



## Crawl, Walk, Run, Fly Assessment

As with any new practice, making small incremental improvements help make the practices easier to adopt and sustain. Before we go further, let's see where your organization falls on the [Networked Nonprofit: Crawl, Walk, Run, Fly Practice Model](#), which has been modified to focus on Leading on Social Channels.

Which of the following levels **best** matches your organization's current level of practice? Select the one profile that best represents your organization's current practice.

Description	Notes
<b>Crawl</b>	
Leader does not have a presence on social media channels No "outsiders" who serve as social media ambassadors to support campaigns No social media policy for all staff and board Have not identified social media channels that are the best fit for your target audience	
<b>Walk</b>	
Leader has a personal profile on social media channels, but does not have a formal personal brand strategy to support organization's objectives Have a few outsiders who randomly share your organization's fundraising campaign content, but your organization doesn't formally support, encourage, or value this activity Social media policy exists, but it only covers the organizational brand's social media presence which is implemented internally by designated staff or interns Have identified and are focusing on investing in the social media that is used by your target audience or whose demographics match the target audience	
Description	Notes
<b>Run</b>	





<p>Leader is present on social media channels and uses them informally to share fundraising campaigns, other information, and to engage with donors</p> <p>Have an informal ambassadors group of outsiders that share your organization’s fundraising campaign information, but there isn’t a formal strategy or system to support and encourage them.</p> <p>Social media policy has been discussed internally and provides guidelines for all staff, board, and volunteers in personal use of social media</p>	
<p><b>Fly</b></p>	
<p>Leader has a formal personal brand strategy that embraces authenticity and that aligns with organizational objectives and uses best practices for engaging on social channels regularly</p> <p>Have a group of external brand ambassadors that implement a formal strategy and plan, and are supported and encouraged by your organization</p> <p>Social media policy includes providing regular training and support for all staff, board, and volunteers</p>	

Activities you must absolutely prioritize!

**Crawl:** Make sure you invest the time to discuss the benefits and challenges of staff and board becoming Social Media Ambassadors, and write and discuss your social media policy. You also need to make sure that you have identified the right target audiences.

**Walk:** You’ve made the first step, but now it is time to get more organized and strategic, especially for your organizational leader. Do a survey of board and staff social media profiles and level of comfort using social to support your organization.

**Run:** You have a lot of the elements of a brand ambassador strategy in place. Focus on the techniques and best practices of getting leadership to use their personal brands to in support of mission. Provide collateral materials – headers, cover images, sample messaging for staff and board to use to support organization. Provide training and support.

**Fly:** You are doing a great job! Focus on techniques, best practices, and expanding the number of ambassadors. Also focus on upgrading staff and leadership engagement skills on social channels and online professional networking.

Now you know where your organization’s current practice stands when it comes to leading on social channels. Ready to take it to the next level?

