Nonprofit 911 – May 25, 2010
Is Your Nonprofit Facebook Page Worth It?
Measurements and Analytics Techniques
with Shabbir Imber Safdar and Shayna Englin
Sponsored by Network for Good
The MP3 audio transcript can be found at
www.fundraising123.org or www.nonprofit911.org

Rebecca: I'm really excited to introduce the presenters we have on the phone here today. I'm going to give you a little bit of background about Shabbir Imber Safdar. With his long-time online organizing collaborator, he founded Virilion which, at the time was called Mindshare Interactive Campaigns, which is a full service digital agency. Actually, it's one of the largest digital public affairs firms in the field with strategic, creative, technical, media and account management division serving the energy, healthcare, sports marketing, education, agricultural conservation and government relations sectors.

So as the company has grown, Shabbir has turned back to his first love which is really measurable client work in order to serve his e-clients and consult on the analytic teams of others. He provides analytic services to nonprofits and online communication strategy advice to online brands. And he also writes a weekly column which I strongly encourage you to check out which is at www.truthypr.com.

Secondly, we have Shayna Englin, and Shayna launched Englin Consulting with more than a decade of experience identifying and mobilizing supporters for nonprofits, causes and also political candidates. So from her roots in Colorado as a grassroots organizer to her role as fundraising practice manager at Mindshare Interactive Campaigns, which is now Virilion, as we said, and her leadership as program and political director at the Women's Campaign Forum, Shayna has really been on the cutting edge in producing innovative and effective programs that yield real results - things like dollars raised, votes won and policy changed.

Shayna publishes a weekly article of tips for nonprofit leaders called "Three Things," and you can find them at www.englin.net/3things.

All right, so without further ado, I don't want to cut into their presentation time anymore. I'm really excited to turn the floor over to Shabbir to get us started.

Shabbir: Thank you very much and thank you very much everybody for joining today. As Rebecca mentioned, there are slides. Shayna and I are going to do our best to talk as if you don't have them in front of you so that if you don't have them in front of you, you don't feel like you've missed out.

What we're going to talk about today is a study that Shayna and I did with the U S Fund for UNICEF with a year's worth of their website analytics data and a year's worth of their

Facebook's Insight analytic data. Now you can't actually, physically, yet, track people with a cookie from Facebook all the way through to your donation page, but we did a pretty good approximation of it with these two data sets.

The question that we wanted to answer is a question that I think every nonprofit is struggling with, which is, is their Facebook page worth it? Is it worth the time you're putting into it and is it worth more, does it deserve more or less of your time, and how can you actually get more results, which for many nonprofits is donations or other goals out of your audience on Facebook, whether it's on your website or something else on Facebook? So those are the questions that we set forth to analyze the data with and the contents of which, including our methodology that you can use are in the e-book that we published and which you can get from the Network for Good website.

I think I'll let Shayna talk about the next couple of slides.

Shayna: Sure. So I'll just echo. Thanks everyone for being here. I'm going to take a step back and just do a big picture about why Shabbir and I were interested in doing this sort of research to begin with. It's that we both are big believers in useful analytics. By that we mean not just measuring for measuring sake or just because we have to report something, which, of course, we all do. But really, what are the analytics that can help us make better decisions?

So from our view, the useful Facebook analytics that are sort of missing from a lot of work that we do in this field is kind of threefold.

One – how effective is what we're doing on Facebook at producing bottom line results for the organization? So again, not just Facebook specific, but how is what we're doing on Facebook leading to things that really matter for our organization and our mission?

Two – what should we be doing differently on Facebook to make that first question better? What could we be doing differently to be more effective?

Three – as Shabbir noted, we're all spending quite a bit of resources, it's human capital, it's energy, it's kind of thought time around what's happening on Facebook? What are we doing on Facebook and are there some things that we can do with analytics to make sure that that's really the right level of investment? Should we put more resources in there or should we take them away from Facebook and put them somewhere else, etc.?

So where this all comes down to in an even bigger picture to kind of go up another level is that we really believe it's important, not just for Facebook analytics but for all analytics, to align those with what we call the Capital B, Capital G, Big Goals. So in this case, it's what is your indisputable primary goal for your Facebook efforts?

You should be able to answer that with something that isn't Facebook specific but that's organization wide. We want to raise money. We want to recruit more volunteers. We want to initiate more advocacy actions. What's our big goal that really matters?

So not only should it not be Facebook specific, but ideally, it shouldn't be geek specific. Being a proud geek, it hurts a little to say that, but what we mean is that it should be something that you can say to a Board Chair, that you can say to an Executive Director, that you can say to a long time volunteer – something that they will understand. That's how you'll know that you have properly aligned what you're measuring with those Big Goals.

