

Episode 156 - Beth Kanter: Social Media in Nonprofits: Letting Outsiders In and Letting Insiders Out

[00:00:08] Welcome to in social work. The podcast series of the University of Buffalo School of Social Work at www.insocialwork.org. We're glad you could join us today. The purpose of social work is to engage practitioners and researchers and lifelong learning and to promote research to practice and practice to research. We're in social work. Happy Thanksgiving everybody from Buffalo at in social work we're grateful for a lot of things but especially for the generosity of our guests who enthusiastically share their ideas and experiences for all who are willing to listen. The creative questions and outcomes they produce enable us to share them with a really wide audience. It's easy lifting on our end and we're really grateful for the collaboration. I'm Peter Sobota according to our guest Beth Kanter network. Nonprofits are simple agile and transparent organizations that use social media to engage all kinds of people. They create these networks to shape and share their work to raise awareness of social issues organize communities and to improve how they provide services whether it's blogs email Twitter or Facebook. Network nonprofits use social media to make it easy for people outside their organizations to get in and for the insiders to get out. They encourage conversations between people and between people and organizations to expand their efforts easily quickly and relatively inexpensively Ms Kanter describes how network nonprofits create a social culture build trust through transparency and keep it simple to improve market and promote their mission.

[00:01:57] She also describes how nonprofits can overcome their fear of opening up and losing control thus challenging a frequent justification for their resistance to become networked Beth Kanter is the voice behind Beth's blog. How nonprofits can use social media she's a busy trainer who helps organizations integrate social media network building and relationship marketing best practices. Ms Kanter is the author of two books and has been named as one of the most influential women in technology by Fast Company magazine. In addition to a number of other accolades Ms Kanter was interviewed by her own Dr. Nancy Smyth dean and professor and self described geek at the School of Social Work Nancy interviewed Beth in September of 2014 this is Nancy Smyth and I'm really pleased to have Beth Kanter here today to talk with us a little bit about social media nonprofits. Beth can we start with you use the phrase a lot the network non-profit and just talk a little bit about what that means. Great. Nancy I'm delighted to be here. So with the term of the nonprofit is actually the title of my book my two books the network non-profit and measuring the network nonprofit network nonprofits are defined as simple agile and transparent organizations that allow insiders to get out and outsiders to get in and they're experts at using social media and leveraging their networks and data to change the world and to use this as a metaphor really to say to nonprofits you know stop working as a single isolated institution and work more like a network sort of embrace the abundance. And it's just a better way of working and it's more powerful. And I think it gets better results. OK. Can you say a little bit about who would people be networking with. Who would they be connecting to for a non-profit. Well that's a great question.

[00:03:53] So as a nonprofit you need to think about your network in terms of individuals you know real people and then also organizations. Now a lot of us think about these two entities in our ecosystems but we mostly think about them as formal relationships so their staff their board their volunteers their scholars in our field whatever or else their aligned partners organizations that we have formal agreements with where we start to do our work through social networks and online we can account for people who are can be great assets to help us reaching our goals but we may not already know about them. So it's thinking of both of those both informal and formal relationships both off line and around or as I say on land and also online. Okay. And my guess is in all the work that you've done all over the world you've encountered some nonprofits that really get this that

really do this well. Can you talk a little bit about some examples of organizations and maybe what they've been able to do by using them. Sure. So you know I categorized nonprofits as two kinds there were those that were through network nonprofits naturally or by birth and then sort of more traditional organizations that were on their way to becoming network nonprofits. And some of these sort of ones that are networked profits by birth they tend to be younger organizations not institutions that have been around for over a hundred years. But one of my favorites is Moms Rising which is a organization that was founded to make the U.S. a more family friendly place in terms of its policies.

