



***Be Networked, Use Measurement,
and Learn from Your Data***
Beth Kanter, Master Trainer, Author, and Blogger

*Buffalo, NY
September, 2014`*

Beth Kanter: Master Trainer, Author, and Blogger



@kanter

TEAMCOCO VIDEO JOKES PHOTOS SYNC COMEDY CELEBS MUSIC FANS **CONAN** Weeknights 11/10c on tbs
Coca-Cola zero. ARE YOU A REAL FAN? #proveit

Conan Is Clawing His Way To The Top Of LinkedIn

November 08, 2013

Comment Like Share Tweet +1

TAGS: COMEDY SKETCHES, LINKEDIN



This Video Available: Worldwide

Conan is showing his way past lesser influencers, including an old boss at NBC

Connect with Conan @ teamcoco.com/linkedin

<http://teamcoco.com/video/linkedin-11-07-2013>

Related

- Quintessa Carter: Conan Network's 'WTF' PICK!
- Conan O'Brien Will Host The 2014 MTV Movie Awards
- Billie's COO Explains What Happened
- Alan Trecost Has Some Issues: Trecost's Response
- Amur and's Running Out Of Luck

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Beth's Blog

How Networked Nonprofits Leverage Networks and Data for Social Change

13 NOV 2013

4 Comments

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Conan O'Brien: Stop Talking About Red Hats & Do A Monologue About Charitable Giving

FUNDRAISING, PHILANTHROPY



I think Conan should join the #GivingTuesday movement and get more followers. [Sign my petition to ask Conan to do a monologue about #GivingTuesday.](#)

On *Late Night with Conan O'Brien*, Conan **poked fun** at me because I have more LinkedIn followers than him. He joked that my red hat is the key to my success – it was a funny

Hi, I'm Beth. Welcome!



BETH KANTER
KATIE DELAHAYE PAINE
FOUNDERS OF THE NETWORKED NONPROFIT

MEASURING THE NETWORKED NONPROFIT

YOUR PATH TO CHANGING THE WORLD

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Beth
335,371

 Beth Kanter Internationally Acclaimed 160,048 followers	 John A. Byrne Fast Company & BusinessWeek Former... 156,896 followers	 Jeff Haden Ghostwriter, Speaker, Inc. 154,896 followers
 David L. Katz, MD, MPH Director, Yale University... 145,563 followers	 Cory Booker U.S. Senator from New Jersey at... 145,034 followers	 Bernard Marr Best-Selling Author, Keynote... 139,374 followers
 Martha Stewart Founder of Martha Stewart Living... 127,469 followers	 Marcus Samuelsson Chef and Author at Marcus... 126,558 followers	 Conan O'Brien CEO at Conan 125,865 followers

Conan
157,251

3 Digital Revolutions

Broadband

Mobile

Social Networks

NGO Photography



Sir Stuffington
36,475 likes · 39,165 talking about this

Community
I want to bring awareness to the world about the importance of your local animal shelter & the lives they save every day! I also want you to know that you can also make a difference!

About – Suggest an Edit

Photos Likes

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36,475

WATCH MORE

#WhyIStayed founder: I was Janay Rice

ON THE PHONE: BEVERLY GOODEN STARTED #WHYISTAYED

DOMESTIC VIOLENCE SURVIVOR: I WAS JANAY

Meredith Vieira explains #WhyIStayed

STORY HIGHLIGHTS

Editor's note: Talk show host Meredith Vieira is the latest public figure to share her story of domestic violence inspired by the social media movement #WhyIStayed. We're reairing this story from September 8 explaining the origins of the hashtag. It's not just an issue with the NFL, it's an issue in all of our lives," Vieira says on her show.

[CNN] -- As media outlets Monday circulated security camera video of Ray Rice punching his then-fiancee in a hotel elevator, many wondered why the woman -- now his wife -- would remain with the fallen NFL star.

Beverly Gooden
@bevgooden

#WhyIStayed, author of Confessions of a Church Girl, storyteller, coffee drunk. Sashaying through valleys. contact: deepraylove@gmail.com
centre-left : beverlygooden.com

