

# USFR Social Media Marketing Panel Presentation

## Sara Brueck Nichols, Operation Kids



Sara Brueck Nichols' experience includes a decade in integrated communications developing media relations and grassroots campaigns, brand development, event and tradeshow planning, marketing education, market research and analysis across a broad spectrum of industries in the corporate, nonprofit and academic sectors. Her nonprofit work has been in the areas of youth development, literacy, advocacy for the blind and women's health initiatives with such organizations as The National 4-H Council, Project Safe Night, United Way, Tidewater Literacy Council and The Columbia Lighthouse for the Blind. Learn more: <http://www.operationkids.org>.

## Recommended Reading

- ◆ *Groundswell: Winning in a World Transformed by Social Technologies* by Charlene Li and Josh Bernoff
- ◆ *Trust Agents: Using the Web to Build Influence, Improve Reputation & Earn Trust* by Chris Brogan and Julien Smith

## Favorite Web Sites / Blogs

- ◆ Social Change Trends: <http://mashable.com/2009/12/23/social-change-trends/>
- ◆ Guide to Facebook: <http://mashable.com/guidebook/facebook/>
- ◆ 3 Tips for Using Social Media (*Wall Street Journal*): <http://online.wsj.com/article/SB10001424052748704541004574600333460307634.html>
- ◆ Noprofit New Media Success Stories: <http://www.connectioncafe.com/posts/2008/08/the-google-age-fundraiser.html>
- ◆ Guide to SMS (texting) for Social Change: <http://blog.techsoup.org/node/1110>
- ◆ iPhone Appmaker (geared to small business and nonprofits): <http://appmakr.com/>
- ◆ Social Media ROI: <http://www.socialmediatoday.com/SMC/77179>

## Best Sources of Ongoing Information

- ◆ Alltop (collection of the best of the best nonprofit news and blogs) <http://nonprofit.alltop.com/>
- ◆ Mashable (all things social media) <http://mashable.com>
- ◆ Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change (Beth Kanter, nonprofit consultant and social media goddess) [http://beth.typepad.com/beths\\_blog/](http://beth.typepad.com/beths_blog/)
- ◆ Progressive Exchange (collaborative of marketing/tech/development nonprofit people - Listserv) <http://progressiveexchange.org> (NOTE: This is open ONLY to those nonprofits that are politically/socially "progressive" or absolutely politically/socially neutral).
- ◆ Nonprofit Technology Network (NTEN) (Great resources even if you aren't a member - including a lot of discussion groups) <http://nten.org>
- ◆ Utah Pulse - Social Media Minute (every Friday) [http://utahpulse.com/featured\\_article/all/social\\_media\\_club\\_of\\_salt\\_lake\\_city](http://utahpulse.com/featured_article/all/social_media_club_of_salt_lake_city)
- ◆ Tech Soup Blog <http://blog.techsoup.org>
  - ◆ Social Media Today <http://socialmediatoday.com>



- ◆ Non Profit Network - MojaLink On Fundraising, Hosted by AFP
- ◆ Philanthropy Network
- ◆ The Chronicle of Philanthropy
- ◆ Nonprofit Message - Communications & Marketing
- ◆ Philanthropy Journal
- ◆ Non-Profit Marketing
- ◆ Nonprofit Technology Network