[00:05:28] And it was founded really to start a movement of moms who cared about particular issues that would activate them around causes so they were active in a whole wide range of issues including health care reform the toxic toys a whole host of issues and they work in a really interesting way. They connect with individuals through their social networks and they also work with aligned partner. They never do anything all themselves. They're always bringing in people they're convening and they're activating them online. OK so they really from the beginning started off doing that because it became a natural way to implement their sort of advocacy and organizing agenda. Yes yes. So that's the natural by birth group. And then you have the institutions that have been maybe here a long time that operated with sort of old paradigms who are trying to move to this. Yes. And they move slowly and I'd like to use the metaphor of crawl walk run fly and that organizations move incrementally and change from being not Networked Nonprofit to a network nonprofit. So at the crawl stage we'll see organizations that may need to explore some culture change they might need a social media policy. They might even need to think about their communications strategy you know what their objectives are who the audience is and so forth crawling them to walking they start telling social with strategic outcomes. They may be measuring doing a little bit of measuring but through doing pilots focus on one channel one campaign and they had up maybe up to 20 hours of staff time doing social to get to the running stage. They need to have a robust content strategy.

[00:07:07] They really understand how to engage their audience how to bring them from passive observers up to champions for their cause. They have a way to experiment and learn with new platforms and new technologies. And again doing some measurement across channels and to get to the flying stage this is you know and there's not as many flyers out there but you know they're embracing and working with free agents they're really thinking and doing with a network mindset. They have multi channel engagement. It's not just social they have a whole arsenal a way that they approach building their network whether it's mobile print even e-mail a robust for a social web site and they institutionalize a practice of continuous learning and reflection by measuring their results. Okay that sounds like a wonderful idea. I hope we can get our school there someday. Well it's one step at a time. Yes absolutely. You can't fly then run out rather than you can't walk then crawl but keep moving forward. Absolutely and I would imagine an organization like that is using those principles in many ways not just in their social media they're looking at them and their entire operation. So it really does sound like a wonderful ideal for us always to strive for one step at a time. Now let me ask you you use the term free agents can you say a little bit about what a free agent is. OK so in my first book *The of profit* we talked about free agents and these are mostly individuals mostly young people who have incredible networks.

[00:08:34] They have social networks in the palm of their hand and those are traditionally the types of volunteers that institutions have embraced many of them are really passionate about what the organization is about. You know whether it's an animal welfare organization or maybe it's an organization that's serving homeless and they want to help. But they also want to be in charge and they really want to activate their network. And so in the early days we used to see free agents crashing into the gates of these fortress nonprofits. Now that's changed a bit in the last couple of years and there's actually some great examples of organizations reaching out to these free agents

and empowering them as champions for their cause. OK. Do you have an example to share. Well one of my favorites has to be Mark Horvath who is known as hardly normal on Twitter and he is a person actually has had an experience of being homeless and so he started this site called Invisible People which really tells the story from the voice of the homeless person. He's done a lot of videos and really has traveled across America raising consciousness about the plight of homelessness. And he partners with a lot of different agencies that are serving this population and it's great for them because you know there is a lot of concern about confidentiality and you know how can we tell the story of our clients and I know a social worker puts them in this unhealthy power dynamic. So partnering with someone like Mark who is a free agent is a great way for an organization to really leverage the both of us more of both. OK. I would imagine that some organizations get nervous about partnering with free agents some of the traditional nonprofits.

[00:10:15] Is that something you've seen it all. Yes but here's the thing is that I'm not saying you know embrace anybody and you know I'm trying to say this a few years ago and said well what if the person is crazy. Well you're going to vet your free agent you're not going to just like set them free. You're going to be noticing your networks who these people are. Do they have a big network or are they influential. And then maybe you're going invite them to coffee maybe even have a phone call and maybe you're going to talk together about how you're going to work together and what the parameters are. So it's not just let them go free. There is a process I think that can be applied to any kind of champion that you use whether it's your staff or whether it's external people that you've met. You want to research who they are as old fashioned desk research. You want to reach out to them. You want to develop a relationship. You want to provide them with collateral materials and then you want to set them free. Right. And as you're talking about that it reminds me that in my conversations with people in nonprofits about social media people sometimes forget the set of skills that they use on land and you know off line to do all of those things to test trust and see who a person is that they have those skills. It's just a question of doing them partly in social platforms and he may have the chance to meet somebody face to face.

