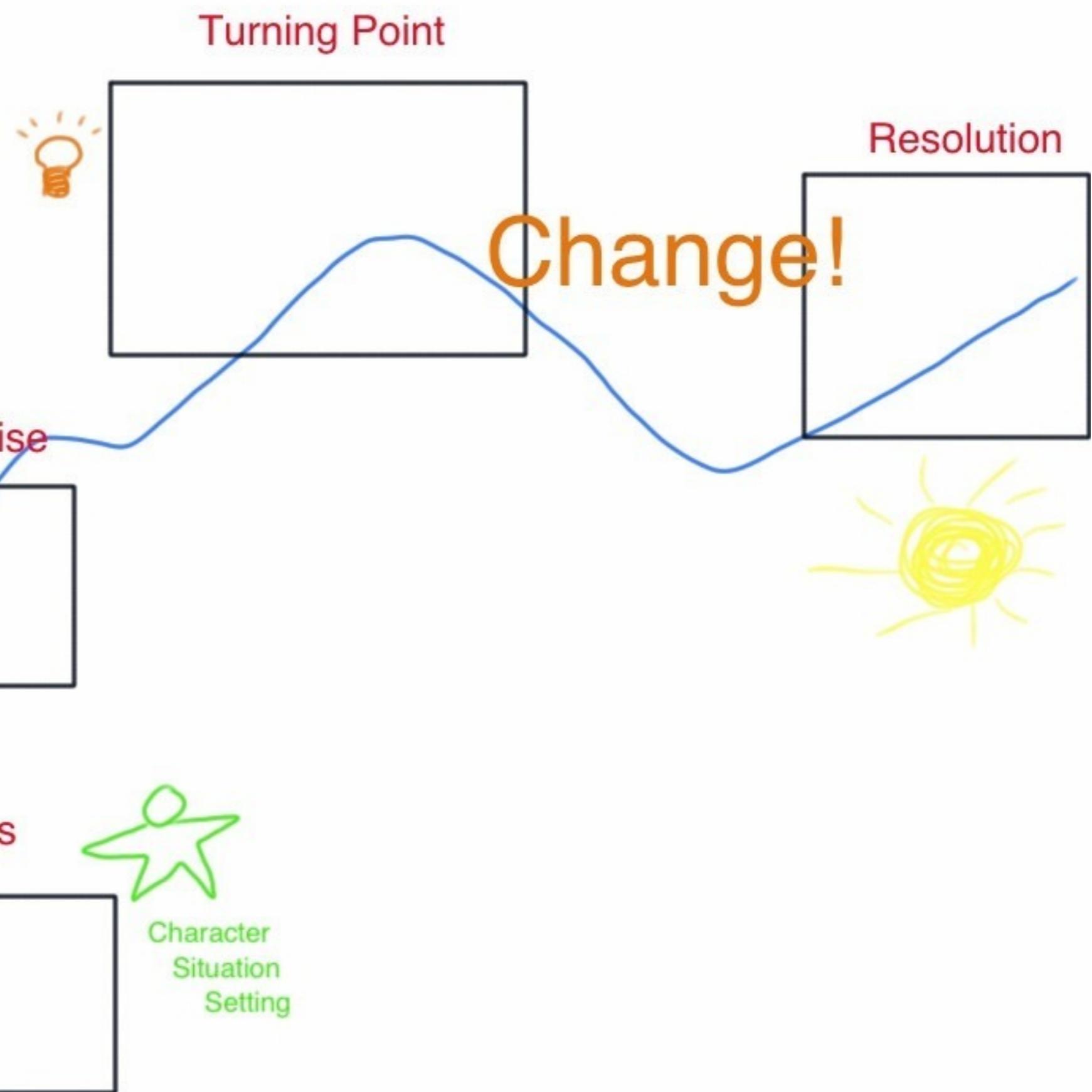
Contagious

Concise

Credible

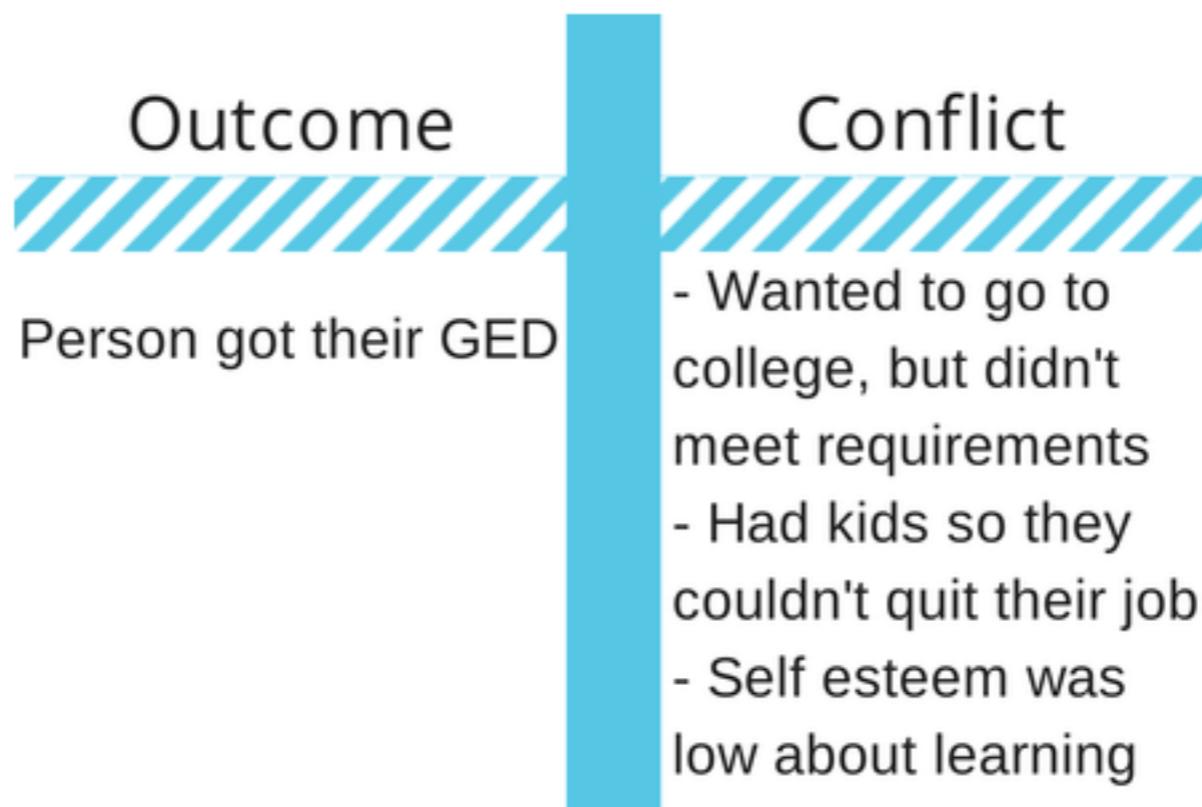


# What do we mean by story?



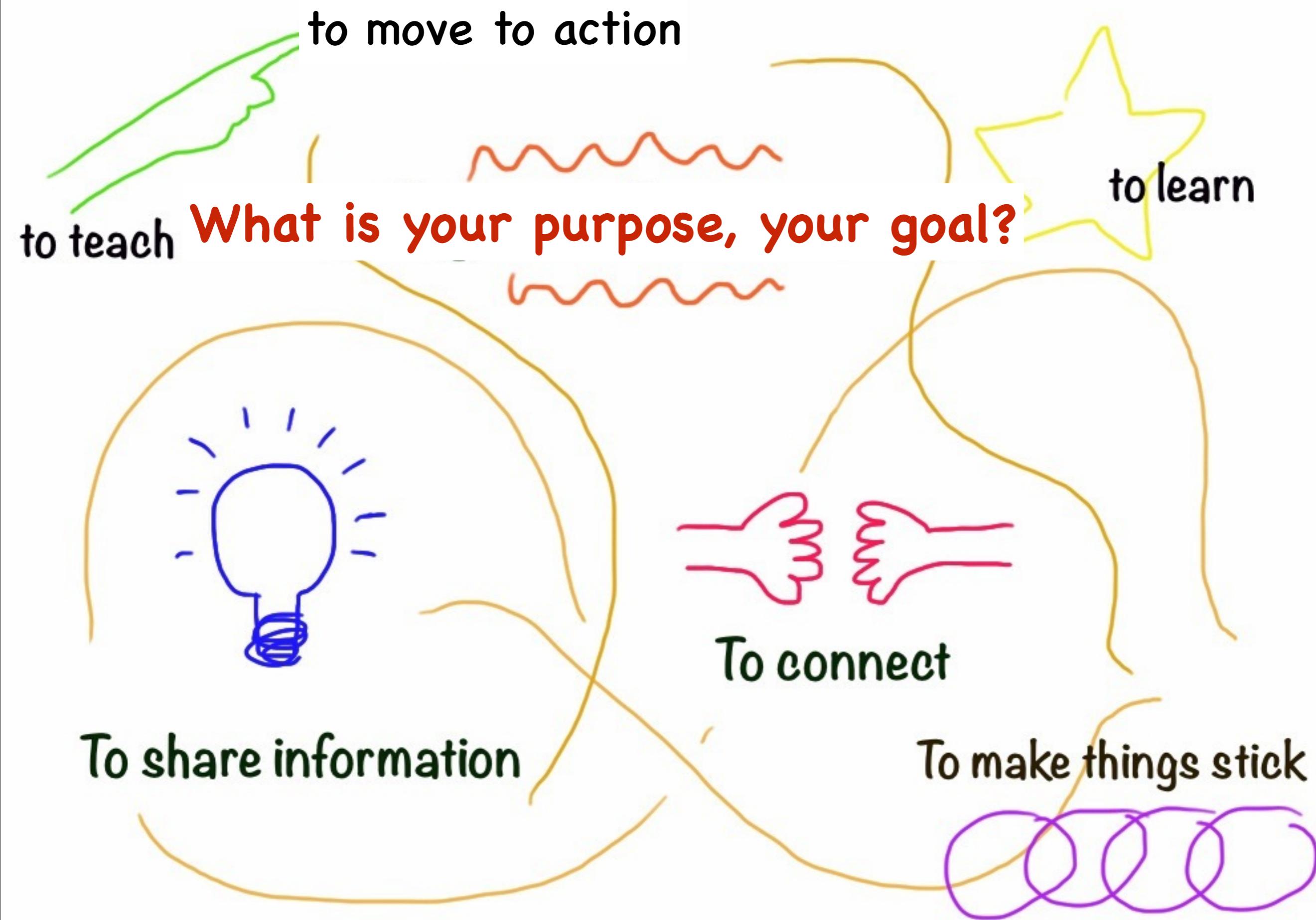
# Finding Stories

Start with the outcome and work your way back to the conflict, the character and the story-stirring question



From Vanessa Chase

<http://www.thestorytellingnonprofit.com/blog/how-to-create-story-prompts-for-your-colleagues/>



A photograph of a row of colorful chairs on a cobblestone street. The chairs are arranged in a line, with their backs facing the camera. From left to right, there is a red chair with a textured pattern, a pink chair with a similar pattern, a yellow chair with a fine woven texture, and an orange chair with vertical slats. The chairs are set against a dark, textured background of a wall or fence.