Shabbir: So if you're following the slides, we are on slide four. You don't necessarily need them if you don't have them in front of you. So for the US Fund for UNICEF, the Big Goal that is really well understood about all their online activities is to raise money. It's very clear. That's a very clear proxy for the work they do, the very good work they do elsewhere in the world.

It allows cross channel comparison so that they can compare things like direct mail and so on and so forth. If you are reporting engagement metrics up in the chain for your Facebook like 'Likes' and 'Comments', you may have heard someone say something along the lines of "Well, we aren't going to get paid in 'Likes' or 'Fans'." That's why it's important to have a Big Goal that everyone understands, like money.

Go to slide five if you're following. UNICEF, on Facebook, when we started this analysis project, had about 20,000 fans. They drove about 2% of the site traffic. For every 50 fans that clicked through from Facebook to the website, one of them gave money.

That's a particularly useful thing to know because we set out to do this analysis project, we wanted to know whether or not we had to sort of prove that Facebook raised money for the organization, and the question was answered very, very quickly. It is measurably producing donations for the US fund for UNICEF.

Anyone who tells you that measuring social media is hard isn't trying very hard. It is very imminently measurable in things that actually mattered to the organization. So we then set out to figure out some additional things such as, what is it that we could do to get more people through that process? Shayna?

Shayna: So for those of you following, we're on slide six – The Funnel. We call it that for any set of goals that we have that's funnelled. For UNICEF in particular, their funnel looks like this. We have 400 million that's creeping up there, I think, to 500 million registered Facebook users. That's the very top of the funnel.

As we narrow down, we get to those people who are on Facebook who interact with our nonprofit page or become fans or 'Like' us. Then narrowing that down even further, from those

people we get to, for UNICEF specifically, it was people who click through and visit their website. The very last thing in the funnel is make a donation.

So different organization's funnels will be different, but for UNICEF it went from all Facebook users all the way down to people who click through to the website and make a donation. For this analysis the two places in the funnel that are important is getting more people from the very top of the funnel to interact with our fan page updates and things, and the interaction means clicking through to the website. So those are the two places in the funnel that we could do things that might actually make a difference.

When we say make a difference, again, when we're talking about actionable decision making metrics, in this case it's what increases click through and then what decreases click through. What are we doing to make it better and what are we doing to make it worse?

An important note on this, the very bottom of the funnel is non-Facebook at all. It's on the donation pages on the UNICEF USA site. So there's plenty of optimization that could happen there. It's a different set of analysis. Our analysis ends at where we're getting people to click through from Facebook to those donation pages.

Shabbir: One of the things we found, and you can see on slide eight if you're following, is that we looked at a year's worth of data and then looked at where this particular audience responded the best. As we analyzed different elements of when U.S. Fund for UNICEF posted to their wall and posted content, it came out to be Wednesday was the best day to drive visitors to the site, of which, as I mentioned before, one in 50 will give. After that came Thursday and Friday, with the weekends being low points for click-through rates.

We outline in the eBook and in the later parts of these slides, which we're not going to read to you, that there's a methodology that you can follow that you should use instead of simply taking this result as your own. Wednesday may not be the best day for a response from your particular supporter base. It's probably particular to U.S. Fund for UNICEF. But there is a day that is best for your audience. And woe be to those who choose to skip a post on that day because you will be giving up an opportunity to provoke response which will benefit your bottom line.

Jump to slide nine, if you're following along. This was actually two metrics that we found that were incredibly important. We looked at the number of times per day that UNICEF posted to their Facebook page and then analyzed click-through rates and unsubscribe rates. For most of us who've got a background in any kind of direct mail or email, we've seen the permission we have to contact people become more and more frequent. If I got a physical mail piece from somebody every week, I would probably ask to be taken off their list. But I allow an email once a week for organizations I really like.

It turns out that there is actually a great deal of support for posting to people on Facebook at least once a day and appearing in the status stream. And that's what we found. We looked at all the different days that UNICEF had posted for the past year, and then looked at how many times per day they posted to their wall, and then found that the best click-through rates came on days where they posted either one time or three times or two times. When you're looking at the graph, there are these very tall bars. When you jump to four times a day, there's an incredibly steep drop off of a cliff where people on days with four postings just don't click through very often.

What is also true about this data is that we found that unsubscribe rates, the rate at which your fans are "un-fanning" you or "un-liking" you in the new parlance, jumped when you posted more than three times a day. So, one to three times a day, at least for U.S. Fund for UNICEF, was the sweet spot. Whenever they posted more than three times a day, their unsubscribe rate spiked and their click-through rates dropped.

