Social Media Management for Nonprofit Organizations

Instructors, Jill Brockmann and TBD
McMurrey-Brockmann Educational Resources, LLC

Day 1	Introduction to Social Media and WordPress Blogging
Day 2	Design and Implementation of Facebook Pages for Nonprofits
Day 3	Introduction to Twitter profiling and Micro-Blogging
Day 4	LinkedIn Group Management and Best Practices and Google+
Day 5	Linking, Monitoring and Managing Your Social Media Account Strategies
Day 6	E-mail Newsletters and Marketing – Constant Contact

SATURDAY, October 6, 2012

8:00 am – 5:00 pm		Day One – Social Media Introduction and WordPress Blogging
8 :00 am – 9:00 am	Schedule	**Registration, Meet & Greet and Continental Breakfast**
9:00 am – 10:30 am		The Big Picture: How social media has changed the game for nonprofits Ten common mistakes nonprofits make in social media Foundation for Successful Online Communication and Fundraising Five Must-Have Characteristics of a Nonprofit Website
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		Researching Nonprofit Examples of Excellence Ten Blog Content Ideas for Nonprofits Creating a WordPress Blog, step-by-step in class
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		Creating Content for the Social Web SEO- Search Engine Optimization for your online content Creating Categories and Tags that will generate visibility in searches Uploading photos, links, videos and other content to your blog
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Ten Blog Design Best Practices for Nonprofits Five Must-Have Characteristics of a Nonprofit Blogger

SATURDAY, October 13, 2012

8:00 am – 5:00 pm	Day Two – Design and Implementation of Facebook Pages for Nonprofits	
9:00 am – 10:30 am	Schedule	The Big Picture: Facebook Statistics and Focus Introduction to Facebook Pages for Nonprofits
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		Ten Facebook Best Practices for Nonprofits Five Advanced Facebook Ideas for Nonprofits
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		Five Status Update Content Ideas for Nonprofits Designing Your Own Facebook Page with Donation Tab Learning to Leverage Facebook Community Pages
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Nonprofit Examples of Excellence Final Words: Have Realistic Expectations

SATURDAY, October 20, 2012

8:00 am – 5:00 pm	Day Three – Introduction to Twitter Profiling and Microblogging	
9:00 am – 10:30 am	Schedule	The Big Picture: Why Use Twitter for Microblogging Introduction to Twitter Profiles for Nonprofits
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		Ten Twitter Best Practices for Nonprofits Ten Twitter Apps for Nonprofits
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		How to Use Twitter for Fundraising How to Launch a Twitter Fundraising Campaign
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Final Words: Examples of Tweets That Get Results! Nonprofit Examples of Excellence

SATURDAY, October 27, 2012

8:00 am – 5:00 pm		Day Four – LinkedIn Group Management and Best Practices and Google+
9:00 am – 10:30 am	Schedule	The Big Picture: Merging Your Personal and Professional Brands Introduction to LinkedIn Profiles
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		Ten Profile Tips for Nonprofit Professionals Introduction LinkedIn Groups
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		Ten LinkedIn Group Management Best Practices for Nonprofits Claiming Your Nonprofit's Company Page Final Words: Slow and Steady Wins the Race! Nonprofit Examples of Excellence
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Using Google+ to Create an Online Community and Connect With Others

SATURDAY, November 3, 2012

8:00 am – 5:00 pm		Day Five – Linking, Monitoring and Managing Your Social Media Account Strategies
9:00 am – 10:30 am	Schedule	The Big Picture: Merging Your Personal and Professional Brands Introduction to LinkedIn Profiles
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		Ten Profile Tips for Nonprofit Professionals Introduction LinkedIn Groups
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		Ten LinkedIn Group Management Best Practices for Nonprofits Claiming Your Nonprofit's Company Page
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Final Words: Slow and Steady Wins the Race! Nonprofit Examples of Excellence

SATURDAY, November 10, 2012

8:00 am – 5:00 pm	Day Six – Constant contact to Build Donor Community	
9:00 am – 10:30 am	Schedule	The Power of Email Marketing – 1 Email Marketing Basics Building a Quality Email List
10:30 am – 10:45 am		Morning Break
10:45 am - 12:00 pm		The Power of Email Marketing – 2 Creating Valuable Email Content Getting Email Delivered and Read Learning From Your Results
12:00 pm – 1:30 pm		Lunch Break
1:30 pm – 3:00 pm		Getting Started With Email Marketing – 1 Selecting the Right Email Template Branding Email to Match your website Add Images and Links
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 5:00 pm		Getting Started With Email Marketing – 2 Import Contacts Segment Lists Review and Analyze Reports

For more information and to register, contact barry@tano.org