



netTALKS

Alumni Engagement Webinar Series



CHARLES AND LYNN
SCHUSTERMAN
PHILANTHROPIC NETWORK



JIM JOSEPH
FOUNDATION
Shimon ben Joseph

An Initiative of the Charles and Lynn Schusterman
Philanthropic Network and the Jim Joseph Foundation

Please stay tuned...

The #NetTalks presentation will start shortly.

What is #NetTalks?

- Five-part webinar series for professionals who want to tap into the power and potential of alumni networks
- Partnership between the Charles and Lynn Schusterman Philanthropic Network and the Jim Joseph Foundation
- Facilitate learning and knowledge sharing around the importance of investing in and supporting alumni network initiatives
- To learn more, visit www.schusterman.org/nettalks

General:

- Use WebEx's Q&A function in the right-hand panel to ask questions.
- Join in on the discussion during the presentation by using WebEx's chat function.
- Please mute your microphones!
- Join the conversation on Twitter:
#NetTalks
@SchustermanFoun
@JimJosephFdn
@KANTER



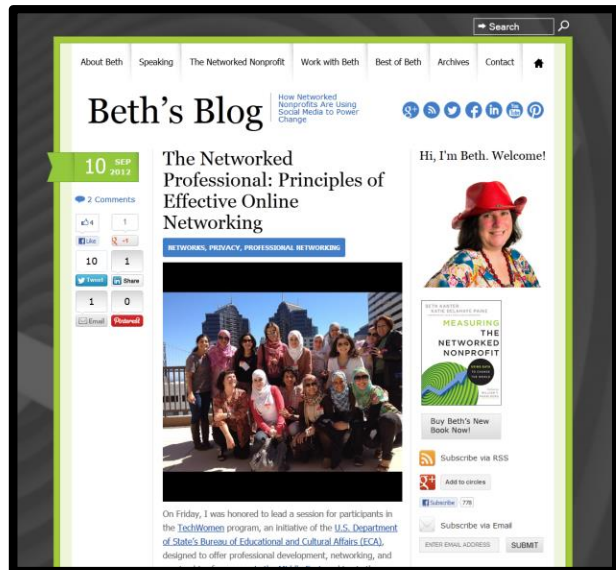
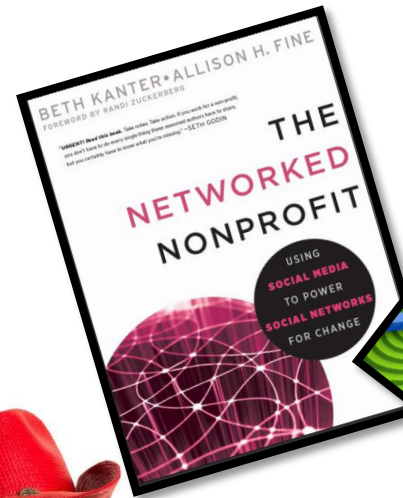
Beth Kanter

Renowned Speaker, Author, Master Trainer and Blogger

Leveraging Social Media to Engage and Inspire Your Alumni Network

In this era of overwhelming inundation of data and messages, an organization's relationships help it achieve results. But many nonprofits are not properly measuring whether their engagement efforts are worth the time and cost. Based on her book, "Measuring the Networked Nonprofit," winner of the 2013 Terry McAdam Award, Beth Kanter will share frameworks, strategies and practical tips for engaging with your network in ways that lead to measurable results.

About Beth Kanter



Audience Polls

- Organization size
- Role
- Implement Social?
- Social Media Channels

The Agenda

● Topics

**Networked
Nonprofits:
Maturity of Practice**

**The Art and Science of
Engagement to Build
Networks**

**Measurement and
Learning**



● **OUTCOMES**

**Take small
steps to
improve
engagement
to get better
results**

● **FRAMING**

Interactive

#netTalks

Resources:

<http://bethkanter.wikispaces.com/NetTalks>

Alumni Networks: Benefits, Challenges, and Practices

- Alumni have a personal connection to your org, school, camp, etc.
- If engaged correctly, can be transformed into a life time donor and champion
- Challenges: Data, Silos, Longer-Term Investment in Cultivation
- Segmentation Strategy: How far out – reconnecting and preparing to stay in touch
- Start stewarding relationships early!

Source:
<http://www.peje.org/learn/knowledge-resources-and-tools/the-alumni-campaign/>

The Washington Post PostTV Politics Opinions Local Sports National World B

Technology

Facebook still leads social media, but sees slower growth among young users

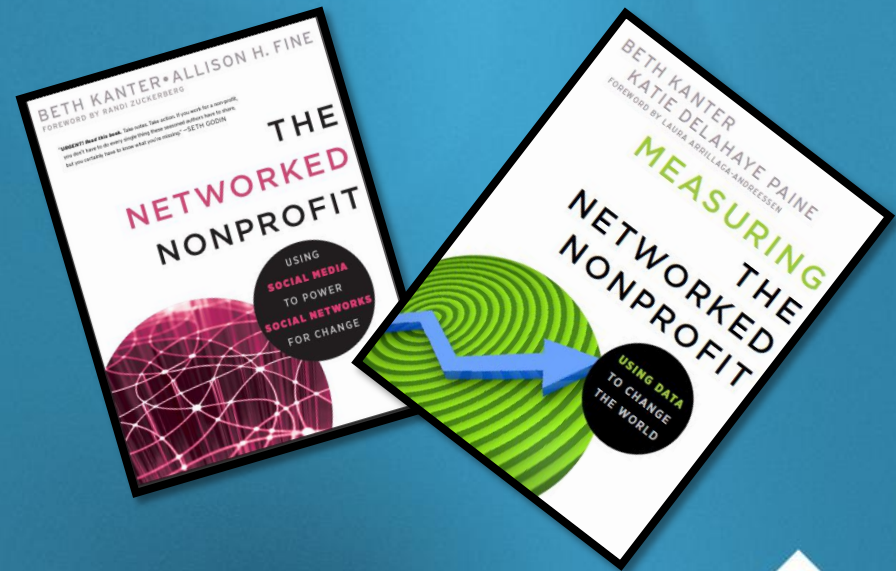
By Hayley Tsukayama, Published: December 30 E-mail the writer ↗

This is not your father's Facebook. It's your grandfather's.

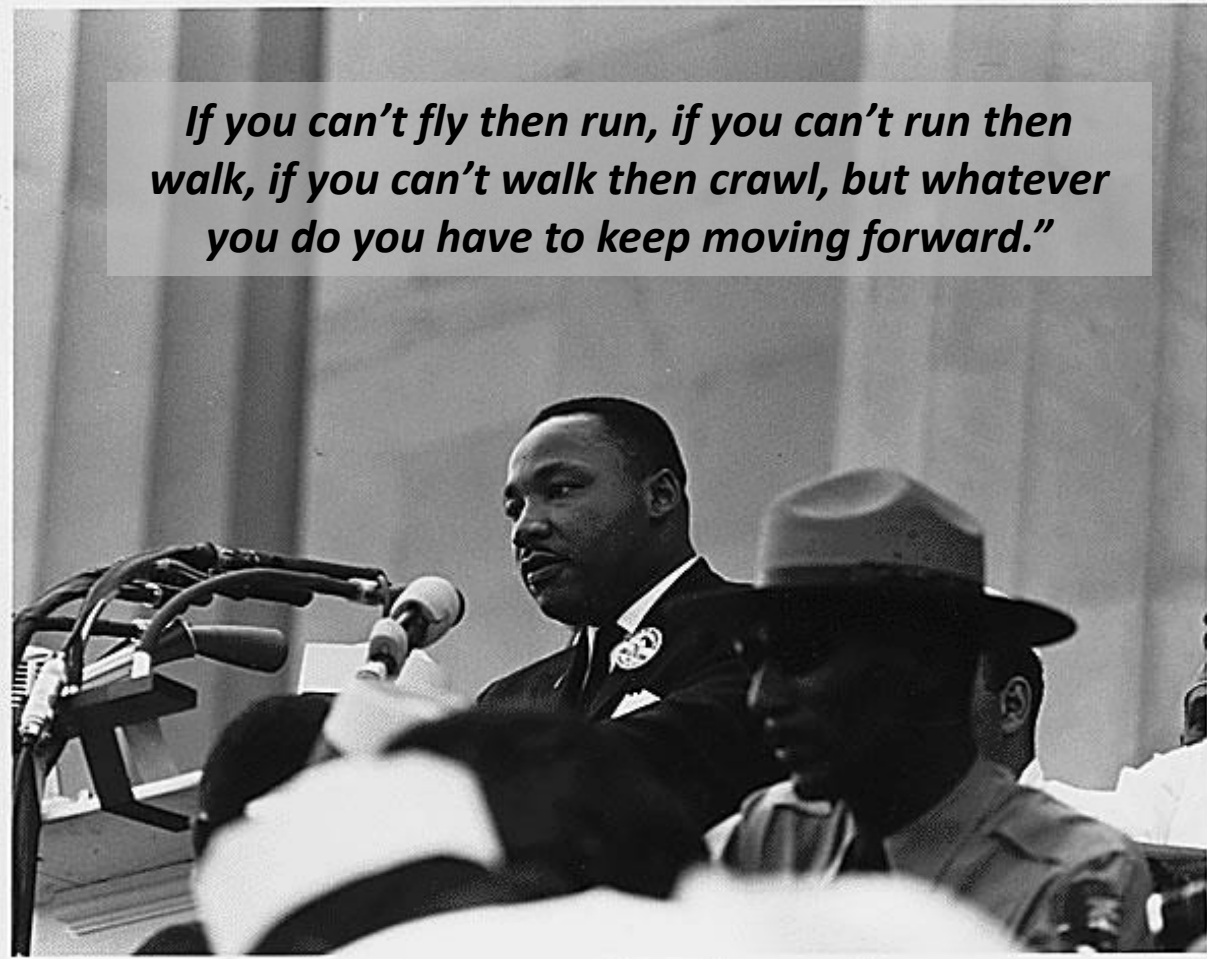
Facebook's strongest growth over the past year came from users over age 65, who have signed on to the site to keep in touch with their friends, children and grandchildren, according to a Pew Center for Internet and American Life survey released Monday.

Part 1:

Networked Nonprofits and Effective Social Media Maturity of Practice



If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."



Maturity of Practice: Networked Nonprofits

CRAWL



WALK



RUN



FLY



Communications
Strategy
Development

Culture Change

Linking Social with
Results and
Networks

Pilot: Focus one
campaign or channel

Incremental Capacity

Ladder of
Engagement

Content Strategy

Best Practices

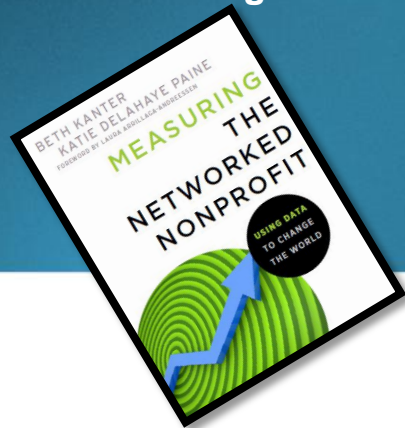
Some measurement
and learning in all
above

Network Building

Many champions &
Influencers

Multi-Channel Engagement,
Content, Fundraising, and
Measurement

Reflection and Continuous
Improvement



Audience Poll

- How mature is your social media practice?

Type into the chat

- What does your organization need to get to the next level of maturity?

Learning Activity: Networked Nonprofit Organizational Assessment

| Categories | Practices |
|-------------|--------------------------|
| CULTURE | Networked Mindset |
| | Institutional Support |
| CAPACITY | Staffing |
| | Strategy |
| MEASUREMENT | Analysis |
| | Tools |
| | Adjustment |
| LISTENING | Brand Monitoring |
| | Influencer Research |
| ENGAGEMENT | Ladder of Engagement |
| CONTENT | Integration/Optimization |
| NETWORK | Champions |
| | Relationship Mapping |



How Mature is Your Practice by Beth Kanter

http://www.ssireview.org/blog/entry/becoming_a_networked_nonprofit

Additional Reading

 communityorganizer2.0

Subscribe to the blog 

HOME ABOUT PRESENTATIONS SPEAKING CONTACT

Enter search...

