Social Media Do's and Don'ts

UT Law 40th Annual Nonprofit Organizations Institute

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#SocialMedia

- Social Media is Pervasive



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#SocialMission

- Social media can be used to advance numerous mission related goals
  - Fundraising
  - Awareness
  - Activism





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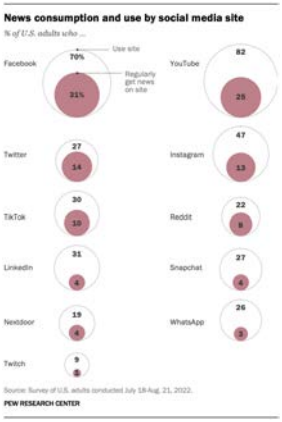
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#socialawareness

- According to the Pew Research Institute, approximately 25% of U.S. adults regularly get news from YouTube.
- Smaller percentages get news from:
  - Twitter (14%)
  - Instagram (13%)
  - TikTok (10%)
  - Reddit (8%)
- Fewer Americans regularly get news from LinkedIn (4%), Snapchat (4%), Nextdoor (4%), WhatsApp (3%) or Twitch (1%)



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#communicationstrategy

- Social media, as part of a strategic communications plan **can help non-profits meet multiple goals and objectives**:
  - Build community
  - Fundraise
  - Recruit volunteers
  - Reach policymakers or government officials
  - Establish leadership in a subject area
  - Inspire new thinking
  - Urge people to take action
  - Raise awareness of a cause, campaign, event, service, or idea

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#goingwrong

- Trending Hashtags
  - After NFL player Ray Rice was suspended for punching his wife, thousands of women took to Twitter to discuss #WhyIStayed and share their stories about abusive relationships.
  - **Capitalizing on a trending hashtag without considering its context**, DiGiorno used #WhyIStayed to sell pizza (e.g., "#WhyIStayed. You had pizza.")
  - RESULT: Apologies and brand erosion.





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