# Audience

Who?  
Where are they?  
Why should they listen?  
(Why me? Why here? Why now?)



Objective  
&

Audience

What they want to do

What you want to do

Channel

The  
Right  
Story

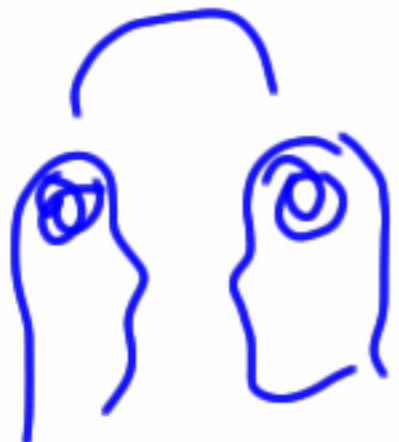
Media

# Exercise: Finding the Essence

1. One-minute oral version
2. 30-second retell
3. The three-sentence version



# Story Media



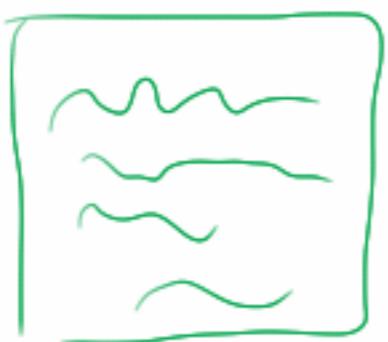
Oral Language



Video



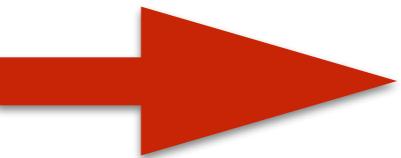
Visual



Text



Audio



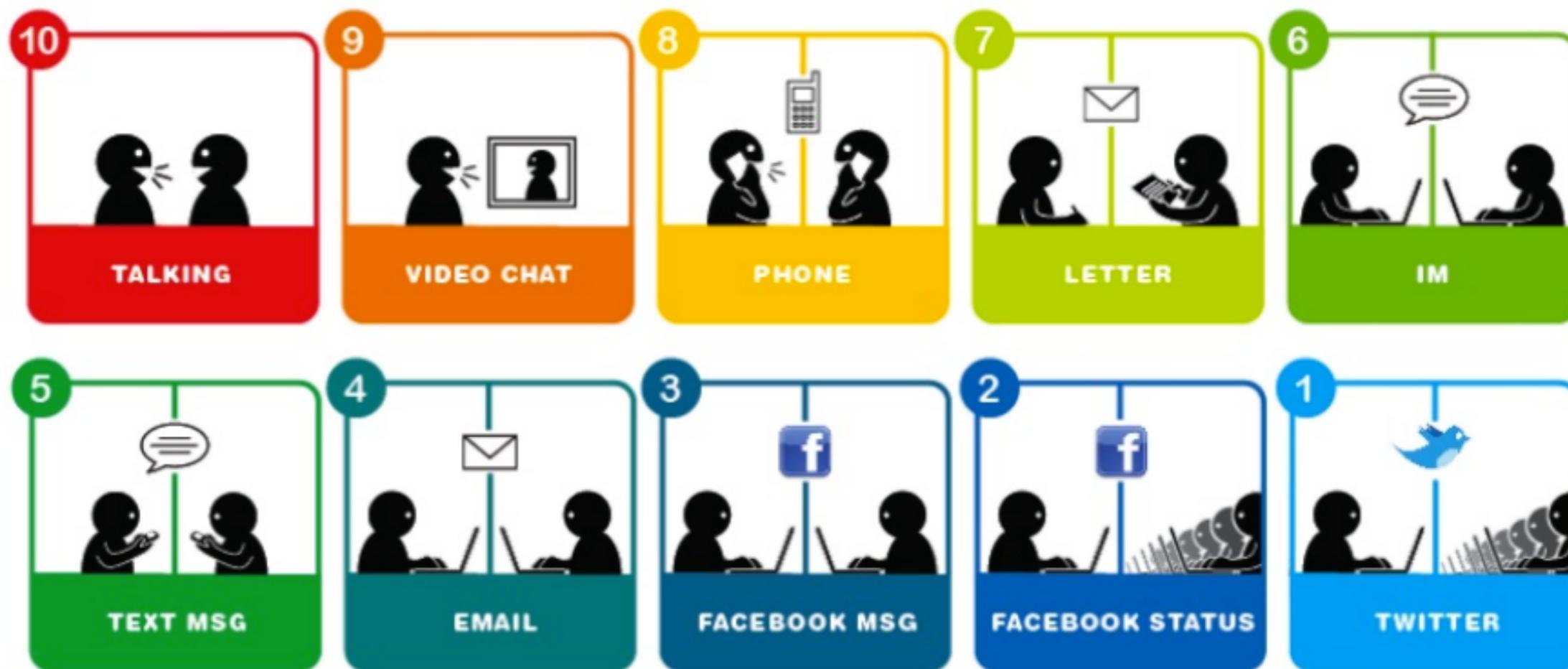
## **STORY CHANNELS**

ONE-ON-ONE CONVERSATION  
ORAL PRESENTATION/PITCH  
NEWSLETTER/EMAIL  
ANNUAL REPORT  
GRANT APPLICATION  
PRESS RELEASE  
WEBSITE  
SOCIAL MEDIA  
FUNDRAISING APPEAL LETTER  
POSTER  
RADIO SPOT  
TELEVISION INTERVIEW  
ADVERTISEMENT

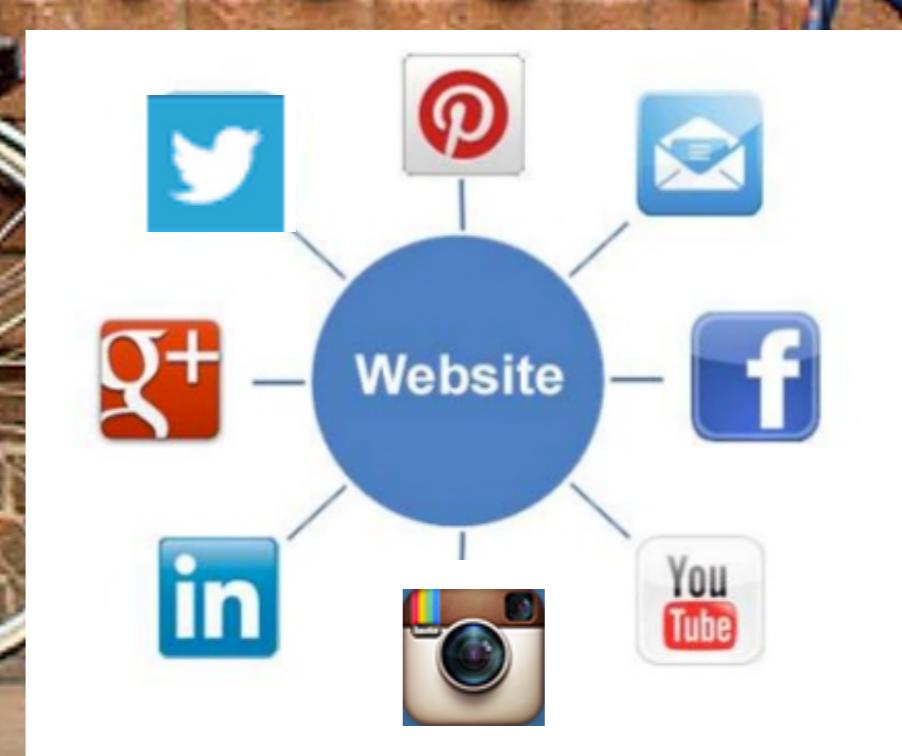


# Communicate where they are

## 10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



# What does social media have to do with storytelling?



# Where Are Nonprofits?



**95%**



**64%**



**38%**

# Don't forget email...for now



Dear Friend,

When two generous Best Friends members issued the matching gift challenge to help more homeless pets this month, things had to move at the speed of light. And you certainly did!

Best Friends members like you raised the \$100,000 thereby winning the match for a total of **\$200,000 in just three days**. I believe that's an online matching gift record!

When you consider that \$25 can fix two dogs or cats to prevent accidental litters, and your \$25 gift became \$50 ... you can start to understand the power of what you've done.

The timing couldn't be better. As you gather together with friends and family to give thanks for the blessings in your life, know that homeless pets will have their own reason to be thankful, too. They have you.

You are a real blessing to homeless pets everywhere. Thank you for your kindness, for your love of animals, and, of course, for helping to **Save Them All™**.



**Gregory Castle**  
CEO, Best Friends Animal Society  
[bestfriends.org](http://bestfriends.org)



[Friend on Facebook](#)

[Follow on Twitter](#)

[Forward to a Friend](#)



## Business Builder Loans

More help is on the way for local farmers and food producers looking to grow their businesses. After three successful years of making \$10,000 loans to its lending portfolio, Vermont Farm Fund loans are available to Vermont farmers and food producers to recover from emergencies and to grow their operations. The Vermont Farm Fund is a revolving loan fund that uses payments made from one generation of loans to finance the next. [APPLYING? Click Here for Loan Application Specifics.](#)



Visit CAE's website for information on programs and activities:

[Vt Food Venture Center](#) for new food businesses

[Atkins Field](#) for local visioning process

[CAE Tours](#) for Learning Visit information

## Food Jobs Summit: June 14th, 11am-1pm

**Interested in Sustainable Ag and Food Systems? Artisan Food Fields? This is the place to be!**

Sterling College announced today that it will be holding a Food Jobs Summit on its campus. The Summit will be held on June 14<sup>th</sup>, from 11 am to 1 pm.

