

NEW NONPROFIT RESOURCES FOR SOCIAL MEDIA

Here are resources nonprofits can use to increase their impact through social media, particularly with respect to online fundraising. VNR does not endorse any of these, but suggests that nonprofits review them for possible contribution to their overall social media strategy.

Google for Nonprofits includes a suite of products (Google Apps for Nonprofit, Google Grants, YouTube for Nonprofits, Google Earth Outreach) that help nonprofits achieve their goals in new ways. Some are free and some are available at a discounted rate.
<http://www.google.com/nonprofits/products/index.html>

Google Plus - Communities for Nonprofits is an online place where nonprofits can share innovative ways to use Google products, discuss the intersection of nonprofits and technology and learn from nonprofits all over the world. Google Plus can be a virtual conference room to host thousands of people, allowing meetings with donors, volunteers and clients using Hangouts on Air. It also can influence how a nonprofit appears and is discovered in search, and tailors message to various audiences - volunteers, donors and beneficiaries, using Circles Online Outreach Tools Guide.
<https://plus.google.com/+GoogleforNonprofits#+GoogleforNonprofits/about>

How Your Nonprofit Can Make the Most of LinkedIn: Joining the Conversation is an article in which marketing professional Myrna Greenfield discusses several ways to keep in touch with and develop LinkedIn connections.
http://www.tsne.org/site/c.ghLUK3PCLoF/b.7962333/k.1461/Articles__How_Your_Nonprofit_Can_Make_the_Most_of_LinkedIn_Joining_the_Conversation.htm

Four Social Media Fundraising Tools is an article that describes four tools nonprofits can use to facilitate donations.
<http://www.nten.org/blog/2011/03/18/four-social-media-fundraising-tools>

Using Social Media Increases Fundraising 40 Percent summarizes results from a study measuring social media usage and its impact on nonprofit fundraising.
<http://www.npengage.com/peer-to-peer-fundraising/using-social-media-increases-fundraising-40-percent/>

Going Mobile Without Reinventing the Wheel is an article that describes five mobile apps that can enhance a nonprofit's technology toolkit.
<http://nonprofitquarterly.org/management/21643-going-mobile-without-reinventing-the-wheel-five-apps-that-may-help-your-nonprofit.html>

10 Common Mistakes Made by Nonprofits on Social Media presents a set of useful guidelines for nonprofits employing social media.
<http://www.fundraisingsuccessmag.com/article/10-common-mistakes-made-by-nonprofits-social-media/1>

Social Media for Nonprofits is a conference series offered in various American cities, dedicated to discussing social media for social good. Instead of abstract concepts and theory, the focus of these conferences is on sharing practical tips and tools for fundraising, marketing, and advocacy with nonprofit decision-makers.
<http://socialmedia4nonprofits.org/>

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