METRICS, NONPROFIT SOCIAL MEDIA TRENDS

2013: THE YEAR NONPROFIT SOCIAL MEDIA GREW UP

0 Comments 27 December 2013





Image courtesy of Dan Foy, Creative Commons license

This is the month when we all reflect upon 2013, and I am no holdout. Thinking about what I repeatedly encountered as a digital engagement strategy consultant, I realized that this was big story: 2013 was the year that social media grew up. 2013 was the year that communications and social media finally melded into one, social became visual, results were measured, and organizational culture began to shift in order to absorb these changes. Not every organization encountered these changes, or asked for them. More than ever before, *organizations were interested shifting*: from broadcast to conversational communications (finally!), from doing to doing and measuring, from controlling to

ABOUT

Debra Askanase is an experienced digital strategist, non-profit executive, and community organizer. Community Organizer 2.0 works with businesses and nonprofits to develop actionable and measurable digital media strategies that meet organizational goals.

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RECENT PRESENTATIONS

Share Small Moment Stories Using Digital Storytelling Tools
October 31, 2013

Moving From Stakeholder To

 communityorganizer2.0

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SOCIAL MEDIA STRATEGY

GAUGING SOCIAL SUCCESS READINESS

10 Comments 02 October 2013





Recently I set out to think about the significant internal and external elements that must be present for organizational social media readiness. I'm teaching a graduate class on social media strategy at Marlboro College, and challenged myself to create a dynamic illustration – a tool even – that would offer an estimate of the relative preparedness of any organization to successfully engage in social media.

Notice what the diagram does **not** include: strategy and tactics. These are not included because they would be realized as a *result* of this diagram. This diagram is, simply, a list of ingredients. And like any ingredient, its performance depends on the level of purity, flavor, chemical balance, and what not.

If I were to take this general diagram, and convert it into a tool for gauging readiness, I'd add scale and value to each element. Something equivalent to this optimization scale for each piece of the

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RECENT PRESENTATIONS

Share Small Moment Stories Using Digital Storytelling Tools
October 31, 2013

Moving From Stakeholder To

Source: Debra Askanase

<http://communityorganizer20.com/2013/12/27/2013-the-year-nonprofit-social-media-grew-up>

<http://communityorganizer20.com/2013/10/02/gauging-social-success-readiness/>

Part 2:

The Art and Science of engagement on social media to build and inspire alumni networks



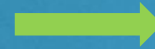
Engagement With A Purpose: Long Term Relationships



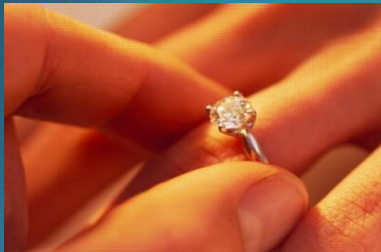
Views



Likes



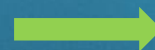
Followers



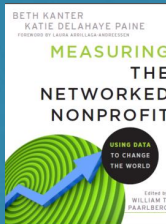
Trial/Consideration



Donate

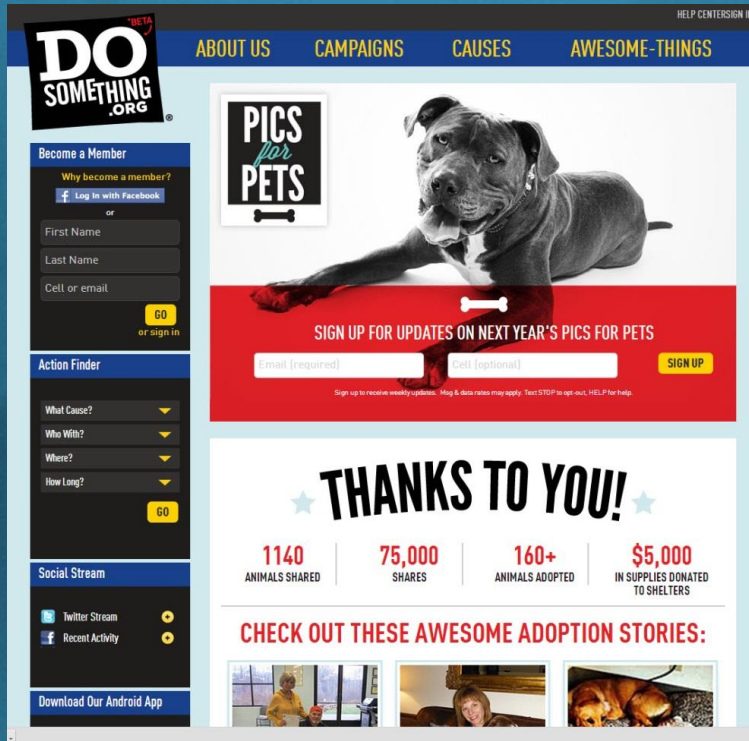


Advocacy



Source: KD Paine

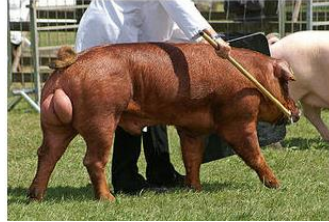
What are your CTAs and channels?



gristastic ladder 'o engagement

FAIR-WEATHER FOODIES

Do you have the balls to really change the food system? 🗨️ 283



WTFODD?!

12 things you should never put in your mouth [SLIDESHOW] 🗨️ 22



personal calls to action



policy level discussions/calls to action



stories of people making change

TOWER OF STRENGTH

Jenga Mwendo grows community in New Orleans 🗨️ 1



fun on-ramps



FOOD FIGHT

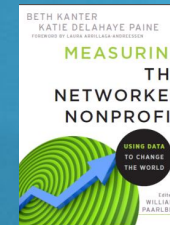
Will the Tester amendment to S. 510 help small farms and processors, but put more kids at risk? 🗨️ 38

BETH KANTER
KATIE DELAHAYE PAINE
FORWARDED BY LUCAS ARRIOLA AGUIRRE
**MEASURING
THE
NETWORKED
NONPROFIT**



Surfrider Foundation: How To Build Your Engagement Model

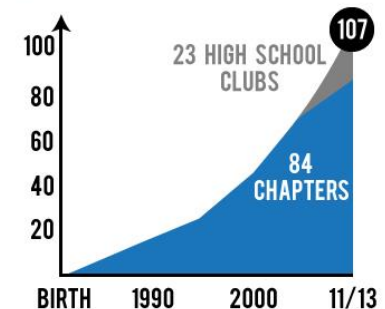
- Strategic plan
- Staff brainstorm: Identify degree of engagement and CTA
- Wrote it down
- Got Feedback from chapters
- Guides campaign planning
- Built a system to measure



Connecting more.



Organizing more.



Preserving more.



15 wins keeping single-use plastics out of ocean
 5 wins protecting ocean ecosystems
 8 wins preserving our coastlines
 2 wins securing beach access
 3 wins ensuring ocean water is clean

18% ↑

22% ↑

92% ↑

CONNECTING PEOPLE TO COASTAL CONSERVATION

THIRSTY THURSDAYS
INTERNATIONAL SURFING DAY INSTAGRAM CONTEST

1. Follow @Surfrider on Instagram

2. Post a shot of what you're doing on ISD

3. Tag @Surfrider and #ISD

winners like this:

erinocejupiter, sam_guptan7, kor_clothing and 679 others like this.

hurlley_lahaina
Go surft!

Jaredamuscat
#bonzers @surfsurfy

rutledge943
Hey thanks for the photo credit @surfrider

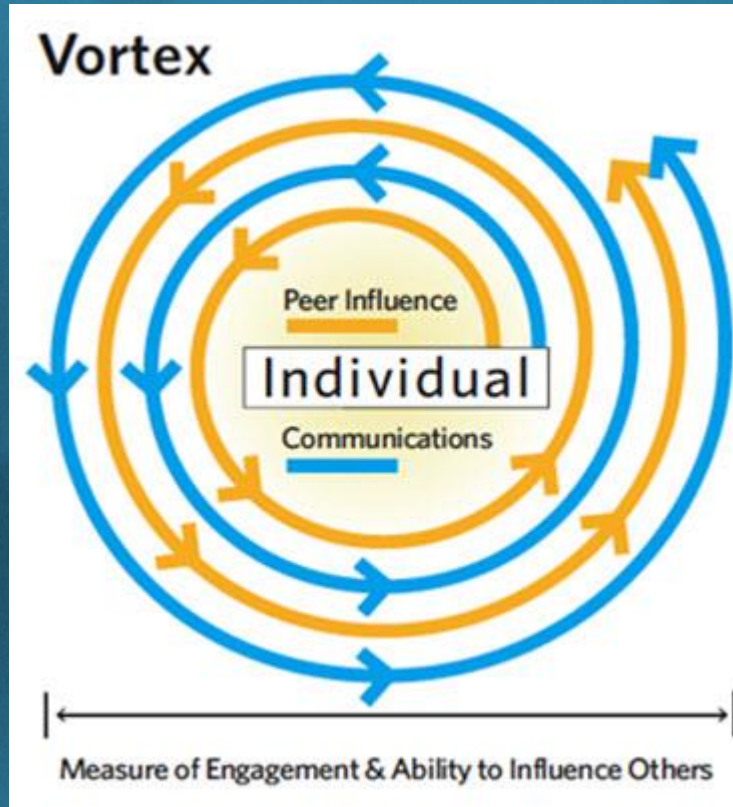
tshimenetto
Surfing around Chicago #ISD

2mm2
@santiagombr

stilaqt
Happy 1st! Just posted a pic of my 5 year old enjoying the waves in Huntington Beach.

rowellbm
Surf forever rebel from venezuela! #ISD

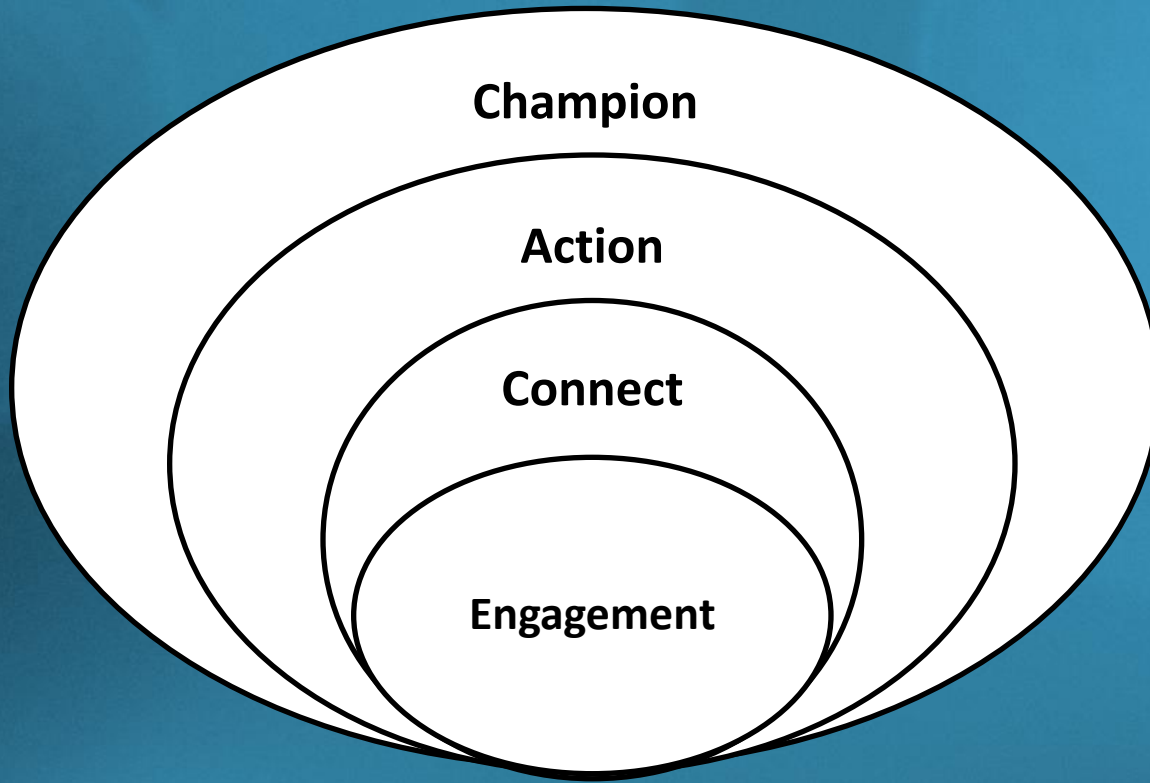
Engagement Models



- Defined objective
- Micro conversions or steps
- Continuum of engagement: light to deep involvement
- Understanding audience motivation and peer influences
- A way to track process
- Many entry points, non-linear
- CTA and what channel

Source: SSIR: Permanent Disruption of Social Media

What does an engagement model for alumni networks look like?



