WORKSHOP OUTLINE

I. Introduction: Social Media and Nonprofits

II. From Facebook to Pinterest: An Overview of Social Media Sites
   a. Functions, Uses and Users of Different Sites
   b. Hardware / Software Requirements
   c. Audience Expectations: Type, Frequency, and Number of Updates

III. Determining Which Social Media Site is Right for You
   a. Demographic Trends on Social Media
   b. Audience Research Techniques: Collecting Information, Buyer Personas

IV. Digital Marketing Best Practices
   a. Inbound versus Outbound Marketing
   b. There’s No Such Thing as a Free Lunch: Costs of Social Media
   c. Setting Goals and Metrics
   d. Legal and Societal Challenges in Social Media
   e. Drafting a Plan

V. Content Generation
   a. Who Should Create and Publish Content?
   b. Determining Tone and Guidelines
   c. Creating a Social Media Resource Library

VI. Measuring Impact and Implementing Metrics
   a. Creating Goals and Utilizing Social Media Data
   b. Collecting, Analyzing and Recording Data
   c. Communicating Your Impact

ABOUT the PRESENTER

Rachel Dukeman, the Founder of R&R Creative, LLC, is a dynamic cultural marketer and strategist focused on promotion and business development for nonprofits. Her background in studio arts and communication influences her creative approach to marketing and strategic planning for mission-driven organizations. Rachel has integrated social networking and digital media into strategic planning for a diverse range of over 40 clients, which have included the Smithsonian Institution, the Philadelphia Shakespeare Theatre, Catholic Charities, and Vox Populi.

Rachel uses a holistic approach to her work providing clients with an integrated marketing plan, and has been described as "exhibiting a big-picture focus with a detailed working-style." In addition to R&R Creative, Rachel is an affiliated consultant with The Nonprofit Center at LaSalle University’s School of Business. Rachel holds an M.A. in Museum Communication from the University of the Arts, where she was the proud recipient of the Museum Studies Award for Service to the Profession.