[00:11:33] But you actually can really get a sense for who somebody is by looking at who they are on line and how they're managing and you can talk to them via Skype and things like that. So I mean we all have social footprints. Most of us and you can always see what that person's online reputation now is and where they comment. You know you can google them and that's a really good exercise actually for those of you who are working out there is individual what is your social footprint. What is your reputation. Google yourself and take a look at what comes up from the perspective of an outsider. Yes I was an interesting exercise. Yes that orientation I've often asked students to go and do that. I said now you're entering a professional program. You have a professional presence and what you first want to see is what's your presence out on the internet now. Because your clients are going to Google you most of them. And so go google yourself and see what comes up and if it turns out that there are some things up there that maybe shouldn't be up there that you want people to see maybe you can change some privacy options maybe you can see if something can be taken down but you can actually put a request and to have that happen. Yes for them not to cash. Yes. And you put that into Google itself. You're right when you go to Google there's a link. See that's a good thing for people to know.

[00:12:46] And then the best strategy I think I heard you quote Google bombing is it you can also create lots of positive content content that you've put out there about yourself and sort of professional presence and then that's going to come up at least in the search and maybe you bury those things that can't be taken down. So there's actually agencies that make a living of doing this. Yes reputation management hasn't learned about that. So if people really have some stuff there that may be worth employing an agency like hopefully you know for students they learn those early in their careers that you have to think of whatever you post on the Internet even if it's a private community you just have to treat it as it could potentially be made public. Yes. So you just have to

be. You know I'm always really careful that there's things that I don't want the world to know and that's kept off line deaths. Yeah yeah I know it used to talk to my clients about using the idea of a megaphone if it's not something that you would say on a megaphone like in a crowded place to bunch people. Maybe you don't want to put it online because those privacy protections can malfunction or maybe I don't understand them well or somebody can copy it and share it. So there's a lot of possibilities. There's that and then there's just also anything that you are putting out that you may think might be harmless people can see your social stream and develop an opinion about you. Maybe you're traveling on a business trip and you're taking some pictures of where you're going and maybe it's someone could say oh they're never working they're always eating out when they're on a trip. Yes.

[00:14:15] And develop an opinion so if you want to live a life online as a professional I believe really you have to carefully crafted persona and your personal brand and has to be authentic. Yes. So it doesn't look like it's totally crafted. Yeah. And it doesn't mean that you have to hide things that make you human. Right now I'm thinking about Carolyn Miles from Save the Children. Look at her twitter stream. She's always tweeting about her work not in the same voice. The organizational brand does. But in her own authentic voice her site visits the photographs you know where she's speaking and occasionally you'll see a tweet about a walk on the beach or I know she's a gardener because she finds gardening as a way to revitalize and have self care for herself. Her job is really and can be difficult. So having someone like that who's heading up an organization tweeting in that way complements the organizational strategy for content development. Yes yes especially if it's really intentional. Now there some we're sort of disconnected from the strategy. And then there's others where it's really aligned. When I think about his health Robert Wood Johnson Foundation is doing it with our culture of help the strategy is that they're really encouraging some of their program officers and their communications people really do have personal brands be authentic and to talk about their work but also talk about what makes them human and you can actually see an example of this. If you go up to the brand page you can actually see on Twitter list of all socially engaged staff at Robert Wood Johnson is a great role model in this. Oh that's wonderful.