99.3K TWEETS 653 FOLLOWING 3,948 FOLLOWERS

Follow

#WhyIStayed and #WhyLeft

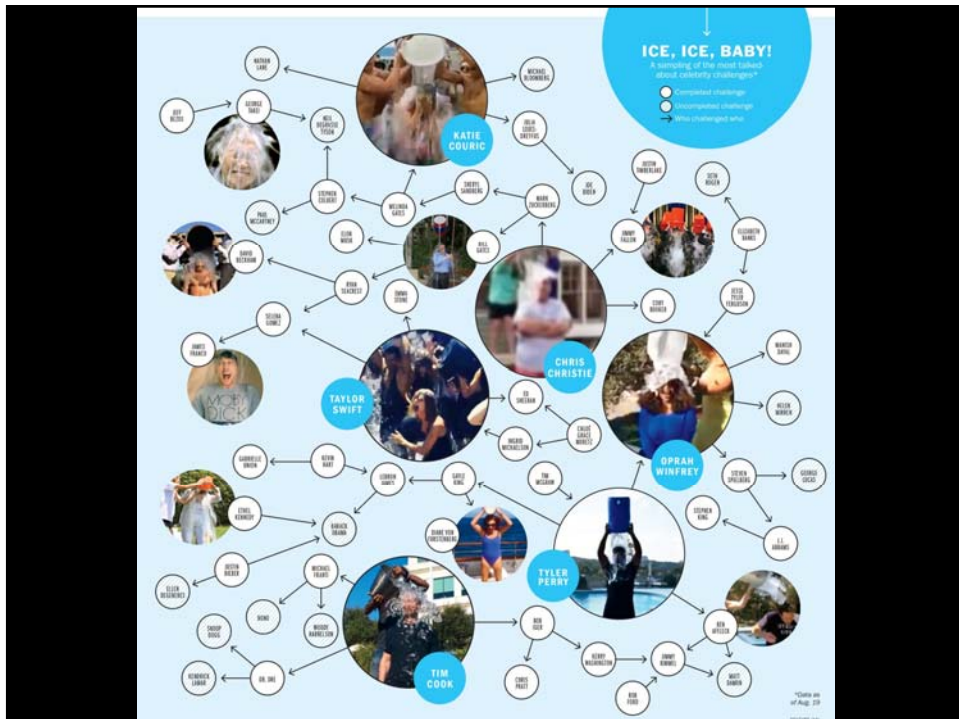


The Origins

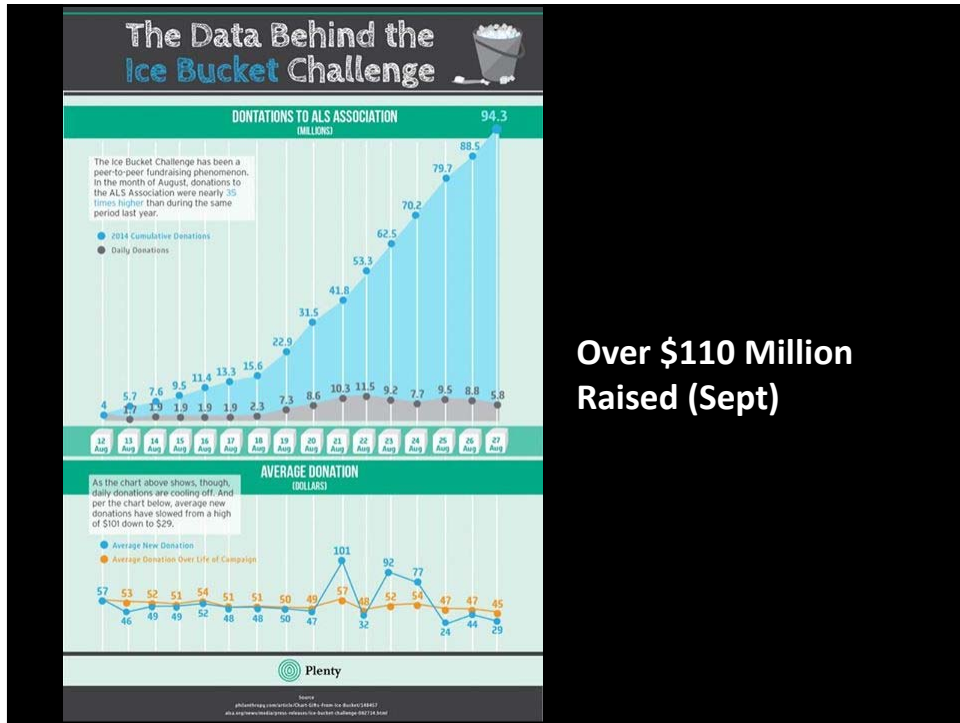


ALS Ice Bucket Videos Posted on Facebook – August 1-18th

Peter Frates: Free Agent







Over \$110 Million Raised (Sept)

Obs **Nouvel Observateur** @LeNouvelObs

En Côte d'Ivoire, un Ice Bucket Challenge pour lutter contre #Ebola >> bit.ly/1ASfq94 #MousserContreEbola

43 RETWEETS 13 FAVORITES

9:12 AM - 17 Sep 2014

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Beth's Blog

How Connected Nonprofits Leverage Networks and Data for Social Change

26 AUG 2014

16 Comments

245 Likes 15 Comments

476 Tweets 6 Shares

9 Email 0 YouTube

Ice Bucket Challenge: Can Other Nonprofits Reproduce It?

FUNDRAISING

The *Cold* Hard Facts about the Ice Bucket Challenge

#IceBucketChallenge



slideshare 1 / 12

Is success of the Ice Bucket Challenge a happy accident for ALS and the people who suffer from the disease or is the first example of the power of crowd charity? Can other nonprofits reproduce it? My answer: yes and no.