There's one exception to this which is that when they are handling and covering a globally-known disaster that's in the news cycle, they had the license to post as much as nine times a day without actually damaging their click-through rate. So, the actionable takeaway for U.S. Fund for UNICEF from this study was that they are limiting the number of times a day that they post, except during disasters, and then they are using all of the ability to cover as much content as possible. Because we know it will not hamper their ability to attract people.

If you're following, go to slide 10. We also did an analysis of the best click-through days that drove people to the site which also correspond to the best days for donation rates. And they were, almost to a number, they were all days in which they were covering disasters. This is not particularly surprising, since the U.S. Fund for UNICEF, of the many things they do, mostly covers a lot of disaster events that are in the news. The two exceptions were a release of some child mortality data, and then the third highest click-through day during this time was when they were on "Oprah," proving that Oprah is a force of nature like an earthquake or a flood.

That led us to an extremely important actionable insight, which you'll see on slide 11, which is that during those moments when they are covering a high-profile disaster and people are clicking through at a very high rate, it is very important that UNICEF not send their visitors anywhere but their site. It's okay to do that other times, but during the time when people are highly responsive, the last thing you want to do is send them to a story on CNN. Because the conversion rate from prospect to donor on CNN for UNICEF is zero. Once you send them to CNN, you're not getting a donation from them or anything else that you ask of them.

So, what we learned from that when we examined, in particular, the Haiti earthquake was that about a third of the things that they posted in the wake of the Haiti earthquake sent people to pages not on UNICEFUSA.org. Which means they lost the opportunity to get a completion of an

ask from those individuals. Whether money or volunteers or whatever it is that they wanted the people to do, they lost it when they sent them to CNN or elsewhere. So, we suggested that they add a policy during times when they have high response rates, that they send those people to their own website. If you look at slide 12, Shayna will talk more about the strategy that lets you do that.

Shayna: What we looked at was if on those days when the click-through is going to be highest, when the conversion is going to be highest, it's really important that UNICEF is always sending back to the UNICEF site where people can convert to donors, then when is it okay not to do that? Right? We are all told in all the social media including Facebook that it's important to have a conversation and to build relationships and to not be always just me, me, me, me, me as an organization.

What we suggested is that during lower click-through times, that that is the best opportunity to link out to other things. You're probably not missing out on a lot of conversion opportunities. You're taking the opportunity to be a little bit more well-rounded, let people know other things that you're involved with without missing opportunities. With the caveat, though, if we go to slide 13 for those of you following along, and this is probably our most controversial finding for UNICEF USA which is again a piece of conventional wisdom about social media and Facebook in particular is that what matters is engagement.

That's often what a lot of us have been measuring. How many people like different pieces of our content? How many comments do we have on our content? Those kinds of things. And, at least for UNICEF USA, we found that there was not actually a strong correlation between those engagement measurables and action measurables. There was no strong correlation between likes or comments on posts and click-through on those days. And the same was true for photo views and video plays. So, people engaging with the content on Facebook did not correlate to them, in fact, clicking through and taking the action that we wanted them to take, which again in this case was to donate.

It is a controversial finding. It's one that is certainly worth testing for individual organizations and worth more testing actually for UNICEF. Shabbir and I have a working hypothesis which is that people will take one action. They'll do one thing in support of you while they're there, and that it's possible that clicking "like" or making a quick comment feels, then, like they've done something supportive. If that's the thing that we ask people to do, then that's what they'll do and they'll skip doing the thing they really need them to do which is, again in this case, donate.

For those following along, slide 14, skipping ahead. The last big important finding here is that while action click-throughs were episodic, fan growth was organic. So, there was, of course, a spike around the Haiti earthquake. But, aside from that, even during the times of the other major

international disasters, really there was just a steady growth in fans over time. So, what that meant was that their funnel, that piece of their funnel, was getting bigger all the time so that the actions we took further down that funnel were more important. That was sort of more effective. So, the takeaway from there is that it's important to maintain a presence and continue to focus on building that like base, that fan base … the language is a little awkward … [laughs] … so that they're there when you need them.

So that, again, points to another area of good metrics and good analysis and good testing to do about how do we continue to make a difference on that part of the funnel. But, we found that the actual disasters and things like that weren't correlated really strongly with the exception of Haiti.

Shabbir: There are a number of other slides after this one in the deck. We just want to talk about the tools we use to do this analysis. You need to have an analytics product installed on your website and you need to be pretty ninja in how you can operate it. Google Analytics is... there's a lot of analytic products in the marketplace. I have yet to find a nonprofit that did not grow, that could possibly grow out of the needs of Google Analytic. So if you've got Google Analytics don't worry about upgrading to something that you'd have to pay for. It's a great tool.