[00:15:50] Check that out. You mentioned Save the Children before and I'm aware from just things that I've seen online that they were successful in pulling out of a 12 hour Twitter chat over 12 zones or something. Some organizations are really using this strategically to really get their name and presence out there. Yeah I just participated in a Twitter chat for points of light for their start up accelerator. And so they have this civic engagement startup accelerator and it's very competitive to get into and then 25 organizations are approved. So to announce it they called 25 different influencers who agreed to tweet at a particular time and announce one of their picks for the accelerator. I thought it was really great because they were leveraging 25 different peoples networks and they parent them with the person that you know it seemed like this interest might interest your network. And there's a lot of retweeting an interaction. So I think it was a really brilliant strategy to announce a new program. Yeah that's actually intriguing the idea of identifying the influencers in the circles that are important to you anyway. It's not voodoo black magic to do that it's really paying attention to your network checking them out looking at their cloud score getting it in a spreadsheet and then looking at alignment. Is this influence or have a community that really aligns with your goals. Now what happens is most of us think oh we need Oprah or we need a celebrity but a celebrity might have a big audience but it may not be the right alignment. So I hear two things there.

[00:17:26] One is you want to have a goal about how you're using social media channel as a nonprofit you want to think about what you're trying to achieve and then really looking at your data about what you're doing to see if it's having the desired impact and then learning from that in some way. Yes I mean always be learning is my mantra and that's why I wrote the book on measurement. Even though I flunked math don't tell anybody. And I was allergic to a spreadsheet. I just thought

Oh God no. And I really thank my co-author Katie Payne for kind of like showing me the magic around measurement because it really wasn't about the math it's really about the learning. So if you set some goals and you have particular metrics that you can measure it's not just about the numbers but you start to see patterns and then the patterns come into certain insights that you can apply back to your work and get better or what you're doing. OK. So could you give an example like a specific example of a nonprofit and how they managed to achieve some specific successes taking this approach whether it be raising money or volunteers or whatever. Okay so I think one of the best organizations out there are nonprofits that are doing is doing this is do something.org I talk about them a lot. I think in chapter 3 of my second book there were the leak case study for an organization being data informed.

[00:18:47] And I have to give credit to their CEO Nancy Lublin who is their chief old personal and I should back up for a moment say that the organization's mission is to get teens active in online social change campaigns to get them to volunteer or to donate or to advocate around particular causes. And so all of their work is really online campaign based. And so her board said to her you know lose your plot. You always have to ask what does the data say. And so she's put into place a system where she has data scientist for every campaign they have metrics and they track it and they have a lot of learning. And so my favorite example of theirs is a internet app that they launched to help avoid the problem of animals being killed in kill shelters. And part of the reason that was happening is that a lot of these shelters small nonprofits weren't posting enough cute cat pictures on the Internet. So they developed this app that teens can download and it would guide them to the nearest shelter and so they could go and they could take pictures. Post them on social channels or they could go into the shelter and volunteer or they could donate dog food or cat food to the shelter. So when they launched this program they launched it on The Today Show and Kathie Lee Gifford dropped a puppy on its head. It wasn't her it wasn't her. But I was actually in their office when this happened and the data scientist caught up left the room and they went into this room with their monitor and they were looking at the landing page for the app because what had happened was a blogger wrote about Kathie Lee dropping the puppy on his head and then linked to the landing page and they we're going to look at what the conversion rate.

[00:20:25] And while they were looking at it they were like brainstorming ideas about how to make the landing page better. OK so the conversion rate is what the number of people that clicked on a link after reading this article about Kathie Lee dropping the puppy on its head and click through to the app landing page OK where they could download the app. So how many people actually click through saw it and left and Hannelly began to click through and downloaded the app. So that's their first rung on the ladder of engagement. OK so the next rung is them once they download the app do they actually use it. Are they using it to go into a shelter and take pictures or pictures being distributed and shared on social networks. Now the next level up is are they going into the shelter and are they volunteering or are they going into the shelter and actually donating something so they were tracking each one of these metrics and then figuring out in their messaging strategy or in the way that a landing page was set up. What do we need to tweak to make it better. Wow okay. And this is something that sounds like amazing but it takes many years to develop your spreadsheet and your model. I would imagine that it's just a continuous process really. Yeah cause I had a chance to interview Eric Lee Grace the lead start up and that's where a lot of these methods come from. It's kind of like thing to measure repeat X and that one metric that matters. I asked him I said you know it's so hard to find the one metric that matters.