"Schools need to connect online with alumni with content and conversations that resonate, are valuable. Engage with the purpose of leading to collective action."
- Lisa Colton, See3



Measuring Engagement: Conversions

Engage

- PTA
- Post: Likes, Shares, Comments
- Replies, RTs, Favorites

Connect

- Content resonance
- Relationship Scores
- Contact information

Action

- Landing Page Conversions
- # events, donors, volunteers, dollars

Champion

- Conversion to action
- # active champions

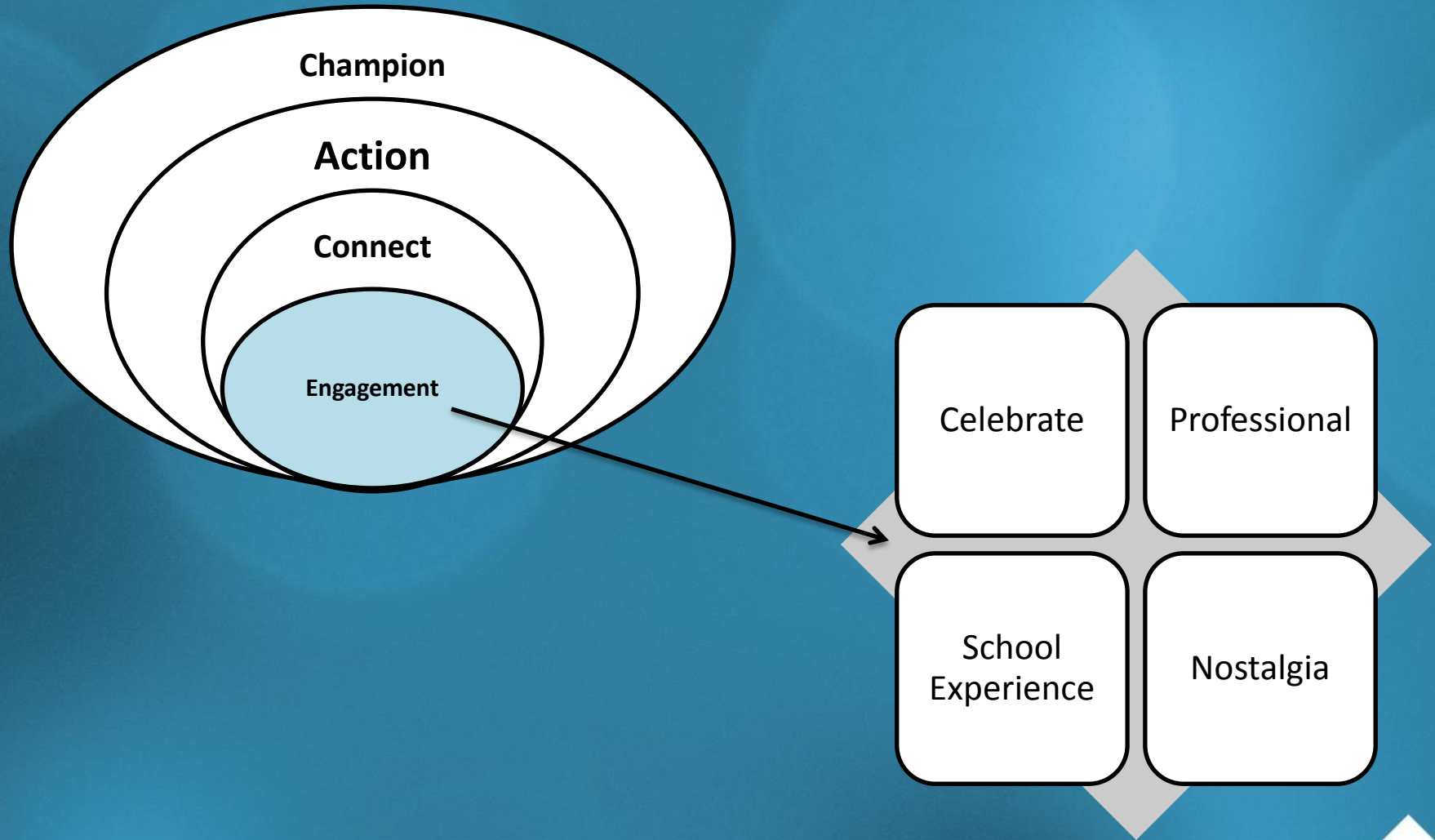
Audience Poll

Does your organization have an engagement model that you use to guide strategy and measure success?

Type into the chat

- What's your engagement model look like for your alumni network?
- How do you measure engagement?

Alumni Engagement: Conversation Starters



Alumni Engagement: Celebrate



AJSS

@AJSSsummer



Follow

Mazel Tov to AJSS alum Daniel Wallock! He won first prize in Bolt Magazine's lit contest. RT to congratulate him
theboltmagazine.com/issue-two-fall...

Reply Retweet Favorited Buffer More

2

RETWEETS

2

FAVORITES



7:56 AM - 4 Dec 13

Reply to @AJSSsummer



Daniel W @dwallock

4 Dec

@AJSSsummer Thanks for tweeting this!

Details

Reply Retweet Favorite Buffer More



BCDS - Bi-Cultural Day School
Like This Page · August 30, 2013 · 18

A BCDs - Bi-Cultural Day School graduate, Leora Bell, is named Top Ten Teen to Watch! (pictured 2nd from right)

Like · Comment · Share

15 people like this.

Adrianne Robinson So proud!
August 30, 2013 at 1:55pm via mobile · Like

Write a comment...

Alumni Engagement: Celebrate

**URJ Camp Kalsman** • 1,052 like this
December 23, 2013 at 4:33pm • 



That's our camper! We are so excited that Duncan joined us for #Biennial13 to be a face of #inspiredengagement.

We love to hear the amazing things Kalsman campers are doing around the world. How are you inspiring others? Let us know so we can share with the rest of the Kalsman family!



Camper Duncan's Bar Mitzvah drash has over 130,000+ YouTube views! He joined us at #Biennial13 to inspire the Movement to stand up for what we believe in. Watch now: <http://ow.ly/rTmFD>.

Like • Comment • Share

 10 people like this.

**Robin McAlpine** Duncan McAlpine Sennett,
December 23, 2013 at 5:35pm • Like

Alumni Engagement: Celebrate



Charles E. Smith Jewish Day School Alumni

Alex Feder '01 is currently on tour playing guitar for Enrique Iglesias. Check out one of their recent shows (Alex is just to the right of Enrique).



Tonight-Enrique Iglesias-Madison Square Garden 2.5.11
www.youtube.com

February 22 at 10:24am · Share

6 people like this.



Yanina Chernyak Um, Alex Feder, can I please be your best friend?

February 22 at 10:51am · 1 person



Jennifer Finn Is Alex Feder related to Adam Feder '84?

February 22 at 10:59am



Amanda Feder It was pretty surreal seeing him up there! Enjoy the video!

February 22 at 1:17pm



Charles E. Smith Jewish Day School Alumni We love sharing news about our alumni – Keep it coming!

February 22 at 1:19pm · 1 person



Search for people, places and things



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Like Comment



Teach For America

Last week, TFA alum Marielle Emet received the Milken Educator Award in an emotional surprise in front of her school. Watch: <http://youtu.be/cyJ5yOZ6FRc>

Like · Comment · Share · November 12, 2013

220 people like this.

4 shares



Tony Mozeak Priceless.....

November 12, 2013 at 11:15am · Like



Deborah Ehler Hollick Lucky for so many that Marielle Emet also shared her talents with CMs at Philly's institute! Yippee Marielle!

November 12, 2013 at 2:06pm via mobile · Like · 1



Ashley Sorenson Congrats Marielle Emet! You've done amazing things!

November 12, 2013 at 7:18pm · Like · 1



Jeremy Chiappetta Working with Marielle Emet and the incredible team she has helped to build at Blackstone Valley Prep Mayoral Academy has been a true gift. I am one very proud fellow TFA alum!

November 13, 2013 at 1:11am · Like · 4



Osvaldo Jose Marti #Rhody!

November 13, 2013 at 3:57am via mobile · Like · 1

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Alumni Engagement: Celebrate



Alumni Engagement: School Experience

**URJ Camp Kalsman** • 1,052 like this
December 18, 2013 at 9:03am • 



Hey Camp Kalsman! We are in the midst of hiring our summer staff and we want to hear from you! What do you love to see in a camp counselor?

Like • Comment • Share

 10 people like this.

**Randi Marcus Hirsch** Former campers 😊
December 18, 2013 at 9:13am via mobile • Like •  2

**URJ Camp Kalsman** We love that too!
December 18, 2013 at 9:14am • Like •  1

**Tamara Lawson Schuster** Enthusiasm, love of Judaism/being Jewish, creativity, silliness, love working with kids, responsible/sensible/mature...
December 18, 2013 at 9:37am • Like •  5

**Rachel Isenberg Stoner** Male counselors- encouraging and following through on getting boys to write home to their mothers:)
December 18, 2013 at 10:09am • Like •  2

**URJ Camp Kalsman** All great things!
And Rachel, we will keep working on that! 😊
December 18, 2013 at 10:10am • Like

**Anne Hoff Paskett** One who posts lots of pictures! Haha!
December 18, 2013 at 10:24am via mobile • Like •  2

**Aaron Dave Halfon** Nathan Schloss!! <<<<< hire this guy!
December 18, 2013 at 11:21am via mobile • Like •  2

**Eian Snyder** LEAH BECK
December 18, 2013 at 5:53pm via mobile • Like •  1

**Josh Lucero** Gabe Ovetz
December 18, 2013 at 6:05pm via mobile • Like

**URJ Camp Kalsman** We think all of our counselors have some great qualities. We would love to hear about what it is that makes these counselors awesome, without naming names! Thanks!
December 18, 2013 at 6:07pm via mobile • Like

**Molly Okun** Kalsman has amazing counselors because they are great young Jewish role models, they are responsible and respectful, they create magic for campers practically out of nothing, they teach our campers that they don't need to be the best at everything they... [See More](#)
December 18, 2013 at 7:48pm via mobile • Like •  4

Alumni Engagement: School Experience



RamahSeminar

@RamahSeminar

Follow

Sharing memories from Seminar 2013 at the
#icnola reunion!

pic.twitter.com/PXdIUloIIQ

Reply Retweet Favorite More



2

RETWEETS

4

FAVORITES



3:56 PM - 24 Dec 13

Flag media



Sarah Cassius @cmoneycassius

24 Dec

"@RamahSeminar: Sharing memories from Seminar 2013 at the #icnola reunion! pic.twitter.com/pqB1laVQnY" so jealous ugh

Details

Reply Retweet Favorite More



Eva Goldstein-Moore @evagomoore

24 Dec

@cmoneycassius @RamahSeminar I miss this and you ☺

Details

Reply Retweet Favorite More



RamahSeminar @RamahSeminar

30 Dec

@evagomoore @cmoneycassius We're sorry you missed the reunion at IC. What was your Seminar highlight? Would you tell other teens to do it?

