Confidence, Content and Capacity: Leveraging Video to Build To #BigGive2019
ABOUT CHRIS STRUB

CEO, I Am Here, LLC (Jan. 2017)

Author, '50 States, 100 Days: The Book'

2017 Salvation Army Red Kettle Ambassador

Worked with Humana's Bold Goal initiative

Course instructor, 'Livestreaming For Nonprofits'
ABOUT THIS SESSION

Section 1: Confidence
Why must we share our message via social media?

< Break >

Section 2: Content
What do people want to hear from us?

< Break >

Section 3: Capacity
How can we add these responsibilities to our overburdened staff?
SOCIAL PARTICIPATION ENCOURAGED!

Can I live-Tweet? YES PLEASE!

Can I take pictures? YES

Can I take little videos? YES

Can I livestream everything? NO :/
SECTION 1: CONFIDENCE

Why Share Our Message?
Why must we share our message via social media?

The 'No Engagement' Conundrum
Our content is getting very few comments.
Does that mean that our work is all for naught?

Nonprofit Pros to Follow
Who should we follow for more valuable information?
Why share our message on social media?
Why share our message on social media?

79% Seventy-nine percent of American internet users have a Facebook account (SproutSocial)

550M+ Instagram Stories (400M+) and Snapchat (150M+) combined to exceed 550M+ daily active users by June 2018 (Statista)

27% As of Nov. 2017, 27% of Americans on social had engaged w/a live-stream last month (GlobalWebIndex)
We are all famous to a few people

#VMob

We are all famous to a few people
Ultimately, social media is about COMMUNITY.
Nonprofits are about community, too!
3 REASONS SOCIAL MEDIA MAKES PEOPLE DEPRESSED

1. Social Comparison
We tend to compare our own lives to others' highlight reels.

2. Keeps (Negative)
World Events Top of Mind
Bad news is in our faces more than ever before.

3. Can Be Addictive
Social media can keep us from real-life activities.

Source: HealthyPlace.com
3 REASONS SOCIAL MEDIA MAKES PEOPLE DEPRESSED

Q1. Social Comparison
We tend to compare our own lives to others' highlight reels.

A1. Push The Damn Button
Perfection is a fairytale. Nobody is perfect and it's OK to show that on social media!

Credit: Brian @iSocialFanz Fanzo
"When you are authentic, you create a certain energy... people want to be around you because you are unique."

--Andie MacDowell
3 REASONS SOCIAL MEDIA MAKES PEOPLE DEPRESSED

2. Keeps Negative Events Top Of Mind

Bad news is in our faces more than ever before.

A2. Amplify The Good!

Nonprofits' stories can be uplifting and inspirational. The world needs them!
WHY DOES SOCIAL MEDIA MAKE PEOPLE DEPRESSED?

Larry King interviews Dr. Jeff Nalin

'Why social media can cause anxiety and depression'

March 25, 2016
3. Can Be Addictive
Social media can keep us from 'real-life events.'

A3. Promote Real-Life Events!
Use social media to purposefully build an audience that wants to participate in real life.

Give For Good Louisville 2017
What does “success” look like?
“We're not getting much engagement ...”
Participation Inequality

90-9-1 Rule

All large-scale, multi-user communities and online social networks that rely on users to contribute content or build services share one property: most users don't participate very much.

- 90% of users only read or observe, but don't contribute.
- 9% of users contribute from time to time, but other priorities dominate their time.
- 1% of users participate a lot and account for most contributions.

Jakob Nielsen - Participation Inequality: Encouraging More Users to Contribute (October 9, 2006)
Think About *Exactly* Who Your Message is For

Your Facebook Content Could Be Your First (And Only!) Impression With Your Audience
Think About How Your Content Impacts the Participants

Appearing on a Facebook Live with your org is a strong endorsement of the person participating.
AUTHENTICITY IS EVERYTHING!

Metro United Way, Louisville
This 1:24 live-streamed video kicked off a day of visiting the local 7-county area.

Featuring:

Theresa Reno-Weber,
CEO, Metro United Way

Louis Straub
President, Louisville Independence Bank
What Did We Learn From This Video?

→ Metro United Way serves a 7-country area

→ Louis Straub is the 2018 campaign chair

→ Metro United Way not shy about getting out to visit its communities

→ Video could've been more stabilized
What Did We Learn From This Video?

→ Metro United Way serves a 7-country area

→ Louis Straub is the 2018 campaign chair

→ Metro United Way not shy about getting out to visit its communities

→ Video could've been more stabilized

→ THEY SUCCESSFULLY SHARED THEIR MESSAGE!
“Eighty percent of success is showing up.”