The Summit is designed for people who are interested in jobs in the sustainable agriculture and artisan food fields, and it is co-sponsored by the Center for an Agricultural Economy and Good Food Jobs. Some of the employers that will be at the Food Jobs Summit include: Green Mountain Farm to School, Eden Ice HILL, and vermont soy. The Summit will include a keynote from Chuck Ross, Vermont Secretary of Agriculture, as well as an optional tour of local food producers and sites of interest. [The Summit is free for job seekers.](#)

Due to space constraints, [job seekers are encouraged to RSVP for the event](#). Employers wishing to have a booth at the Summit can contact Julian Sharp at [jsharp@sterlingcollege.edu](mailto:jsharp@sterlingcollege.edu).



## UVM Food Systems Summit

Join great food folks: June 17 and 18th, in Burlington.

Influential scholars and positive change makers exchange best ideas for individual and collective action for a Sustainable Food System! This year includes: [Nicholas Freudenberg](#), [Eric Holt-Gimenez](#), and [Rosamond Naylor](#). Check it out here:

**UVM'S FOOD SYSTEM**

## ATKINS FIELD Public Forum:

***This week!!***

Mark your calendar for Thursday night, when CAE is hosting a public forum to discuss future ideas for Atkins Field. Come, learn what your community members have to say, and share your idea for our downtown green space!

**JUNE 5th,  
6.30pm to**

# Blogs



Sign up for email updates

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Discourse & tools for  
global health  
professionals:

Knowledge Center

Our Story ▾

Our Work

Support Our Work ▾

News

DONATE NOW ▶

## Dr. Paul Farmer: A Conversation about Ending TB Deaths

Posted on March 24, 2014

1 Comment

One of Dr. Paul Farmer's vivid memories from his early days in Haiti was a young woman who coughed up bright red blood.

She died of tuberculosis, a scourge that will kill about 1.4 million people this year, despite the existence of diagnostics and therapeutics to cure it.

On World TB Day, Farmer talked about how the world can reach zero tuberculosis deaths with Ray Chambers, UN special envoy for health financing, in *The Huffington Post*. Farmer said that better diagnostics, shorter treatment, and community-based care are critical components of meeting the Millennium Development Goal to achieve universal treatment of TB by the end of 2015.

[Farmer highlighted the success of Tomsk, Siberia, in fighting multidrug-resistant tuberculosis](#) as an example of how to overcome difficult-to-treat strains. He also commended the work of Dr. Mercedes Becerra, senior TB specialist at Partners In Health, to [estimate the alarming number of children who become sick with TB every year](#). Still, Farmer said that a lack of public awareness of TB is a one obstacle to greater political will to address it.

"I can't tell you how many people, including policymakers, have said to me, 'Oh, I thought that tuberculosis was a disease of the past,'" Farmer said. "There needs to



Tuberculosis killed over 1 million people last year. We have a cure.  
Help End TB.

GIVE NOW ▶



We're on a mission to transform global health, one patient at a time.  
Partners In Health

# President's Blog: What's Stu-ing?

- › [About the Community Foundation](#)
- › [Our Mission](#)
- › [Meet Our Staff](#)
- › [Meet Our Board](#)
  - › [Our Members](#)
- › [Investments & Publications](#)
- › [Who Works With Us](#)
- › [President's Blog: What's Stu-ing?](#)
- › [Watch Our Videos](#)
- › [By the Numbers](#)
- › [News & Events](#)
- › [Job Opportunities](#)
- › [Contact & Directions](#)

## Let Stu Know What You Think



**Stuart Comstock-Gay**  
802.388.3355 ext. 223  
[Email Stuart](#)

[Archive](#)

This is a space where Foundation President Stuart Comstock-Gay shares his thoughts and musings on giving and community:

## Philanthropy for the Mind and the Heart

Posted by: [Stuart Comstock-Gay](#) on 4/18/2014

Well, I'm back from my trip to Southeast Asia—Singapore, Cambodia, and Malaysia. It was impossible to take everything in. Most compelling to us, we spent a week in Siem Reap, Cambodia, and saw the ancient, awe-inspiring temples at Angkor Wat. Then there were the night markets, the monkeys on the side of the road, the meals... We saw a stirring circus put on by a local performing arts school, water buffalos, and a floating village, heard heart-wrenching stories from locals who experienced the nightmare of the Khmer Rouge—

I won't tell you all about it, but I do want to share a few thoughts about philanthropy.

To my way of thinking, there are at least two strains running through the best philanthropy. One is the focus on impact and data—this feeds our minds. The other is the stories and emotion, the impact that cannot be quantified, the deep joy we experience in giving—these feed our hearts.

What I was reminded of in Cambodia is that those two strains aren't unique to us in the United States. They are global truths.

My family and I spent a day and a half working at a school run by [Caring for Cambodia](#) (CFC), rebuilding and painting a swing set, and providing advice to the librarian (my brother is a technology coordinator at a school in Singapore, my sister-in-law a librarian at the same school) about how to manage book distribution.

Our modest cash contributions bought playground equipment and paint, our sweat put them to use. Our host from CFC talked to us about the number of children served by the schools, about how our dollars were used, and about the dramatic needs. He spoke to our need for data, and for concrete results.

Then he set us to work rebuilding the playground and working in the library. The kids watched us and giggled, speaking with us in halting English. The librarian asked question after question of my brother and sister-in-law, seeking to make her work better. They connected with our hearts and spirits.

Mind and heart. The best philanthropy feeds both.

<http://bit.ly/1pskzR6>



# Vermont Foodbank Blog

Will blog for food.

HOME GIVE FIND A FOOD SHELF GET INVOLVED OUR PROGRAMS EVENTS ABOUT

Type and hit enter to Search



## Millennial Philanthropist Project: Featuring Joe Gaetani



2

We have an exciting new Millennial Philanthropist Project launching this Wednesday. Sign-up for our e-newsletter to be the first to hear about it! We'll be featuring Millennial Philanthropists in a blog series this month, asking them a few brief questions about why they give and get involved with causes. Now we'd like to introduce Joe [...]

[Like](#) 0 [Tweet](#) 1 [Pin it](#) [Share](#) 2



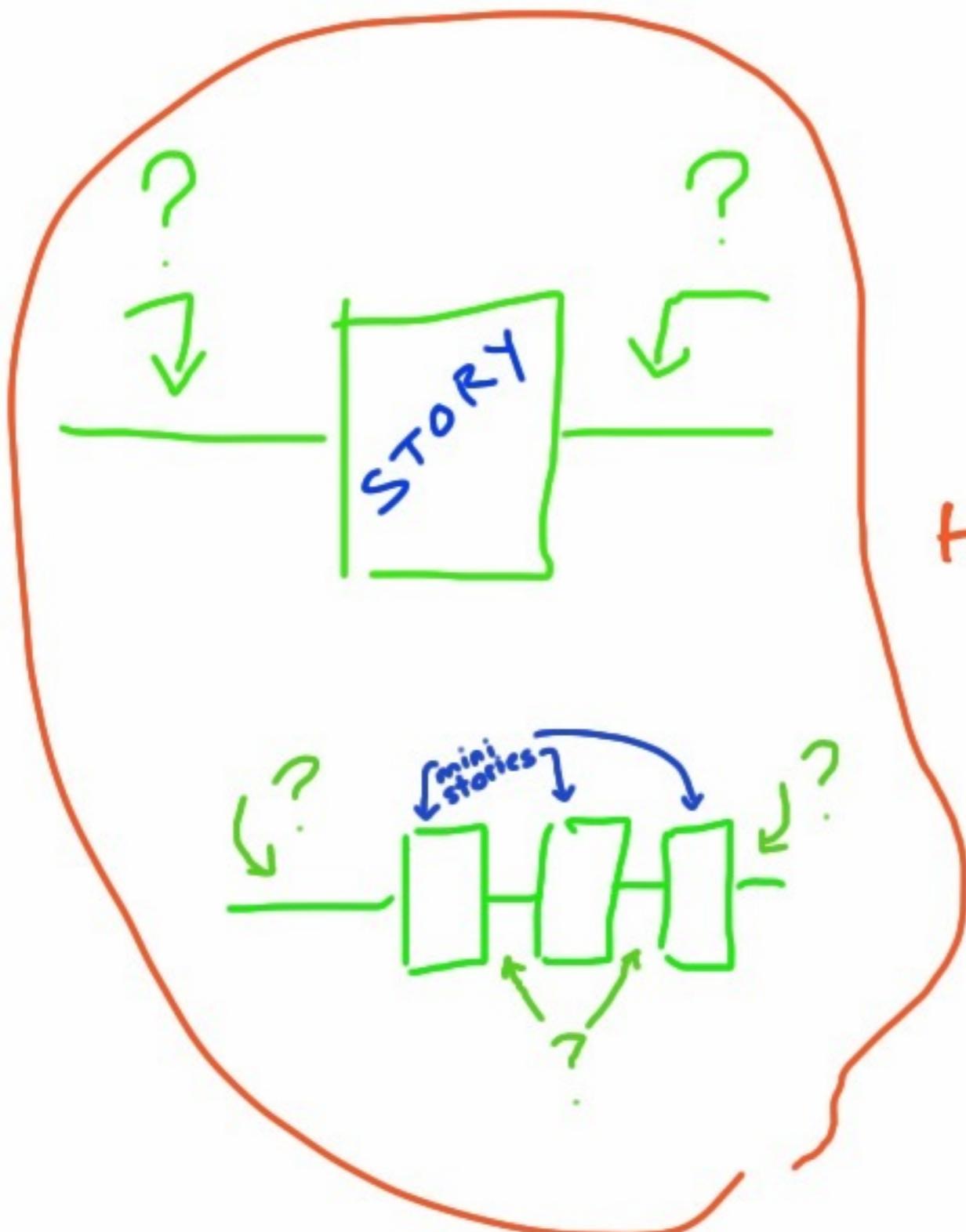
### Mission

The mission of the Vermont Foodbank is to gather and share quality food and nurture partnerships so that no one in Vermont will go hungry.