You will need to be able to get and download the Facebook Insights Analytics Data. It comes down as a comma separated values file which you will then import into a spreadsheet. You are going to need something like Excel and if you don't have a current version of Excel or if you're not comfortable doing things like doing correlations, which is a statistical function and other data description models in Excel, you'll probably have to learn. But they're pretty easy and if you had a college statistics class you can dust off that book or the manual for Excel, the online manual and figure out how to actually do things like correlate are people liking my content? Correlating the click-throughs and other material like that.

After this slide, there's a number of .. there's six slides that basically describe the methodology which you could use to reproduce this research on your own for your own organization and come up with similar insights – maybe not the same conclusions. You may find that Fridays are better than Wednesdays for your audience. But it's important for you to figure out what days are best so you can work your editorial calendar around them.

That is the prepared section that we have. So we are actually open to take questions if you want to email them in. I think Rebecca, you said the address is [fundraising123@networkforgood.com.](mailto:fundraising123@networkforgood.com)

Rebecca: Yes. Excellent. Thank you for your presentation and again, yes, the email address is [fundraising123@networkforgood.org,](mailto:fundraising123@networkforgood.org) so thanks everybody who has already sent in your questions. We have quite a handful so we'll just dive right in.

The first one is from Robin, so just to preface it, there are a couple of questions here, so I'll kick them out to you guys one at a time. The first one from Robin says, "If we're just starting to think

about setting up Facebook for our non profit, what are the primary considerations to take into account to make the page most visible and most effective?"

Shabbir: Well, let me start with this one and Shayna can jump in. One of the things you need to think about is why are you on Facebook? What is your goal for being on Facebook? I'll tell you an interesting thing which is go to any non profit page or even any retail e-commerce page and look at what's on their front page.

If you are promoting Facebook very, very heavily, understand that you are robbing visitors to your home page of doing one of your other 'asks' to go to Facebook and if your goal is to actually get them to give money or volunteer, by putting Facebook prominently on your home page, you're robbing those goals instead to feed your Facebook fan base.

So understand why you're on Facebook. Understand what the purpose of Facebook is. It's probably not a goal, in and of itself, but it's a means to another end. Once you know what that other end is, and you probably already do, start thinking about what kind of content you have to have there to make your presence effective at driving people to that goal.

As far as visibility, your visibility on Facebook is primarily done through two things, one of which is where you promote it online and I talked about the risks of doing that all over your website, but also whether or not you produce content that people want to pass around. If you produce content that people want to pass around, you will get visibility. If you make things that are shareable and people share them, then you will be seen in many places.

Shayna: So, just to add on to that a bit, I just reiterate the goals piece, so just be very, very clear that you can answer that first set of questions that we talked about. This foray into Facebook will have been successful if… and be sure that you can be very, very clear about that because then what you can do is set out to do specific tests, as Shabbir said, as to what kind of content actually get you there.

Does it help if you post more videos? Does it make a difference on what day? Does it help if you coordinate with other social media that you are out there in or doesn't that matter? Is it an island? And the only other thing I would add on the visibility piece is that it's just like anything else, which is, you know, you didn't get sign ups on your email list just by putting a 'Sign up for our newsletter' button on your website, probably.

If you have a mail donation program, you didn't get those donors just by leaving envelopes on countertops. In some cases the same is true in Facebook. If you don't already have a very well known brand, you don't already have a whole lot of other kind of big ways of driving people there, if that's the thing that's important to drive people to, then you probably are going to want to look at doing some sorts of advertising on Facebook.

That's another, again, a very important place to test where a lot of organizations I've worked with have found is that advertising on Facebook that drives people back to a Facebook action is actually pretty effective.

Rebecca: Great. So, kind of to follow up on that visibility and reaching out – you mentioned Facebook ads and other things, Robin's next question was what are the best ways to notify, for example, potential funders and other interested parties that we have this Facebook account? And then, I think this is .. I really like the second question is, how do we find like-minded Facebook users? So, rather than just telling the people they already know about their Facebook account, how can they connect with a community that's already online, that's already using that social network?

Shabbir: I'll tell you, there's a couple of ways. We talked about one which I've got some experience in, which is the use of Facebook ads that drive people to your page. The ads are actually pretty effective at picking up fans or 'Likers', as the parlance may be, for anywhere from 50 cents to a dollar.

If you imagine what you're getting when you drive people… let's say you've got a Google ad with cost per click advertising for that amount of money, also, you get a lot more when you get somebody who joins your Facebook fan page out of somebody . What you get is a right to communicate with them on a regular basis, which you don't even get when you bring somebody in from cost per click or search advertising. That is one way to bring those folks out and the targeting available to you on Facebook for Facebook ads is as good as the privacy problems of Facebook.

So every time you read something about Facebook having privacy problems, just think that that turns around for you as a marketer when you want to actually advertise on people who have talked about or are concerned about recycling and you're an environmental non profit and you have a new way to reach out to them. Or if you want to reach out to people who read a particular set of publications, you can actually find people who are fans of those pages or who mention them in their status updates and target them for your advertising and do really well.