[00:21:47] There's really it's a constellation of metrics so how do you like build your spreadsheet. And that was the answer he gave me and it's an art and science that takes a couple of years. So how often do you think people should be looking at their data. I have a campaign underway should be looking at it every day here. Well it depends. But I think like for a lot of nonprofits the workflow is really going to be a monthly editorial calendar to post different channels that you want to have that

data fresh right at the end of each month and looking when you're planning for the next month or something going on like breaking news that we're in on the campaign that's right in the thick of it and you want like real time data data is like bread it's best when it's fresh. Now I look back and think about network nonprofits and people moving in this direction. I think that one of the things that scares people about opening up their organization organizations so much being so transparent and having all these partners has to do with control and the sense of all sorts of things can happen people could make negative comments. Now what do you make of all of that. What do you say to people about that. Well the first thing is if you're afraid of giving up control as Clay Shirky famously said forget it you've already lost control. OK. So don't waste energy on trying to control. You're not going to do it. What scares people is giving up control. I say share control. OK.

[00:23:14] And in order to share control you need a social media policy that lays out the rules. Right. Because I think a lot of the fear comes from not having thought through some of those issues. To your question about a negative comment. Well OK so let's analyze what is a negative comment and who is making these negative comments. So you have trolls. They are professional negative comment makers and they exist just to waste your time and energy and get you frustrated. And so good. You know social media people know all the trolls are and they ignore them they're like bad children. We just ignore them. Trolls thrive on attention. So don't feed the trolls. Ok so first you understand that the next level are a negative comment when all that could be a complaint about something. OK. You know we're not all perfect as much as our organizations want to guide our love to hope yes. OK so a negative comment. OK. Is that a real complaint or is the perception of a complaint. That's a real complaint. Get your customer service chops out and say thank you so much we're going to look into that. If it's a perception address the perception and because other people are going to be reading it I think with some social service agencies get really concerned about what if somebody post a comment that's going to violate our client's confidentiality. Oh my god yes. I know that could be a professional violation that could be horrible but OK. And it might happen. And if you have a social media policy you have the procedure to go through to address the problem.

[00:24:40] Yeah that's all I can say. No I think that's good advice. I think about I had a personal situation come up when I put my cat to sleep earlier this year with the health department in New York State. They have a Facebook page and they had some things about the policy which were really really very bad and I won't get into details so I don't traumatize listeners but I was really concerned about people who might have mental health issues and the impact of this policy. So I went onto their Facebook page and wrote a long piece of posting. It was a fairly professional balanced post and just said you know this policy well I know you're doing it for public health reasons. There were ways you could retool this policy so it doesn't do harm. In the meantime that's what was the policy has to do with rabies. And it turns out that if an animal bites person and then the animal can't be kept alive for ten days which is the period they watch for rabies that the animal has to be rabies tested. And the only way to do that is to basically remove the head of an animal. So in this case it was a pet was fully up to date of rabies shots indoors had been very sick and probably to the vets multiple times for pancreatitis and things. The vet knew that this animal didn't have rabies.

[00:25:51] I knew the animal didn't but because the animal wasn't so much pain when he was being brought to the vet he bit me and that's when I found out about the policy and I was not happy about the fact that my cat was not going to be dismembered for this testing. But you know I dealt with it but I was really concerned because I have lots of former clients and not in practice anymore but I know a lot of people who there are animals that kind of thing could send somebody over the edge I could see somebody who has significant mental health problems finding that out being very upset and potentially suicidal. And and since then I've actually had people come forward and share stories with me that have confirmed that. So it's basically saying to them you know that there are ways they could do this so that people are not treated so impersonally in the process. And there was no

recognition that you might have a relationship to the animal variety of things. And so they really just need a checkbox in their database to say this animal is a pet and belonged to somebody so that their responses are keyed up so that they are a little more humane in their responses really and that I have questions about whether I could get the remains returned to me. So all of that laying out on the Facebook page well you know I have a fairly large network. Lots of people left comments. I mean they had probably 80 some comments online. Well not only did they not reply right away. They shut down the part of their page where people can make posts so they hit the post. Well that I got annoyed at that. And everybody's like oh great you're so transparent you're now hiding feedback that people give you.

