

#SocialChange: Effectively Using LinkedIn in the Nonprofit Sector



The Bonner Community Engagement Curriculum

Overview:

The social networking platform LinkedIn has over 332 million members, with 2 new members joining every second. It is a very effective networking platform for individuals, businesses, and nonprofits, and can be utilized to find employees, volunteers, and resources. This training is an introduction to creating and effectively using a LinkedIn account with a non-profit organization. It will cover why LinkedIn is useful for nonprofits, how students can play a role, and how LinkedIn can be used to recruit volunteers and develop new ideas.

This training is part of a #SocialChange series, which includes trainings for using Twitter, Facebook, and LinkedIn with a nonprofit. Each training can be facilitated independently, or in any order as a full 3-part series.

Category:

Capacity building, social networking, leadership skills, volunteer recruitment

Level:

Moderate to advanced; assumes participants have a solid understanding of the vision and goals of the community partner with whom they serve.

Recommended Bonner Sequence:

While this training can be developed to be used on any level, it is most appropriate for a third and fourth year students.






3rd or
4th Year

expectation	explore	experience	example	expertise

Learning Outcomes:

By the end of this training, participants will know how to use LinkedIn to:

-  create a company profile for their community partner.
-  network with individuals to widen their base of volunteers and potential future employees.
-  increase traffic to their website and awareness for their organization

Materials:

- Projector and internet for the powerpoint and Jeopardy game
- Appropriate copies of handouts provided
- Writing utensils for participants

How to Prepare:

- Set up a projector and have the presentation prepared
- Test the video on the second slide of the presentation
- Test the Jeopardy game to make sure it works in the presentation room
- Make appropriate copies of the handouts for "Find Me", "Call to Action", and "Step Up Your Personal LinkedIn Profile"
- Thoroughly review each activity

Brief Outline:

In this trainer guide, you will find suggested activities for helping participants understand how to use LinkedIn in the nonprofit sector. The training starts with an activity to help students understand the importance and value of networking. This activity is followed by a powerpoint with some facts about LinkedIn, why it is important, and how to use it. The main activity allows students to test the knowledge they just learned through a game of Jeopardy. The training ends with a handout encouraging students to put their new knowledge into practice by taking action to support their nonprofits in creating and using a LinkedIn profile.

There 60 minute outline has the following parts:

- | | |
|--------------------------------|-------------------------------|
| 1) Find Me! | suggested time: 10-15 minutes |
| 2) #SocialChange Presentation | suggested time: 20-25 minutes |
| 3) LinkedIn Jeopardy Game | suggested time: 20-25 minutes |
| 4) Call to Action: What's Next | suggested time: 5-10 minutes |

Part 1: Find Me!

Suggested Time: 10-15 minutes

This activity allows participants to process the idea that everyone has something to contribute and we must capitalize on those contributions with the connections we make. Give each participant a copy of the "Find Me" handout that is provided at the end of this training guide. Ask participants to find people who fit the descriptions of the items on the list. For example, the items may say "*I am good at working with children and youth,*" "*I have experience with volunteer management,*" "*I am good at public speaking,*" or "*I am a good writer.*" Each participant will be asked to find another person that fits this description. When a person is found they will initial the sheet in the box next to the description.

Take 5-10 minutes to do this (depending on the size of the group). Reflect on the activity with the group with questions such as:

- **Who completed their sheet? (i.e. got all the statements signed)**
- **Who got the most statements signed?**
- **Give an example of something useful you learned that could help you or your community partner right away.**
- **Give an example of something that could help you or your community partner in the future.**

In conclusion, discuss this with the participants: *Everyone has something to contribute. Look at all of the resources in this room. Some contributions may be more relevant or timely than others, but they are all important. Each skill on this worksheet could be utilized by an individual or nonprofit in many different ways. It is impossible to currently understand the importance of all the connections that you make, but having a network is very important, not only to individuals but also to our community partners.*

One way to help build this network is through LinkedIn. LinkedIn is a very useful online networking platform for both individuals and nonprofits, and anyone with basic knowledge of technology can support their nonprofit in creating and effectively using a LinkedIn account to build a volunteer base and raise awareness.

