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Tips to Reach College, University, and Post-Secondary Campus Audiences

Social marketing is one of the most effective ways to publicize and market on campuses today. Students across the country stay connected to one another through services such as Facebook and MySpace, and spend hours a day surfing YouTube. Students are able to send mass messages to many friends at once, post pictures/video and share stories, add links to favorite sites, and communicate in ways that are still being explored. Some colleges and universities are even making Facebook an official means of communication between students and administration.

Every day, more and more online channels are being created to promote important causes and events. **Social media marketing technologies and platforms can be an effective tool for the donation community to help promote donation and increase donor registration in many ways:**

- Appeal to college/university demographics
- Maximize use of online registries and measurement strategies
- Make engagement and interaction easy
- Promote causes and events
- Build and leverage long-term relationships
- Capitalize on the core importance of spreading the donation message through word-of-mouth via friend-to-friend credibility

With all social media campaigns designed to reach post-secondary audiences, it's important to:

- Dedicate a person "in charge" to post, update, and manage the sites (simply creating profiles and never returning to engage audiences or post new content is a fruitless effort)
- Localize the content to reflect your campus campaign and State's messaging
- Provide interesting and engaging tools and resources and keep it fun and engaging
- Maximize communications and drive messages to online registries

GUIDE TO SOCIAL MEDIA MARKETING

Outlined below are effective tips on where to begin and how to use the most popular social media marketing sites among college and university students. Currently topping 150 million total users, Facebook is the most popular means to inform and publicize campaigns for college audiences.

FACEBOOK (www.facebook.com)

1 Create a page

- Go to Facebook’s Web site, and create a distinct and customized profile for your OPO or transplant organization. This will provide a public profile for your OPO that will allow you to share content such as photos/video, promote events, start discussions and connect with new supporters and advocates.
- Invite friends to join the “fans” list and share the page with their friends (this will automatically show up in a person’s news feed when they join, prompting others to check out the page).
- Visitors will look to your page as an authentic, transparent representation of your organization. Your page is a public profile and will track well in search engines. Be sure to use a clear, defined mission statement, organization logo, and links to your other social networking sites ([example](#)).
- [Tips for setting up your Facebook page.](#)

2 Create a group

- Creating a Facebook group is one of the easiest ways to get information out to campus audiences.
- Simply choose a name, a picture, and provide relevant information.
- Once the group is established, invite as many people to join as you can. Invite these members to invite their friends, who can then invite friends of friends, etc.

- Remember that students often join groups, take action, and do not visit again. Use your “group messaging” power sparingly and situate groups around defined campaign efforts with focused goals.
- [Tips for setting up your Facebook group.](#)

3 Create an event on your page or group

- This is a great way to publicize any special event.
- The process to create an event is quite similar to that of creating a group. However, it is important to note that you must enter all the same information, as well as date, time, and location of your event.
- Invite those whom you want to attend, and they can indicate whether they will be able to attend or not.
- Those who plan to attend will have this information publicized in their news feed. Utilize for campus registration drives.

4 Create an ad

- Creating a Facebook ad will allow you to target information to your audience by age, gender, location, interests, and much more.
- Be aware, however, that creating ad space on Facebook costs money. Go to Facebook to find out more on pricing.
- [Tips for creating Facebook ads.](#)

ADDITIONAL IDEAS

Create an application:

Many people use applications to play games, do quizzes, and memorize quotes. Consider creating a donation quiz or a “Facts and ‘Myth Busters’” application. You can create your own application with no programming knowledge.

MYSPACE (www.myspace.com)

Create a profile and more:

- Similar to Facebook, MySpace is a place where you can meet your friends’ friends.
- It’s an online community where you can share photos, blog posts, bulletins, and interests with a network of mutual friends.
- It allows individuals to create profiles and talk online, and is a great medium to share information and spread awareness about causes.
- [Tips for creating a MySpace profile.](#)

YOUTUBE (www.youtube.com)

Create a video:

- YouTube is one of the most popular sites today to view and share video.
- Individuals can easily create, find, and watch videos online.
- You can post and categorize videos, name them, and viewers are able to comment as well as easily share posted videos.
- It’s an exceptionally powerful — and entirely free — resource.

- There are many donation-related videos already available for use on YouTube, which you can post to your Facebook and MySpace sites.
- Take advantage of YouTube’s free nonprofit branding program.

WIKIPEDIA (www.wikipedia.com)

Create/edit a page:

- Wikipedia is a multilingual, Web-based, free-content encyclopedia.
- Volunteers around the world write all of the site’s articles collaboratively, and thus anyone is free to edit existing articles, or create new ones.
- The premise is that people will write articles that cover existing knowledge, which individuals of all ages and cultural backgrounds will then contribute to.
- Creating a page on Wikipedia to inform your audience, or editing an already-existing one, can greatly expand your reach to all audiences.

DIGG (www.digg.com)

Discover, share, and rate content:

- Digg is a site where people can collectively determine the value of Internet content.
- It changes the way people get and consume information.
- Everything on Digg — video, news, and images — is submitted by those who visit the site.

- Depending on how many votes (aka “Diggs”) a submission gets, it could end up on the front page of Digg and generate publicity among millions of visitors.
- The key to Digg is that all information is looked at and rated through the collective lens of the entire Web community.

REDDIT (www.reddit.com)

Submit and vote:

- Similar to Digg, Reddit is a source for what is new and popular on the Web, comprised of user-submitted links.
- Visitors can review what has been posted and vote on what they like or dislike.
- Depending on voting trends, Reddit then makes recommendations about content.

DELICIOUS (www.delicious.com)

Social bookmarking:

- Delicious allows users to bookmark any site on the Internet, and access that site from anywhere.
- Visitors can tag, save, share, and manage Web sites from a centralized source. By searching bookmarks by a specific tag, such as any cause or type of event, you can explore the most interesting bookmarks on the Internet organized by type.

FLICKR (www.flickr.com)

Share photos:

- Flickr is a free online Web site that allows people to post and share their photos and videos online.
- Flickr has millions of users and hundreds of millions of photos and allows individuals to share and explore photographic interests and techniques.
- Carefully tag your photos under a unified tagging system selected by the national campaign.

TWITTER (www.twitter.com)

Micro-blogging:

- Twitter allows you to send 140-character updates to your “followers.”
- It’s a fantastic resource for connecting with supporters and advocates in real-time fashion.
- [Tips for utilizing Twitter.](#)