[00:27:26] So they got a ton of comments about that. So five days later they did finally reply. It was pretty clear that they were not ready to handle this and they weren't ready for the idea that you don't hide things like that because they didn't just annoy people. And so it would just sort of the kind of example that makes it pretty clear people just sort of throw pages like that and some poor soul who was responding who probably has nothing to do with the policy and I think I even said that in my response I realize this isn't your policy. You're just communicating. But there's somebody there who does and it would be great if you pass this feedback on and I'd even be willing to consult with them and developing what I call trauma informed policy a policy that would actually be more humane and less likely to create a mental health crisis in the process of doing this. And of course they never took me up on that right. Well that offer would stand but it really was like OK you know I get totally where the policy came from it's just one of these unintended consequences of not thinking through the other end of it and involving recipients in designing a policy. And that's precisely what I think needs to be rethought is that comments are data and it's like having the world's biggest free focus group and why wouldn't you want to hear from your audience about how to make your programs better. Right. And that's part of why you say there's sort of transparency and using that data as part of organization is part of a network nonprofit.

[00:28:45] So I would say in this case the health department probably doesn't qualify for that definition because they haven't thought through how to work that into their change process. But you would think that would be useful information to organization and the law hasn't been in effect very long. In our state I predict at some point there will be probably some awful thing that happens to somebody as a result of this. And then of course you get policy that gets made based on a single case which is not a good idea. But I just use that as an example because I think that that idea of hiding comments shutting it down then just was sort of spurred off a whole other reaction to that because people got very angry about that. But here's another example of how an organization has handled this so I don't want to say the name but they work in children's issues. OK. So there are a policy group that covers anything that affects the welfare of children. You know whether it's childhood obesity health care a whole set of other issues. So on their page somebody who was identified as a troll posted I forget exactly but it had to do with abortion and it was completely off topic by and their policy was to keep things at the top of the page. But what they did is they went out to their network and they said we got kind of this off topic post but we're not going to take it down. But can you just post something so we can move this further down.

[00:30:06] So when people come to our page that's not the first thing they see and they have a pretty big network and within like an hour to 20 other people have posted stuff on their page and moved it down. What a great response. But if it was up how is it that I was probably saying something about their policy they would have responded. Right. That there was no response to this because it was off topic. Right. And identified troll. It was another way of ignoring the troll. Yeah. And yet they didn't remove it. That's interesting because I know a lot of places would have felt free to remove it because it wasn't really really well they were doing you know your troll sometimes trolls have networks too and then they come back. So it was kind of a way to deal with it without good best practice for them without poking the bees nest yeah there's a lot we can learn from the animal rights

people Humane Society. Kerry Lewis I've learned so much from her troll management. She talks a lot about about anger management that you as the person who is on the frontline you have to be really careful what you have to understand when you're getting really pissed. And that's what they want. And so as you provoke them then it escalates. Right. And so it's probably a good general rule that if you're really pissed it's not the time to make a comment. Right. And how it's affecting you. Like close it and then step back. And she actually keeps a spreadsheet of trolls she knows who they are and oh this person again. OK.

[00:31:29] I mean I've had an experience on my blog where I posted it was when I was going to Tunisia. And it was when the embassy was attacked. Around the same time Gambia. And so our trip was canceled because it just wasn't safe to go and so I posted this whole thing about why it wasn't safe to go and I was also talking about some of the conversation that was happening on Twitter and I actually had a troll post who used it as an occasion to talk about. I forget what it was proposed in. I mean I don't want to get into the politics but it was like a ridiculous kind of comment. And I said Oh OK. And I didn't really was the new person commenting. I looked at who they were. They said oh there's a person who's very ardent about a certain point of view. I just read that. Thank you so much for your comment. Right. And that's how you sort of acknowledge it and then shut up. And of course they came back and started posting several different responses and at that point I just didn't respond. OK. So that's the first thing you don't know their a troll and you just kind of think that could be a troll. This is a new one you sort of say thank you so much for posting your opinion. It's kind of neutral. And if it escalates from there and then it's like ignore it and then he got tired he went away.

