

Digital Storytelling through social media,
beyond Facebook and Twitter

Youtube and LinkedIn

Lisa Haas
Actuate Social
Empower Your Voice

Actuate social
Empower Your Voice!

How do Youtube and LinkedIn fit into the non-profit world?

First remember social is a **two way conversation** between you and your network, clients, prospects, influencers and brand ambassadors that creates a deeper relationship.

What is the point?

Economic Buying Decision is based on:
Know, Like, Trust



**First ask - What do I say?
Give a PIECE of yourself
How did this video give a PIECE?**

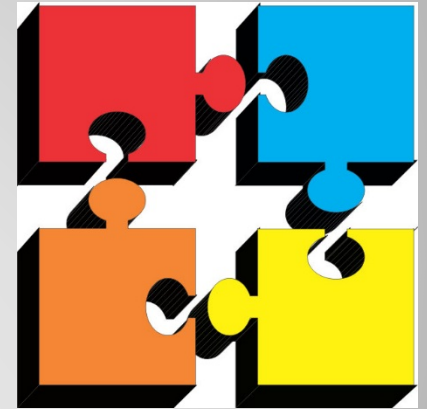
Promote

Insight

Educate

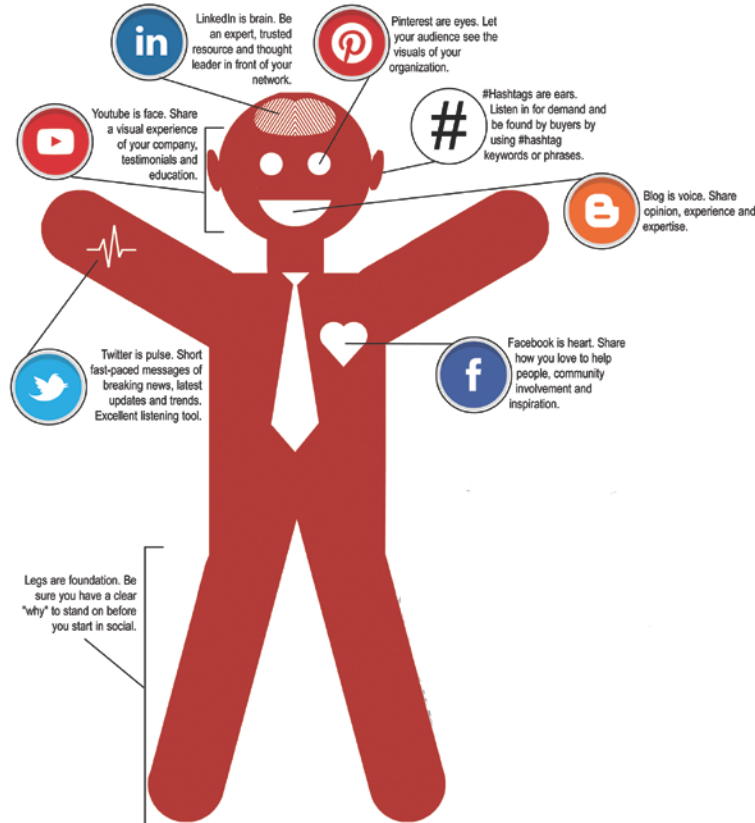
Collaborate

Entertain



As we consider video in social, ask "where is your audience" and how are they communicating there?

The Body of Social



Youtube

- 1 billion users (globally)
- 122.7 million US visitors per month
- 59% of all Hispanics are on YouTube
- 55% of all women ages 18-54 are on YouTube
- 62% of all men ages 18-24 are on YouTube
- 54% of all teens are on YouTube
- YouTube reaches more U.S. adults aged 18–34 than any cable network
- 40% of YouTube's traffic comes from mobile
- Over 100 hours of video is uploaded each minute

* Reference Pew Research Institute



Maximizing Youtube

1. Build your channel – branded banners, welcome video, playlist sections
2. Determine your content theme, then build stories through video
3. Optimize for search and discovery (Great titles, metatags, keyworded descriptions, subtitles and watch time)
4. Promote through other media outlets
5. Test, track, adjust



LinkedIn

- 300+ million users (worldwide)
- 22% of online adults are on LinkedIn
- 30-49 is average age (27%), 50-64 (24%)
- 38% have college degree
- 75K is average income
- 41% of LinkedIn visits are via mobile



Maximizing LinkedIn

- Upload photos (80% loss in trust)
- Complete and optimize profiles
- Organize contacts into tagged groups
- Only connect to those you know
- Research connections to get introduced
- Post once, engage twice on newsfeed to create awareness
- Share a PIECE to build your story
- Ask for donations, involvement, volunteers
- Share your videos!

Results?

- More people know you
- More donations
- More loyal benefactors
- Faster sales cycle

Questions?

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Thank you for your time &
attention.

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