The Ice Bucket Challenge has raised over \$88.5 Million Dollars to fight the horrible disease, according to the [ALS Association web site](#). Just one week ago, donations totaled \$22.6 million. In just seven days, donations have skyrocketed by an average

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BETH KANTER
KATIE DELAHAYE PHOTO

MEASURING
THE
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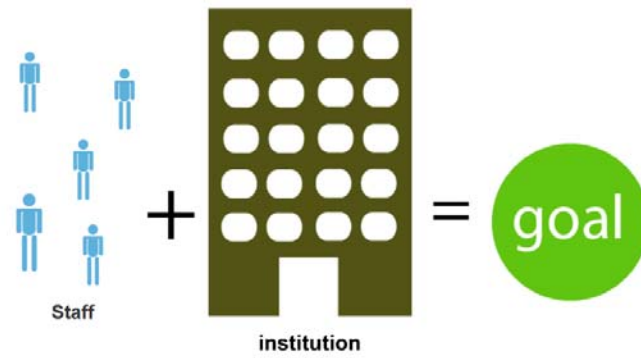
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Beth Kanter

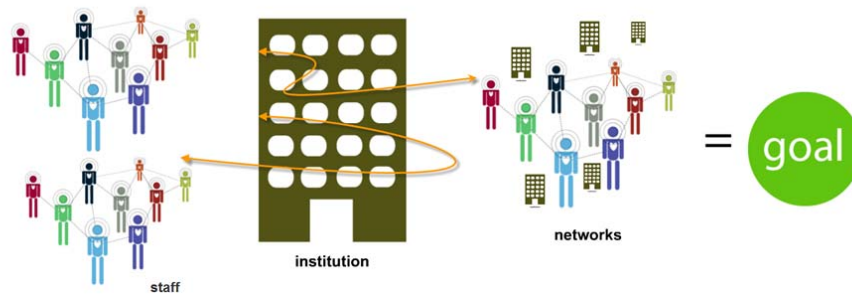
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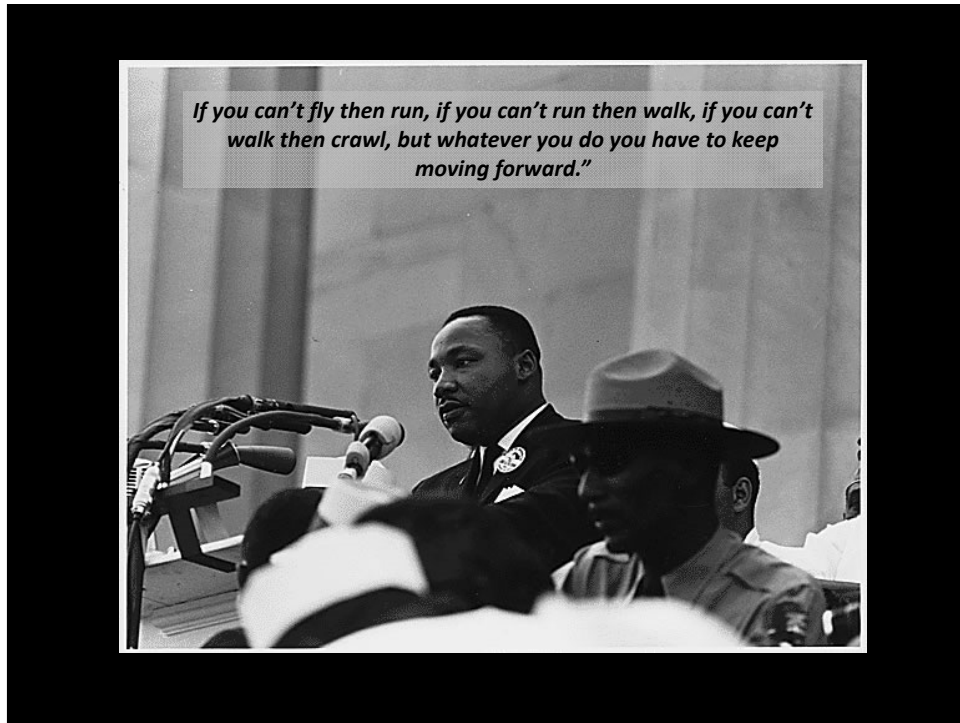
If you aren't on social and being transparent, connecting, and building relationships with people who care about your organization's mission you won't have an ice bucket moment





In a networked world, nonprofits need to work less like this



And more like this





Where is your organization?			
CRAWL	WALK	RUN	FLY
			
<p>Communications Strategy Development</p> <p>Network Mindset and Map</p> <p>Culture Change</p>	<p>Linking Social with Results and Networks</p> <p>Pilot: Focus one program or channel with measurement</p> <p>Incremental Capacity</p>	<p>Ladder of Engagement</p> <p>Content Strategy</p> <p>Informal Champions Strategy</p> <p>Best Practices</p> <p>Measurement and learning in all above</p>	<p>Network Building</p> <p>Formal Champions – internal/external Strategy</p> <p>Multi-Channel Engagement, Content, and Measurement</p> <p>Reflection and Continuous Improvement</p>

A Networked Mindset: A Leadership Style



- Leadership through active social participation and engagement
- Listening and cultivating organizational and professional networks to achieve the impact
- Sharing control of decision-making
- Communicating through a network model, rather than a broadcast model
- Openness, transparency, decentralized decision-making, and collective action.
- Being Data Informed, learning from failure

The Social CEO: In Service of Strategy

The screenshot shows a social media post from the ACLU of New Jersey. The main image is a black and white photo of a man in a suit and glasses holding a sign that says "ASK ME ANYTHING". The post includes a list of comments from various users, a "Post comment using Facebook Account" section with a text input field and a "Comment" button, and a "Post to Facebook" checkbox. The post also shows engagement metrics like likes and shares.