Details

Reply Retweet Favorite More

Alumni Engagement: School Experience



**Westchester Country Day School**
Like This Page · April 25, 2013 · 0

Senior Frank Day

Like · Comment · Share

34 people like this.

1 share

**Lori Hilton** Love it!!
April 25, 2013 at 5:15am via mobile · Like

**Jane Paffe Dobbins** Solo cups!
April 25, 2013 at 9:19am · Like

Write a comment...

Sponsored @ [Create Ad](#)

Growth Hackers
The Never Ending Road To Product Market Fit
<http://buff.ly/3wO2t4>



 Like Page

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virginamerica.com



Get Our Lowest Fares Guaranteed. Nonstop Flights to 23 Cities. Book a Flight Today.

Zappos® Clearance!
zappos.com



Shop clearance sandals and more! Free shipping & returns.

School Not Working Out?
pivotnorthbay.com



Try a flexible, tailored online education for your child.

81 people like this.

Alumni Engagement: Nostalgia



Archival photos inspire a trip down memory lane in the comments

Alumni Engagement: Nostalgia

facebook

Reshet Ramah Throwback Thursday

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Reshet Ramah: Alumni Network
#ramahcanada at the height of 1980s fashion. #trendsetters #TBTreshet

Album: Reshet Ramah Throwback Thursday
Shared with: Public

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Throwback Thursday!

Alumni Engagement: Nostalgia

CJDS Charlotte Jewish Day School, Charlotte NC
March 1

FLASHBACK FRIDAY!
We thought this was a Purim celebration--but it's not! Do you remember what you were celebrating? Tag yourself and tell us what you were dressed up as!



Like · Comment · Share 18 9

18 people like this.

Meryl Stark It was medieval day from The Whipping Boy!
March 1 at 7:47am via mobile · Like · 3

Jordan Ransenberg Harry Bergmann they wore sport coats in the middle ages? haha
March 1 at 9:49am · Like · 2

Richard J. Osborne We could start tagging some of the participants, but that would be too cruel.
March 1 at 9:52am · Like · 1

Rochel Vorst did you do the castle project back then?
March 1 at 5:04pm · Like · 1

Rochel Vorst oh and i can name at least 9 faces 😊
March 1 at 5:05pm · Like

Flashback Friday!

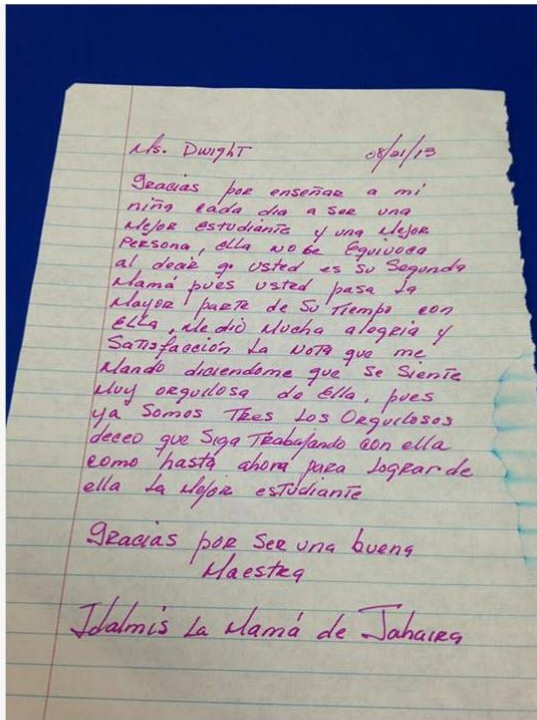
Alumni Engagement: Professional

facebook

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Teach For America

Need some inspiration today? TFA alum teacher Caroline Dwight received this touching note from her student's parent. Translation below.

"Ms. Dwight,

Thank you for teaching my child each day to be a better student and a better person. Jahaira equates you to a second mom, being that you spend the majority of time with her. It gave me much happiness and satisfaction when I received your note saying... See More

Album: Timeline Photos

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Teach For America

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"Ms. Dwight,

Thank you for teaching my child each day to be a better student and a better person. Jahaira equates you to a second mom, being that you spend the majority of time with her. It gave me much happiness and satisfaction when I received your note saying... See More

[Like](#) · [Comment](#) · [Share](#) · August 22, 2013

523 people like this.

48 shares



Jaime Miranda Omg! Caroline Dwight is this you?

August 22, 2013 at 9:43am · [Like](#) · 6



Brian Gilson Nashville love! Ian Smith Courtney Rogers Shani

Jackson Dowell

August 22, 2013 at 9:46am · [Like](#) · 3



Dianna Bray yes this is what TFA prepares their teachers to accomplish love and trust

August 22, 2013 at 9:46am · [Like](#) · 2



Brian Gilson Rita Alway this should make you proud 😊

August 22, 2013 at 9:48am · [Like](#) · 2



Roxy Etihw " It gave me much happiness and satisfaction when I received your note saying that you were very proud of my daughter. " - Just a reminder that parents want POSITIVE feedback from us just as much as we want it from them! 😊

August 22, 2013 at 9:50am · [Like](#) · 5



Holly Hughes Dwight What a difference you are making! So proud of you!!!!

August 22, 2013 at 10:07am via mobile · [Like](#) · 1



Brian Chu i got 13 of these every year

August 22, 2013 at 10:43am · [Like](#) · 1



Maggie Ayavaca Awesome !

August 22, 2013 at 11:05am via mobile · [Like](#) · 1



Asia Wilborn !!!!!!! Good job Caroline Dwight I miss you much #bestsomever

August 22, 2013 at 11:14am · [Like](#) · 2



Thelma Izbet Valadez The best gift a teacher could have received.

August 22, 2013 at 11:33am via mobile · [Like](#) · 1

Alumni Engagement: Professional

The screenshot shows a LinkedIn group page for "The Jewish Education Project - Westchester Region". The page has a dark blue header with the LinkedIn logo and navigation links. Below the header, there's a search bar and a banner for "Professional Women Only - Apply Now to the National Association of Professional Women. Register Free". The group's name and a "Join" button are prominently displayed. The main content area features a post by Arnold Samlan, the Executive Director at the Center for the Advancement of Jewish Education, announcing the group's opening. Below this, there's a section for "Effective searches for Video Content for your classroom" by Laurie Rapoport, which includes a video thumbnail and a link to a blog post. The right sidebar shows "Members of this Group" with a list of profiles, a "Your group contribution level" section, and a "Latest Activity" feed showing a discussion started by Laurie Rapoport. The bottom of the page features a "# netTALKS Alumni Engagement Webinar Series" logo.

The Jewish Education Project - Westchester Region 183 members [Join](#)

Discussions Promotions Jobs Members Search

The Jewish Education Project - Westchester Region is now an open group Manager's Choice
Arnold Samlan
Executive Director at Center for the Advancement of Jewish Education
I am pleased to announce that, as the owner of this group, I have just switched us to an open discussion group. All future discussions...
Like (1) • Follow • March 16, 2011

Let the world know what you think.
Why not become a member of this open group and start your own discussions?

Popular Recent

Effective searches for Video Content for your classroom
Laurie Rapoport
Use videos effectively in the classroom
Search for Video Content jetsisrael.blogspot.co.il
As part of my preparation for an upcoming class in Jewish Diversity I decided to assign my students to review articles and videos that highlight the different Jewish communities of Israel. Information about some of the communities is easy to find...
Like (1) • Comment • Follow • 4 days ago
Amie Rotenberg likes this
Add a Comment...

Jacob Richman
<http://bit.ly/Kiddush-cup>
Kiddush cup more than half full ynetnews.com
Opinion: Op-ed: After years of exile and oppression, we are living in one of greatest eras in Jewish...
Like (1) • Comment • Follow • 15 days ago
Amie Rotenberg likes this

Members of this Group

Naava Frank
Senior Program Officer at Steinhardt Foundation For Jewish Life
Unfollow Naava [See all members](#)

Your group contribution level
Start by commenting in a discussion. Group participants get 4x the number of profile views.
Getting Started

Linked In Groups
Professional Women's Network
Featured Discussion: How do you build "play" into your professional life?
[Connect](#) [Join Group](#)
224950 members have joined this group.

Latest Activity
Laurie Rapoport started a discussion: Mindmapping, Jewish Identity and the Classroom
<http://jetsisrael.blogspot.co.il/2014/01/mind-and-jewish-identity-in.html>
1 day ago

Type into the chat

- What are conversations or content that your organization has shared on social channels that inspired alumni engagement?

Further Reading:

10 Ways To Engage Alumni with Social Media

<http://mashable.com/2009/07/23/alumni-social-media/>

Some Tips to Remember

- Always be commenting – when you post, hang out for a few extra minutes and response to comments.
- Images drive engagement, but choose carefully.
- Questions, especially on FB, engage. But ask them at the end.
- Fun, games, and giveaways!

Questions Engage

| Music Festival Example | |
|------------------------|---|
| Specific | What is your favorite Beethoven Symphony? |
| Yes or No | Is Beethoven's Fifth Symphony your favorite? |
| Timely | Today is Beethoven's Birthday! How are you celebrating? |
| Edgy | Do you think music in the schools should be cut from public school budgets? |
| Photo | What do you think of Beethoven's family portrait? |
| True or False | True or False: Beethoven was completely deaf when we wrote the 9 th Symphony |
| Direct | Why do you think people love or hate classical music? |
| Preference | Do you like early or late Beethoven? |
| Fun | If you were stuck on a deserted island with one Beethoven CD to listen to |
| Events | Who is attending our All-Beethoven Piano Music concert? |
| Experience | What was your favorite moment from our All-Beethoven Piano Music concert last night? |
| Humanistic | Have you seen someone fall asleep at a classical music concert? |
| Tips | What is your favorite restaurant for before concert dining? |
| Mad Lib | If Beethoven's (fill in the name of piece) was on the concert program, I would not miss it for the world. |

Fun! But content must resonate with your audience

Timeline Photos
Back to Album · Teach For America's Photos · Teach For America's Page



ONE Teach For America
Via BuzzFeed: 22 Teachers Who Know How To Take A Yearbook Photo
<http://bit.ly/15u9dXj>

Album: Timeline Photos
Shared with: Public

Open Photo Viewer
Download
Embed Post

Kathryn Nicole Hayes, Nicole Vasconi, Pernille Siesing and 245 others like this.
73 shares

Valda Garcia-Barbon This was so funny
September 25, 2013 at 12:50pm via mobile · 1

Horton D. McKinney Kara Szaflarski Kelsey Menner

Games and Giveaways Engage



Search for people, places and things



Home

Beth



Timeline Photos

[Back to Album](#) · [Inbound Zombie](#) · [New media for nonprofits's Photos](#) · [Inbound Zombie](#) · [New media for nonprofits's Page](#)

[Previous](#) · [Next](#)



Like Comment

Tag Photo



Inbound Zombie · [New media for nonprofits](#)

✓ Best caption wins a signed copy of "Measuring The Networked Nonprofit" by Beth Kanter and K.D. Paine.

✓ Winner selected on Tuesday, 12/31. GOOD LUCK!

SRC: <http://imgur.com/gallery/iAc48fb>

[Like](#) · [Comment](#) · [Share](#) · December 26, 2013 · Edited

[Allyson K](#), [Gregoire Japiot](#) and 15 others like this.

