



## Social Media Training

for non-profits & associations

*Magnifying solutions that take the mystery out of online success*

Building an online support requires identifying where your audience can be found, learning the right skills, and determining which “push vs. pull” marketing strategies will grow your presence.

Taking the mystery out of social media, Action Strategies offers its specialized social media training adapted to the needs of non-profits and associations

Is social media a mystery to your organization or are you getting everything out of it? Has it resulted in an influx of new members... or new fundraising? And how are you doing in your search engine rankings?

In response to these challenges, Action Strategies has now launched a training module covering the following issues:

### Part One: The Basics

1. Why and how can Social Media be relevant for your organization?
2. Establishing your social media and online PR goals:
  - i. *Do you participate in the discussion or lead it?*
3. How do I identify my online audience? Conducting a social media audit.
4. Assembling your intellectual property and becoming a thought leader

### Part Two: Building Your Strategy

1. "Anchors" vs. "outposts"
2. Engaging content that goes "viral" on the net
3. Choosing the social network sites right for your organization

### 4. Blogging basics:

- i. *Identifying who speaks for your organization*
- ii. *Dealing with negative comments*
- iii. *Establishing your blogging/ social networking policies*

### Part Three: Building an Audience

1. Marketing your presence through "push" vs. "pull" tactics
2. Linking your online PR with your traditional PR strategies

### Part Four: How do we Measure the Value?

1. Choosing the right keywords and linking your social networking with Search Engine Optimization
2. Online monitoring and measuring strategies