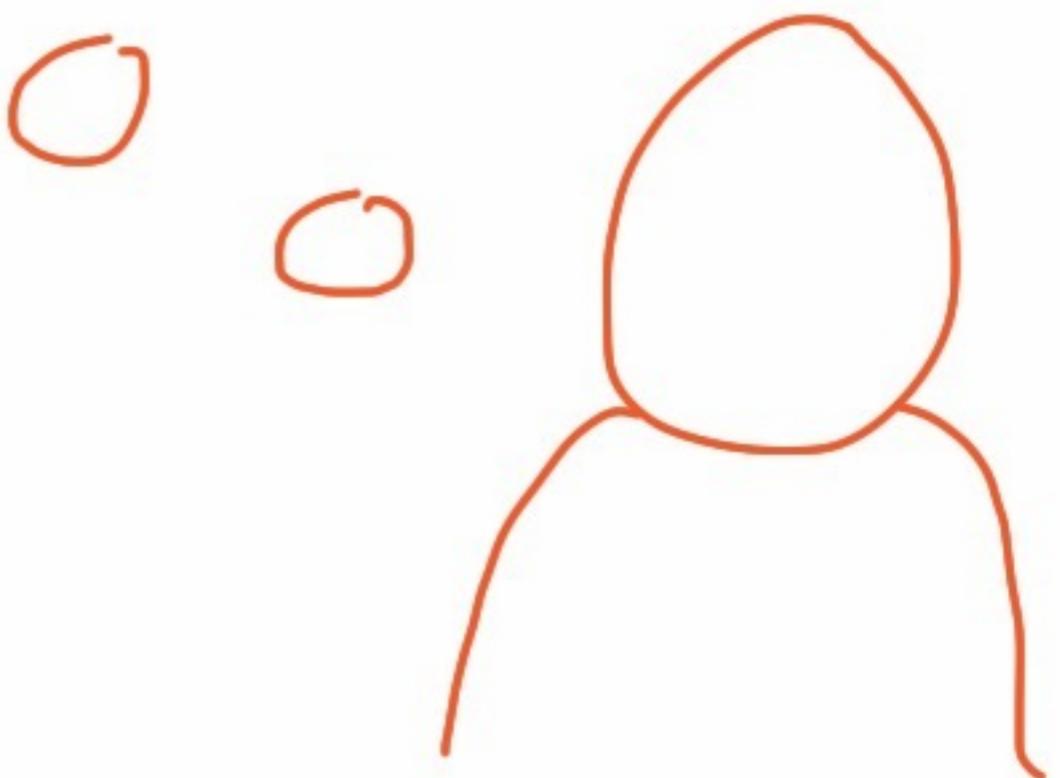
**Sign up for our E-Newsletter!**

[CLICK HERE TO SIGN UP](#)





How will you structure the telling?



# Blogging Exercise

- 1.** Draft a blog version of your story on a large sticky note (100 – 200 words). Make it legible! Include notes/drawings about images to include.
  
- 2.** Place all group blogposts on a large flipchart sheet.
  
- 3.** Read the other posts from your group and choose between the following for each. You must write at least one comment (b) and one blog post (c) in total.
  - a. Give it a LOVE
  - b. Write a comment (on small sticky note; attach to original post)
  - c. Write that you'll create your own blogpost in response (on small sticky note)—give your promised blogpost a title.
  - d. Nothing at all
  
- 4.** Read comments and posts written in response to your original and write a response or not (choose to carry on the conversation or not).

# Facebook

Our online staff directory has nifty bios and photos now. Guess which member of our Team was really struck by lightning? Click below to find out!



[Our Staff | Vermont Works for Women](#)  
vtworksforwomen.org

[Like](#) · [Comment](#) · [Share](#)

24 people like this.

View 1 more comment

**Katie Hodges** The staff page looks great! 😊  
May 21 at 3:19pm · Like · 2

**The Intervale Food Hub** It's nice to put smiling faces to our member names 😊  
May 22 at 12:38pm · Like · 1

American Red Cross  
February 13

We're about ready to give #winter the "boot"! How are you weathering the latest winter storm? We want to hear from you!



[Like](#) · [Comment](#) · [Share](#) 148  
 1,037 people like this. [Top Comments](#)

**Power Past Coal**  
May 8

3 DOWN, 3 TO GO!: Kinder-Morgan drops plans for coal terminal at Port of St. Helens. Breath a sigh of relief Portlanders! This terminal would have brought the most coal trains through the City of Roses. <http://bit.ly/13AiXdl>



[Unlike](#) · [Comment](#) · [Share](#) 157 15 70

**Vermont Foodbank**  
May 29

I am retired and on social security.  
I volunteer...

and I can't make ends meet some months.

-Vermont Foodbank client

#SolveSeniorHunger

**Vermont Foodbank**  
www.vtfoodbank.org

[Like](#) · [Comment](#) · [Share](#) 13 Shares

38 people like this.

[Top Comments](#)

**Cheryl O'Neil** A sad but true state of affairs.  
Like · Reply · 1 · May 29 at 8:04am

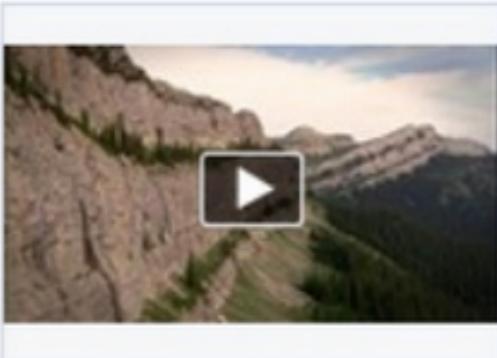
**Susan Wilson Emberley** This breaks my heart!!  
Like · Reply · 1 · May 29 at 7:53am

[View 1 more comment](#)



Hopa Mountain shared a link.  
November 22

Darrell Kipp was an inspiration to so many of us. He was an exemplary citizen leader, bridge builder, and advocate for our rural and tribal communities. He was a passionate voice for preserving Native languages and investing in youth and Native-led nonprofit organizations. Darrell was a long-time friend and supporter of Hopa Mountain too. We are humbled by all that he has taught us and will greatly miss him.



### Montana Stories: Darrell Kipp

Vimeo is the home for high-quality videos and the people who love them.



**Bonnie Sachatello-Sawyer**

April 22

We hope you enjoy Hopa Mountain's April e-newsletter and welcome feedback on it. Thank you, friends!



### Hopa Mountain April 2014 e-newsletter: Earth Day today and every day

Dear Friend, Earth Day reminds us that our precious planet gives us life and beauty...

T.E2MA.NET

Like · Share

4 people like this.



**Bonnie Sachatello-Sawyer**

May 15 at 2:26pm

"Ultimately a person has within themselves some kind of capital, some kind of asset, like knowledge or confidence. And if we can help bring that out, they then carry that asset with them to the next difficulty in life."



### Who Gets to Graduate?

Rich students complete their college degrees; working-class students like Vanessa...

THE NEW YORK TIMES | BY PAUL TOUGH

Like · Share

1 like this.



**Bonnie Sachatello-Sawyer**

May 8 at 1:28am

Thanks to the dedication of 100+ citizen leaders that distribute children's books to families through Hopa Mountain's StoryMakers program, the work of Callie Hamilton, Kevin Knapke, Mackenzie Martin, Madeline Kotowicz, Susan Seibert, and Linda Clark, and all of Hopa Mountain's friends and supporters, we are one of five recipients of the Innovation in Reading Prize awarded by the National Book Foundation. Thank you all for your work to improve early learning opportunities for children throughout Montana! [www.hopamountain.org](http://www.hopamountain.org)



### Innovations in Reading Prize, 2014, National Book Foundation, Presenter of National Book Awards

Blue Star Families (BSF) supports, connects, and empowers military families. BSF gives a voice to underheard military families from all branches of service...

[NATIONALBOOK.ORG](http://NATIONALBOOK.ORG)

Like · Share

19 people like this.

View 1 more comment



**Pamela Poon** Congratulations!

May 8 at 8:28am · Like · 1



**Bonnie Sachatello-Sawyer**

April 24

Take a look at this StoryMakers display from our Community Team at the SKC D'Arcy Mcnickle Library! Hopa Mountain's StoryMakers program works through 56 Community Teams throughout Montana who support parents in their communities as they read, sing, laugh, and play with their children every day. For more information, or to get involved, please email program coordinator, Callie Hamilton at [chamilton@hopamountain.org](mailto:chamilton@hopamountain.org) or call (406) 586-2455.



Like · Share

12 people like this.

# Facebook as Visual



This Mother's Day, thank Mom for teaching you about compassion. Give to feed a child.

**Hunger Free Vermont** April 29

Looking for the perfect gift for Mother's Day? Consider donating to Hunger Free Vermont in your mom's name, and give her the gift of feeding a child. Click here for more information: [www.hungerfreevt.org/do/donation](http://www.hungerfreevt.org/do/donation)

Like · Comment · Share

11 people like this.

2 shares

**Nate Doyle** Great design, to whomever created it.... April 29 at 1:55pm · Like · 1

**Lorna Young** thats a nice idea Jenna Whitson April 29 at 3:38pm · Like

Write a comment...

