



# Social Networking for the Grant Professional

David Broussard, WellStar Foundation  
Dianna Pell, Dianna Pell Consulting

May 24, 2011



# Agenda

- Function of Social Media
- Social Media and Funding Sources
- Social Media for the Grant Consultant

# Function of Social Media



Communication of Ideas  
Accompanied by Varying Levels of  
Personal/Organization Detail

# facebook

- Member Profiles
- Ways to Communicate
  - Messages
  - The Wall
  - Applications
  - Status Updates on News Feed
  - Organization Profiles vs. Fan Pages
  - Advantages of Fan Pages

# twitter

- Member Profile
- Status Updates
  - Following
  - Bit.ly links
  - Quick Announcements

# LinkedIn

- Professional Networking
- Profile Format = Work Experience/Skills
- Network Organized by Professional Relationships
- Groups
  - Discussion Forum
  - Job Announcements



# Message Boards

- Hosted by Various Websites
- Ways to Contribute
- Threads
  - Discussion Forum
  - Advice

# Blogs

- Profile and Posts (articles)
- Others' Comments
- Limitations on Comments (controlling content)



# YouTube/Picasa/AV Sites

- Generally Include Short Profiles (example: a “channel” on YouTube)
- Others’ Comments on posted pictures or videos
- May Have Limitations on Access (example: Picasa)
- Good for Distributing Pics/Video Directly
- Also Helps Keep Other Sites (example: your blog) Simplified

# Social Media and Funding Sources

Amazing Opportunity to Integrate  
Social Media Services into  
Grantwriting Toolbox

# Success in Grant Writing

- Success measured by hit rate and overall grant \$ received.
- Right Pieces in Place
  - Right Project
  - Right Time
  - Right Person
  - Right \$ Amount
- Development Cycle
  1. Identification/Discovery
  2. Cultivation
  3. Stewardship