[Top Comments](#)

[5 shares](#)

Album: [Timeline Photos](#)

Shared with: [Public](#)

[Tag This Photo](#)

[Open Photo Viewer](#)

[Download](#)

[Mark as Spam](#)

[Embed Post](#)

[Report](#)



Lisa Harodick Colton A day in the life: Empire subdivision, lot #1138

[Unlike](#) · [Reply](#) · [2](#) · December 27, 2013 at 10:16am via mobile



Lisa Matheson This is the lawn weapon of a Jedi Knight. Not as clumsy or random as a weedwhacker; an elegant weapon for a more civilized age.

[Unlike](#) · [Reply](#) · [1](#) · December 30, 2013 at 3:28pm



Gregoire Japiot I can't do anything against grass[-]roots peacebuilders: the Force is with them at the highest level with their use of #npstech!

So, lets focus my revenge on grass points...

[Unlike](#) · [Reply](#) · [1](#) · December 29, 2013 at 11:30pm



Devin Mathias "Stupid Deathstar Owners' Association rules..."

[Unlike](#) · [Reply](#) · [2](#) · December 28, 2013 at 5:38am via mobile



Bryan McKeel The grass is always is always greener on the dark side.

[Like](#) · [Reply](#) · [6](#) · December 27, 2013 at 9:57am via mobile



Christine Green "I can't quite put my finger on it but I have an uneasy feeling about this witness protection program."

[Unlike](#) · [Reply](#) · [5](#) · December 26, 2013 at 7:32am



Ethan Yocum I find your lack of lawn care disturbing.

[Unlike](#) · [Reply](#) · [4](#) · December 27, 2013 at 3:42pm via mobile



Suncoast Humane Society Come to the dark side, they said. Hopefully the winner selection date is 1/17...

[Unlike](#) · [Reply](#) · [4](#) · December 26, 2013 at 1:35pm · Edited



Laura Edmondson Amerman Luke I am your father, blah, blah, blah...that little SOB still won't cut the grass like I told him. Wheeze.....wheeze.....

[Unlike](#) · [Reply](#) · [5](#) · December 26, 2013 at 7:11pm via mobile · Edited



Susan Wills Wilcox Things have sure changed now that I work for Disney.

[Unlike](#) · [Reply](#) · [3](#) · December 30, 2013 at 9:58am via mobile



David Byrd "perhaps I can find new ways to motivate them!"

[Unlike](#) · [Reply](#) · [2](#) · December 27, 2013 at 9:15pm via mobile



Tomas Marquez "Almost done Mr. Amidala! Gosh I hope he lets me take Padmé out late tonight..."

[Unlike](#) · [Reply](#) · [2](#) · December 27, 2013 at 4:05pm via mobile



Donald Scott Brutcher Luke when you get home, be prepared to C1PO'd father.

[Unlike](#) · [Reply](#) · [3](#) · December 27, 2013 at 1:52pm via mobile



Andy Mathis Darth had to finish the lawn, like he promised Mrs. Vader, before flying off to strike an empire.

[Unlike](#) · [Reply](#) · [1](#) · December 26, 2013 at 8:07pm



Tania Garrett Mulry It mighty have been hasty to force choke the lawn guy.

[Unlike](#) · [Reply](#) · [1](#) · December 30, 2013 at 3:23pm via mobile



Sonya K Eith I will find a way to end lawn mowing on Alderon...

[Unlike](#) · [Reply](#) · [1](#) · December 27, 2013 at 8:51am via mobile



Donald Scott Brutcher Darth Maul then Darth Vader now Darth Mow

[Unlike](#) · [Reply](#) · [2](#) · December 27, 2013 at 8:44am via mobile



Nikki Messner Even the evil have to mow their yard.

[Unlike](#) · [Reply](#) · [1](#) · December 27, 2013 at 8:14am via mobile

Games and Giveaways Engage



Charles E. Smith Jewish Day School

May 23, 2013

You can help decide the Upper School Color War winner! Like this photo to help the Gold Team win. The team with the most likes by 8 AM Friday morning will receive points. Spread the word!



"LIKE" FOR GOLD

Like · Comment · Share

👍 236 💬 20



Charles E. Smith Jewish Day School

May 23, 2013

You can help decide the Upper School Color War winner! Like this photo to help the Blue Team win. The team with the most likes by 8 AM Friday morning will receive points. Spread the word!



"LIKE" FOR BLUE

Like · Comment · Share

👍 274 💬 12 📄 12

Tips for FB Games and Giveaways

- Make sure your pictures are clear, attention grabbing
- Include game instructions and any rules in the post description
- Keep instructions simple
- Round up some willing fans to initiate the comments
- Consider boosting post

Source

<http://www.socialmediaexaminer.com/facebook-engagement-tips-games/>

Additional Reading: Interview w/ John Haydon

The screenshot shows the homepage of the Social Media Examiner website. The header includes a navigation bar with links: HOME, FREE UPDATES, PODCAST, EVENTS, WORKSHOP, REPORTS, NETWORKING CLUB, STARTING, and ABOUT. Below the navigation bar is a large banner with a jungle theme. On the left, a cartoon explorer character stands next to the text "SocialMedia Examiner" and "Your Guide to the Social Media Jungle". On the right, a wooden sign reads "SOCIAL MEDIA EXAMINER PRESENTS Social Media Marketing World SAN DIEGO NETWORKING • DISCOVERY • FUN" with a "CLICK TO LEARN MORE" button. A red circular badge says "Save \$280 Sale ends Friday Jan. 10th!".

The main content area features an article titled "Facebook Engagement: How to Get Seen in the Facebook News Feed" by Michael Stelzner, published December 20, 2013. The article text includes: "Do you want to understand Facebook engagement?", "Are you looking for Facebook engagement tactics that lead to news feed visibility?", and "To learn how to better use Facebook, I interview John Haydon for this episode of the Social Media Marketing podcast." Below the text is a cartoon explorer character holding a torch. A "Print" button is visible. A sidebar on the right contains a "Browse Categories" search bar, a newsletter sign-up form with fields for "Enter your name" and "Email", and a "Join 230,000+ of your peers!" message. Below the sign-up is a "LARGEST SOCIAL MEDIA MARKETING CONFERENCE" banner for "SOCIAL MEDIA MARKETING WORLD" with a "Sale Ends Friday! Save \$280!" button.

Facebook Engagement: How to Get Seen in the Facebook News Feed

By Michael Stelzner
Published December 20, 2013 [Print](#)

Do you want to understand Facebook engagement?

Are you looking for Facebook engagement tactics that lead to news feed visibility?

To learn how to better use Facebook, I interview John Haydon for this episode of the Social Media Marketing podcast.

1,435
[Tweet](#)

More About This Show

Join 230,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Facebook Marketing Video Tutorial!

Enter your name
Email

[I'D LOVE UPDATES](#) [More Info...](#)

LARGEST SOCIAL MEDIA MARKETING CONFERENCE

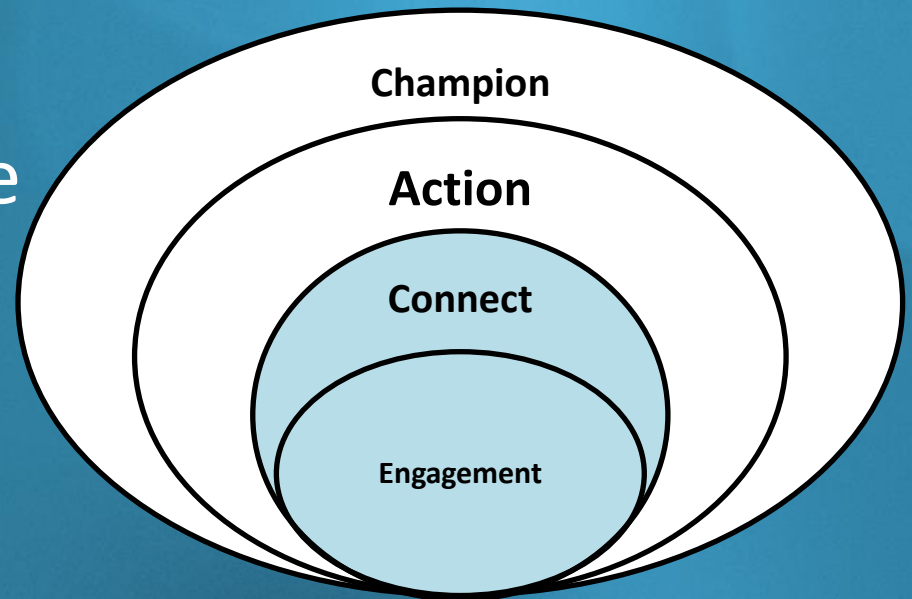
SOCIAL MEDIA MARKETING WORLD

Sale Ends Friday! Save \$280!

<http://www.socialmediaexaminer.com/facebook-engagement-with-john-haydon/>

Connect Alumni with

- Relevant and useful content
- Each other
- Real world and online events
- School community
- Prospective students
- Your contact database



Connect: Content Curator



Content Curation Primer for Nonprofits:
<http://www.bethkanter.org/content-curation-101/>

Connect: Content Curator



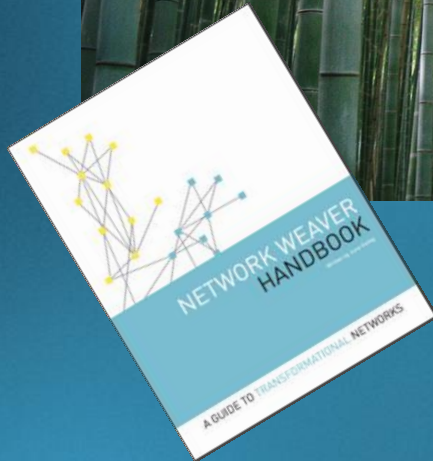
"I search for and save the images and articles that appeal to our parent body, our alumni and donors, and potential Shulamith families who want to see what our school is all about. I share carefully curated content 3 days a week."

Tova Ovits, Social Media Team Leader for Shulamith School for Girls of Brooklyn

Connect: Network Weaver



“A network weaver is someone who is aware of the networks around them and explicitly works to make them healthier. They do this by helping people identify their interests and challenges, connecting people strategically where there’s potential for mutual benefit, and serving as a catalyst for self-organizing groups.”



Connecting with each other

**JCDS, Boston's Jewish Community Day School** · 287 like this
December 13, 2013 at 11:02am · 

Have you heard? Akiva Jackson (JCDS Class of 2011), Amos Jackson, and Jack Sivan (JCDS Class of 2010) recently started their own bow tie company, Jack & Jacksons - <http://www.jackandjacksons.com/>



Jack & Jacksons
www.jackandjacksons.com

Looking for something to spice up your button-down? Missing the soft caress around the neck you know so well? Our bow ties can give you all of this, and more!

Like · Comment · Share

 4 people like this. Top Comments ▾

 Write a comment... 