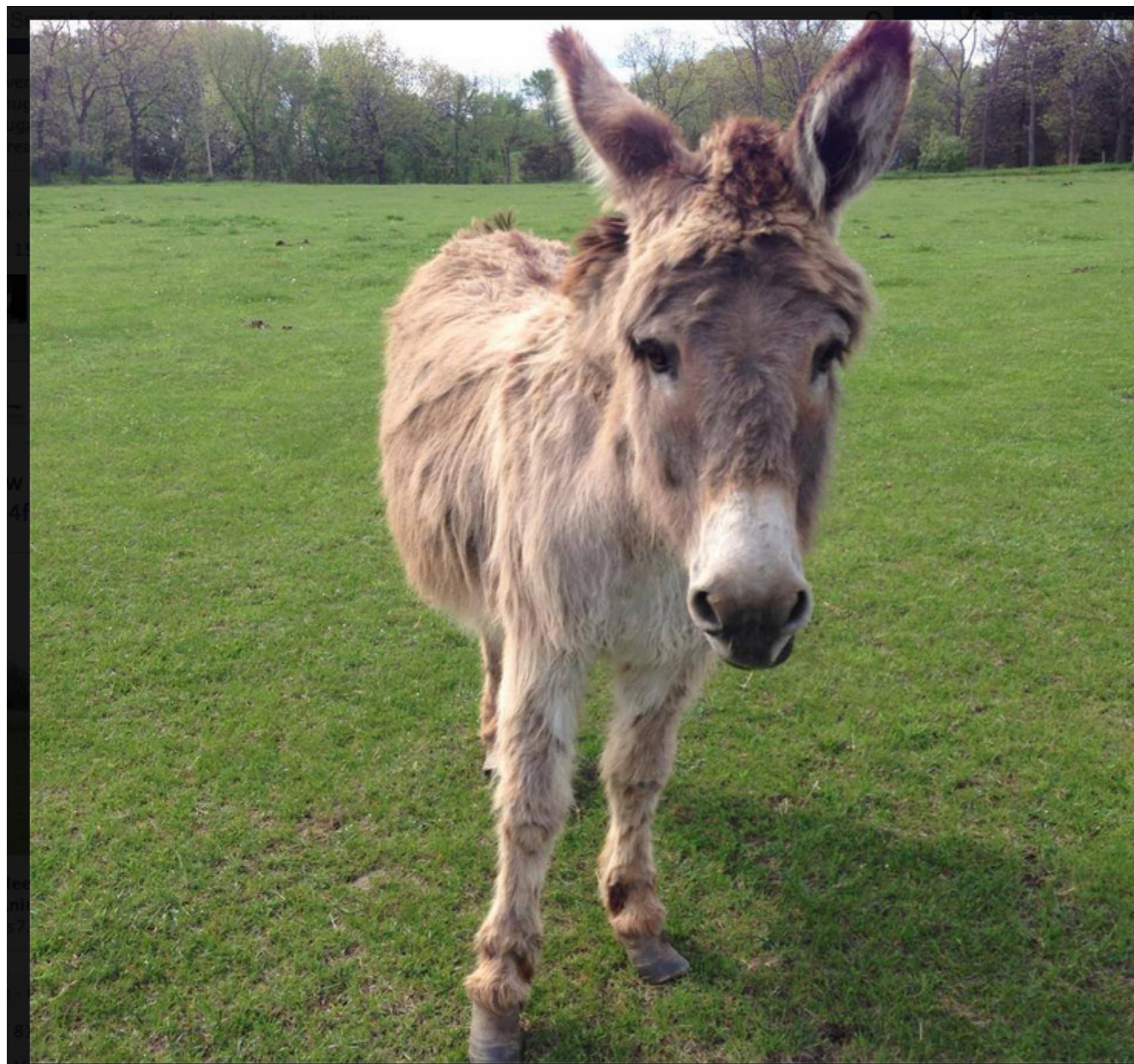
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See All

**Be a Public Innovator** [www.theharwoodinstitute.org](http://www.theharwoodinstitute.org)



Hurry - Last days to signup - Win a FREE 3-day stay at Caesars Palace while you train!



SASHA Farm Animal Sanctuary  
Yesterday

It's a boy named Sue. The Bureau of Land Management rounds up burros and horses to clear land for cattle ranching. Sue was fortunate to find a home at SASHA Farm where he lives free from being confined to a small pen.

Like · Comment · Share

263 people like this.

4 shares

[View 1 more comment](#)

 **Susy McClellan** My name is Susy, and I think I'm in LOVE~!  
Yesterday at 10:38am · Like

 **Gaby De León** I love him!!!  
23 hours ago · Like

 **Tammy Stone** ❤  
20 hours ago · Like

 **Cathy Keener** What a sweet face on that boy!  
17 hours ago · Like

 **Beth Ann Michel** Looks like he has a head band!  
15 hours ago · Like

 **Beverly Foster** We've just GOT to stop them. It's so wrong on so many levels.  
14 hours ago · Like · 1

 [Write a comment...](#) 



**Vermont Works for Women**  
Like This Page · April 19

Four women at the Chittenden Correctional Facility were recognized this week for completing our Workforce Readiness program, offered in connection with Community H.S. of VT. Facility cooks prepared this cake to honor the women's accomplishments - both in graduating from the program and performing their 'inside' jobs with commitment and consistency.

Like · Comment · Share

45 people like this.

 **Kathy Fox** Great cake!  
April 19 at 12:02pm · Like

 **Kelley McCrory** SWEET!!!  
April 19 at 3:30pm · Like

 Write a comment... 

# #Hashtags

 **sashafarm** [T | M | L] 12h  
Sasha Farm Animal Sanctuary Normal



View All 15 Comment

**sashafarm** Helen enjoying snacks on this beautiful fall day! 🍂 This sweet girl was born on a dairy farm with the condition cerebellar hypoplasia in which the cerebellum isn't completely mature at birth. Most calves stand and nurse within an hour or so of birth, but Helen didn't. It was clear there was something wrong with her, and most farms would probably have euthanized her immediately. Lucky for Helen, there was a compassionate and determined person working there, and she spent three weeks teaching Helen how to stand. Even then, she moved clumsily, fell down often and had tremors. The condition is permanent, and it meant that Helen could not be a dairy cow. She would not be safe around the equipment and she couldn't sustain a pregnancy. She faced the prospect of euthanasia. The same person who saved her once now set about looking for someplace that would take a cow who would always have special medical needs and let her live out her natural life. She found SASHA Farm. Everyone at the sanctuary loves Helen and looks out for her! She's really adapted to her brain condition and although she has a goofy walk she can get across the pasture in no time! 🐄 #vegan #cow #cows #animallover #animalsanctuary #animalrights #animalliberation #animalvideo #video #fall #vegetarian #govegan #cowsofig #cowstagram #love #milk #dontdrinkcowsmilk #sashafarm #veganlife #vegansofig #cowlover #cowhugger #friendsnotfood #someonenotsomething #michigan 12h

**ez2luv75** Wonderful ❤️ @sashafarm 10h

**abtribaldrums** Beautiful mama! 10h

**eat\_sleep\_ride117** @undead\_tears117 AAAAAAWWWWWWW 9h

**vegetablelips** 🥑 8h

**anne3lizabeth** hehe aww sounds like a super happy bunch over there! 7h

**franiwankenobi** @daniellepwnspr 6h

**dianaflores03** So happy to hear there are still compassionate people in this world. 6h

**monicavictoria** I have tears streaming down my face, this is such a moving story. You are such amazing people. I literally can barely type. 5h



## Facebook Storytelling Exercise

- 1.** On a medium-sized sticky note, draft a Facebook version of your story (100 words max). Include at least one hashtag. Add images (or notes about images) if you like.
  
- 2.** In your small groups, give each other feedback:
  - Would you be inclined to read the entire post and return or click links?
  - Would you want to leave a comment? Like the post?
  - Do the images draw you in? The text?
  - Suggestions?

# Facebook >> Twitter



# Twitter



Search



Have an account? Sign in ▾



**HUNGER FREE VERMONT**

TWEETS 2,395 PHOTOS/VIDEOS 127 FOLLOWING 371 FOLLOWERS 803 FAVORITES 156 More ▾

[Follow](#)

**Marissa Parisi, M.S.**  
@HungerFreeVT  
Executive Director of Hunger Free Vermont  
📍 Burlington, VT  
🔗 hungerfreevt.org  
🕒 Joined April 2009  
📸 127 Photos and videos

**Tweets** **Tweets and replies**

🕒 RETWEETED BY MARISSA PARISI, M.S.  
Janet McLaughlin @Janet\_VCF · May 15  
" 23% of VT's youngest children live in homes without consistent access to adequate food." @hungerfreevt @bfp\_news ow.ly/wSrGo

🕒 RETWEETED BY MARISSA PARISI, M.S.  
USDA Nutrition @USDANutrition · May 13  
#Summermeals provide free, nutritious food/snacks to help children in low-income areas get the nutrition they need! ow.ly/wMTej

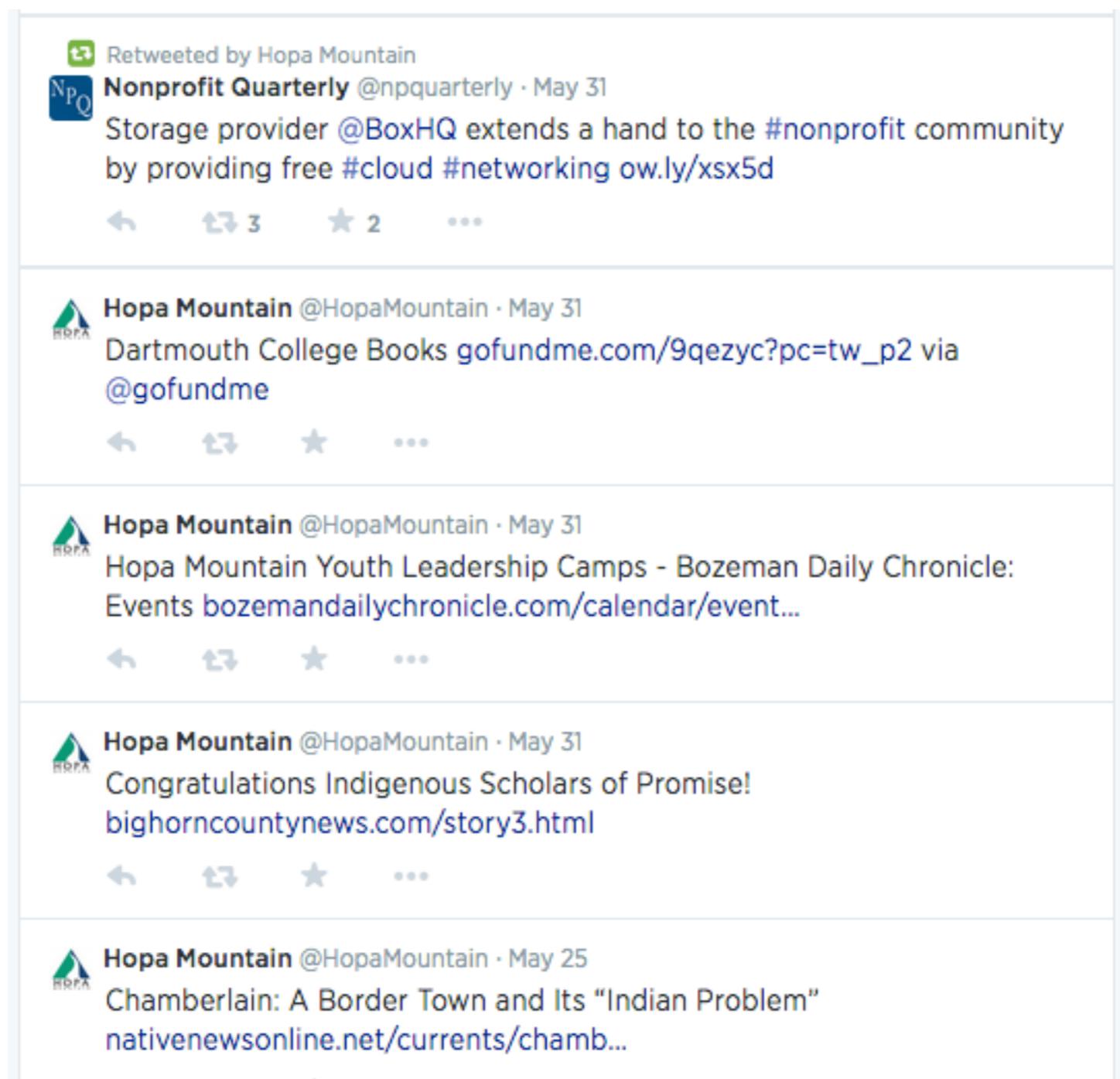
Follow Marissa Parisi, M.S.