Part 2: #SocialChange Presentation

Suggested Time: 20-25 minutes

The presentation can be found on slideshare at <http://www.slideshare.net/BonnerFoundation/social-change-linkedin>. It contains information on why using LinkedIn as a nonprofit is important and provides tips on how to use it. Talk through the presentation with participants, using the following talking points provided. Make sure to point out all examples. *Suggested direct quotes are in italics*, and **informational points for the slide are in bold**.



This presentation contains information about LinkedIn and how to use it in the nonprofit sector. This is about using LinkedIn as a nonprofit, not as a professional in the nonprofit world. You will learn how to create a LinkedIn account and use it for your nonprofit organization. Make sure to pay attention to the information in this presentation: it will all be very relevant during the next activity.



Pull up this video before you begin the presentation and have it prepared to show to the participants. The picture on the slideshow is not the actual video, just a screenshot. You will need to copy and paste the link into your browser and load it. The video can be found at: <https://www.youtube.com/watch?v=U8eAbTZes24>

What is LinkedIn?

- LinkedIn is a social media platform that is all about **professional connection**
- It is the world's largest professional network with over 347M+ members across the globe
- More than 212,000 nonprofits have an official organizational presence on LinkedIn
- 23M+ members are "following" their favorite nonprofits on LinkedIn
- 8.5M+ Nonprofit Members are using LinkedIn to build their professional identity and network

Review all of the facts listed on the slide. Then ask participants:

- Who has a LinkedIn?**
- If so, how many connections do you have?**
- Do you follow any nonprofits?**
- Do you know if the nonprofit you serve with has a LinkedIn account?**

These questions will help open up discussion on LinkedIn.

Why Use LinkedIn as a Nonprofit?

Fundraise

Be professional and accessible

Expand your network reach

Stay up to date on policies and news in your field

LinkedIn can be very helpful for a nonprofit if it is used correctly. It can be used to fundraise. It can also be used to expand your organization's network reach. It is perceived as professional and will make your organization more accessible to other professionals. It is also helpful to keep an organization up to date on policy and news in your issue field.

Creating An Account

- Set up a company page: **Not an individual page!** Company pages have many more resources for expanding your organization's network.
- LinkedIn will walk you through creating an account. You must provide, for your nonprofit:
 - Organization Name
 - Logo or Picture
 - Detailed description of your nonprofit
 - Your issue field or industry

To begin utilizing LinkedIn, you must create an account. Be sure to create a company page instead of an individual page. Company pages are set up much differently than individual professional pages. LinkedIn will walk you through creating an account, but you must have certain pieces of information to provide, such as your organization name, logo, detailed description of your nonprofit, and your issue field or industry.

Expanding Your Network

- Encourage staff and employees to have **solid and complete profiles**. They will be representative of your organization on LinkedIn.
- Ask your nonprofit **board members** to include your nonprofit in their work experience: these well-connected individuals will increase the network of your organization
- Spread the word by using **Groups**: create groups for your organization's volunteers or constituents to keep them involved and informed
- Mention your organization's LinkedIn account on your other social networking sites

Once you have an account, it's time to expand your network. Encourage staff and employees of your nonprofit to have solid and complete profiles. This means that they must fill out all of the information on their profile in a professional way. Also, ask your nonprofit board members to include your nonprofit on their profile: they are often well-connected individuals that can spread the reach of the network. You can create groups for your volunteers or constituents. This is another way to keep people involved in your organization. One example is the Bonner Alumni Network group on LinkedIn. Finally, make sure to mention your LinkedIn account on your other social media pages to raise awareness.

Learning and Connecting

- Stay up to date on news and policy in your industry
- Share relevant articles and links with your organization's followers.
- Join groups to get advice and feedback on how to better your nonprofit organization

Once you have created your LinkedIn account and expanded it some, you can take the time to learn and connect more with other nonprofit professionals. You can stay up to date on news and policy in your industry by following other relevant nonprofit organizations. You can also share relevant articles and links with your organization's followers. This will keep them aware of what is going on in your community and with your nonprofit. Finally, you can join groups to get advice and feedback on how to better your nonprofit organizations. One example of such a group is the Nonprofit Leadership Think Tank.

Social Recruiting

- Advertise any open positions or volunteer opportunities at your organization. Qualified professionals can see your posts, which will increase your applicant and volunteer base.
- Use the platform to drive traffic to posts on your main website.