Shayna: The one advertising piece I would add is Facebook does also have a search API now and so there are also ways to be similar to what we've seen be really effective on Twitter and other places and provide useful information in conversations that are already happening.

Rebecca: Great. All right, so we got a couple of questions in from Leora and Ginger and some other folks as well that I want to re-create and get some similar findings and learn some things about their own organization such as you did for UNICEF, so the question a few folks have sent in is, how do we find out the best days to post for our non profit?

For instance, Ginger says, "What about for smaller non profits budget of a million dollars or less? How would you determine that best day to post?"

Shabbir: You'd have to first have a sufficient number of people as fans so if you're a million dollar or less non profit and you have a hundred fans, you are going to have very skewed data because the number of your fans are not going to be.. they're going to be associated with your non profits in ways that make them artificially likely to click or not click.

But once you have at least, I think, 500 fans, what you can do is download the Facebook Insights Data and then compare it to the Google Analytics Data. And what we did was visibly compare it on a day by day basis so you need that two Excel tables and you line them up by days with the sort function, and then you look and see on a given day how many fans you had and then in Google Analytics how many visits you had from Facebook

And once you do that, you can suddenly see that, ah, on these days I had a lot of visits from Facebook when I had 1,000 fans. But on this other day when I had 1,000 fans and I posted, I had very few visits. And then you can go and figure out, "OK, I looked at that analysis for many, many weeks. Was that because all the high click-through days were Wednesdays, or was it throughout the whole week? Was it because I posted something really compelling on that day?"

The data has a lot of information in it. And you just have to take the time to sort of look at it and categorize what was going on on those days. Typically, what we did for this analysis, what Shayna and I do for clients, is we first build that table and then we start to categorize what happened on those days. And we actually went back and looked up all the disasters for the last year to see if those corresponded to high click through days, and that was how we came to those conclusions. We did some research.

And I would say you really need to have at least three months of data and at least four or 500 fans to make it worth it. Otherwise, your data set is too small and too prone to a sampling error.

Shayna: And the slides that we didn't read to ya'll, and a good chunk of the e-book as well, walks through some of the specifics about how to about setting up your own program.

Shabbir: And it's free!

Rebecca: Excellent. Speaking of the e-book, because we've actually gotten a couple questions about that, I am really excited to let everybody on the phone know that after the call, probably when the materials, the transcript and the recording are available, we will be sure to include a link so that you can download a free copy of that e-book for yourself so you can get all of the excellent data and all of these recommendations in one handy place.

In addition to whatever notes you've been taking and slides you've been following along with, you can get the full e-book courtesy of the authors and Network for Good.

So let's move ahead to our next question. Susan's question is about how to incorporate urgency into Facebook status updates. So Susan says: "What about organizations that are not disaster

relief oriented? What are the implications for them? How can you rally..." So she says, "What are rallying or potential high-traffic kinds of events that we can focus on?"

Shayna: I'll start on that one, which is to say Facebook is no different than any of the other mediums, and email is my favorite one to compare it to, actually. Which is that if your organization doesn't operate on a sort of cycle of urgency that's built in, then you have to create urgency.

So we've all done email editorial calendars that are focused around, maybe it's focused around a holiday, or maybe you just decide that February is, I don't know, puppy month, or whatever it is that works for your organization.

So on Facebook, just like everywhere else, if you don't have natural urgency, then you do need to create cycles of urgency arbitrarily. In terms of which of those things will work, there was one study that came out not too long ago that pointed to the highest click-through on all of Facebook was found when the word "sex" was included in the status update. [laughs] So we're all frantically trying to figure out how to make that work for nonprofits. In the meantime, it's another one of those things that you are probably going to have to test for your specific people, in terms of what are the key words, what are the specific calls, what is the cycle that will work to make people feel a sense of urgency and want to act on behalf of it?

Shabbir: Let me give you an example. The Marine Mammal Center is basically an ER for marine Mammals out here in Sausalito, California. And the sense of urgency that you might imagine that UNICEF has does not seem to exist in many cases for the Marine Mammal Center. But they are able to create it in the sense that they have, at any one time, anywhere from 40 to 75 marine mammal patients within their facility who are being treated and then released. And so the arrival of a new animal creates a sense of urgency that they are in the process of saving an animal, because quite often, what they are doing is they are saving an animal's life.

That is one date-oriented urgency that they were able to create that is part of their mission. And the other one is when they release the animals back into the wild. And then they have some very high profile ones, when whales get trapped upriver and in places on the beach where they shouldn't be. But they can't actually bring them into the center, so their ability to fundraise around that is a little bit more difficult.

