



# Socialbrite

social media consulting for  
nonprofits | foundations | NGOs

SPRING 2012



We bring together the nation's  
leading experts in  
strategic use of social media.

(Don't hire us if you just want  
to set up a Twitter account.)

# The team

Nationally recognized experts in:

- social media strategy
- monitoring & prospecting
  - metrics & analytics
- Facebook optimization
- Twitter best practices
  - marketing & PR



# Services

- Audit/assessment
- Strategic communications plan
  - Creating a vibrant community presence
- Training for executive team & staff
  - Storytelling & multimedia
- Mentoring during ramp-up, guidance in best practices
- Marketing & fundraising campaigns
  - Devise social media policies
  - Mobile

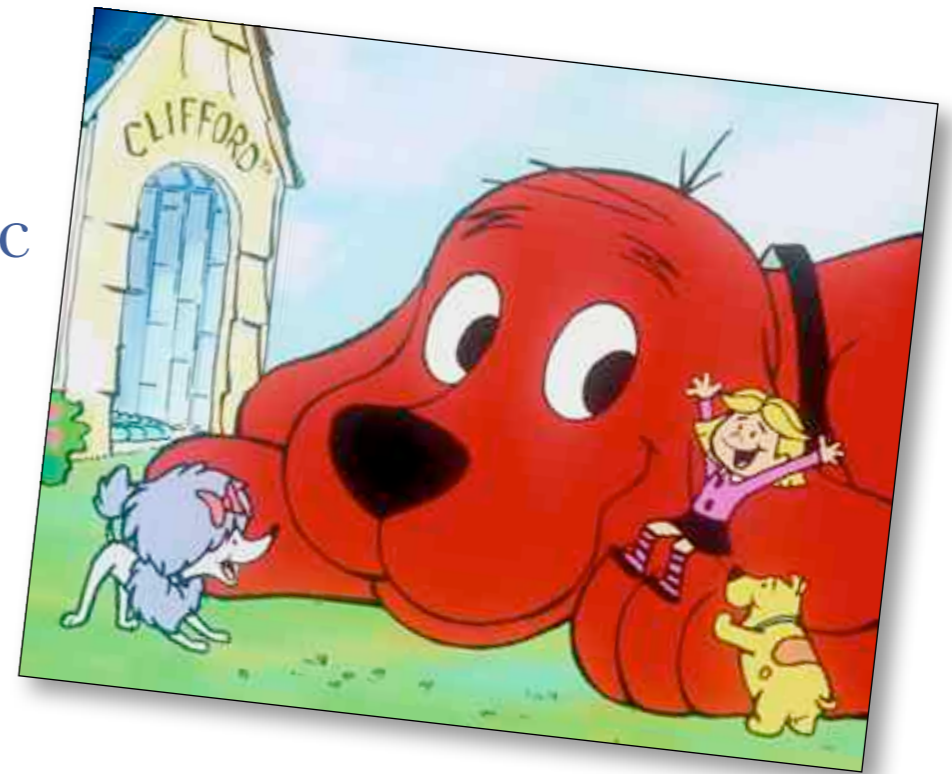


	Awareness	Understanding	Interest	Support	Action
<b>Issues Advocacy &amp; Support</b>					
<b>Public Relations Activity</b>	<ul style="list-style-type: none"> <li>Content creation</li> <li>Traditional media engagement</li> <li>Social media engagement</li> <li>Influencer engagement</li> <li>Stakeholder engagement</li> <li>Events/speeches</li> </ul>	➔	➔	➔	
<b>Intermediary Effect</b>	<ul style="list-style-type: none"> <li>Audience reach (traditional &amp; social media)</li> <li>Impressions/target audience</li> <li>Number of articles</li> <li>Video views</li> <li>Frequency</li> <li>Prominence</li> <li>Share of voice</li> </ul>	<ul style="list-style-type: none"> <li>Key message alignment</li> <li>Accuracy of facts</li> </ul>	<ul style="list-style-type: none"> <li>Key message alignment</li> <li>Frequency of (positive) mentions</li> <li>Expressed opinions of interest</li> <li>Social network followers</li> <li>Retweets/shares/linkbacks</li> </ul>	<ul style="list-style-type: none"> <li>Endorsement by journalists or influencers</li> <li>Expressed opinions of support</li> <li>Social network fans</li> <li>Likes</li> </ul>	
<b>Target Audience Effect</b>	<ul style="list-style-type: none"> <li>Unaided awareness</li> <li>Aided awareness</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of issue</li> <li>Knowledge of client/POV</li> </ul>	<ul style="list-style-type: none"> <li>Relevance of issue (to stakeholder)</li> <li>Visitors to website</li> <li>Click thru to site</li> <li>Time spent on site</li> <li>Downloads from site</li> <li>Calls</li> <li>Event/meeting attendance</li> </ul>	<ul style="list-style-type: none"> <li>Attitude change</li> <li>Endorsement</li> <li>Links to site</li> </ul>	<ul style="list-style-type: none"> <li>Active advocates</li> <li>Letters of support (to government, etc.)</li> <li>Registrations (to join support group)</li> <li>Donations</li> <li>Legislation/regulation passed or blocked</li> <li>Cost savings</li> </ul>

# Clients



Goodwill Industries



Scholastic



Commonwealth Club



TechSoup Global



Blue Shield of California



Knight Foundation



**storytelling**  
video, multimedia

building **community**  
**training** SEO

advocacy campaigns  
online **fundraising**

# Building social communities: SF Goodwill



2 new blogs with  
internal Blog Squad,  
external guest bloggers

New social website

# Building mobile apps



Goodwill Bay Area app for iPhone & Android  
January 2012

# Workshops & bootcamps



- United Nations
- Nonprofit Technology Conference (NTC)
- SXSW
- Cannes Film Festival
- Social Media for Nonprofits (SF & LA)
- National Conference on Volunteering & Service
- Personal Democracy Forum
- Sustainatopia
- BlogWorld Expo Nonprofit Track
- Alliance for Community Media
- Harvard University
- Cambridge University
- MIT Media Lab
- New America Media
- Macworld Expo
- Institute for the Future
- Social Media for Social Action
- Online News Association
- Knight Digital Media Center Leadership Conference
- Girls in Tech

We have lots more to share.  
But social media is about people,  
not slide shows.

Let's talk, & please contact us  
or ask questions:  
**team@socialbrite.org**

