

# DER Panel: Does Social Media = Effective Fundraising?

Friday, June 8, 2012  
LightHouse for the Blind

Darian Rodriguez Heyman  
Sarah Moore  
Jim Nickerson  
Robert Weiner

## RESOURCES

Katya's Non-Profit Marketing Blog: [What are nonprofits doing with social media? Six interesting stats](#)

Marion Conway: [Before You Jump in with Two Feet in Social Media - Important Boring Basic Stuff First](#)

[2012 eNonprofit Benchmarks Study](#)

[2012 Nonprofit Social Networking Benchmark Report](#)

Pam Dyer: [Top 12 Social Media Insights for Nonprofits in 2012](#)

[Google for Nonprofits](#)

Idealware: [What If Someone Says Something Bad About Me On Social Media?](#)

Idealware: [The Nonprofit Social Media Policy Workbook](#)

Idealware: [10 Things You're Doing Wrong With Social Media](#)

Beth Kanter: [Beth's blog](#)

Beth's book (!) [The Networked Nonprofit](#), Beth Kanter and Alison Fine

Mashable: [How Much Money Do Americans Give Online?](#)

Melanie Mathos and Chad Norman: [101 Social Media Tactics for Nonprofits](#)

[Mission Minded Marketing Guides](#)

[Pew Internet Project](#) -- Great source for SM statistics to support its relevancy to outreach/communications:

Simply Business: [Step-by-Step Guide to Social Media Success](#)

## [TechSoup](#)

Digital Storytelling: Tutorial in 10 Easy Steps

Digital Storytelling Cookbook

Eight Tips for Telling Your Story Digitally

We Are Media: [Social Media Starter Kit for Nonprofits](#)

### **Two awesome cool tools you can use today!**

<http://create.visual.ly/> Make an infographic of your Facebook or Twitter monthly activity with two clicks. It is free and requires no design skills.

<http://www.timelinemoviemaker.com/> Make a FB Timeline Movie just like the Facebook Timeline launch video. Great for your org or you personally.

### **Three non-profits Jim thinks are doing great things on Social Media.**

<https://www.facebook.com/londonsymphonyorchestra> The London Symphony Orchestra

<http://www.aidslifecycle.org/> SF AIDS Foundation Life Cycle

<https://www.facebook.com/foodbanknyc> Food Bank for New York City