Full name  
Email  
Password

[Sign up for Twitter](#)

Worldwide Trends · Change  
#EsTodoMuyLindoHastaQue

# A Look at Some Tweets



Retweeted by Hopa Mountain

**Nonprofit Quarterly** @npquarterly · May 31  
Storage provider @BoxHQ extends a hand to the #nonprofit community by providing free #cloud #networking [ow.ly/xsx5d](http://ow.ly/xsx5d)

  3  2 

**Hopa Mountain** @HopaMountain · May 31  
Dartmouth College Books [gofundme.com/9qezycc?pc=tw\\_p2](http://gofundme.com/9qezycc?pc=tw_p2) via @gofundme

**Hopa Mountain** @HopaMountain · May 31  
Hopa Mountain Youth Leadership Camps - Bozeman Daily Chronicle: Events [bozemandalychronicle.com/calendar/event...](http://bozemandalychronicle.com/calendar/event...)

**Hopa Mountain** @HopaMountain · May 31  
Congratulations Indigenous Scholars of Promise! [bighorncountynews.com/story3.html](http://bighorncountynews.com/story3.html)

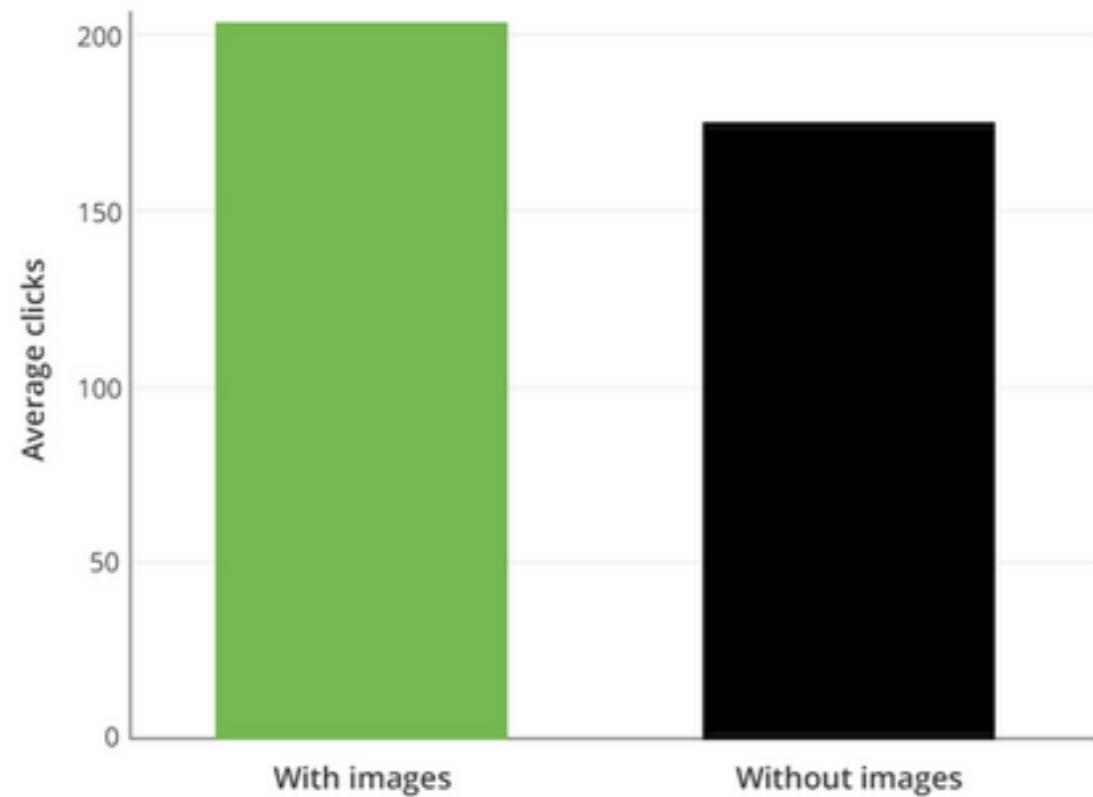
   

**Hopa Mountain** @HopaMountain · May 25  
Chamberlain: A Border Town and Its "Indian Problem" [nativenewsonline.net/currents/chamb...](http://nativenewsonline.net/currents/chamb...)

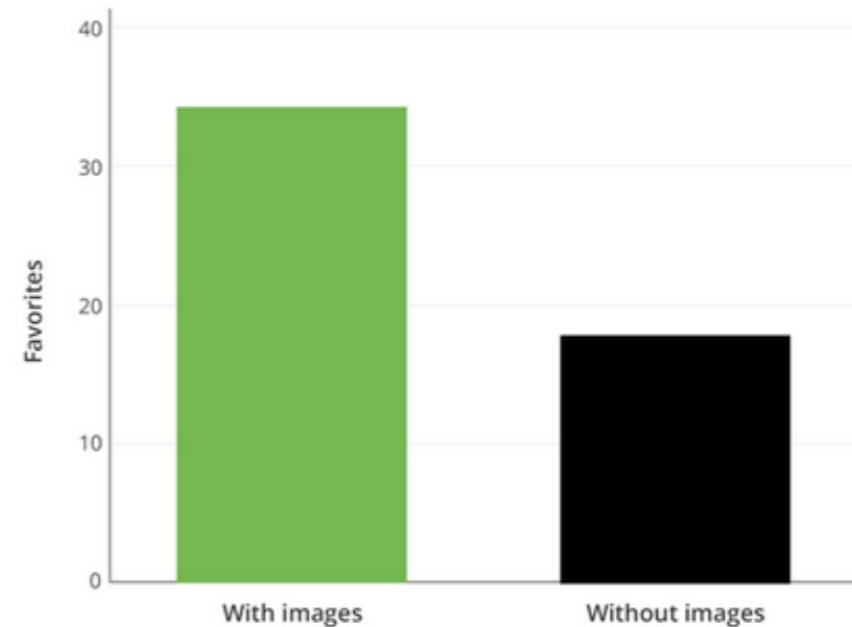
# TWITTER as Visual Medium

Tweets with images received **18%** more clicks than those without.

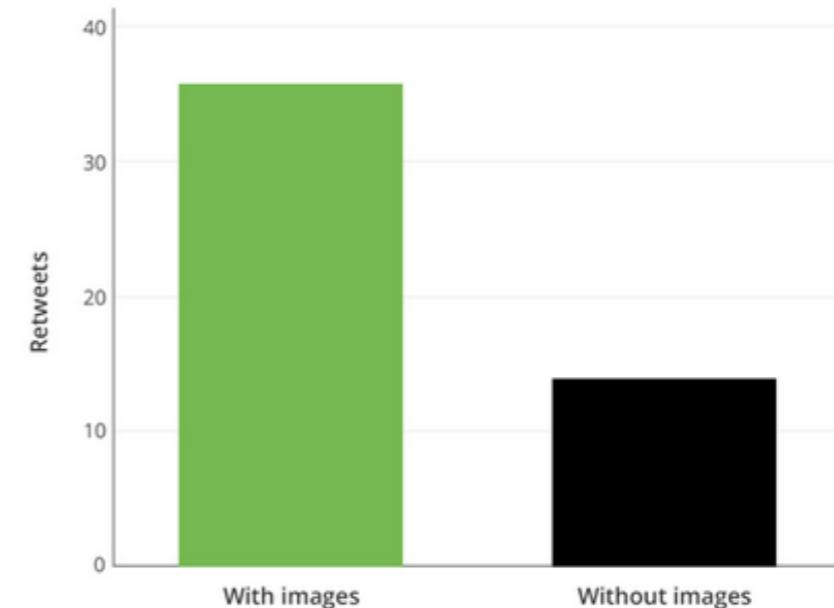


Tweets with images received **89%** more favorites.

Tweets with images received **89%** more favorites.



Tweets with images received **150%** more retweets.





**Heifer International** @Heifer · 22h

Have you heard this joke? A vegan gastroenterologist and a bacon-loving, diabetic chef walk into a kitchen... [hefr.in/1w4upxe](http://hefr.in/1w4upxe)

5 3 ...



**Heifer International** @Heifer · May 25

After the Nepal Civil War tore her family apart, Sobha found new hope with Heifer: [hefr.in/1w3Fr5Q](http://hefr.in/1w3Fr5Q)



6 1 ...

[View more photos and videos](#)



**charity: water** [@charitywater](#)

[Follow](#)

Having access to clean water in Ethiopia not only provides better health, it also gives women hours of time back.  
[pic.twitter.com/QjC49kCZzR](http://pic.twitter.com/QjC49kCZzR)

[Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)



**Heifer International** @Heifer · 17h

Read an Q/A with Judith Schwartz about how cows are restoring soil and healing the Earth [hefr.in/1w5oeJ8](http://hefr.in/1w5oeJ8)

8 2 ...



**Heifer International** @Heifer · 19h

Extra! Extra! Heifer's summer [@world\\_ark](#) magazine is now available online! [hefr.in/1w4Xw3v](http://hefr.in/1w4Xw3v)



[View more photos and videos](#)



**Heifer International** @Heifer · 15h

Fact: Worldwide, more people drink goat milk than cow milk. [hefr.in/1w5XWGO](http://hefr.in/1w5XWGO)



29 18 ...