Getting Started

Beth's Blog How Networked Nonprofits Leverage Networks and Data For Social Change

14 APR 2014

Hi, I'm Beth. Welcome!

How Do I Get My Nonprofit's CEO To Use Twitter or other Social Media?

ORGANIZATIONAL CULTURE, PROFESSIONAL NETWORKING

Media for Social Change
AFP
SOCIETY FOR CHANGING MEDIA

MEASURING THE NETWORKED NONPROFIT

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Beth Kanter

- Get Their Attention
- Show How It Enhances Their Work
- Tweetutorials
- Peer Pressure
- Social Media Policy
- Found Time
- Feed and Tune
- Show Impact

<http://www.bethkanter.org/afpcon/>



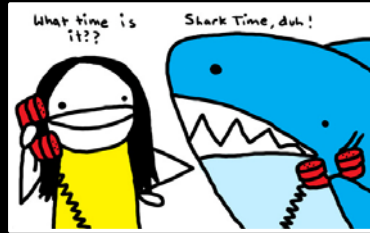
SOCIAL MEDIA IS PART OF EVERYONE'S JOB!

I have work to do!

Can finally tweet about our programs from my personal account!

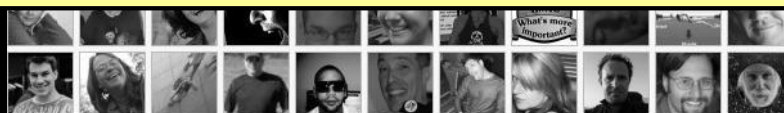


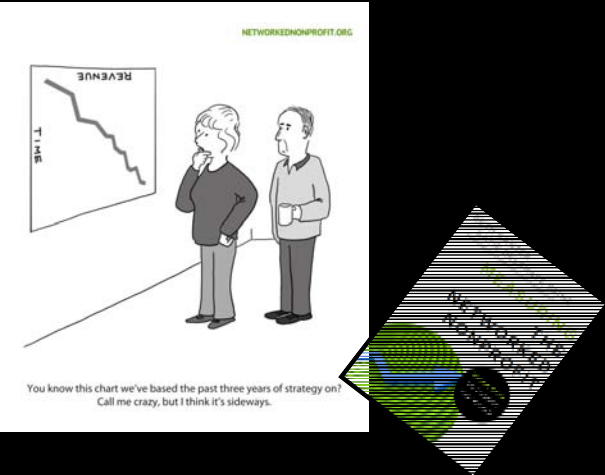
Leverage Staff Personal Passion In Service of Mission



@rdearborn works for UpWell and she LOVES sharks.

**How social is your organization's culture?
What are some of your challenges?**





The Data Informed Nonprofit

Data-Informed Culture: It starts from the top!



Do Something.org

More time think about that the data, then collect it



Tear down those silos and walls around data ...

DO SOMETHING .ORG

HELP CENTER SIGN IN

ABOUT US CAMPAIGNS CAUSES AWESOME-THINGS

PICS for PETS

SAVING AN ANIMAL'S LIFE IS AS SIMPLE AS *sharing their picture*

GET THE APP

EVERY YEAR, APPROXIMATELY 3 TO 4 MILLION ANIMALS IN SHELTERS ARE EUTHANIZED SIMPLY BECAUSE THEY DON'T GET ADOPTED. ONE REASON THEY DON'T GET ADOPTED? BAD PICTURES.

GAWKTR TOP STORIES



TELEVISION WITHOUT PRETTY

Kathie Lee Dropped a Puppy on His Head on Live TV Today

Rich Juzwiak

OCT 11, 2012 12:55 PM 91

Share +1 Like 683

Video

During a *Today* show segment about a [DoSomething.org](#) app that makes pet adoption as easy as smearing fingerprints on your iPhone screen, Kathie Lee Gifford insisted that noted fashion photographer Nigel Barker hand her a dog that he was holding, and then she immediately dropped said dog on his head. Kathie Lee's was not an evil puppy love, but evil did come because of it.

Sometimes it seems like Kathie Lee just can't win, and then she lets her buffoon flag fly, drops a puppy on its head on television, and it becomes clear that Kathie Lee just can't win.

SIGN IN

LATEST STORIES - TUESDAY, OCT 23, 2012

REFLECT YOUR SUCCESS.



