



DVD 1

Introduction: How are charities cashing in on social media today? Match the right level of resource and activity to the right networks for your charity to join the party

- £ So, is it all still about Facebook and Twitter? Hear which networks are working best for other charities to focus your efforts in the right places
- £ Whatever your charity size, learn what resource and investment you need to tap into your realistic social media potential and gain answers to key questions such as; should I involve an agency? Should I employ someone in-house? How should it fit with my other fundraising activity?
- £ From leveraging physical events to building a community, harness quick-wins to grow your following and ultimately your donations

Metrics moment

- £ Pinpoint the current business case in pounds and pence for investing in social media
- £ Move beyond the number of followers or friends towards metrics that will satisfy a finance director



Lucy Buck
Founder
Child's i Foundation



Taryn Ozorio
Digital Manager
Mind



Nick Aldridge, CEO
MissionFish UK



DVD 2

Public Audience Focus: Leverage key social channels to unlock fresh revenue streams from new and existing followers in public-facing campaigns

- £ In depth focus – Facebook and Twitter. Gain step-by-step insights into how to harness the full potential of The Big Two –
 - a) What are the differences? Who are the target audiences? What *really* works on both?
 - b) maximise “likes”, groups, followers, celebrities, tweets etc. to fully leverage existing events e.g. marathons as well as standalone online campaigns
 - c) leverage interactive apps, games, photos and videos to spark viral sharing and drive engagement on Facebook and Twitter
 - d) integrate Twitter and Facebook activity with other channels such as YouTube, FourSquare, blogs and even second life to drive consistent and far-reaching messages
- £ Understand what makes different audience groups tick from young to old to help create personal, engaging communications
- £ Work out which activity is nice to have and which is going to actually drive revenue



Sarah Dyer
Director of New Media
Beatbullying



Laurier Nicas
Digital Marketing Officer
Dogs Trust



Ann-Mari Freebairn
Head of Comms
RAF Benevolent Fund



DVD 3

Corporate Audience Focus: So how relevant is it? Understand and unleash the full potential of social media to find, reach and engage corporate donors

- £ Track corporate behavioural patterns across sites like LinkedIn, Facebook and Twitter to target the right people, at the right time, using the right channels
- £ Get “a foot in the door” by using social media sites like LinkedIn to inform your corporate approach
- £ Create brand ambassadors amongst corporate staff to gain charity of the year votes and pave the way to more beneficial corporate partnerships
- £ Understand how to use social media to reap the full financial benefit of existing corporate partnerships



Paul Pritchard, UK
Head of Corporate
Responsibility, **RSA**



Carole Ewart
CSR Employee
Engagement Manager, **Nike**



Alex Whitson, Head
of Content **Corporate
Charity Connections**



DVD 4

Advanced Session: Harnessing The Latest Technologies And Techniques To Take Your Social Media Activities To The Next Level And Ensure Maximum Returns

- £ Mobile has finally landed, hear answers to key questions such as:
 - a) is creating a mobile app really worth it?
 - b) how can I cost-effectively build a mobile version of my site?
 - c) how can I fully leverage text donations using social media?
- £ Hear how to secure Google grants and integrate your social media activity with SEO to demonstrably boost your search rankings
- £ Is social media advertising worth it? Find out what other charities are doing here and what's working
- £ What's the next big thing? Gain insights into future platforms and donor behaviour on social media to help you stay one step ahead

Metrics Moment

- £ Site-by-site, measure how followers, friends, tweets, likes and clicks in the social space translate into actual donations
- £ Understand the KPIs that you should expect from your social media activity to benchmark its success against other channels and other charities



Janet Mee
Corporate and
Fundraising Manager
BackCare



Alexa Follen, Digital
Communications Executive
**Rainbow Trust
Children's Charity**



Marcus East, Head of Future
Media & Technology
Comic Relief



**To order online now click here
or to download an order form click here**

www.donationsthroughsocialmedia.com