You can also use LinkedIn to recruit for your organization. You can advertise any open positions or volunteer opportunities. With access to many qualified professionals, this can easily increase your applicant and volunteer base. You can also use the platform to drive traffic to your main website by sharing articles from your website or blog and mentioning it in your posts and on your profile.

Showcase Pages

- Showcase pages are pages meant to highlight an aspect of an organization that warrants its own following. For example, American Red Cross has many different issue bases. They have disaster relief, training and certification, and take blood donations. Therefore, it is helpful to have different showcase pages.
- However, showcase pages are separate from company pages. If your nonprofit is small to mid-sized, they might be more work than they are useful.
- Also, if your nonprofit only has one issue point, showcase pages aren't necessary for your LinkedIn account.

Showcase pages are another feature of LinkedIn that can be utilized by your nonprofit. Showcase pages are meant to highlight an aspect of an organization that warrants its own following. However, they are not for everyone. Do not use showcase pages if you have a small nonprofit or if your nonprofit focuses on only one issue point. They are separate from your company page so they can be a lot of work if it is not right for your nonprofit. **Review the Red Cross example.**

Premium Account

The basic LinkedIn platform is free, but it is possible to upgrade to a paid Premium account in order to access to more features and reach more people on LinkedIn.

Premium account offers:

- Unlimited one-click reference searches
- OpenLink network membership
- Unlimited OpenLink messages
- Ability to see who viewed your profile
- Access to premium content
- One-business-day customer service for your LinkedIn questions
- and more, depending on the type of account!

Types of Premium accounts:

- Job Seeker
- Sales Navigator
- Recruiter Lite
- Business Plus

However, LinkedIn Premium isn't recommended unless your nonprofit has money specifically for marketing and social media, like a grant, or a social media specialist. Otherwise it is hard to effectively utilize what you are paying for with a Premium account.

Make sure to read through everything on this slide. There are quite a few questions based on this information

Now Show What You Know!

Now that you have learned a lot about using LinkedIn in the nonprofit sector, it's time to test your knowledge through a game of Jeopardy!

Have the Jeopardy game prepared and ready so you can go straight into it after the presentation.

Part 3: LinkedIn Jeopardy Game

Suggested Time: 20-25 minutes

During this part of the training, participants will be allowed to test their knowledge on the information contained in the presentation.

Split participants into 2-5 groups for this activity. The online Jeopardy game is located at jeopardylabs.com/play/socialchange-linkedin. There is also a list of the questions from the game provided at the back of the handout, in case you would like to use them for a different type of activity. Make sure to have the game pulled up and prepared before you begin your facilitation. Play around with the points system and questions so you know how the game works before you begin to play. Refreshing the page will restart the game at any time, so you can test it and then restart the game.

OPTIONAL: After the game, walk participants through the LinkedIn profile of an established nonprofit in order to give them the perspective of what a good LinkedIn profile should look like. Some good profiles to look at are:

- American Red Cross: <https://www.linkedin.com/company/american-red-cross>
- Ashoka: <https://www.linkedin.com/company/ashoka>
- Conservation International: <https://www.linkedin.com/company/conservation-international>

Part 4: Call to Action: What's Next

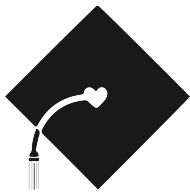
Suggested Time: 5-10 minutes

This part of the training is included in order to encourage participants to take what they learned and put it into action. As the training wraps up, encourage students to take the information that they learned and help their nonprofits reach more people through LinkedIn and other social media platforms. **However, be sure to emphasize the fact that you should not create a LinkedIn for your community partner without discussing it with them first. All decisions of social media representation should be done with full understanding of the nonprofit:**

This isn't all just hypothetical information. You now have the knowledge to take this back to your community partner. As you leave, pick up this "Call to Action" handout. It has more information for you on how to use LinkedIn in the nonprofit sector, as well as information you can pass on to your community partner.

LinkedIn is great for nonprofits who don't have time to research program models and potential donors because you can connect with foundations, think tanks, and nonprofit experts in order to stay informed on the nonprofit world. It can also be an incredible resource for recruiting donors and volunteers. However, be sure that you make no decisions without the approval of your supervisors. Get on the same page with representatives of your nonprofit before you move forward with creating a LinkedIn account for them. Also pick up the handout "Step Up Your Personal LinkedIn Profile." This worksheet will help you to polish up your personal LinkedIn presence as a representative of your community partner.