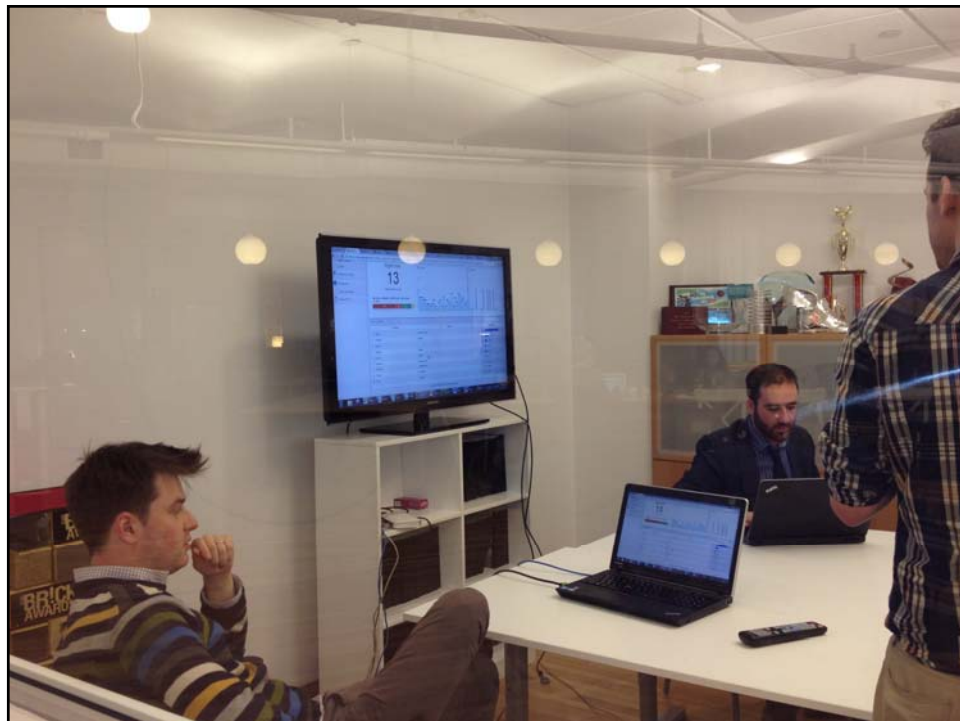
\$0 Intro Annual Fee for the first year, and earn 25,000 Membership Rewards® points

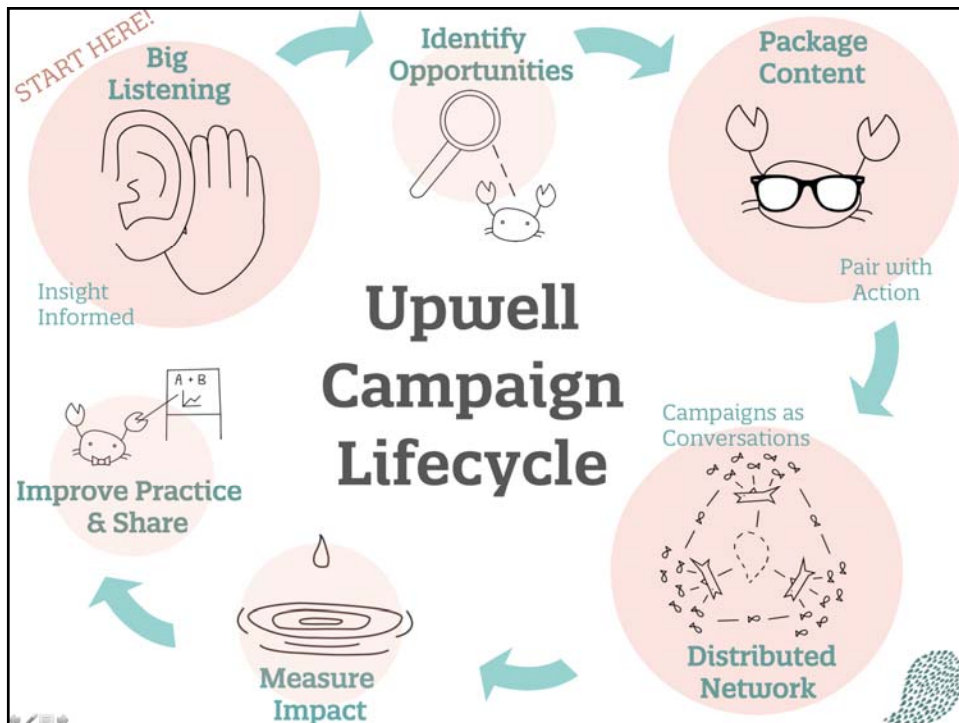
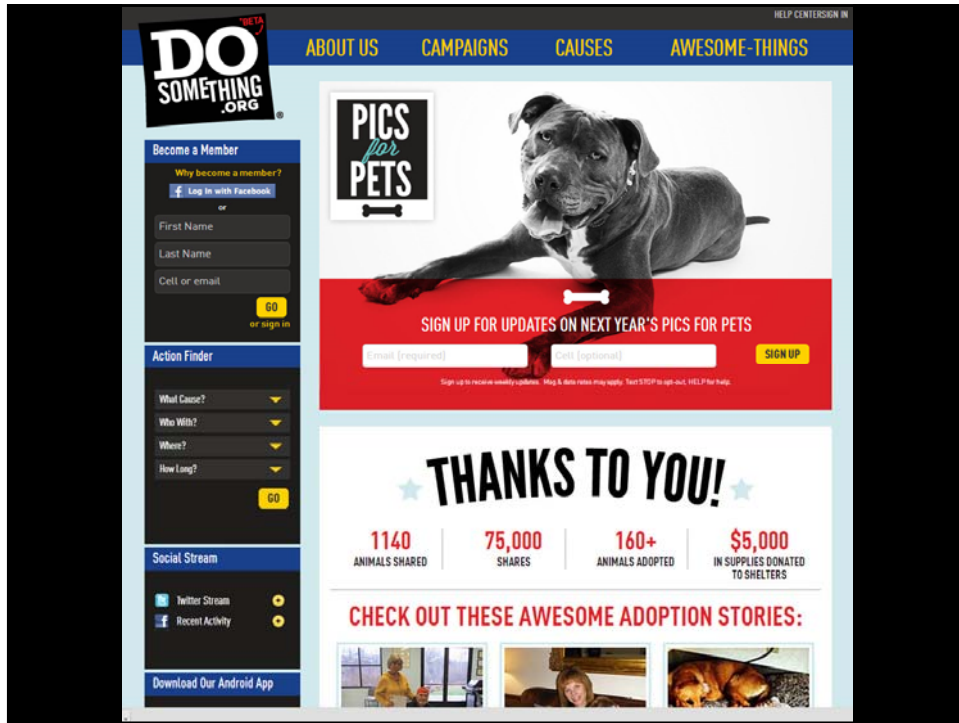
APPLY NOW

