

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

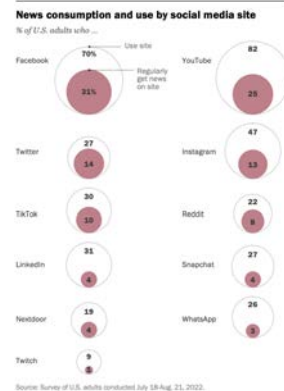
- Social media can be used to advance numerous mission related goals
 - Fundraising
 - Awareness
 - Activism



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#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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