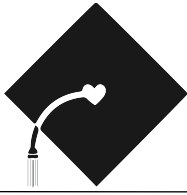
Provide a copy of the "Call to Action" and "Step Up Your Own LinkedIn Account" handouts for each participant. These handouts explain to participants how they can further research the topic of LinkedIn use by nonprofits, as well as information on how to better their own personal LinkedIn presence.



#SocialChange: Find Me!

Effectively Using LinkedIn in the Nonprofit Sector

- I know how to speak Spanish very well or fluently.
- I know a lot about health and fitness.
- I have experience with fundraising for a nonprofit.
- I am good at working with children and youth.
- I have a LinkedIn account that I actively use.
- I have studied or served abroad.
- I keep very current with local, national, and international happenings.
- I am a good writer.
- I have experience with volunteer management.
- I am good at public speaking.
- I am skilled with technology, social media, or website development.



Call to Action: What's Next?

#SocialChange: Effectively Using LinkedIn in the Nonprofit Sector

Social Media can be an incredible platform for social awareness and change if it is utilized correctly. You now have the knowledge to support local nonprofits in your community in creating and using LinkedIn effectively. Here are some other resources to further your understanding of the use of social media in the nonprofit sector.

Helpful LinkedIn Groups to Join

- Nonprofit Tech for Good
- The Chronicle of Philanthropy
- Nonprofit Marketing
- Social Media for Nonprofit Organizations
- Nonprofit Social Media and & Multimedia Marketing

Videos and Webinars

- *Social Media Strategy for Nonprofits:*
 - <https://www.youtube.com/watch?v=bp4eFZNWyOA>
- *8 LinkedIn Tips for Nonprofits:*
 - <https://www.youtube.com/watch?v=BT2cFEoa4CY>

Steps to Action

1. Research more.

- This handout offers many more resources to continue research on utilizing LinkedIn and other social media platforms in the nonprofit sector. Use it to further inform yourself on the topic before you move forward.

2. Meet with your community partner or a local nonprofit.

- Sit down with your site supervisor and discuss the pros and cons of creating and maintaining a LinkedIn account, or reviewing the current LinkedIn account and suggesting better practices. Make sure everyone is on the same page before deciding to move forward on the project.

3. Create a LinkedIn account!

- Now that you now how to effectively use LinkedIn in the nonprofit sector, work with your nonprofit to create a LinkedIn for your community partner!

4. Create a Sustainability Plan.

- If you are the one running your nonprofit's LinkedIn account, work with your site supervisor to create a sustainability plan. Who will run it when you are gone? Should you create a personalized handbook for whoever will use it after you?

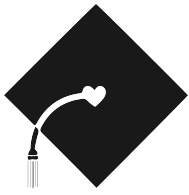
Nonprofit Accounts to Connect With

<http://www.nptechforgood.com/2013/07/14/ten-must-follow-nonprofits-on-linkedin/>

- The Bonner Foundation
- Ashoka
- American Red Cross
- National Wildlife Federation
- Conservation International

More Tips!

- *15 Tips to Maximize Your Nonprofit's Presence on LinkedIn:*
 - <http://www.fundraising123.org/article/4-tips-maximize-your-nonprofits-presence-linkedin#.VaVcHGAUa0u>
- *How Your Nonprofit Can Make the Most of its LinkedIn Profile:*
 - <http://www.bethkanter.org/linkedin-company/>



Jeopardy Questions

#SocialChange: Effectively Using LinkedIn in the Nonprofit Sector

Video and Introduction to LinkedIn

100 points: What are two reasons why nonprofits should use LinkedIn?

- *Fundraise, expand your network reach, Be professional and accessible, and stay up to date on policies and new in your field*

200 points: Why is it important to set up a company page instead of an individual page for your nonprofit?

- *Company pages have more resources for expanding your organization's network.*

300 points: In the beginning video, the narrator searched for different types of people for their nonprofit organization. What is one thing that was searched for?

- *Volunteers, donors, advocates, and board members.*

400 points: How are 8.5M+ Nonprofit Members using their LinkedIn profiles?