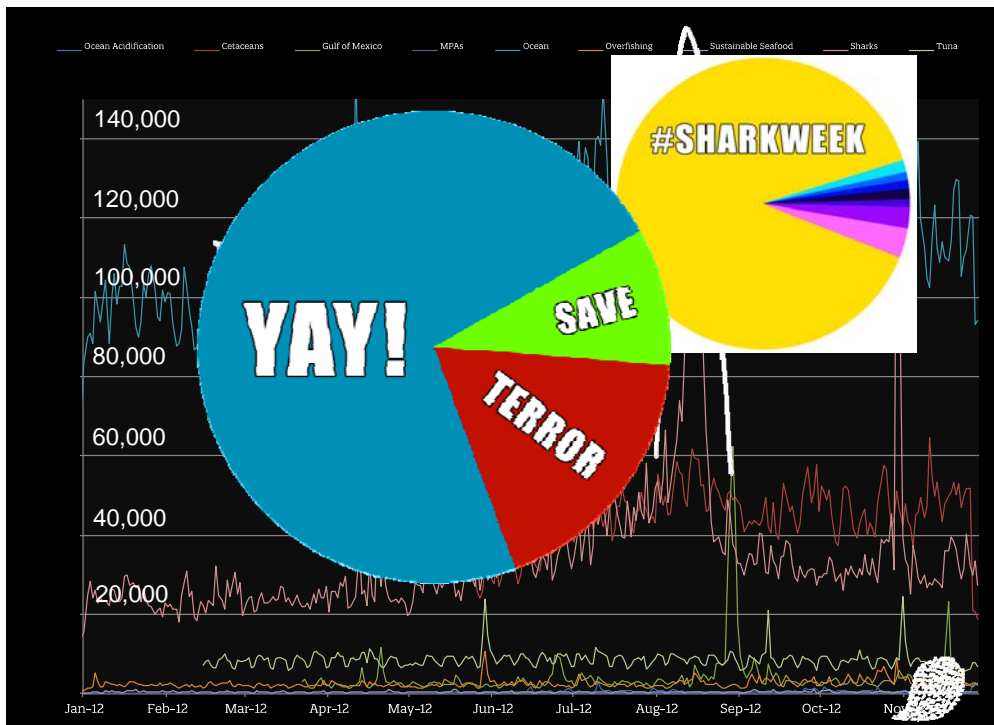
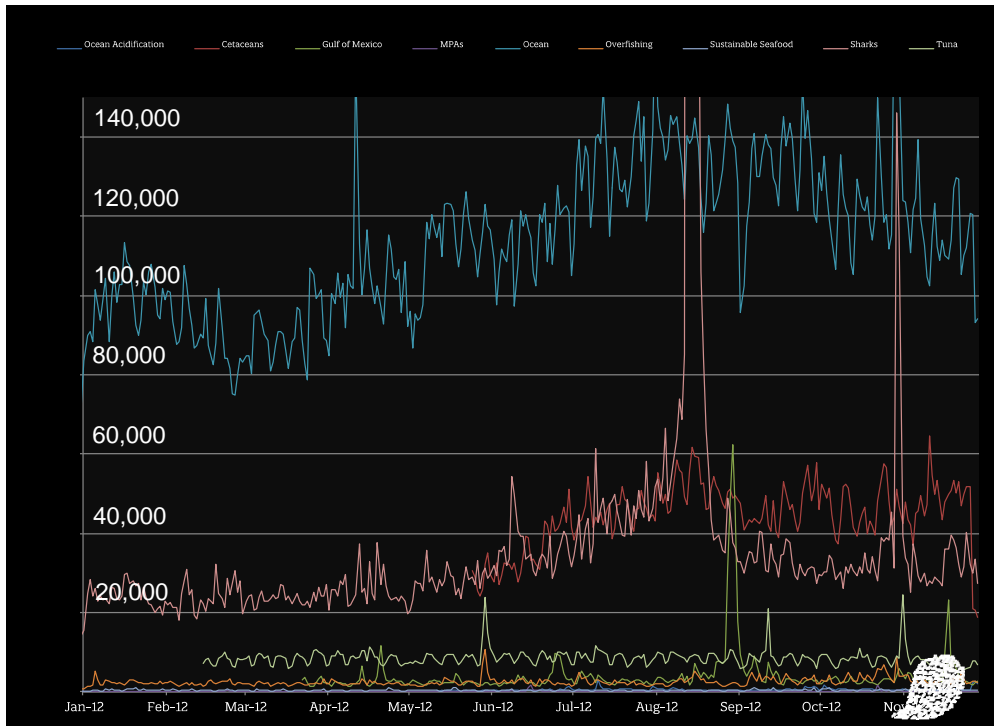
Terms and Restrictions Apply

