

#SocialChange

*Effectively Using LinkedIn in the
Nonprofit Sector*



LinkedIn for Nonprofits

<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**



Why Use LinkedIn as a Nonprofit?

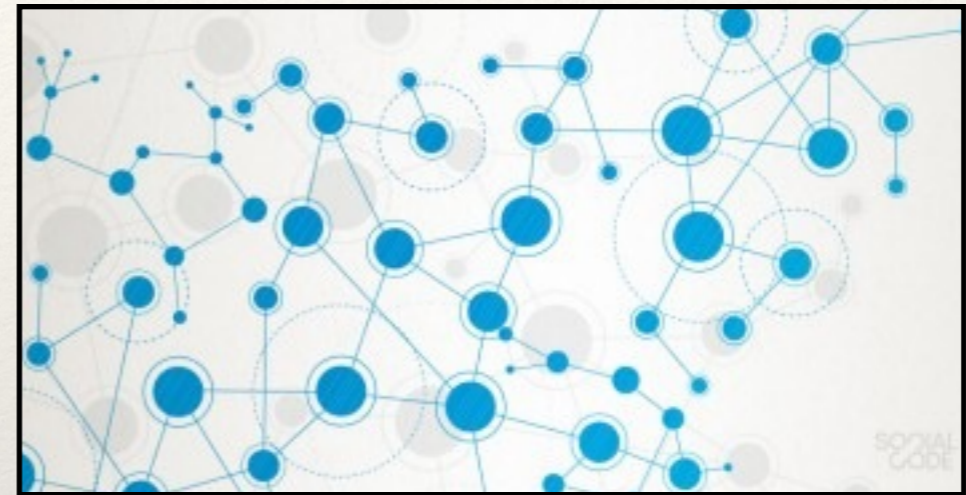
Fundraise



*Be professional
and accessible*



*Expand your
network reach*



*Stay up to date on policies
and news in your field*

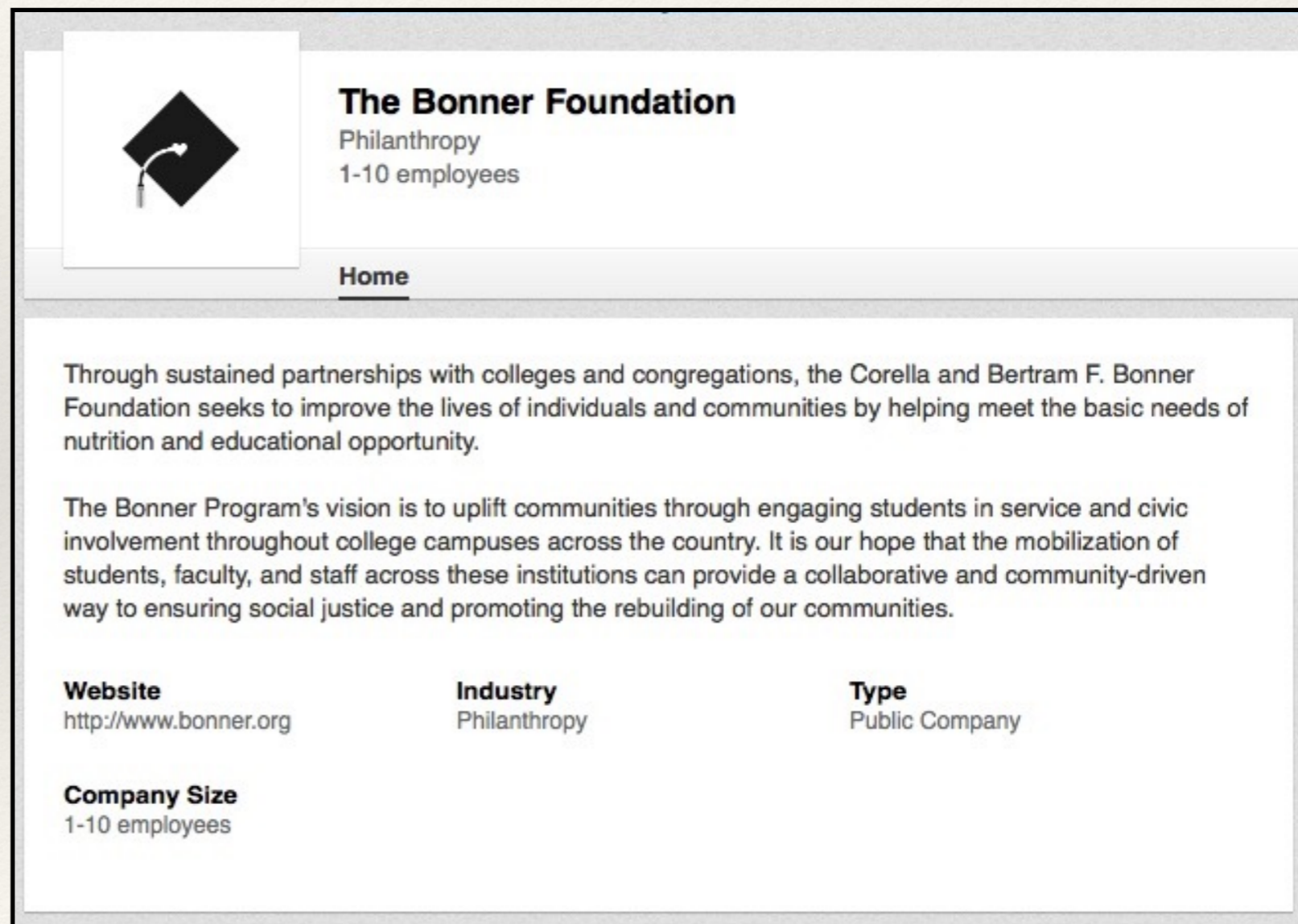


Creating An Account

❖ **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

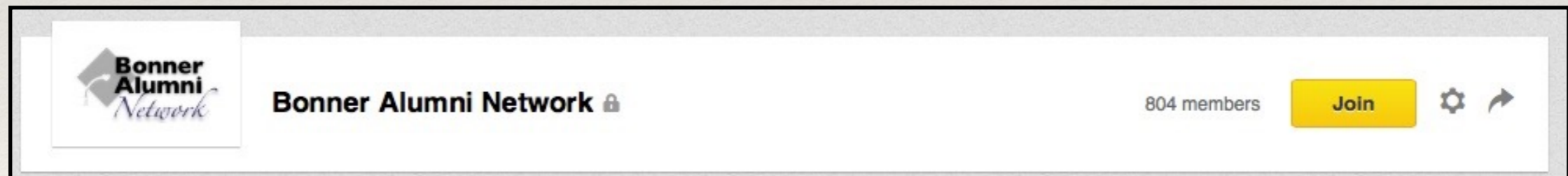


The screenshot shows a LinkedIn company page for "The Bonner Foundation". The page features a profile picture of a graduation cap, the organization's name, industry (Philanthropy), and employee count (1-10 employees). A "Home" link is visible. The main content area contains a description of the foundation's mission and vision. At the bottom, there are fields for "Website", "Industry", "Type", and "Company Size".

Website http://www.bonner.org	Industry Philanthropy	Type Public Company
Company Size 1-10 employees		

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

Learning and Connecting

- ❖ Stay up to date on news and policy in your industry

City Year An insightful piece in the New York Times this morning about why we cannot afford to cut National Service funding: nyti.ms/1dNHeqo



More Community Service, Not Less

[nyti.ms](https://nyti.ms/1dNHeqo) · The AmeriCorps program, which has bolstered the ranks of many nonprofit groups, is well worth protecting from proposed cuts.

- ❖ Share relevant articles and links with your organization's followers.

- ❖ Join groups to get advice and feedback on how to better your nonprofit organization

Oxfam What should our approach to climate change be? Is it time to elevate the importance of morals and ethics in climate change debates? Daniel Morchain reflects on the key messages of last week's Our Common Future under Climate Change conference.