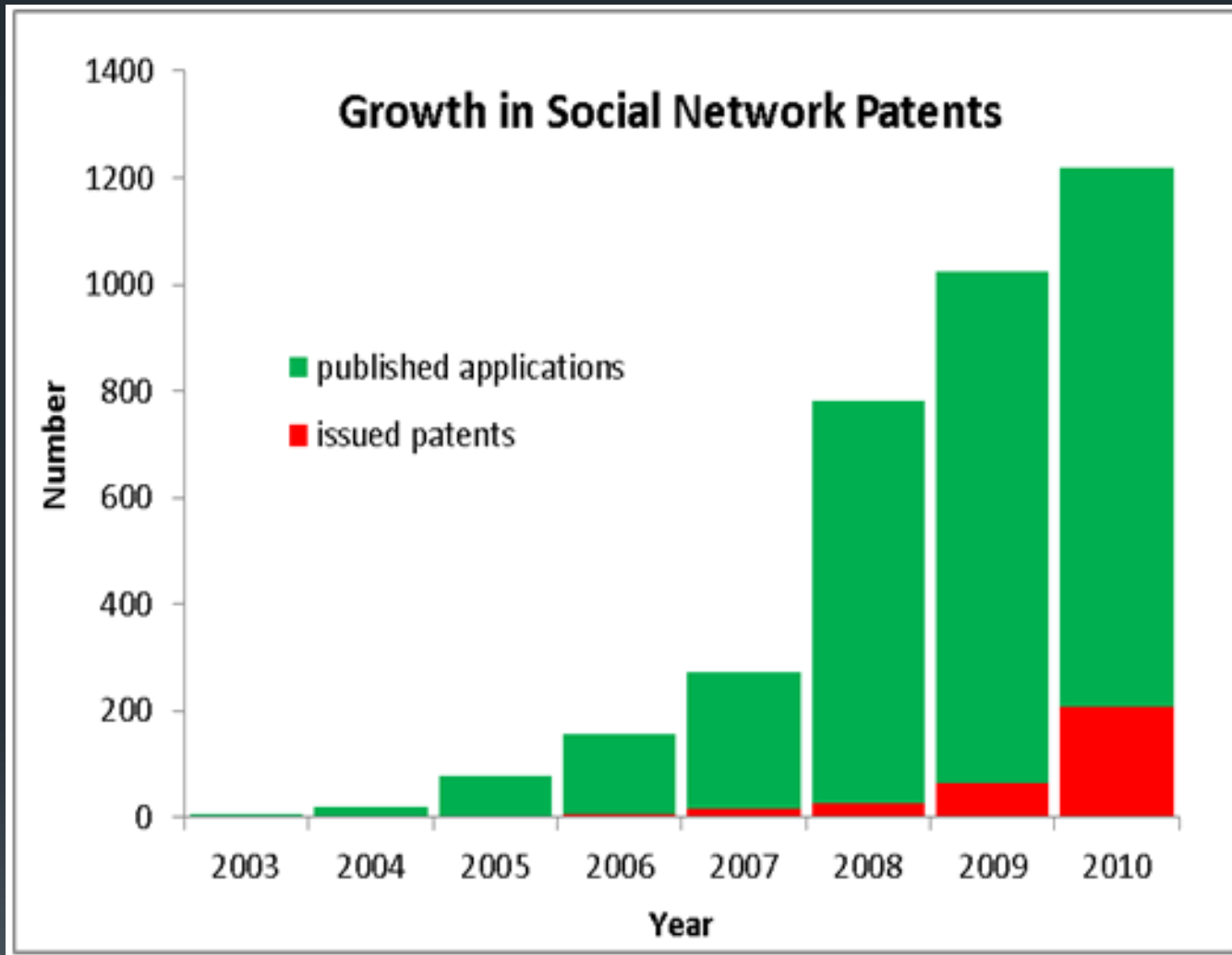
# Social Media Communication

- Is there a specific form “more helpful” in grant writing?
- Not necessarily - focus on End-Result
  - Status Updates
  - Profile Information
  - Record of Announcements
- Don't Overlook Any One Social Media Source in Research and Relationship Development

# Who's Using Social Media?

- August 2010: GlassPockets.org counted more than 650 foundations with active online presence; as of 5/20/2011, they counted 1,015!
- Foundation Center Survey, July 2010  
Foundation Leaders Regularly:
  - 33% use facebook
  - 30% read blogs
  - 11% use Podcasts
  - 10% use YouTube
  - 6% use Twitter

# Social Media Use is GROWING!



# Incorporating Social Media into Funder Cultivation/Solicitation Process

- Identification and Discovery Enhanced
  - Connecting with Funders Using Social Media allows us to become much more familiar with a funder's lingo and priorities (better than a web page or annual report).
  - Learn About Funders' Hot-Button Issues in Real Time
  - Shows Your Interest in Something Important to Them = Builds Rapport

# Incorporating Social Media into Funder Cultivation/Solicitation Process (cont'd)

- Cultivation Enhanced:
  - Post Comments and/or “Liking” Wall/Status Posts
  - Retweet Updates
  - Recommend Work/Programs on LinkedIn
  - Participate on YouTube via Comments and Likes

The More Times Your Name is in Front of a Funder, the Better!



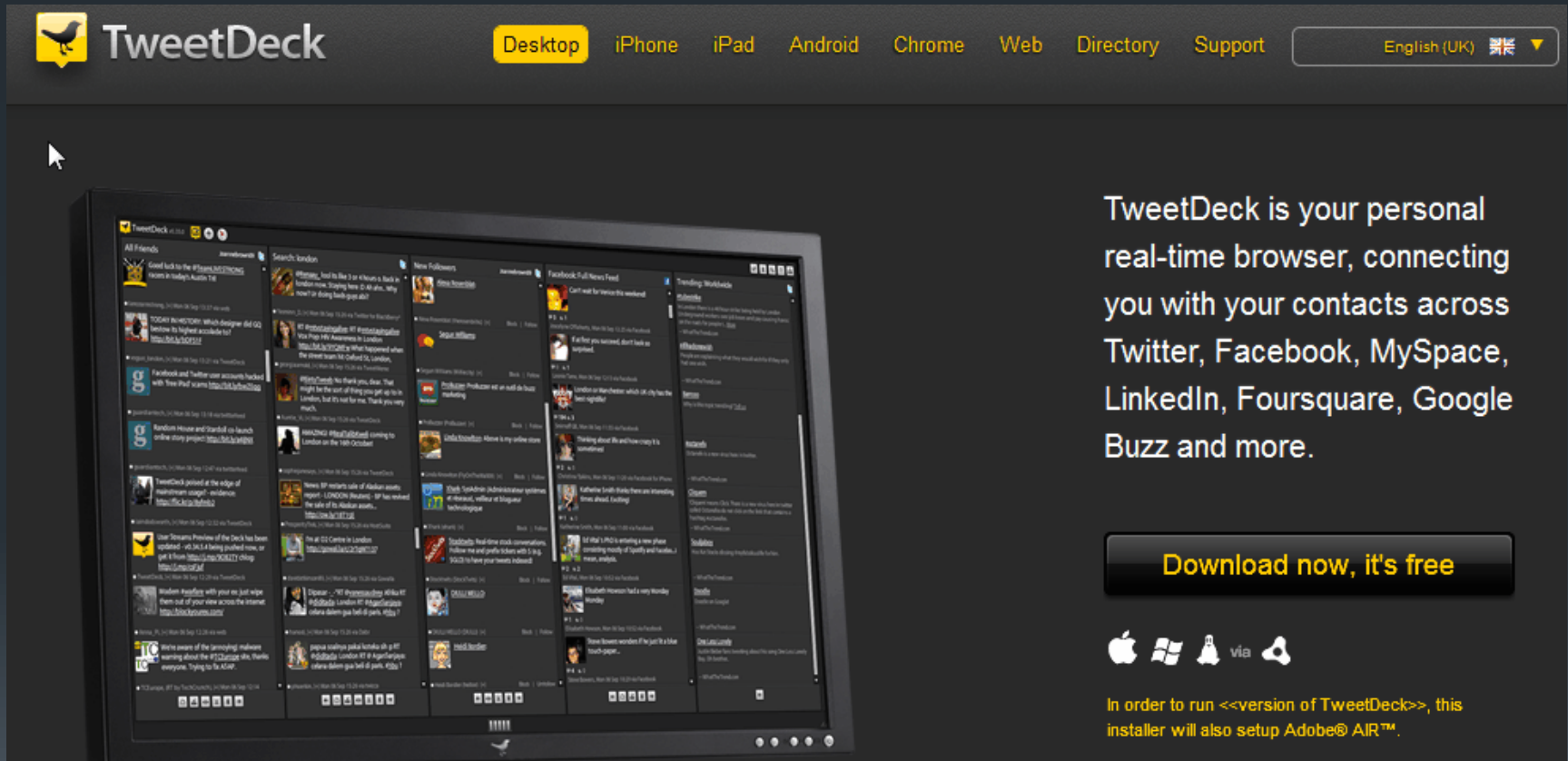
# Incorporating Social Media into Funder Cultivation/Solicitation Process (cont'd)