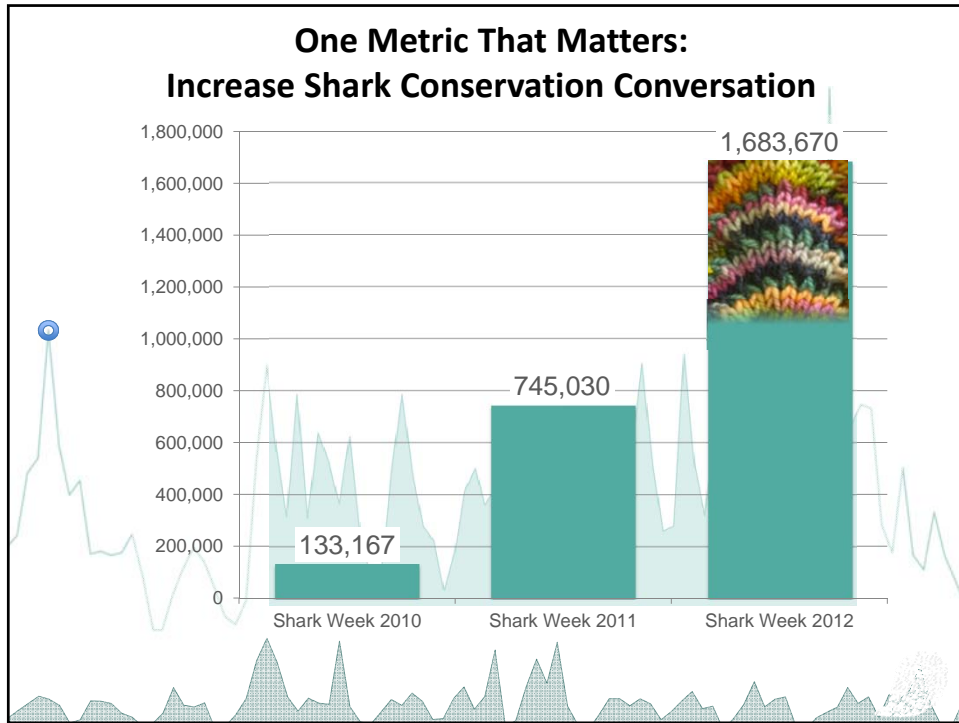
NEWER STORIES...