-Woody Allen
The Nonprofit Pros to Connect With
@MarcAPitman

'The Fundraising Coach' – FundraisingCoach.com
Author of 'Ask Without Fear'
Founder, Concord Leadership Group

@ChrisStrub
#BigGive2019
@JohnHaydon

Author of 'Facebook Marketing For Dummies'
Founder, Inbound Zombie

@ChrisStrub

#BigGive2019
@IAmAleshiaP

Editor-in-Chief,
Nonprofit Marketing Magazine
Based in St. Louis, MO

@ChrisStrub
#BigGive2019
@BrandenHarvey

Founder of the GoodNewspaper
'Sounds Good with Branden Harvey' Podcast
2x Shorty Awards nominee
Author of 'Storytelling in a Digital Age'
Worked w/NPOs like Make-A-Wish Foundation
Co-founder, Lady Boss Bootcamp (6/29)
@iRyanPena

Nonprofit Speaker / Social Good Expert

Social Media Strategist for 'Be The Match,' which helps find donors for blood cancers

Follow @BeTheMatch on Instagram to see their stories
Beth @kanter

Author of 'The Happy, Healthy Nonprofit' and 'The Networked Nonprofit'
Has worked with RWJF, Gates Foundation, HHS, & more
Beth Kanter Blog

@ChrisStrub
#BigGive2019
Vu Le: @NonprofitAF

Founder of NonprofitAF.com
Leader of Nonprofit Happy Hour Facebook group
Based in Seattle
Question for you: Who do YOU follow?
BREAK

@ChrisStrub #BigGive2019
DO. OR DO NOT. THERE IS NO TRY.

– Yoda
ABOUT THIS SEMINAR

Section 1: Confidence
Why must we share our message via social media?

< Break >

Section 2: Content
What do people want to hear from us?

< Break >

Section 3: Capacity
How can we add these responsibilities to our overburdened staff?
SECTION 2: CONTENT

What Should We Share?
What messages do our audience want to hear from us?

What Tools Should We Use?
A walk through relatively simple, inexpensive tech.
What Should We Share?
The Key to Great Content: THINK EPISODICALLY

What is the common thread your org can talk about over and over?

What is your strategy to bring a SERIES of stories to your audience?

How would someone else describe what you share?
Seven Easy Video Content Ideas

- Frequently Asked Questions
- Volunteer Spotlight
- VIP Access (Event?)
- Employee of the Month
- Take a Tour
- Board Member of the Month
- News Update
CONTENT IDEAS: Frequently Asked Questions

Crohn's & Colitis Foundation

Facebook Live: The Role of Diet in IBD (Oct. 17, 2017)

19K views
356 Comments
CONTENT IDEAS: Volunteer Spotlight

Sidewalk Talk: A Community Listening Project

Facebook Live: Meet a Sidewalk Talk Volunteer (June 5, 2018)

537 views | 6 Shares
Big Brothers Big Sisters of America

Walk with CEO Pam Iorio to throw out the first pitch for SD Padres (June 27, 2017)

3500+ views
27 Shares
CONTENT IDEAS: Employee of the Month

Wellspring – For Mental Health Recovery

Q&A with Cliff: Peer Support Specialist & Community Support Associate (8/12/16)

47 Comments
23 Shares
CONTENT IDEAS: Facility Walking Tour

BBBS of South Texas

Live Tour of BBBS of Central Texas! (Oct. 3, 2017)

531 views
14 comments
CONTENT IDEAS: Board Member of the Month

Big Brothers Big Sisters of South Central West Virginia


3 Shares 268 Views
CONTENT IDEAS: News Update

Community Foundation of Louisville

#GiveForGoodLou 2018 Kickoff video (May 16, 2018)

4 Shares 506 Views
What Tools Do We Need?
Tools That Won't Break the Bank

DJI OSMO

Creates a high-quality, stabilized video that can stream directly to Facebook

$359
Tools That Won't Break the Bank

DJI OSMO Mobile 2

Stabilizes your mobile phone to create a smoother video

$129
Tools That Won't Break the Bank: Sound

Hand-held mic: MXL MM-130
- Creates studio-quality sound, inside or out
- Can attach to any mic stand
- $99

Clip-on mic: Rode smartLav+
- Attaches to your lapel
- $65
Tools That Won't Break the Bank: Lights

Lumee light-up phone case:
Simplest way to always have access to light
Charges via micro-USB
$60

Selfie ring light:
Does wonders for video quality, especially at night
Various brands
$25
Tools That Won't Break the Bank: Stands