Our common future under climate change: where science meets social justice | Oxfam GB | Policy...

policy-practice.oxfam.org.uk · 'We are beyond the Copenhagen illusion!' admitted the highly influential climate scientist John Schellnhuber, Director of the Potsdam Institute for Climate Impact Research (PIK), to an audience of about 2000 mostly scientists gathered in...


Nonprofit
Leadership
Daily

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.

Habitat for Humanity International If you're a Public Relations expert, we're hiring a Director of PR and Media relations in Atlanta. <http://bit.ly/1SXzC4k>




Director-PR and Media Relations
habitat.org · The Director of Public and Media Relations leads Habitat for Humanity International's PR and media relations efforts and provides leadership, planning, and execution of activities, with a primary focus on national media. The position implements PR...

Like (25) · Comment (4) · Share · 15 days ago

- ❖ Use the platform to drive traffic to posts on your main website

Susan G. Komen Komen continues its focus on funding the future leaders in breast cancer research. Requests for Applications (RFAs) have been released for junior faculty, postdoctoral fellows, and graduate training programs. Pre-application deadline is June 17. ... more



Komen's Commitment to the Patient Voice in Research Applications - Susan G. Komen® | Blog
sgk.mn · As funding for medical research continues to decline in real dollars, Komen is focused on ensuring that the best and brightest researchers in the world are working toward finding a cure for breast cancer.

Like (23) · Comment · Share · 1 month ago

Showcase Pages

- ❖ Showcase pages are pages meant to highlight an aspect of an organization that **warrants it's 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.



Premium Account

The basic LinkedIn platform is free, but it is possible to upgrade to a **paid Premium account** in order to access 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.

Now Show What You Know!

