

## Webinar Notes: Expanding Service Capacity With Social Media

### Our definition of Service Capacity

➔ **Service Capacity: The combination of reach and depth that you are able to serve your constituents.**

“Expanding service capacity” in the context of this conversation entails:

- **Direct expansion** (i.e. serving more people, or serving them more deeply)
- **Indirect expansion** (i.e. raising more money so you can serve more people or more deeply)

### Going Live

#### 6 Reasons to Go Live

1. Direct engagement with your viewers
  - They can ask questions or leave comments, and you can address them in the moment
  - On Facebook and Instagram, viewers can use emojis to react to your stream, enabling
2. Gives viewers a better sense of the “who’s” behind your organization
  - Rather than a stagnant post, that may or may not include a stock photo and caption, a live video gives a face and voice to the people behind your mission. They hear your personality – and more importantly, your passion.
3. Cheap, accessible, and easy video production
  - Going live is more about the quality of the messaging than the quality of the aesthetics. You can get clear, detailed messaging out quickly, and have the option to save your video to your page for re-plays beyond your live filming.
  - Video content does much better than content with just a photo or no imagery at all.
    - Social media videos generate up to **1200%** more shares than texts and images combined. – stat from Feb. 2019

4. Hi-Energy content that allows you to break your own news
  - Cannot always depend on the media to pick up your story, but with a live video, you can be your own reporter as the news is happening.
5. Copy-Cat Effect
  - When people see the number of viewers growing, they are inclined to “copy” and join in
    - Result: increased engagement
6. New Faces
  - If you are streaming from a public channel, anyone can access your video and tune in
  - Potential to gain a lot of traction (maybe even go viral)

### Top 3 Platforms for Video Communications

1. Facebook Live
2. Instagram Live
3. YouTube Webcam (formerly Google Hangouts on Air)

\* No longer allows remote guests (can only stream from one location)

### 6 Tips for Going Live

1. Decide what you will use your live time to discuss/teach/announce
  - Most live videos entertain, inform or teach
  - If your organization does not primarily serve in one of these manners, or HIPAA rules insist you keep your service private, consider a new type of messaging to present yourselves as a thought leader and keep your brand present in the public eye
2. Pick platform based on where you have the biggest following/get the most engagement
  - If you have a private Facebook group for your constituents, you can go live in there without the whole world seeing
3. Promote that you will be going live ahead of time (on social, in newsletters, etc.)
  - If you are teaching something when you go live, let your audience know if they should bring anything

4. Decide how you will address questions and comments people leave on your video
  - As they come up or at the end of the session?
  - It may help assigning someone to give responses so the person in the video isn't multi-tasking
5. Check your network strength, camera and mic
  - Both well ahead of time and 30 minutes leading up to your live stream.
6. After go-live, save your video and promote the recording if your message remains relevant
  - [Resource: Chrome extension for saving live stories from Instagram](#)

## Examples of Nonprofits Already Going Live

1. [Opera Carolina](#)
2. [She Built This City](#)
3. [ZABS Place](#)
4. United Way
  - Fundraising Lives
  - **Behind The Scenes** - shows people what they're supporting
  - Incorporates celebrities - social proof
5. Advent / Client examples

### Other Live Ideas:

1. A food pantry could create a series of videos that show which foods have the most nutritional bang for your buck, and then end each video with a cooking lesson using common ingredients.
2. A mental health org could go live discussing tips and best practices mental wellbeing that everyone can put to use

In general, more than just the people you serve will see your videos. People who may not have known about you before now have you on their radar. This may be a potential donor, volunteer, or someone who need your services.

## Other Ways to Use Social Media to Increase Service Capacity Outside Live Video

1. Polls on Instagram and Twitter are less in-your-face survey methods
  - On Instagram, can add your org's branding, make fun, colorful and engaging
2. Quiz feature on Instagram allows you to gauge what people know about your org, and what info gaps exist
3. Continue promoting impact updates, fundraising campaigns and other organizational needs to encourage support that enables your ability to serve
4. Facebook groups are great for a more community-centric feeling, especially if the people you serve know (or want to know) each other
  - Closed groups allow you to post updates that are not meant for public viewing