Arkon Mounts
dual broadcaster

Holds phone and iPad
(great for notes)

Use code 'CHRISSTRUB'
to save some $

$80
Tools That Won't Break the Bank: Stands

Pyle Pro Gooseneck mic stand
Flexible, heavy-duty, works great
$8

Flexible iPhone stand
Holds your phone steady, can wrap around items
Various brands
~$20
Tools That Won't Break the Bank: Power

MyCharge mobile power bank

Keeps your devices charged on the go

This is the one thing I couldn't live without

$20 - $100
Tools That Won't Break the Bank: Extras

Snapchat Spectacles - $149

OlloClip Fisheye / Wide Angle Lens
$30 - $80
Questions about Content and Tech?
BREAK

@ChrisStrub BigGive2019
HOUR #3: CAPACITY
Section 1: Confidence
Why must we share our message via social media?

< Break >

Section 2: Content
What do people want to hear from us?

< Break >

Section 3: Capacity
How can we add these responsibilities to our overburdened staff?
SECTION 3: CAPACITY

What are my next steps?
What actions should my nonprofit take right away?

Live-Streaming: Let's Do It
Let's get our hands dirty and go live from here, today.
3 Efficient Strategies for Nonprofits

#1: Join Facebook Groups
Connecting with others in the field can help crowdsource ideas.

#2: Participate in Twitter Chats
Don't spend *all* your time on Twitter – but do spend some!

#3: Live-streaming: Just Do It
It's time to push the damn button – ready?
Efficient Strategies: Joining Facebook Groups

Nonprofit Happy Hour | Nonprofit Live Video Pioneers
Vu Le's group – 40,000 Members strong!  Chris Strub's group for live-streaming nonprofit ambassadors.

THRIVING NONPROFIT with Joan Garry
Community supported group to help nonprofits thrive.
Efficient Strategies: Joining Nonprofit Twitter Chats

#GrantChat  |   #UnitedWayChat    |   #???????????
Tuesdays, Noon Eastern                  Second Wednesday of each month                     Want to start a nonprofit chat?
With @jomillerGPC                         @neilparekh_uww | 2pm Eastern                       There's plenty of opportunity...

#GrantChat  |   #UnitedWayChat    |   #???????????
Tuesdays, Noon Eastern                  Second Wednesday of each month                     Want to start a nonprofit chat? There's plenty of opportunity...
Efficient Strategies: Joining Nonprofit Twitter Chats

#TwitterSmarter
Thursdays, 1pm EST | @MadalynSklar

#ContentWritingChat
Tuesdays, 11AM EST | @ExpWriters

#SocialROI
Tuesdays, 5PM EST | @ManageFlitter

#MediaChat
Thursdays, 10pm EST | @Kilby76

#MobileChat
Tuesdays, 3PM EST | @AnhTNguyen

#ChatSnap
First Wednesday of each month, 2pm Eastern | @KrisGillentine

Find donors/volunteers/influencers on these non-nonprofit chats!
Time to GO LIVE
Today's Live-Streaming Gameplan

Find a Partner
Live-streaming with a second person on screen tends to be easier.

Identify The No. 1 Question
About Your Organization
What is the most commonly asked question about your organizations?

Type a Description & Go LIVE
It's as simple as that ...
ACTIONABLE TAKE-AWAYS FROM TODAY

We Are All Famous to a Few People
Keep this expression in mind when you're deciding whether or not to create content.

Consistency > Frequency
Stop worrying about having to create all the time; instead, focus on creating something valuable, memorable and shareable.

Embrace Our Digital Communities
You are definitely not alone in your mission and your struggles.

Push the Damn Button
Learn through experiences – your community will support your journey.
RECOMMENDED FOLLOWS (Tell 'em Chris sent ya)

@JohnHaydon
@MarcAPitman
@lamAleshiiaP (Aleshia Patterson)
@BrandenHarvey
@iRyanPena (Pictured —>)
@JuliaCSocial (Julia Campbell)
@Kanter (Beth Kanter)
@NonprofitAF (Vu Le)
FIND LINKS TO ALL OF TODAY'S EXAMPLES ...

Twitter.com/ChrisStrub
Let's Pick a Book Winner ...

Twitter.com/ChrisStrub
#BigGive2019
QUESTIONS?
THANK YOU!

Please keep in touch:

@ChrisStrub
chrisstrub@gmail.com
TeamStrub.com

Get 'Livestreaming for Nonprofits' or my other courses, about Instagram Stories, Twitter & Snapchat:
http://academy.teamstrub.com

USE DISCOUNT CODE BIGGIVE2019 TO SAVE 60%