Culminating Dialogue (non profits and social media):

Co-production in an Information Age: Individual and Community Engagement Supported by New Media


This article talks about the specific ways community is being used within media and technology. The argument here is that in new public management citizens are generally regarded as consumers whereas citizens should be regarded as coproducers of public services. Using forums where people can answer each other's questions instead of having automated answers, or using citizens to help the police force are many ways of engaging the community and making them feel important, yet also building relationships with one another.

Engaging Stakeholders through social networking: How nonprofit organizations are using Facebook

(http://academic.csuohio.edu/kneuendorf/c63310/ArticlesFromClassMembers/Julie.pdf)

- In this article, it explains the 3 main ways non profits use social media to further their organizations. Those categories are Disclosure, Dissemination, and involvement. Disclosure is for the organization to give a detailed description of what they do and its history, logo as well as hyperlinks. Dissemination is used for posting links to photos, press, releases, videos and so on focusing on the information distributed by the organization. Involvement is using the social media to interact with their community and build relationships. Things like event calendars for volunteers and having forums.

What's All the Fuss About? Executive Salaries in the Nonprofit Sector

(http://www.tandfonline.com.ezproxy.library.wwu.edu/doi/pdf/10.1300/J147v24n04_04)

- The outcry about non profit salaries has been featured in the media, giving rise to even more scrutiny
- Boards of directors, chief executive officers, and wanna be CEO’s are concerned about public opinion and organizational image.
- Revelations of salaries also relate to rules adopted by the Securities and Exchange Commission in 1992 which force companies to be more forthcoming about executive pay
- Nonprofits have not done enough to interpret to the public what it costs to obtain and retain the best leaders: financial reports showing allocation of time and dollars
- Improved PR may help influence public opinion: explain and justify nonprofit CEO salaries better
- The ability of nonprofit organizations to attract and retain the best talent will be threatened

Searching for Utopia: The Cycles of Service Provider Preferences

(http://www.tandfonline.com.ezproxy.library.wwu.edu/doi/pdf/10.1300/J147v28n03_07)

Whether it be for profit or non-profit sectors, the human services realm tends to have a bad reputation in the world of media concerning public funding scandals or poor quality in whatever sector. One of the biggest examples would be the United Way of America where William Aramony, president, was found guilty of using charity funds for his “lavish lifestyle”. The article talks about how all three, for profit, nonprofit, and public sectors tend to all have negative headlines in the portrayals of media. Examples of
headliners include, “Charities use for-profit units to avoid disclosing finances”, “City says inmate care fails in most contract categories”, “Supervisors force out child welfare director”.

“Brooke McMillan on Managing Community during Times of Crisis” (video)

- Editorial Calendar
- Redirect: Negative comments, instead of taking down, just redirect or even better have your supporters redirect for you
- Everyone has a voice
- Deleting vs. allowing tough comments: hate speech than delete
- really important to protect community
- mission+community=organic Awesome
- Highlight the community’s stories
- Don’t take it personally unless its personal

Giving a Facebook ‘like’ doesn't do much: Slacktivism study

http://bc.ctvnews.ca/giving-a-facebook-like-doesn-t-do-much-slacktivism-study-1.1538201

There is a misconception associated with having likes on facebook and actual donations to the organization. Slacktivism, a new phenomenon, mean showing public support for a cause via social media without actually contributing time or resources. A lot of charities and organizations assume that by connecting with people through social media it leads to a more meaningful support, but with this slacktivism phenomenon it may actually be doing the opposite resulting in fewer donations. Researchers had found that if participants were given the chance to support and endorse the organization or charity more privately than they were more likely to be a consistent donor.

What Gives? Study shows smaller nonprofits struggle to attract repeat donors


Because of social media, it is not easier to build relationships with the community, but that does not significantly translate to donations. Bigger organizations are recognizing an increase in donations but the smaller organizations are the ones that are facing more challenges. Mentioned in this article is the fact that organizations tend to focus on amount of donors they have gained instead of lost, but really in a net gain perspective, they may not have gained much at all. It is important to retain those consistent donors rather than seek new ones.

Keeping up with the digital age: How the American Red Cross uses social media to build relationships


This research article highlights how the American Red Cross, one of the biggest nonprofit organizations, use social media to build relationships with volunteers, community, and media. Results show that this is indeed important as were coming to a new age where technology and social media is highly relevant. It
helps deepen existing relationships, but also allows individuals to self-organize around causes through collaborating with one another. It is found that many nonprofit organizations only use social media for management functions, to educate the public about opportunities or events, and to communicate. The American Red Cross uses Twitter and Facebook the most, also making sure there is a two-way communication loop where the general public can have a say. Although there are barriers to using social media to build relationships which involve time and staff. To have social media, you must constantly be updating it, which is a task that may be low when it comes to prioritizing. Older generations tend to not understand the reasons for social media yet either so it is hard to get everyone on the same page concerning the importance of updating.