- *In order to build their professional identity and network.*

500 points: About how many nonprofit organizations have an official organizational presence on LinkedIn?

- *Over 212,000*

Creating Account and Expanding Network

100 points: What are 3 pieces of information you must provide to set up a basic profile for your organization?

- *Organization name, logo or picture, detailed description of your nonprofit, and your issue field or industry.*

200 points: Whose company profile was used as an example for on the slide titled Creating An Account?

- *The Bonner Foundation*

300 points: Why should you ask staff and employees to have solid and complete profiles?

- *They will be representative of your organization on LinkedIn*

400 points: Why is it important to encourage members of your nonprofit's Board of Directors to include your organization on their profile?

- *They are well-connected and can increase the network of your organization.*

500 points: What group was given as an example for creating a LinkedIn group to keep constituents involved in your organization?

- *The Bonner Alumni Network*

Learning, Connecting, and Recruiting

100 points: Why should you use LinkedIn to advertise any open positions or volunteer opportunities that your nonprofit has?

- *In order to increase your applicant and volunteer base*

200 points: Which organization was used in the example for driving traffic to your website through LinkedIn?

- *Susan G. Komen for the Cure*

300 points: Why should you join groups on LinkedIn, as a nonprofit?

- *In order to get advice and feedback on how to better your nonprofit*

400 points: In the example for Social Recruiting, what open position was Habitat for Humanity advertising for?

- *PR and Media Relations*

500 points: On the slide titled, 'Learning and Connecting', which group was used an example for a helpful group to join as a nonprofit?

- *Nonprofit Leadership Think Tank*

Showcase Pages and Premium Accounts

100 points: What are 2 features you can access with a LinkedIn Premium account?

- *Unlimited one-click reference searches, OpenLink network membership, Unlimited OpenLink messages, ability to see who viewed your profile, access to premium content, and one-business-day customer service for your LinkedIn questions.*

200 points: A LinkedIn Premium account isn't suggested for all nonprofits. What should a nonprofit have in order to use LinkedIn Premium effectively?

- *Money set aside specifically for marketing and social media, or a social media specialist.*

300 points: What type of organization shouldn't use a showcase page?

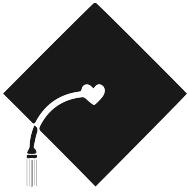
- *If your organization is small to mid-sized, or only has one issue base.*

400 points: What is one type of LinkedIn Premium account?

- *Job Seeker, Sales Navigator, Recruiter Lite, and Business Plus*

500 points: What organization was used as an example for a type or organization that would need a showcase page?

- *American Red Cross*



Step Up Your Personal LinkedIn Profile

#SocialChange: Effectively Using LinkedIn in the Nonprofit Sector

Now you know how to create and effectively use a LinkedIn account as a representative of a nonprofit organization. However, it is also very important to have a complete profile for yourself, as a professional in the nonprofit sector. This worksheet will help you expand on personal information that will be helpful in developing your LinkedIn profile.

List 5 professional individuals you know who might be useful to network with in the future to help you find a job or other professional opportunity.

- 1.
- 2.
- 3.
- 4.
- 5.

Make sure to try to connect with these individuals on LinkedIn as you develop your profile.

List 5 skills that you have that might be useful as a professional, such as: public speaking, event planning, fundraising, etc.

- 1.
- 2.
- 3.
- 4.
- 5.

Make sure to list these under the "Skills" portion of your LinkedIn profile.

List 5 causes that you care about, such as: arts and culture, social justice, immigration, education, etc.

- 1.
- 2.
- 3.
- 4.
- 5.

Make sure to list these under the "Causes" portion of your LinkedIn profile.

List 3 different volunteer experiences that you have been a part of, outside of working with your regular community partner.

- 1.
- 2.
- 3.
- 4.
- 5.

Make sure to list these under the "Volunteer Experiences" portion of your LinkedIn profile.

A complete profile is your first step to utilizing LinkedIn as a professional. However, it is also important to connect and network with others on LinkedIn, as well as take advantage of the resources available on the LinkedIn platform. Join groups, share posts, and customize your public profile URL. Explain your service experience thoroughly, and make sure to get online at least once a week. If you invest in your LinkedIn profile, it will pay off for you as a professional and as a representative of your community partner.