- Stewardship Enhanced
  - Report Back on Results as Events Happen prior to a Formal Report
  - Become Third-Party Advocate/Billboard for the Funder

# Practical Tools/Starting Points

- [www.GlassPockets.org](http://www.GlassPockets.org) – Search for your Current Funders
- Search YouTube for Prospective Funders  
<http://www.youtube.com/user/lemelsonfoundation>
- Search for Prospective Funders on facebook
- Use Tweetdeck to Integrate Your Funders
- Find Potential Funders on Twitter:  
[http://twitter.com/#!/who\\_to\\_follow/interests/charity](http://twitter.com/#!/who_to_follow/interests/charity)
- Find Blogs and Subscribe to their RSS Feed

# Practical Tools/Starting Points (cont'd)



The image shows the TweetDeck desktop application interface. At the top, there is a navigation bar with the TweetDeck logo on the left, followed by platform options: Desktop, iPhone, iPad, Android, Chrome, Web, Directory, and Support. On the right side of the navigation bar, there is a language dropdown menu set to English (UK) and a search icon. Below the navigation bar, the main interface is divided into several vertical columns. From left to right, these columns include: 'All Friends' (a list of tweets from friends), 'Search: London' (a search results view for the term 'London'), 'New Followers' (a list of new followers), 'Facebook-Full News Feed' (a feed of posts from Facebook), and 'Trending Worldwide' (a list of trending topics). Each column contains a list of tweets or posts with profile pictures, text, and interaction icons. The interface is clean and organized, typical of a social media dashboard.

TweetDeck is your personal real-time browser, connecting you with your contacts across Twitter, Facebook, MySpace, LinkedIn, Foursquare, Google Buzz and more.

[Download now, it's free](#)

Apple Windows Vista Linux via

In order to run <<version of TweetDeck>>, this installer will also setup Adobe® AIR™.

# Practical Tools/Starting Points (cont'd)

Stay on top of Trends/Issues through these Blogs Read by Foundation Leaders:

- [www.effectivephilanthropy.org](http://www.effectivephilanthropy.org)
- <http://philanthropy.com/blogs/giveandtake/>
- <http://pndblog.typepad.com/>

# Social Media and Government Funding Sources

- May Not Be as Well-Developed Yet, but Progressing!
- Invite Contacts to Connect with You
  - Maintain Connection
  - Advertise Your Good Works
- Search Out Their Profiles
  - Promote Relationship
  - Keep Yourself Informed

# Social Media for the Grant Consultant



Free Advertising You Control

# Advertising Skills & Experience

- LinkedIn
  - Resume and Skills
  - Disadvantage: Limits on Availability of Contact Info
- Blog/Website
  - About Me
  - Contact Info
  - Keep It Current
- Guru and Elance
  - Can Post Work Products on Profile
  - Disadvantage: Limits on Availability of Contact Info

# Being the First Person They Think Of

- Status Updates
- Twitter *and* LinkedIn
- Follow Me on Twitter! @[yourname]



# Keeping Up with the Profession

- LinkedIn Groups
  - Grant Professionals Association
  - Nonprofit Consultants and Grant Writers
  - Others available based on types of grants written
- Don't Be Shy Connecting With Colleagues *and* Competitors
- Create a Professional facebook Profile