[00:32:39] So those are the kinds of fears people have and just really thinking through this is how we're going to manage it and this is how other people have managed it can really help people start to get a sense for OK we can manage this it's not quite and especially if they have that presence and they've been building relationships and their community before they need it then the community can come and manage it as well. That happens a lot. Yes well I think that that's probably the biggest fear you hear from people and then of course in social work organizations that have clients it's the protected information piece of course. I mean you probably have examples of where there's somebody something messed up or somebody posted some information that violates a hipa policy. So what does the agency do. What has happened. All right. I mean I can tell you is that the ones that I'm aware of and we've had situations occasionally where students have put stuff up on their Facebook pages that were I don't know if it was an actual violation but it was definitely not a good idea. Getting close yes. Yeah. Where I would contact them send them directly and say you know by the way this is not OK. You really need to change this you know remove it whatever and it is an educational process and usually and then take it down if it actually appeared on our page we would remove it because we do have a community policy for those things. But oftentimes it's about educating in this case was a student who later said you know I've been thinking about my Facebook wall.

[00:34:00] This is a place I can say things and I forget it's the equivalent of a white board on the door of my room in a dorm and that's probably not a bad analogy. You're putting it there and everybody who can walk past can see it. And so there was an educational process happened. Did you get sued. It did not in that case. No. You have and I haven't ever heard of any of those you have. You were five and once you thought you had taken away nothing. Licensing Yeah. So a SWAT team did not emerge and take us all out. So I think what we imagine on these fears and I'm not saying Disregard privacy or help because I know that's really important and we respect that we honor that. But the world is not perfect and people are going to make mistakes. Yes things are going to happen if you have the policy in place that protects you. You have to look at it as a way to educate people. And in the end probably nothing super horribly bad will happen. Right. And what's the loss if you are not engaging right. You know the lost opportunities the lost partnerships I mean I

think lost revenue yes lost revenue depending on how you're using things. And I will say that our school by having a presence in Twitter and having Facebook we've had new partnerships develop with people all around the world actually that we never would have had if we weren't in these places. So it's a lost opportunity and not just for our organization but for our students. To me that's worth it to be able to have those possible opportunities and then find ways to manage what the concerns are.

[00:35:29] Because everything in life has risks and benefits to it walking down the stairs you know has risks and benefits. So you just have to think a little bit about how you're going to manage those. And the other thing that comes up a lot on Facebook pages not as much on ours is but I do think it happens sometimes. You had a particular student get into an issue that's so individualized or you get a client to do that and then you just need to say you know let me call you. Let me follow up. Yeah channel private channel Lawson I can really give you the individualized attention that you deserve this so that people aren't sometimes getting into things that they're not going to want to get into either. I did hear a case I think was a former employee who then started to post on the page and share information that was inappropriate. So they have to take legal action because clearly it was a violation of confidentiality rules that they had signed as an employee. And I think also they might have been fired. I mean it is a whole kind of situation. So they were posting things on the Facebook page. They banned the user. And they had to take some offline legal action which was sort of a pain but it's not worth shutting down your whole Facebook page right now. Something that can be managed. And that it's the worst bad thing that I had heard of. I mean I'm sure other things will happen that there's always some bad that can happen. And as a matter of fact one of the things I do is planning sessions with clients we have.