Whatever your organization, if you look at your mission and the work that you do, you probably have dates that you are just not publicizing, and you have to find some way to create a calendar impact such that you can actually talk about it with a sense of urgency.

Shayla: And then the one last thing that I'll add on that that I have seen effective for organizations that don't even have that level of time-specific urgency is pick people within the organization that are doing things. So do a volunteer of the month or a volunteer of the week; that kind of thing. And so it creates its own calendar that is completely focused on your mission,

your organization, what it is that you are doing, even if there aren't as nebulously date-specific things as new animals coming in or out.

Rebecca: So our next question kind of gets to the heart of the call today, which is, you know, thinking about return on investment for spending time with Facebook and having a presence. So Martin sent in a couple of questions, and Martin's first question says: "How much staff time does a typical small nonprofit dedicate to maintaining a really first class Facebook presence and soliciting donations through Facebook? And then, is there any sort of industry standard cost-benefit for investing this time?"

Shabbir: Let me take this first. There is a study out there from the Port Common Knowledge [sp], I believe in Tange [sp], where they surveyed staff dedicated to social networks. And it's also free, and you can read it. But I actually don't recommend that you just take a best practice and adopt it. Seth Goden has a joke that best practices are simply guideposts of mediocrity. And I think there is something to that.

You can do the math from what we've said in the beginning. With Facebook bringing in, let's say, 2% of US Fund for UNICEF's donations, you have to imagine that, in theory, they should spend $1/50^{th}$ of their staff time on it. And that may be true, except for the fact that they've found they can grow that number by putting more resources at it.

Whenever a new channel for you to reach out to an audience is young and has potential for growth, there is some amount worth overinvesting in to get it bigger, faster. If you actually went back and looked at the Internet archive and looked in, it was about 2000 or 2001 when UNICEF started their first email subscribe box on their website.

So their email list is 10 years old. And it is now a pretty powerful fundraising tool for them. But it took a long time to get here, and nobody really knew what it was going to cost, because there wasn't a lot before. We actually have a better sense now for Facebook. You can do the funnel. 500,000 million users, let's say you've got 1,000; you've got a lot of potential for growth.

Now, does that mean that you should spend half your resources on it in order to recover 1% of your total revenues? Of course not. But you might look at it and decide to spend the cost of a quarter or a half of a staff person in order to maintain that presence, and then experiment. See if this person spends more time on it for three months, do we get more return or is it the same as when they spent less time? And the numbers will work for you, regardless of what studies say about the best practices in the industry.

Rebecca: Great. OK, let's see. This is a great question from Susan. Susan says: "Hi. We currently have a Facebook page and 596 people who like us as a nonprofit with a budget of under $1 million." She is definitely going to be looking at analytics in a different way as a result of this call. She says, "However, we quite often will post a video or research available in a child abuse related topic from another expert source. So in this way, that Facebook visitor is sent to another

site. Is there a way to keep them on our account while providing other experts information through our organization? What do you recommend for engaging those visitors?"

Shayla: I know Shabbir has strong thoughts about this as well, but I'll jump in and say, if what's important is to both provide useful information and to keep people within your brand and within your site, then most of the time it's a good idea to post that within the confines of your site. So if what you are posting is a video and it's a video that they've uploaded onto YouTube or any of the other video channels, almost always, if possible, just embed that within your own site. And of course, say, "We got this from our great friends. They do great work." Include a like over to their site, maybe at the bottom of it, absolutely. Be generous in that way. But host it within your own content so that it's clear that you are the provider; you are the conduit to this great information.

And then the other thing is just to be very straightforward and upfront about that, again, with the other organization. Maybe you can establish some guest posts: "We love this content and would love to feature you on our website," so that it's helpful to both parties while still maintaining your user base on your website so they can take action.

And then I think until you have your clear goal established for what is it you want from people and you know when they respond, once you know when they are highly responsive, then you know when you should be a little bit more selfish in talking about yourself. And at times, when they are not highly responsive, is when you can actually get away with not talking about yourself.

For example, for UNICEF, when we put together these slides, had the link to a culinary competitive program, and one of the contestants was playing for UNICEF. And so his winnings would go to US Fund for UNICEF. And they linked straight to Bravo, to the TV show website. And that was OK because they were not in the middle of covering a disaster, and sometimes you do have to link elsewhere. But if they are in the middle of a disaster and someone had volunteered and made a video for them and posted it on YouTube, the advice we would have given them in order to maximize their results would have been to embed that YouTube video on the UNICEFUSA.org website and then post that link at Facebook.