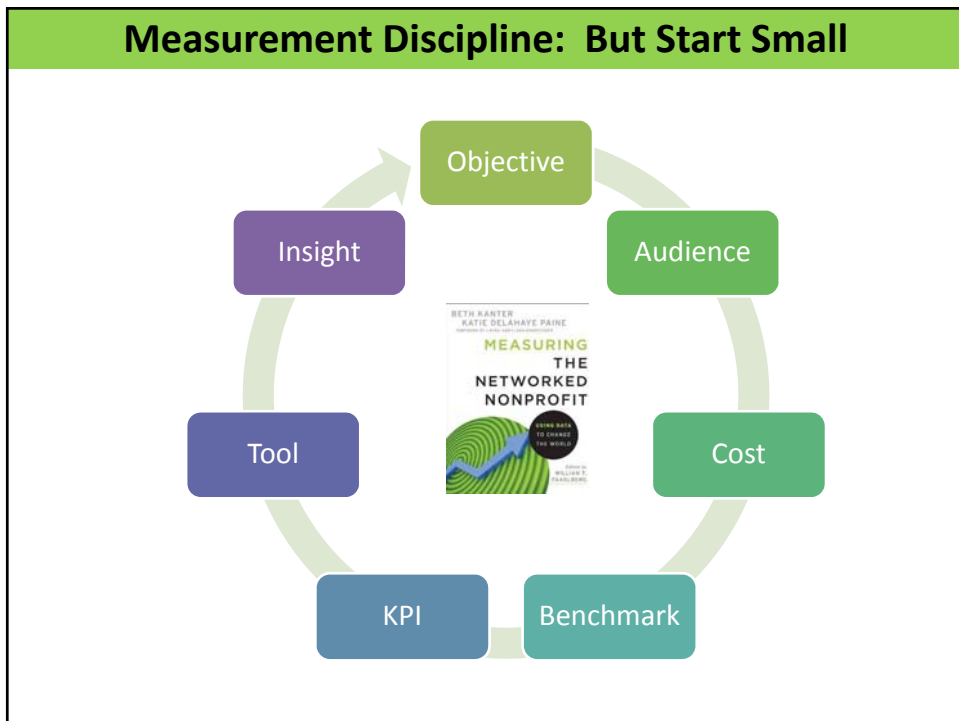
- POLITICS** 36,344
2008 Called. It Wants to Know What Happened to Barack Obama.
- PARENTING** 3,995
Parents Punish Disrespectful Daughter by Posting Embarrassing Photos of Themselves on Her Facebook Page
- MARRIAGE EQUALITY** 331
Jon Lajoie Comes Out Against Same-Sex Marriage











Pick The Right Data Point(s) To Track Outcomes

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waayy** up.



Data Literacy: Collect, Clean, Analyze, Visualize, Apply

A screenshot of a blog post from 'Beth's Blog'. The post is dated November 29, 2012, and has 15 comments. The title is 'Help! My Nonprofit Needs A Data Nerd and How To Find Them!'. The main image shows a man's head above a sign that says '↑ NERD'. The post text mentions a 'NTEN Webinar' and a report from 'NTEN/Ideaware'. The blog header includes navigation links like 'About Beth', 'Speaking', and 'The Networked Nonprofit'. There are also social media icons and a 'Hi, I'm Beth. Welcome!' message with a photo of Beth.

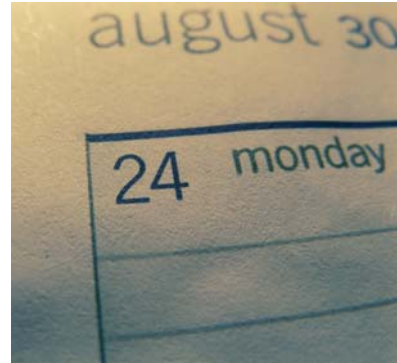


	A	B	C	D	E	F	G	
1			GlobalGiving Unmarketing Strategy Measurement 2013					
2								
3	Unmarketing/Communications Objectives, Strategies, Tactics, Measurement and Data:							
4								
5	Objectives	Strategies	Tactics	Metrics	Goal or Benchmarks	Q1	Q2	
10	1. Maintain and enhance the drumbeat of conversation about GlobalGiving and its projects on social media	Post engaging messages to Facebook and actively participate in Facebook conversations	Experiment with Facebook's changing format and algorithm. Try to meet or exceed the following benchmarks (from the previous iteration) at least 50% of the time:	Facebook posts per week				
11				Facebook applause rate	average of x lifetime engaged users per post			
12				Facebook conversation rate (the per-post goal is actually that each post meets at least 1 of these 3 metrics, but still taking quarterly averages)	x people talking about this			
13				x lifetime total reach				
14				x% virality				
15				Facebook amplification rate	weekly total reach of x people			
16				Facebook negative feedback rate	less than x total negative feedback clicks per post			
17				Continue to grow our Facebook fan base	Number of Facebook page likes	x by the end of 2013		
18					Number of Facebook page unlikes	number of unlikes are less than x% of fan base		
19		Post engaging tweets and actively participate in Twitter conversations;	Post engaging tweets; achieve the following metrics at least 50% of the time		Number of outbound tweets per week	x		
20				Twitter applause rate	average of x clicks per post			
21				Twitter conversation rate	x replies per day			
22				x mentions per day				
23				Twitter amplification rate	average of x RTs per day			
24				Average of x RTs per post				
25	Continue to grow our Twitter fan base		Number of Twitter followers	x by the end of 2013				

Reflection and Improvement: Learning from Data



Joyful Funerals



Metrics Mondays

MomsRising.org

Summary

1. Lead with a Networked Mindset
2. Be open, transparent, and agile
3. Different stages of maturity, requires incremental steps to improve organizational practice
4. Data informed culture starts at the top and embraces experiments with data
5. Get some measurement discipline, but start with small steps
6. Go beyond counting your data, learn from it

Thank you!



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www.facebook.com/beth.kanter.blog
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