

Social Media for Non-Profit and Public Interest Organizations 2014

March 20, 2014

9:00 a.m. – 12:30 p.m.

Why You Should Attend

With the growing focus on social media in the legal profession, smart non-profits and public interest organizations are cultivating a robust social media presence. Learn how to stay on the forefront of this new technology and harness the potential of social media to grow your network of supporters and expand your organization's footprint. We'll discuss what tools are working for non-profits, how to hone your organization's voice and content strategy, and how to develop and support a social media policy and management plan across your program.

What You Will Learn

Drawing on the latest research and trends and a case study of one non-profit, we'll explore how social media and networking tools can be used to grow your organization's online presence, and in turn, attract more supporters, donors and volunteers. By the end of this seminar attendees will be familiar with:

- Common social media tools and how to choose the right ones for your program
- How to develop an effective - and sustainable - content strategy
- Approaches to developing and honing your organization's "voice"
- How to engage with and respond to diverse constituencies online
- How to develop and maintain a social media policy and management plan
- Professional and ethical considerations for using social media
- How to define and measure your social media impact

Who Should Attend

The session is appropriate for executive directors, program administrators, pro bono managers, and communications and fundraising staff at non-profit and legal services organizations. We will draw on research and examples from the public interest legal community as well as the non-profit sector at large.

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Program Schedule

9:00

Program Overview and Introductions

Liz Keith

9:15

Getting Started and Growing With Social Media

- Social media for non-profits: what's all the buzz about?
- Building your social media toolbox
- Developing an engaging – and sustainable – content strategy
- Integrating social media with your website and offline communications

Liz Keith

10:15

Social Media and the OneJustice Network

- Expanding your organization's footprint online with social media
- Establishing your organization's voice
- Growing your network and converting attention into support
- Making social media manageable

Julia R. Wilson

11:15

Networking Break

11:30

Institutionalizing Effective Policies and Practices

- Creating a social media policy and management plan
- Professionalism and ethics in a social media context
- Responding to community feedback and legal help requests online
- Monitoring your social presence and measuring your ROI

Xander Karsten

12:30

Adjourn

Faculty

Chairperson

Liz Keith

LawHelp Program Manager
Pro Bono Net
San Francisco, California

Xander Karsten

LawHelp Program Coordinator
Pro Bono Net
San Francisco, California

Julia R. Wilson

Executive Director
OneJustice
San Francisco, California

Program Attorney: Christina Thompson