 **Gary Alpert** Bought my Tie Dye Bowtie from them. No one else I would trust to make my tie!
Like · Reply · December 13, 2013 at 11:43am via mobile

 **Emma Sandler** Fun fact: December 2013 is officially TIE MONTH! The modern tie came about in the 17th century as an evolution of the common cloth necktie. Tie Month celebrates how integral the tie has become to formal attire, the many varieties of tie and the occasions at which ties are worn.
Like · Reply · December 13, 2013 at 11:14am

Timeline Photos

Back to Album · JCDS, Boston's Jewish Community Day School's Photos · JCDS, Boston's Jewish Community Day School's Page

Previous · Next



JCDS, Boston's Jewish Community Day School

It's #ThrowbackThursday again! Do you remember this photo? It was taken in 2008! Please help us tag! — with Liel Dolev, Izzy Sinclair, Jessie Shiner, Antonia Greenberg, Ariel Cohen and Nina Sivan.
Like · Comment · Share · January 2

Album: Timeline Photos

Shared with:  Public

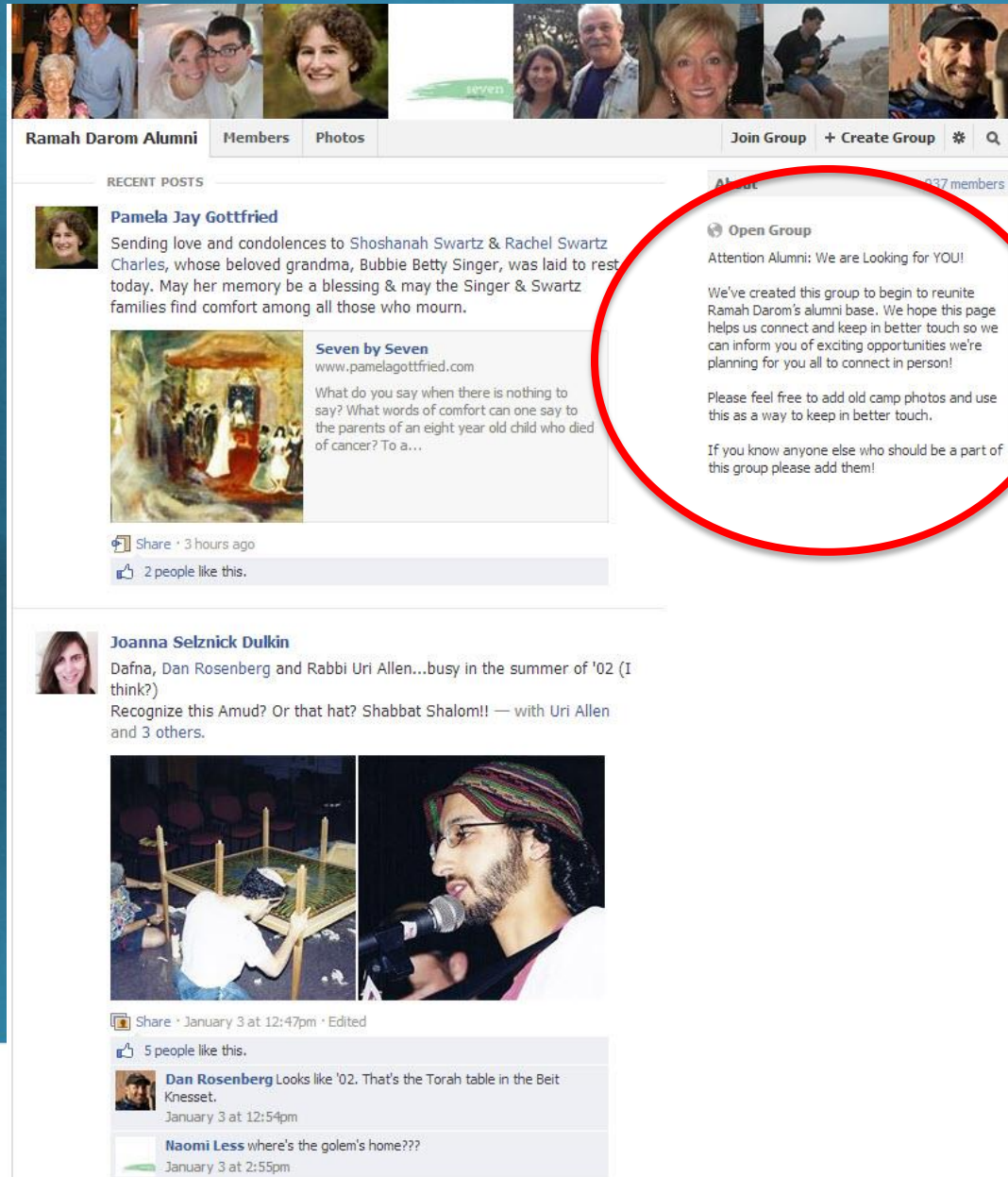
Open Photo Viewer

Download

Embed Post

Report

Connecting with each Other



The image shows a screenshot of a Facebook group page titled "Ramah Daron Alumni". The page features a header with a collage of photos of alumni and navigation tabs for "Members" and "Photos". Below the header, there are sections for "RECENT POSTS" and a circled "About" section. The "About" section, highlighted with a red circle, contains the following text:

Open Group
Attention Alumni: We are Looking for YOU!

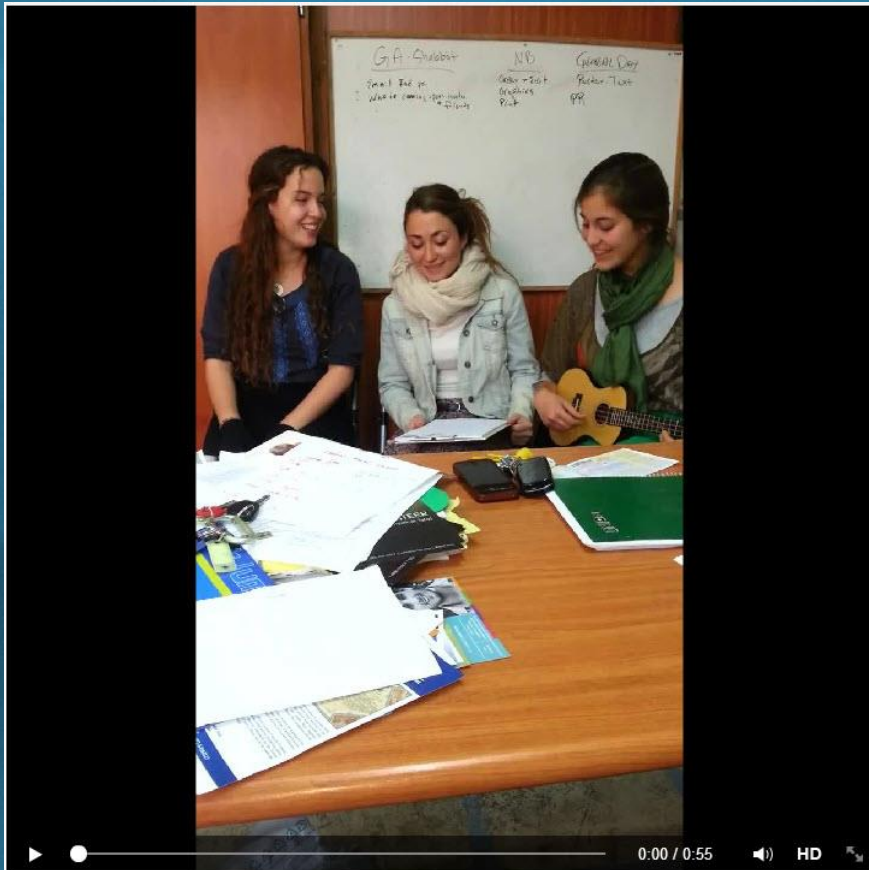
We've created this group to begin to reunite Ramah Daron's alumni base. We hope this page helps us connect and keep in better touch so we can inform you of exciting opportunities we're planning for you all to connect in person!

Please feel free to add old camp photos and use this as a way to keep in better touch.

If you know anyone else who should be a part of this group please add them!

The "RECENT POSTS" section includes a post by Pamela Jay Gottfried, a post by Joanna Selznick Dulkan, and a post by Dan Rosenberg. The post by Dan Rosenberg includes a photo of a person playing a guitar and a photo of a person speaking into a microphone.

Connecting with School Community



Livnot U'Lehibanot
We want to share a special birthday wish to Aharon Botzer. The song was written, produced and performed by Tifferet Weinberg, Nina Medved and Rachel Rosenbaum. — with Meir Palteil, Aharon Botzer, Nina Medved, Rachel Rosenbaum and Tifferet Weinberg at Livnot U'Lehibanot.
Like · Comment · Share · November 23, 2013 · ©

Shared with: Public

Embed Post

Report Video

37 people like this. Top Comments ▾

Write a comment...

Pamela Davidson Happy Birthday! ! Great song, good job!
Like · Reply · December 1, 2013 at 12:41am via mobile

Ike Brenner This is awesome!! Loved the line about Aharon doing the laundry:)
Like · Reply · November 25, 2013 at 4:46pm

Mimi Martin Happy Birthday, Aharon !!!!
Like · Reply · November 24, 2013 at 9:23pm

Rebecca Miller i love this, great job girls! yom huledet sameach aharon!!!
Like · Reply · November 24, 2013 at 2:56pm

Corinne Ossendryver Happy birthday Aharon from Johannesburg! Many happy returns.
Like · Reply · November 24, 2013 at 1:14pm via mobile

Connie Balcher I guess everyone is proud of you. Me, too!
Like · Reply · November 24, 2013 at 12:03pm

Judy Lieberman Happy Birthday! Ad 120!!!
Like · Reply · November 24, 2013 at 10:54am

Genevieve Gandal Happy birthday aharon from Chicago. Love to Miriam and your whole beautiful family.
Like · Reply · November 24, 2013 at 7:11am via mobile

נעם אירוע יהודי ייחודי Happy Birthday!! Great song
Like · Reply · November 24, 2013 at 4:25am

Kyle Place this is great!!!
Like · Reply · November 24, 2013 at 4:18am

Connecting with Online/Offline Events



RESHET RAMAH
רשת רמה

Reshet Ramah: Alumni Network
758 likes · 4 talking about this

Like Follow Message

Non-Profit Organization
Reshet Ramah is the exciting new network for thousands of Ramah alumni from across the globe to meet, re-meet, and engage through social, educational, spiritual, and Israel based programming initiatives and to form Ramah-style communities of their own.

About – Suggest an Edit

Photos Likes Events



758



Shabbat at the Slopes at Mountain Creek, NJ

Public · By Reshet Ramah: Alumni Network

Events Join Maybe

January 10 at 8:00am until January 12 at 4:30pm in EST

Get Tickets (bit.ly)

Celebrate Shabbat and hit the slopes with Ramah alumni and friends for the coolest event of the winter! Join us at the Appalachian Hotel at Mountain Creek, NJ, January 10-12, 2014 for a weekend of Shabbat and ski.

Skier package (\$200) and non-skier packages (\$150) include:
-Hotel
-Meals
-Complimentary round trip transportation from New York City
-Lift ticket
Ski rental not included.
Click here to register for the event of the winter! <http://bit.ly/I18446>

Please note: Participants under the age of 21 must register with and be accompanied by a parent. Families are welcome, however, childcare will not be provided.

Going (10)

Recent guests (10 new)

Maybe (12)

Invited (178)

Export · Share · Report

Connecting with Online/Offline Events



Action: Donations



The image shows a screenshot of a Facebook group page for "Ramah Darom Alumni". The page header includes a banner with several photos of people, a navigation bar with "Members" and "Photos" tabs, and a "Join Group" button. The group has 937 members. The "About" section describes the group as an "Open Group" for alumni to reunite and connect. The main post, dated December 3, 2013, is a photo of a group of children and adults, with a caption asking for donations to a Hanukkahthon. Below the post are several comments from members, including Pamela Jay Gottfried, Katie Morris, Amy Katz Wasser, and Leah Berkowitz, all expressing excitement and support for the event.

Ramah Darom Alumni Members Photos Join Group + Create Group

Ramah Darom
If everyone in this photo gives to our #Hanukkahthon today, it would equal about 15% of our TOTAL goal! Can you help us tag these folks, and then ask them to donate \$18 by texting "darom" to 313131, so we can give a child the gift of Ramah Darom? — with Shira Wasser and 10 others.

About 937 members

Open Group
Attention Alumni: We are Looking for YOU!
We've created this group to begin to reunite Ramah Darom's alumni base. We hope this page helps us connect and keep in better touch so we can inform you of exciting opportunities we're planning for you all to connect in person!
Please feel free to add old camp photos and use this as a way to keep in better touch.
If you know anyone else who should be a part of this group please add them!