Rebecca: Great. All right, so let's see. We're going to jump around a little bit. So we got a few questions from Petra, Ryan, Leora, a bunch of folks are writing in. You had mentioned Facebook insights, so a couple of questions about that, if one of you or both of you wouldn't mind jumping in and giving a little bit more explanation. We have everything ranging from, "Can you explain what that is?," "Where do I get that data?," to, "Do I have to have greater than 10,000 page fans in order to access that?" And then someone else who says they already have it and just wanted to know how reliable you think that Facebook Insights data is.

Shabbir: The Insights data, and then I'm going to pull up a page so I can find it exactly to walk you through where it is, Facebook Insights data we believe is accurate because it comes out of

Facebook's actual database. And more importantly, it's the only data you have about what's happening on Facebook, because there's no way to track people in any other way.

It is a large Excel spreadsheet. It goes back at least a year. I have not seen it start expiring. And I cannot tell you if there is a minimum number of fans, but that wouldn't surprise me. Everybody I've worked with has a relatively large number of fans.

If you want to get the data, you go to your page, and presuming that you are an administrator, click "Edit Page" and look down the right for a box that says "Insights." And there will be a link that says "All page insights." And when you click on that, you'll have your Insights page with some data showing which of your fans were active on a given week and the number of interactions. And there'll be a link at the top that says "Export Data." And that's what you want. And it's fan and interaction data that will show you things like how many fans you had on any given day, how many times you posted, how many times they posted, or commented, or liked something, how many video plays you had.

And then on a per-day basis you can compare that to your Google Analytics data to see how much incoming traffic you had from Facebook.com, and that will tell you what kind of click-through rate you had. If you had 1,000 fans on a given day and 10 unique visitors on your website, then you can do the math pretty easily. Divide 10 by 1,000 and come up with the click-through rate on that day from Facebook.

And Shayna, why don't you touch a little bit on what's changing here.

Shayna: We should always start anything Facebook with the disclaimer that it may have already changed slightly by the time we hang up the phone. This is a pretty tumultuous time at Facebook where a lot of what they are doing is undergoing changes and then it's kind of coming back.

And so you certainly could be, even if you are already looking Insights or if you used to have it and now they've set a new limit...There was some skuttlebug about they had set a 10,000 fan minimum limit to get some of the Insights. There was a kind of a hubbub and they rolled it back. It's unclear if there is going to be a new level or limit and whatnot.

So the caveat on all this is that the risks for nonprofits of really investing heavily on Facebook is completely out of our control. Which every organization is going to have to decide for itself if that risk is worth the reward that can come from being where everybody is. But among those risks is that the polices are sort of constantly changing, and they are under a particular amount of change right now as it relates to what nonprofits can and can't do and have access to and don't have access to.

Shabbir: I want to add one more thing, which is that there is one piece of data which I believe is not available in the downloadable Insights, but which is extremely valuable, which is the number of people who have hidden you.

So you may have done this yourself. When you get tired of somebody, instead of unfanning them, you just click "Hide from newsfeed." And that data I have not seen previously in the downloadable spreadsheet, but if you look at your Insights page under "Edit Page," there's actually a graph that you can mouse over every day and conclude, and it will show you in a popup how many people have hidden you from their newsfeed.

So it's sort of a passive, aggressive way of people unsubscribing from your fan page if they still want to like you. But it's important for you to know because those people never see your messages.

Rebecca: All right. Let's see. So during the presentation you touched a lot on Google Analytics, and now we've talked about the Facebook Analytics. Alexandra has a question about another piece of data that's available.

Alexandra says, "Our Facebook page has a posting rating of 4.8, which I think is out of a possible five stars. How is that determined and how often is that updated? What does it mean for our organization and the data we're collection about our results?"

Shabbir: I have no idea. I would not regard the post quality metric with a lot of credence. It is more or less a black box. There's not an exact formula that Facebook gives for it. And it is not constructed around your goals. It's a random metric, but it has nothing to do with the goals of your organization. And so I'd just ignore it.

Shayla: I would concur.

Rebecca: All right, well great. Excellent. I think folks notice and think, "Oh, I have a low rating, I have a high rating," but that's good context to know what it is or is not good for.

So switching gears a little bit, we've had a number of questions come in about the different types of presence and pages each have on Facebook. For instance, Jenny wrote in and said, "We have the majority of our friends on our profile site and we have limited friends on our page," which I guess would be a fan page or a "like" page, whatever the terminology is now.

And she wants to know, "Should we try to use our actual page more often and get away from the profile?" And I'll just add one extra note on that. We've had some other folks right in about they have their Causes, their Facebook Cause page as well. So how do you reconcile all these different types of pages and set your goals by where you want your traffic to show?

Shayla: So I'll start. This is another place where it's been a little bit difficult to navigate over the last year or two, how things have changed on Facebook. But in general, what we find is that you don't want to be an individual; you don't want your organization be as an individual, even though that's how lots and lots of us started, because you don't actually have access at any point to the kind of metrics and analytics that you have if you are what used to be called a fan page if you have a page for your organization.