[View more photos and videos](#)

# Twitter with Video



**Touch Foundation**  
@touchfoundation

 Follow

Check out Jimmy Fallon and Bill Gates promote @gatesfoundation annual letter!  
#globalhealth youtube.com/watch?v=3ye\_W7...

 Reply  Retweet  Favorite Buffer  More

 YouTube



# Mistakes....

 **NYPD NEWS**   
@NYPDnews

Do you have a photo w/ a member of the NYPD? Tweet us & tag it [#myNYPD](#). It may be featured on our Facebook.  
[pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)

 [Reply](#)  [Retweet](#)  [Favorite](#)  [More](#)





## Twitter Exercise

- 1.** On a sticky note write a tweet version of your story, using a hashtag, links and an image if you like.
- 2.** Write 2 other tweets related to your story, at least one of which is designed to get readers back to your website, another social media site, or something you have sent out through another channel.
- 3.** Stick your tweets next to each other on a sheet of paper
- 4.** Tour other folks' tweets; favorite 2 tweets, RT 2 tweets, and respond to 2 tweets.
- 5.** Check your tweets for responses. Will you reply? Retweet? Favorite?

# Youtube



The screenshot shows the YouTube channel page for 'Vermont Foodbank'. The channel banner features a close-up image of several eggs in a carton. The channel name 'Vermont Foodbank' is displayed with a small icon, and there are 'Subscribe' and '30' buttons. The navigation bar includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'.

**Vermont Foodbank Millennial Philanthropist Project**  
37 views 5 hours ago  
We need YOU! Stand with us to ensure that no one in Vermont goes hungry. Click here to take action and learn more: <http://www.vtfoodbank.org/you>.

**Uploads**

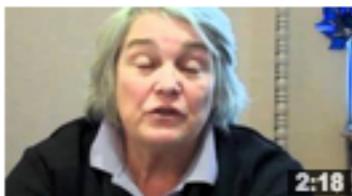
- Vermont Foodbank Millennial Philanthropist...** 37 views 5 hours ago
- Hometown Hero Efficiency Vermont WPTZ 5/8/14** 74 views 3 weeks ago
- Vermont Restaurant Week Fox 44 4/26/14** 25 views 3 weeks ago
- Hunger Action Conference & Stamp Out Hunger Fox...** 26 views 3 weeks ago
- Vermont Foodbank 2014 Hunger Action Conferen...** 20 views 3 weeks ago

**Popular channels on YouTube**

- Nice Peter
- شرم المليون
- TEDx Talks
- 蔡阿嘎
- JumbaFund
- vlogbrothers

<https://www.youtube.com/user/vermontfoodbank>

## Vermont Energy Update from the Legislature



[VNRC Energy Update April 5 2012 – Sixth Edition](#)  
by Vermont Natural Resources Council VNRC  
9 views



[VNRC Energy Update from the Legislature Feb 24...](#)  
by Vermont Natural Resources Council VNRC  
3 views



[VNRC Energy Update February 6, 2012](#)  
by Vermont Natural Resources Council VNRC  
No views



[VNRC Energy Update from the Legislature Jan 20...](#)  
by Vermont Natural Resources Council VNRC  
1 view



[VNRC Energy Update from the Legislature Jan 201...](#)  
by Vermont Natural Resources Council VNRC  
4 views

## VNRC: Who We Are and What We Do



[Keil Corey at VNRC](#)  
by Vermont Natural Resources Council VNRC  
56 views



[50 Years of VNRC in Pictures](#)  
by Vermont Natural Resources Council VNRC  
42 views



[VNRC Board Member Pete Land](#)  
by Vermont Natural Resources Council VNRC  
12 views



[VNRC Board Member Judy Geer](#)  
by Vermont Natural Resources Council VNRC  
10 views



[VNRC: Our Work](#)  
by Vermont Natural Resources Council VNRC  
92 views

## VNRC Dispatches from the Statehouse



[VNRC Dispatches from the State House, Jan 14, 2013](#)  
by Vermont Natural Resources Council VNRC  
25 views



[VNRC Dispatches from the State House with Sen....](#)  
by Vermont Natural Resources Council VNRC  
22 views



[VNRC Dispatches from the State House with Rep....](#)  
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[VNRC Dispatch from the Statehouse June 2011](#)  
by Vermont Natural Resources Council VNRC  
5 views



[VNRC Dispatch from the Statehouse with Sen....](#)  
by Vermont Natural Resources Council VNRC  
7 views

## Uploads



## Featured Channels



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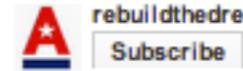
[350.org](#)  
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[National Wildlife](#)  
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[Bob the Green Guy](#)  
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[JumbaFund](#)  
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[vlogbrothers](#)  
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# Pinterest

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**Pinterest**

  
**ABroaderview Volunteers Abroad**  
We are Non Profit Charity US Organization. We support 200 Social & Conservation Programs in 22 Countries <https://www.abroaderview.org> #volunteer #abroaderview  
Elkins Park, Pa, USA · [www.abroaderview.org](https://www.abroaderview.org)   

36 Boards | 14,464 Pins | 1,788 Likes | [Follow All](#) | [Send Profile](#) | 16,200 Followers | 9,090 Following

**Volunteers Abroad**  
  
**10 TIPS HOW FUNDRAISE TO VOLUNTEER ABROAD WITH A BROADER VIEW VOLUNTEERS**  
  
796 Pins  
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**Volunteer Peru Cusco**   
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**Volunteer Ecuador Quito & Gal...**   
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**Volunteer Guatemala Quezalte...**   
1,743 Pins  
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59 Pins  
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**Volunteer Nepal**   
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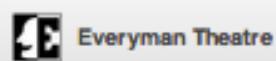
**Volunteer Philippines**   
217 Pins  
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**Volunteer Vietnam**   
282 Pins  
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**Volunteer China**   
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# Moving to Fayette Street

Everyman Theatre is near completion of our \$17 million dollar Capital Campaign and construction is well underway. We are moving to our new home in the fall of 2012. Learn more below or on [www.everymantheatre.org/new-theatre](http://www.everymantheatre.org/new-theatre), including how you can contribute to help us reach our goal.



Everyman Theatre

Follow Board

Send Board

23 Pins

113 Followers



A little history of our new home: 'After trying and failing at burlesque and vaudeville, the 2,200-seat Empire Theatre (later Palace Theatre) switched to movies, then later switched back to burlesque, ultimately closing in 1937 when it was gutted and served as a garage for ten years. In 1946 it was rebuilt with an unusual Art Moderne style motif (designed by architects John Zink and Lucius White). The new incarnation seated 1550, and opened again as a movie house, converting to Cinerama in '53.'

1

Pinned from [cinematreasures.org](http://cinematreasures.org)



[pinterest.com/source/statiqr.am/](http://pinterest.com/source/statiqr.am/)



A bird's eye view of the new theatre from Vinny's very own Artistic Director's Box.

Pinned from [statiqr.am](http://statiqr.am)



And the packing begins! Today's project: sorting through archived programs, postcards and brochures. Wow, there's some serious history here!

Pinned from [statiqr.am](http://statiqr.am)



**wp** from Washington Post  
Shakespeare's charming Bards of Baltimore

WASHINGTON POST:  
"Chesapeake Shakespeare's Gallanar and Malin are quick to credit Everyman founding artistic director Vincent Lancisi for guidance as they searched for their own space downtown. Says Lancisi: "Anytime we can welcome another professional theater in town, it's an exciting time in Baltimore. I call it a movement."

Pinned from [washingtonpost.com](http://washingtonpost.com)



Up on the rooooof...of the new theatre with part of Everyman's incredible Capital Campaign team

Pinned from [statiqr.am](http://statiqr.am)



The Daily Record stopped by the new theatre for a tour and interview

Pinned from [statiqr.am](http://statiqr.am)



People there is a floor in the new theatre! This is where your seats will be! - @everymantheatre-#webstagram

Pinned from [web.stagram.com](http://web.stagram.com)



Upper Lobby is coming along

Pinned from [statiqr.am](http://statiqr.am)





## Farm to Institution New England

FINE aims to strengthen our regional food system by increasing the use of New England food by institutions such as schools, hospitals and universities.

[www.farmtoinstitution.org](http://www.farmtoinstitution.org)

Pins from:

-  Candia Lea Cole
-  Cool Foods Campaign
-  Alan Upstone

13 Boards

49 Pins

1 Like

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New England Farms



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Cafeteria Food



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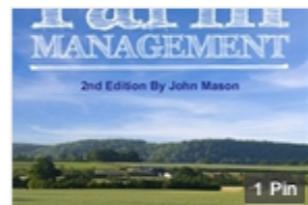
Partners



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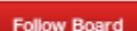
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<http://www.pinterest.com/farm2cafeteria/>

# Should you use Pinterest?

Search 

Pinterest 

## Hunger in the News

8 Pins | 16 Followers

 Hunger Free Vermont

  
T from TIME.com  
Portraits of Food Stamp Recipients in the Wake of Program Cuts

  
from Washington Post  
The fight over food stamps explained

  
Pinned from washingtonpost.com

  
Republicans to tackle cuts in food stamp program

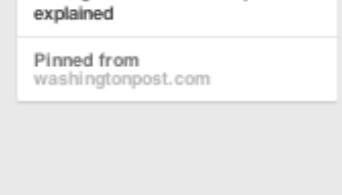
  
from The New York Times  
The House Just Wants to Snack

  
Off food stamps and employed - with taxpayers' help

  
from WIRED  
How Cuts to Food Stamps Threaten Children's Health

  
from Washington Post  
In rural Tenn., a new way to fight hunger: a bus turned bread truck

  
Pinned from lightbox.time.com

  
from TIME.com  
The Faces of Food Stamps: TIME Photo Essay #SNAP

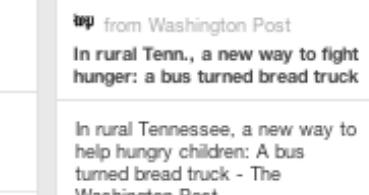
  
Pinned from washingtonpost.com

  
from The New York Times  
Hunger Games, U.S.A.

  
from The New York Times  
Powerful op-ed by Paul Krugman - Hunger Games, U.S.A. #SNAP #FarmBill

  
Pinned from nytimes.com

  
from WIRED  
How Cuts to Food Stamps Threaten Childrens Health via Wired Science

  
Pinned from washingtonpost.com



Is Pinterest right for your nonprofit?