Share • December 3, 2013 at 7:52am

19 people like this.

Pamela Jay Gottfried OMG -- so cute. Front row, far right, are my 2 daughters who were in Gan that summer for 2 weeks. Maital is a first-year college student now, and Shira turned sweet 16 at 12:29 a.m. today. LOVE!
December 3, 2013 at 8:01am • 2

Katie Morris Omg look at us! Shira Wasser Leah Berkowitz Elan Sykes Ethan Krell
December 3, 2013 at 8:04am • 5

Amy Katz Wasser See some Wassers, Sykes, Krells, a Goldstein, a Shapiro and a Berkowitz!
December 3, 2013 at 8:04am • 2

Amy Katz Wasser Oh yes, A Morris!
December 3, 2013 at 8:05am • 2

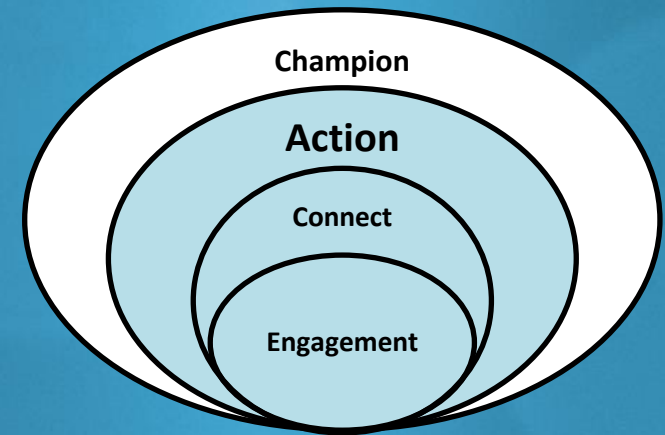
Pamela Jay Gottfried I sent in private msg to my girls and their grandparents, and everyone who knew them when they were so small!
December 3, 2013 at 1:15pm • Edited • 2

Leah Berkowitz Make that two Berkowitz's! Lol mikayla is the baby in the back
December 3, 2013 at 8:07am via mobile • 5

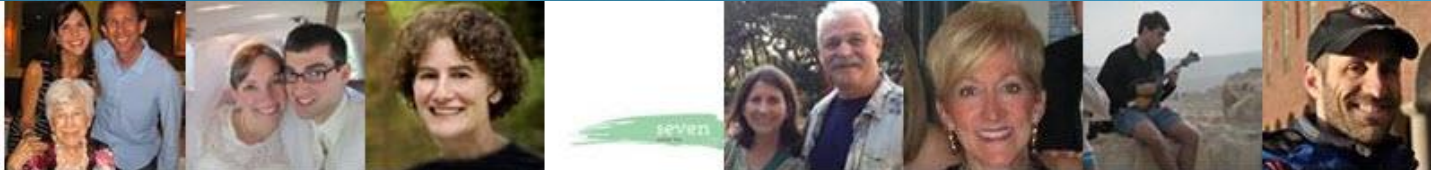
Pamela Jay Gottfried Wow!
December 3, 2013 at 8:07am

Fred Berkowitz Yoni bottom row left side? and perhaps Mack Krell sitting to Ethan's left as well? Daniel Geller middle row all the way to the right ... which means that Mira is seated in front of Elan. Crazy!
December 3, 2013 at 8:23am • 2


Pamela Jay Gottfried Yes, Elan's face hasn't changed. Mira is also




Action: Donations



Ramah Darom Alumni Members Photos Join Group + Create Group * Q

**Ramah Darom**


As soon as we get THREE more pledges, we will reveal the top of this oh-so-adorable oldie but goodie. Who's in? Just text "darom" to 313131, or even say "Sign me up for \$18 (or double chai, etc)" below, and we'll post it!



Share · December 3, 2013 at 12:17pm

👍 Pamela Jay Gottfried likes this.

About 937 members


 **Open Group**

Attention Alumni: We are Looking for YOU!

We've created this group to begin to reunite Ramah Darom's alumni base. We hope this page helps us connect and keep in better touch so we can inform you of exciting opportunities we're planning for you all to connect in person!

Please feel free to add old camp photos and use this as a way to keep in better touch.

If you know anyone else who should be a part of this group please add them!



Alumni Engagement Webinar Series

Action: Donations



Ramah Darom Alumni Members Photos [Join Group](#) [+ Create Group](#)  

**Ramah Darom**
You've earned yourselves the other half of that picture. Thanks to those who gave. — with Nathan Snitz and 2 others.



Camp Ramah Darom
2004

 Share · December 3, 2013 at 12:53pm

 13 people like this.

**Nathan Snitz** What a throw back!!
December 3, 2013 at 2:50pm via mobile

**Sam Whitman** Wowwww
December 3, 2013 at 11:32pm via mobile

**Sam Whitman** Noah Pozin
December 3, 2013 at 11:33pm via mobile

About 937 members

 **Open Group**
Attention Alumni: We are Looking for YOU!

We've created this group to begin to reunite Ramah Darom's alumni base. We hope this page helps us connect and keep in better touch so we can inform you of exciting opportunities we're planning for you all to connect in person!

Please feel free to add old camp photos and use this as a way to keep in better touch.

If you know anyone else who should be a part of this group please add them!

Action: Donations

THANK YOU!

You raised... \$6,459
You gave... 129 GIFTS
41 OF YOU...
were Brand new donors!

#Hanukkathon
#GivingTuesday



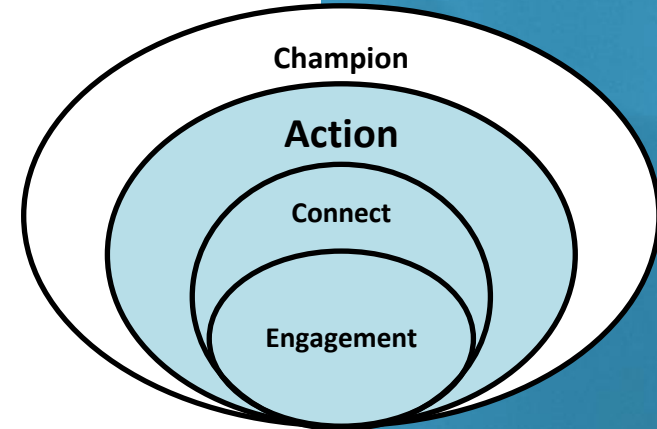
Ramah Darom ▸ Ramah Darom Alumni

December 17, 2013

Sending many, many thanks to the alumni who joined us for Giving Tuesday! Look what you accomplished! If you missed the blitz, it's never too late. Visit ramahdarom.org/donate to contribute. Thanks!

Share

6 people like this.

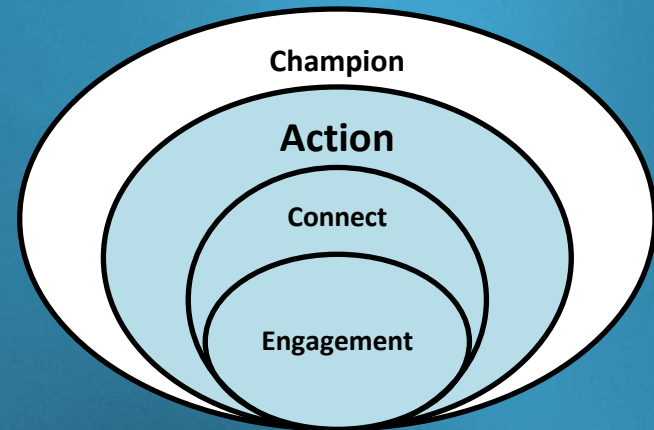


Action: Donation

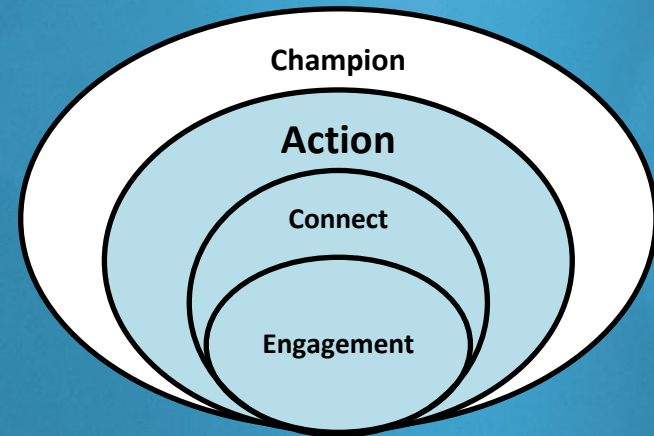
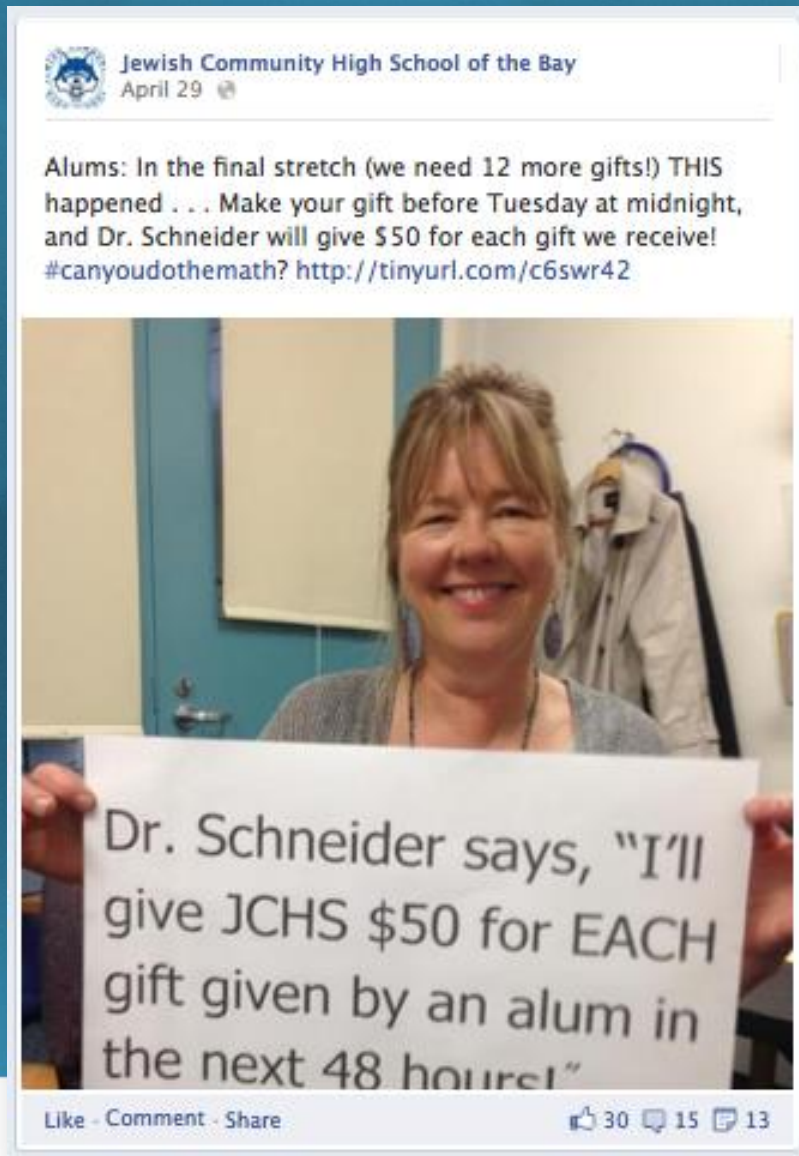


Source:

<http://avichai.org/2013/07/become-social-with-the-jewish-day-school-social-media-academy/>



Action: Donation



Champions

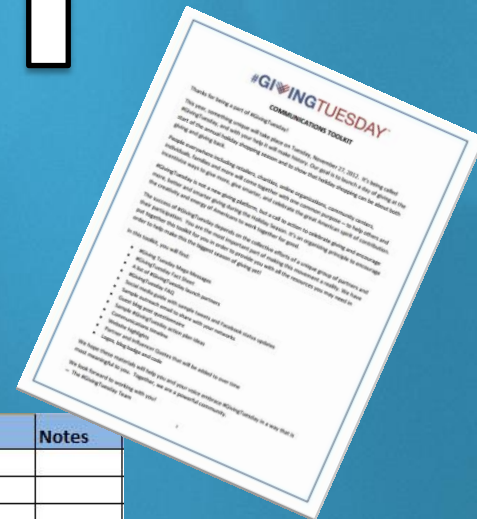


Research

Recruit

Resources

Unleash



| Name | Title | Organization | Social Account | Activity | Content | Relationship | Engagement | Results | Next step | Notes |
|------|-------|--------------|----------------|----------|---------|--------------|------------|---------|-----------|-------|
| | | | | | | | | | | |
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| | | | | | | | | | | |
| | | | | | | | | | | |

Champions



Shulamith School for Girls of Brooklyn · 250 like this

February 6, 2013 at 1:27pm · 🌐

Like

The AVICHAH Foundation is offering a MATCHING GRANT of up to \$10,000 if Shulamith can RAISE at least \$10,000 through social media fundraising by Purim! That means we need YOUR help getting 1,000 people donate \$18 within 18 days, our Purim deadline! PLEASE SHARE THIS LINK!
<http://www.razoo.com/story/Shulamith-School-For-Girls-Of-Brooklyn>



Shulamith School for Girls of Brooklyn

www.razoo.com

Help support Shulamith School for Girls of Brooklyn on Razoo! Donate or click "Share" below to spread the word.

