Social Media and Proposal for a Renewed RFF

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Executive Summary

The Rockefeller Family Fund (RFF) has requested that we analyze their social media presence. We developed three main questions in order to further analyze this situation. First, did the organization have or use social media? Next, if it did have and use social media, what was the public following like and what content was there? Finally, what could we do to improve the social media presence of the organization?

Based on our research we found that the top 50 nonprofit organizations were ranked based on the number of likes they received on their Facebook page as well as the number of followers their Twitter page had. We found that we did not have social media accounts for the Rockefeller Family Fund but there is a singular Rockefeller Foundation account.

After research we recommend that RFF create separate social media sites. By creating the different accounts the organization can develop their own network followings and display the concept of the organization as well as highlight some of their key accomplishments with programs. Timing out when to launch these sites will be essential. Regularly updating statuses and posting pictures, information, comments, and events to the pages we can more than double the amount of exposure and support the organization receives.

INTRODUCTION

As requested from October 15, 2015, this report details the findings from researching the organization’s social media presence in the general public. This report also includes findings about the public’s awareness and involvement with the organization.

With information readily available at people’s fingertips, it is crucial that organizations, like the Rockefeller Family Fund, have a way to get information out about upcoming events, company changes or achievements, and to receive public feedback. Social media can provide several benefits for organizations that choose to use them. Some of these benefits include: being aware of the public’s thoughts and feelings about the company, directing and increasing the traffic to company’s main web page, improving internet searches with sources rich in context, allowing the public to share and socialize about the company to their various networks and followings, increasing the company’s viewership and sponsors, and by giving the company more life by using up to date methods of information dissemination (Kartner, 2009).

Unlike some organizations, the RFF is unique in that it is a family-led public charity that unifies two models to form a singular operation. The RFF is a traditional foundation because it awards grants to nonprofit organizations, and was created with this sole intent. However, it is also a lively advocacy organization. As this sort of organization, the RFF creates and continues initiatives and projects that assist key social issues, in hopes of promoting a just, free, participatory, and sustainable society.

SITUATION DESRIPTION

The RFF has been around for the last 48 years and does not have its own social media sites. Within this organization there are at least 14 other nonprofits that have their own staff and network followings. Those staff members or network followers have their own social following. There are missed opportunities for not having separate social media sites for the RFF. The parent company of the RFF, the Rockefeller Foundation, has social media sites including Facebook, Twitter, and Instagram.

The Rockefeller Foundation Facebook page has been verified by Facebook, meaning that it is an authentic and considered a high profile account by the Facebook Company. On Wednesdays after Facebook verifies pages it releases information about the new verifications that direct people to the pages. This page has already received 46,871 likes from people on Facebook. This is a relatively low number, for Facebook in general (Hay, 2011). They’ve found that their top ranked Facebook pages have upwards of 44 million likes. However compared to organizations similar to the Rockefeller Foundation, like the MacArthur Foundation only have about 3,000 likes. The Facebook page for Rockefeller Foundation is consistently updated daily, so there is always new, interesting, and informative information going out to the public.

Twitter is another social media site the Rockefeller Foundation uses. It has received a network of 100K followers. The top accounts on Twitter for nonprofits have a following of around 2 million, so the number of followers for the Rockefeller Foundation is relatively low. In addition to the followers the posts for the Twitter page are updated as continuously as the Facebook page is. The Twitter page has 13.5K tweets

There is an Instagram page for the Rockefeller Foundation. However Instagram is the least used of the three social media sites. The Rockefeller Foundation page has 50 posts, which is a low number and only 513 followers. Also unlike the Facebook and Twitter page, the Instagram page is not verified.

RECOMMENDTIONS

As research has shown, the public observes and follows nonprofit organizations. As the HR Director, I recommend that the RFF create its own social media accounts, separate from the Rockefeller Foundation. A separate page would allow the Rockefeller Family Fund to promote and highlight key issues, top grantees, and major projects that may need attention and additional support.

Creating an individual and unique account for the RFF on social media sites could nearly triple the exposure of the organization and it could double donations annually. There are different ways that nonprofits, like the RFF, can use social media to increase their traffic and funding. One way is to test or trial run social media campaigns during major points in the year. For example, an ideal time to launch the RFF sites might be between Thanksgiving and New Year’s. Around this time people are generally more open to donating and it’s also when larger companies set budgets incorporating donations to nonprofits (Blackwell, 2014). Another idea is to use an online fundraising app like FundRazr, associated with Facebook. The apps can be easily shared and accessible on the social media sites. Additionally, Orbit Media suggests releasing updates via Twitter. The Rockefeller Foundation updated their twitter posts constantly, so Rockefeller Family Fund should continue that consistency with their Twitter page.

TED Talks is a private nonprofit that has successfully used social media to increase their funds and exposure. According to third party source Top Nonprofits, Ted Talks is the #1 ranked nonprofit organization on social media. This organization has over 4.5 million likes on Facebook and over 2.5 million followers on Twitter. The parent company of TED Talks is TED. TED had over 8.5 million likes on their Facebook page. TED Talks does not have a Facebook page. Rather it is a topic on Facebook. TED does have a Facebook page that posts nearly every hour, every day, consistently each year. Their posts invite their likers and followers to read their posts and comment on how they feel about whatever topic one of their speakers talked about, as if the audience had been their live. TED also had a link to the other entire collection of TED affiliated pages. The page has it starting in 1984 even though Facebook was not around at the time and has other postings associated with dates and events that occurred within the TED organization but prior to Facebook. The Twitter page is as updated as the Facebook page and has eye catching posts with links and visuals of their events, projects, etc.

SUMMARY

Right now there are no social media sites for the RFF. By not having an account, the RFF misses the opportunity to bring awareness to the initiatives and projects they support. After research and recommendations, it is necessary that the RFF consider creating an account separate from their parent company for at least three social media sites. By having separate social media sites, RFF can highlight their projects specifically and navigate online traffic to direct grantee websites. By increasing the number of posts to the social media sites, there is a significant increase in the amount of exposure the RFF receives. By using hashtags to interact with the community and individuals who are looking for a cause we can build up and strengthen the support for key issues in society. It should be reiterated that by having a social media presence the RFF can deepen relationships, expose the public to the organization, and increase funding significantly.

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