



### Social media 101

<https://www.techsoup.net.nz/webinar-recording-social-media-101-2>

*Content:* Learn all about social media and its benefits for your not-for-profit. In this webinar you'll learn all the basics of social media to help implement it for your organisation, or improve your current basic presence. This webinar will include real case studies and examples of effective social media content and tools to get the most out of your social media. Learn about the different types of social media platforms and what is best for your organisation. Learn how to build a solid social media strategy, and take home a practical template. Learn to develop engaging and effective social media content, with practical examples.

*Presenting Organisation:* Techsoup

TechSoup New Zealand is a programme run by Connecting Up, Inc. This is the brand under which Connecting Up and TechSoup administer technology donation & discount programs of companies such as Microsoft, Symantec, SAP and many more to eligible not-for-profit organisations in New Zealand. Connecting Up, Inc. is a not-for-profit organisation that works to unleash the power of not-for-profits by providing a variety of information, products, resources and programs. We also help to develop relationships with business, community and government sectors for the development of the not-for-profit sector.

*Presenter/s:* Kirsty Walleth, K.Franc Social



## Introduction to social media

<https://www.techsoup.net.nz/learn/articles/introduction-social-media-webinar>

*Content:* Learn the basics of social media, channels, features and benefits, type of content and tips on social media best practices to increase engagement. The presenter gives a basic overview of the most popular social media platforms and who is using them, how to choose the best social media platform(s) for your organisation, what sort of content can create the best engagement, what trends there are in content, and what is next for social media in the future.

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*Presenter/s:* Mathan Allington, Connecting Up

*Date:* 28-Apr-2015

*Related Resources:*

[https://www.techsoup.net.nz/sites/default/files/ch/introduction%20to%20social%20media\\_pr esentation.pdf](https://www.techsoup.net.nz/sites/default/files/ch/introduction%20to%20social%20media_pr esentation.pdf)



## Building a cause community using social media

<https://www.techsoup.net.nz/learn/articles/building-cause-community-using-social-media-webinar>

*Content:* Do you want to create a thriving online community of people who support your cause or organisation? Or maybe you have one, but they just don't engage or take action? In this free webinar we will cover the 11 fundamental principles that you must understand to create cause communities that take action. Whether fundraising, marketing, support or advocacy is your main goal, these principles will ensure that people engage and participate!

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*Presenter/s:* Kate vanderVoort, Social Mediology

*Date:* 02-Feb-2017



## How people-driven campaigns are changing the world

<https://www.techsoup.net.nz/learn/articles/how-people-driven-campaigns-are-changing-world-webinar>

*Content:* Understand the online tools that are available to effect change and how they work, skills to utilise personal stories to inspire public support, how fundraising and advocacy efforts can be effectively combined online and more.

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*Presenter/s:* Anna Robinson, Change.org  
Olivia Whitty, Change.org

*Date:* 28-Apr-2016

*Related Resources:*

<https://www.techsoup.net.nz/sites/default/files/ch/How%20people-driven%20campaigns%20are%20changing%20the%20world%20slides.pdf>



## How not-for-profits and social enterprises win in crowdfunding

<https://www.techsoup.net.nz/learn/articles/how-not-profits-and-social-enterprises-win-crowdfunding-webinar>

*Content:* Learn the basics of crowdfunding for social cause organisations, apply crowdfunding principles to your campaign and more.

*Presenting Organisation:* Techsoup

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*Presenter/s:* Prashan Paramanathan, Chuffed.org

*Date:* 29-Oct-2014

*Related Resources:*

<https://www.techsoup.net.nz/sites/default/files/ch/141021%20Connecting%20Up%20-%20Crowdfunding%20Webinar.pdf>



### Planning and creating content for Facebook

<https://www.techsoup.net.nz/learn/articles/planning-and-creating-content-facebook-webinar>

*Content:* Learn how to effectively plan and craft content for your Facebook page which will help you achieve your marketing and fundraising objectives in just a couple of hours a week.

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*Presenter/s:* Julie Delaforce, Quiip

*Date:* 21-Aug-2014

*Related Resources:*

<https://www.techsoup.net.nz/sites/default/files/ch/Planning%20and%20creating%20content%20for%20Facebook.pdf>



### **Collective impact: Continuous communication**

<http://www.tamarackcommunity.ca/library/collective-impact-continuous-communication>

*Content:* The presenter discusses the need to establish both formal and informal mechanisms for keeping people informed about the progress and key milestones of your collective effort.

*Presenting Organisation:* Tamarack Institute

Tamarack Institute was created to understand community change and help organisations and citizens work better together for a collective impact. A learning centre has been established to provide research and document real stories, exemplary practice and effective applications for community change. The Institute also applies what is learnt to end poverty.

*Presenter/s:* Mark Holmgren

*Date:* 05-Aug-2016



### **Turning your mission into action: Three core components of strategic communications**

[https://ssir.org/webinars/series/turning\\_mission\\_action\\_three\\_core\\_components\\_strategic\\_communications](https://ssir.org/webinars/series/turning_mission_action_three_core_components_strategic_communications)

*Content:* A three-part series, *Turning your mission into action: Three core components of strategic communications*, this webinar series includes: Developing a strategic plan; Creating a winning campaign; and Storytelling to communicate impact.

*Presenting Organisation:* Stanford Social Innovation Review

Stanford Social Innovation Review (SSIR) informs and inspires millions of social change leaders from around the world and from all sectors of society—nonprofits, business, and government. With webinars, conferences, magazines, online articles, podcasts, and more, SSIR bridges research, theory, and practice on a wide range of topics, including human rights, impact investing, and nonprofit business models. SSIR is published by the Stanford Center on Philanthropy and Civil Society at Stanford University.

*Date:* 26-May-2016



## Getting more bang for your buck - social media advertising

<https://www.techsoup.net.nz/webinar-recording-getting-more-bang-your-buck-social-media-advertising-webinar-0>

*Content:* The social media advertising landscape can feel like a minefield. Learn the best way to get advertising bang for your buck on Facebook and Instagram, quickly efficiently and on a shoestring budget. By the end of this presentation you will be able to: create and target advertising campaigns on Facebook and Instagram, create dynamic advertising content to help your ads stand out from the crowd.

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*Presenter/s:* Kirsty Wallett, K. Franc Social