What sets Pinterest apart from other social networks in terms of content, interactions and experience?

Take a look at these stats:



Then answer these questions:



Does your nonprofit have captivating images to share?



Is your nonprofit already on other social media platforms?



Does your organization place value on SEO and web traffic?

If you answered "yes" to the questions above:

Let the pinning begin!

#### Interaction

Pins link back to the original source, so if you post engaging images and videos that link back to your website, you will have increased traffic to your site – an SEO bonus and a great way to gain new supporters for your cause.

#### Content

Share striking visual images – photographs, infographics, maps, comic strips and other graphics.

#### Experience

Pinterest is easy to integrate with your Facebook, Twitter and blog accounts.



#### What should you pin?

Use Pinterest to tell your nonprofit's story. Strengthen your organization's brand identity by educating and inspiring your followers. And share content that will drive traffic to your nonprofit's website.



#### Strengthen brand identity

Create boards with themes that represent your brand.

#### Educate people

Promote your nonprofit's causes.

#### Drive website traffic

Drive traffic back to your website and improve SEO.

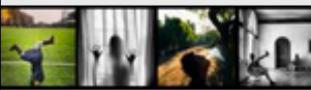
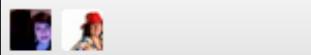
#### Inspire action

Create boards that align with your mission.

# Is Pinterest right for your nonprofit?

<http://mediacause.org/wp-content/uploads/Pinterest.png>

# Instagram: Nonprofits That Get It!



Pinned by Beth Kanter



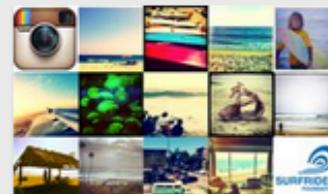
Pinned by Beth Kanter



Pinned by Kerri Karvetski



Pinned by Kerri Karvetski



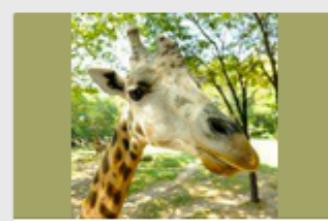
Instagram Contest by Surfrider Foundation  
www.bethkanter.org...

Pinned by Beth Kanter



from Mashable  
10 Inspiring Non-Profits on Instagram

Pinned by Beth Kanter



Bronx zoo

Pinned by Kerri Karvetski



NAACP on Instagram

Pinned by Kerri Karvetski



We're having an Instagram photo scavenger hunt! Here's how it works:  
- Using Instagram, take a picture of one (or more) of these 5 things found in nature: bird, colorful flower, body of water, landscape, animal in its natural habitat.  
- Tag your photos on Instagram using #natureGram  
- The most popular 9 photos based on Instagram "likes" will be featured on The Nature Conservancy's Facebook & Tumblr pages on September 4th.

The Scavenger Hunt will end on August 31st at 5PM EST. Stick to nature. Any photos containing people will not be accepted.

Photo credit: Sara Sheehy



I ❤ Ducati Instagram Contest! - MotoCorsa.com

Pinned by Beth Kanter



MOTOCORSA PRESENTS Instagram "I ❤ DUCATI" Contest

July 18 - July 25, 2012

Instagram Photo Contest

# Instagram



467 likes

greenpeace #Burberry, stop using hazardous chemicals to make clothes! #Detox now!

Agree? Steal this pic, tag #burberry, @burberry and #detox, and share!



Follow

sgt\_weezy, nabeel\_almutawaa, arms711 and 7,391 others like this.



kalisha\_uka

My eyes were opened once i went to india for the first time as i am indian but was born and am living in new Zealand



kalisha\_uka

What state are u filming in??



buchcanan

Sexylexy



oemac

@kimmi\_v3rzilli



sydasumaiya

India iain



sydasumaiya

India ain't it?

ABOUT US SUPPORT BLOG PRESS API JOBS PRIVACY TERMS © 2014 INSTAGRAM

Instagram

(RED) red

THANK YOU  
\$3,144,477  
RAISED



OVER 7.8 MILLION DAYS  
OF LIFE-SAVING  
MEDICINE  
can be provided

#U2Invisible

(Bank of America) RED





oceana

Instagram



OCEANA



175 likes



0 comments

# Google +



## Heifer International

Shared publicly - Apr 10, 2014

#NVW2014

Are you a @Heifer volunteer? Share your story on  
[www.Heifer.org/WhenCowsFly](http://www.Heifer.org/WhenCowsFly) and your story could be spotlighted!  
**#NVW2014**



# Storytelling Strategy



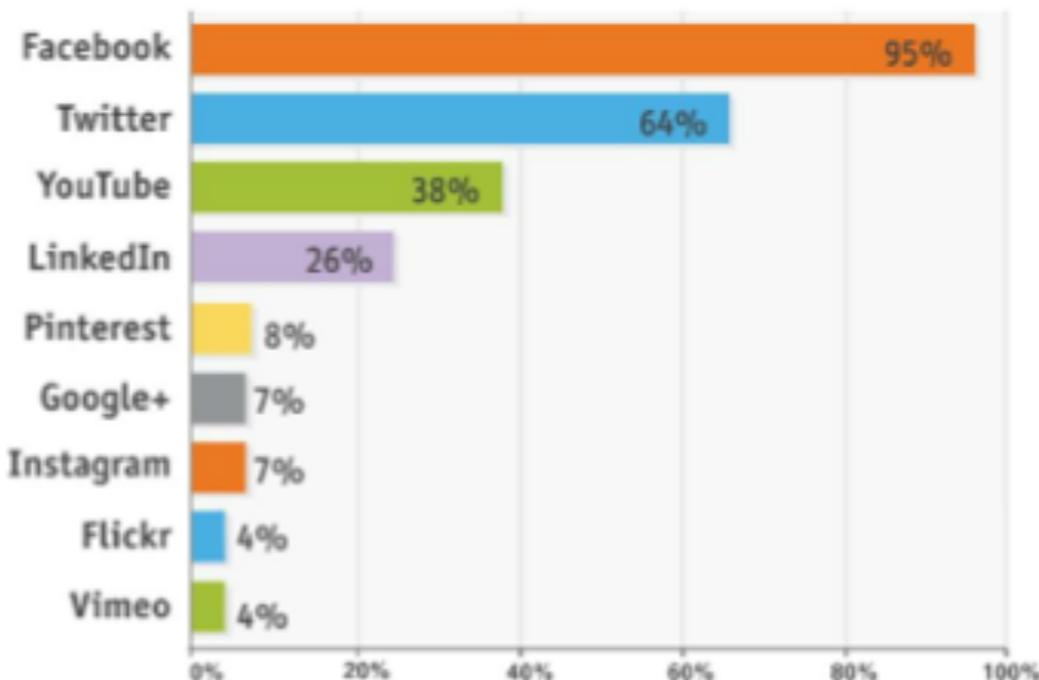
## What makes for an effective storytelling organization?

- Senior management promotes a storytelling culture
- Everyone in the organization understands the organization's values and what makes a compelling, strategic story
- The organization has developed a storytelling strategy, supported by appropriate content and platforms
- Meaningful metrics are used to evaluate the effectiveness of storytelling

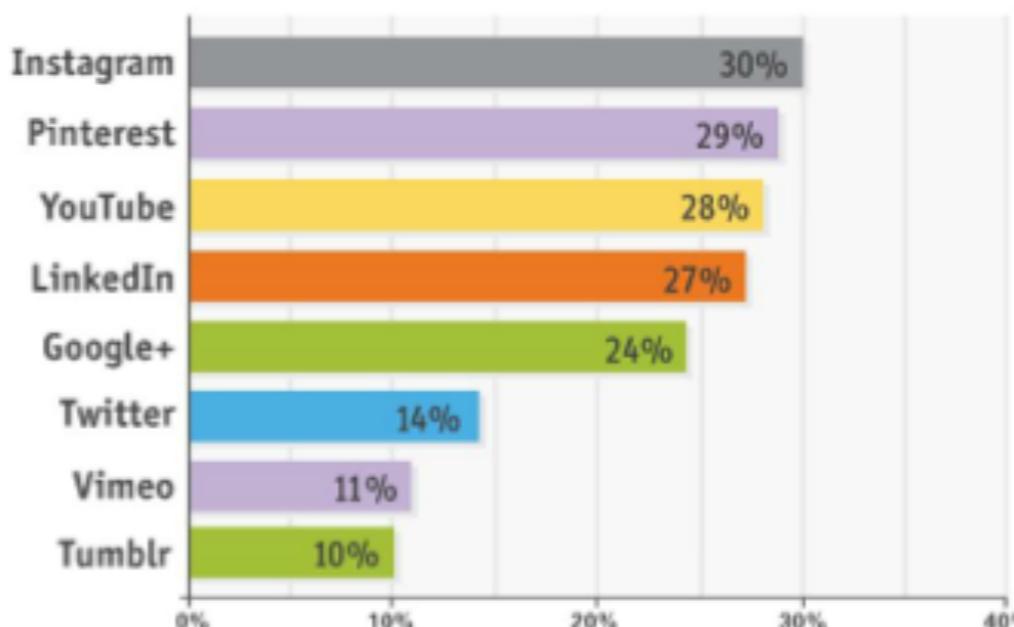
From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

**Social media sites nonprofits expect to be the most important to communications strategies in 2014**



**Social media sites nonprofits expect to add or experiment with in 2014**



## 2 Platform guide

Which platform will you use for what activities?

Platform	Priority (high, medium, low)	What will you do on this platform (per activity)
 Your website		
 Facebook		
 Twitter		
 Instagram		
 Pinterest		
 You Tube		
 Flickr		
 Blog		

# BUILDING YOUR SOCIAL MEDIA STRATEGY

- \*\* Less can be more
- \*\* Ask “What for” then “What”
- \*\* What about the **social** in social media?
- \*\* What unique story do you have to tell and value to offer?
- \*\* How are you weaving the **bigger story** by choosing channels to match stories & linking between versions and back to your website

# Four Steps We Can Take Right Now

(What to tell my co-workers tomorrow)

4.

3.

2.

1.