Like · Comment · Share



Shulamith School for Girls of Brooklyn · 250 like this

February 7, 2013 at 12:56pm · 🌐

Like

Thank you to all our Champions for spreading the word. The donations are coming in! Keep up the good work to help Shulamith win a \$10,000 matching grant by Purim!
http://www.razoo.com/story/Shulamith-School-For-Girls-Of-Brooklyn?referral_code=share



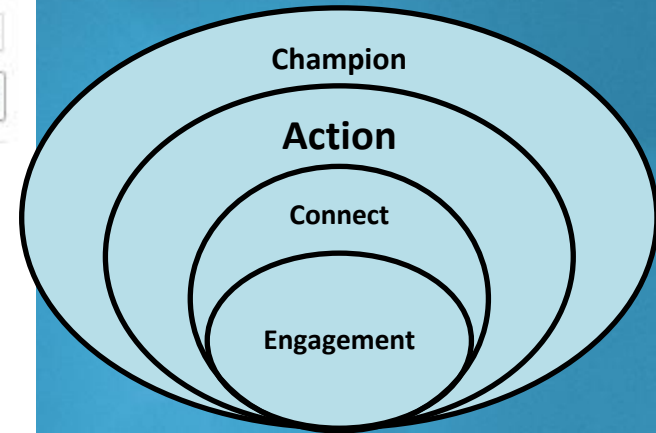
Shulamith School for Girls of Brooklyn

www.razoo.com

Help support Shulamith School for Girls of Brooklyn on Razoo! Donate or click "Share" below to spread the word.

Like · Comment · Share

2



Measuring Engagement: Tips

Engage

- PTA
- Post: Likes, Shares, Comments
- Replies, RTs, Favorites

Connect

- Content resonance
- Relationship Scores
- Contact information

Action

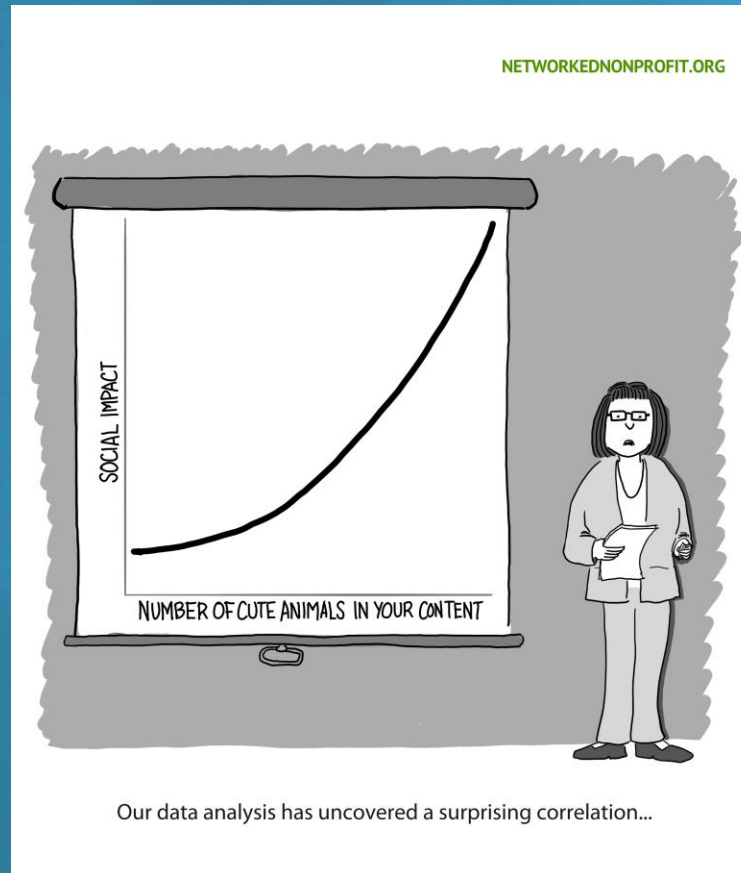
- Landing Page Conversions
- # events, donors, volunteers, dollars

Champion

- Conversion to action
- # active champions

Part 3:

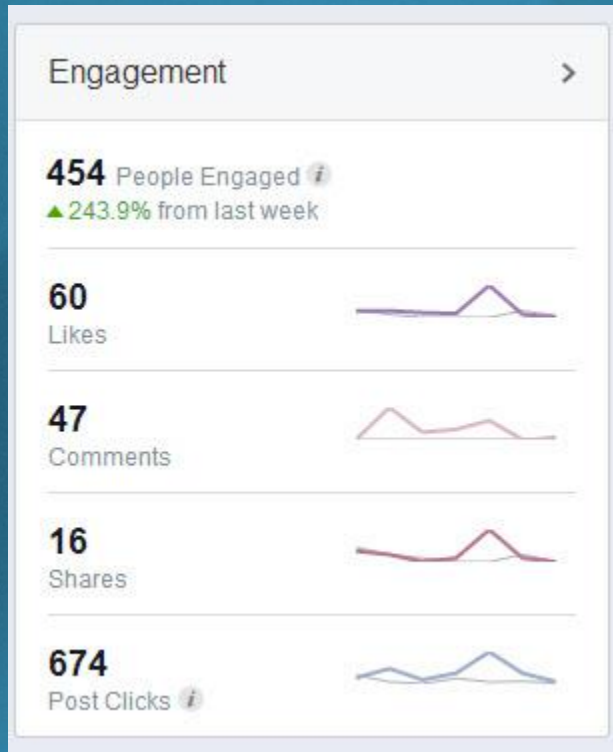
Measurement and Learning



Measurement Discipline: Start Small



Understand Facebook Engagement Metric



- Why important
- How calculated

Improve FB Content Resonate with Experiments

| | A | B | C | D | E | F | G | H |
|----|--------------------|--|--|-------------------|--------------------|--|--|---------------------------|
| 1 | | | Facebook Editorial Calendar and Metrics Spreadsheet | | | | | |
| 2 | Date Posted | Topics | Format | Day Posted | Time Posted | Reach | Engagement | What did we learn? |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| 6 | | | | | | | | |
| 7 | | | | | | | | |
| 8 | | | | | | | | |
| 9 | | | | | | | | |
| 10 | | | | | | | | |
| 11 | | | Question, Link, Photo, Video, Poll | | | unique number of people who saw your post | Percentage based the PTA divided by reach | |
| 12 | | | | | | | | |
| 13 | | | | | | | | |
| 14 | | Instructions: | | | | | | |
| 15 | | 1. Use first 3 columns to plan your content for the month | | | | | | |
| 16 | | 2. Weekly add the day/time, add the metrics | | | | | | |
| 17 | | 3. Monthly review for patterns - what content resonated the most? Jot down your insights in the last column and use that to help plan next month | | | | | | |
| 18 | | | | | | | | |
| 19 | | Note: These counting metrics should support your overall result goals and you should track other channels | | | | | | |
| 20 | | Should relate to your ladder of engagement | | | | | | |
| 21 | | | | | | | | |
| 22 | | | | | | | | |

Make Analysis Fun!

| Time Pos | Reach | Virality | Virality Ratio (comments/reach) | What did we learn? |
|----------|-----------------------------|----------------------|---------------------------------|---|
| 1:24 PM | | 10 comments, 3 likes | | |
| 9:35 AM | 200 people saw this | 4 comments, 3 likes | 2% | Pictures posted have the maximum reach |
| 9:38 AM | 169 people saw this | 8 comments, 3 likes | 4.70% | |
| 2:06 PM | 154 people saw this | 3 comments, 6 likes | 2% | |
| 11:04 AM | 231 people saw this | 8 comments, 6 likes, | 3.50% | Infographs generate great reach as well |
| 11:50 AM | 209 people saw this | 9 comments, 8 likes | 4% | |
| 3:54 PM | 118 people saw this | 2 comments, 1 like | 1.70% | |
| 9:25 AM | 103 people saw this | 2 comments, 6 likes | 2% | |
| 10:07 AM | 190 people saw this | 4 comments, 6 likes | 2% | Posting a question with a picture generates a lot of reach |
| 10:55 AM | 145 people saw this | 4 comments, 3 likes | 3% | |
| 11:32 AM | 166 people saw this | 5 comments, 4 likes | 3% | |
| 11:57AM | 64 people saw this | | | |
| 9:12 AM | 124 people saw this | 6 comments, 1 like | 5% | |
| 1:59 PM | 50 people saw this | | | |
| 9:42 AM | 87 people saw this | 2 comments, 3 likes | 2.20% | |
| 9:27 AM | 51 people saw this | 6 joined | 11% | Creating an event on FB is a good way of promoting it, generates a lot of virality |
| 9:29 AM | people saw this, Article:59 | comments, 3 likes, | Picture: 11%, Article: 5% | Interesting articles in magazines such as "100 powerful women in Pakistan" in Newsweek create a lot of interest |
| 11:35 AM | 61 people saw this | 3 comments | 5% | Articles from credible journals are generally viewed |
| 9:11 AM | 62 people saw this | 3 comments, 3 likes | 5% | |
| 9:42 AM | 41 people saw this | | | |
| 2:39 PM | 48 people saw this | 1 comment | 2% | Better to post in morning, not afternoon |
| 11:36 AM | 86 people saw this | 3 comments, 1 like | 3.50% | |

Data is like Bread



Make Time for Reflection and Improvement



Joyful Funerals



Metrics Mondays

Thank you!



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Register for the next webinar!

www.schusterman.org/nettalks

Wednesday, February 19, 2014
12:00-1:00PM EST

James Fowler, Professor of Medical Genetics and Political Science, University of California, San Diego

Topic: Mobilizing the Network: The Power of Friends

Description: In the past decade a number of online platforms have sprung up that allow us to collect massive amounts of interaction data. Recent work shows that these online interactions can be used to predict face-to-face relationships, meaning that these digital footprints allow us to identify friends. In this webinar, James Fowler will describe research that shows three ways we can use friends in big data settings to improve our power to predict and shape behavior.

NetTalks is a free, five-part webinar series for Jewish professionals who want to tap into the power and potential of alumni networks! It is a partnership between the Charles and Lynn Schusterman Philanthropic Network and the Jim Joseph Foundation to facilitate learning and knowledge sharing around the importance of investing in and supporting alumni network initiatives.

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