[00:36:52] What's the worst thing that could happen. Brainstorms and it's really liberating. And we just make a list and then it's like OK so we need to think this through. And then I also do a debriefing meeting at the end and my favorite question. Well did any of these but I bring back actual real flip charts that we make or photograph them and put them on a PowerPoint slide. Did any of these things actually happen and then people get to say oh no I guess I mean part of it is people just have fear around new things and if they're not comfortable with this platform the fear really needs to be articulated and really imagine all the possibilities to see it's maybe not as bad as it has felt to me right. You have to wallow in the fear where you can't get to contemplation. And that's by the way a very good therapeutic technique around dealing with fear. There's a technique called worry exposure for people that worry a lot about things and what cognitive behavioral treatment will say is that the problem is you're worrying incompletely you're only hitting the top of the worry and you're not thinking the whole thing through. So then you say Well I'm worried that I'm going to lose my job and you say well OK. So when you worry about that you just worry and then you keep going in circles with your fear and instead saying OK so let's say you did lose your job then what would happen. And you just keep saying and then what would happen.

[00:38:06] And then what would happen you just bring the person through the whole experience even at some point they come out on the other end and life goes on. They think about coping skills they think about how they deal with that situation. And it interrupts that cycle of fear. I know some people who use anyway feel free to adaptive it sounds like you've already studied two cases of it in terms of social media. Well yeah it works really well to actually reduce anxiety that goes with chronic worrying. I do think people worry about social media a lot of people and non for profits who are not even at the cross stage yet. And that is what keeps them there. Yeah I think we have to fear is fear itself. Absolutely. So I think that I like your way of getting people to articulate and really imagine what is the worst possible thing and then. OK. So let's say that happened. What would you do. What would happen. But typically what people imagine is not as bad as it felt. So I like that. I really want to say here that your blog is awesome. You have. Thank you. Most amazing resources there and I would really strongly encourage anyone interested in this topic. Use of social

media and nonprofits to go and check it out. And don't just look at the current post. They're great because you just have an amazing amount of information for their team here. OK. So and you've got archives and then you have a wiki. Connect to your blog frass it's all linked on the site. OK. And I also trained over scoop which is a curation platform.

[00:39:31] So if you google scoop dot Kanter you'll see that I have 10 different topics that I'm looking at I do the social media nonprofits I'm looking at data data visualization crowdfunding failure and networked leadership skills. OK. All of this curation you're probably thinking oh my god information overload but I am actually curating information because I do a lot of teaching and instruction and writing so it's all curated with a purpose. All right. And you know one of the things people ask me constantly is you know how do you find the time to stay up with these things and I say well I do it by finding other people who are doing the work for me. So I know that if I follow and look at what you're doing I can stay up to date on what's important in that. And what's coming up online and what other people are doing and you find a couple of what I consider key informants people on the topics that are important. I called my circle and the wise. That's excellent. Yeah so I really would encourage people to check out your blog and follow you on twitter and your blog. It's just Beth Kanter dot dot org right. So people can but honestly if you just put your name in there and search google it comes right up. All right. Used to be able to just google the word Beth and I was number one and KISS released a video called Kissbeth. All right that's number one. OK.

[00:40:50] So pretty easy to find and I do think that going into the space of being a network nonprofit or even if you just simply work in this area and you want to stay up to date yourself if your organization is not quite there yet there's an amazing amount of resources that have already been developed and people don't have to reinvent the wheel. And you just have some great resources that also share a lot of my content curation for practical social media information is on my Facebook page as well. So which is Facebook slash Beth.Kanter.blog over the years of measuring content that works I've developed now and doing a lot of analysis on what are the patterns what resonates I now have this like formula that I know that I can pluck out the things that people really want. That is nonprofits were looking for practical information about how to use social media effectively. And that's for sure that has to do some sharing around that on Twitter as well. Well thanks for taking the time to explain a little bit about these concepts hoping that listeners will be interested enough to go check out your blog and some of the other great work that you do. Great to hear from social workers like you, thanks so much and you've been listening to Beth Kanter discussed network nonprofits on social. Hi I'm Nancy Smyth professor and dean of the University at Buffalo School of Social Work. Thanks for listening to our podcast. We look forward to your continued support of the series. For more information about who we are as a school our history our programs and what we do we invite you to visit our Web site at www.socialwork.buffalo.edu.