The same is true for groups and causes and all that. Shabbir will talk a little bit more about the Causes issue. But in general, you want to be pushing the interactions and pushing your work towards the page rather than any of the other options that are available. The page is really the thing that is meant for organizations.

Shabbir: As far as causes go, causes is a tool in which people have had a great deal of success. Other nonprofits have found it frustrating. The causes people actually do have a strong interest in making nonprofits successful. There's a couple of challenges in using Causes, one of which is we've talked about the two data silos, Facebook and Google Analytics, in which you have to pull data to try and see. Well, there's a third silo once you start using Causes, and it doesn't make your data analysis harder when you do measuring.

It does give you some extra tools, like the Birthday Wish tool that lets your supporters do things like say, "All I want for my birthday is a donation to Earth Share, or the Marine Mammal Center, or whoever it is that you are that is operating the Causes page." But you have to manage it and maintain it, and it creates an audience inside of Facebook where you are probably already trying to create a base audience to begin with.

And I think the best way to do it is just to sort of look at what some of your peers are doing and see if they are having success in causes and consider it. But you probably first want to get your page, so to speak, in order. And as Shayna says, it should be a page. It should not be a group and it should not be a personal profile.

I learned this mistake about 400 friends too late that I needed to not connect with business contacts on my personal profile, and so I now have both. But I wish I started earlier.

Rebecca: Since we're talking about Causes on Facebook, I did want to just throw in a little bit of an ad here. We are going to be hosting an additional Facebook centered call later this summer. And just for full disclosure, Network for Good is actually a partner with Causes. So we're going to have at least one representative from Causes on the phone with us. So be sure to stay tuned for a future 911 that will deal specifically with Causes and other ways to engage on Facebook, because today we are focusing mostly on analytics and being successful and engaging your folks.

Let's see. So we have a couple questions here from folks about the content of their posts. And one of the metrics that you talked about was donations that you get and tracing that back to Facebook. So for instance, Maria wants to know, "Do you have any suggestions about where to place a donation link on your Facebook page itself?" And Jaclyn wanted to know, "Should we always put a link in every Facebook post that we do?" What are your recommendations for including engagement paths for visitors to leave your Facebook page and go back to an organization's website?

Shabbir: Well, the first thing to remember is that if you don't put a link in your Facebook posts, then people will probably not leave your Facebook page and go somewhere else to do something.

So presuming that you want them to do something, you need to put material out there that people will read the blurb of in the status message and then want to go learn more about.

And selling it effectively probably includes, if you have them, photos, not because you want them to like the photo, but because a photo that shows up in a stream with all their friends' messages will make it more eye-catching and more mission focused.

We didn't get a chance to test this, but we assumed that there's an easy experiment to devise that we would do at some future date where we looked at UNICEF's photo posts and non-photo posts and probably found that the photo posts had greater click-through rates.

That being said, you need to be judicious about how you do it. You just can't ask people for money over, and over, and over again, and you have to be talking about the work that you do so that they feel you are on a mission to do something else besides, of course, part them from their cash. And if that is difficult for you, then you may want to hold off on your Facebook work for the moment.

Shayla: I don't know that there's a whole lot to add to that. Just, again, that this goes back to our initial, I guess, organizing principle of how we approach the analytics in all this work, which is around the big goal. So if your big goal has anything to do with getting people off of Facebook and onto your site, or off of Facebook and out into the world, then that's what should drive what kinds of things you put up there. And so yes, as Shabbir said, you don't want...every link you put up there should not be about asking people for money, but if what you want to be doing is getting people off of Facebook and somewhere else, then the way to do that is to provide them a doorway, and that's a link.

Rebecca: Excellent. Well, I have nothing else but to say that time flies when you are having fun. It is already two o'clock. So first, I just wanted to thank both Shabbir and Shayna. We really appreciated having you on the line today.

Shabbir: Thank you.

Shayna: Thank you.

Rebecca: Excellent. First of all, thank you for being so engaged and for sending in all your questions. We got to as many as we could; as many as time would allow. But we're really excited to let you know about the other opportunities. For instance, as we mentioned, we're going to be sending around that link to download the full e-book from which you can get all of these great tips and ideas for your own organization. And then keep an eye out on nonprofit911.org for future opportunities to learn more about the subject on how you can engage even further with your Facebook visitors and take all this great analytics knowledge back with you so you can actually track how well you are doing.

So thank you again to our presenters, and thank you to all of our participants today. We are really looking forward to having you on the line for a future Nonprofit 911 call. And with that, I'll just wish everyone a great rest of your day! Have a good one!