



Social Media Ambassadors: Staff and Board
Identify Value and Get Buy-In

SMART Objective	Ultimate Value
Increase employee engagement by x% by end of fiscal year	Improves internal communications and collaborations Improves loyalty and buy-in to mission and decreases burnout and turnover
Recruit XX number of social media ambassadors by launch of campaign	Free up communications staff time for more strategic planning versus doing More gets done Less burden on existing volunteers or staff
Increase reach by xx% by end of the fiscal year	Increases donors to campaign Increases the number of email prospects
Change in attitude and increase trust in your organization xx% by the end of the fiscal year	Percentage likely to volunteer or donate increases
Improve relationships with existing donors and volunteers xx% by the end of the fiscal year	Better management, more stable finances
Improve engagement with stakeholders xx% by the end of the fiscal year	Better feedback and ideas for innovation Better understanding of attitudes and perceptions of stakeholders

Checklist:

1. Meet with your team of staff/board
2. Discuss:
 - a. How could using social media ambassadors from staff/board as well as outsiders benefit our organization?
 - b. What are the metrics for measuring success or ROI of using social media ambassadors?
 - c. What are some of the challenges or concerns?
3. List all the benefits linked to metrics of success and list the concerns
4. You will be using the benefits and concerns list to help write the first section of your social media guidelines for all staff and board in the next learning activity, so keep a copy of your notes handy.





Use these questions to reflect on how incorporating social media into your job as a nonprofit leader might bring some value and identify some baby steps to get started. If you are not the executive director, these are great questions for you to discuss with them.

- What do you spend time doing now that you could do better via social?
- What other executive directors in your field that you respect, follow, and/or feel inspired by are using social creatively?
- What are your strengths and preferences, and what is the best match in terms of social channels?
- How will social improve things you already KNOW and value?
- Name five nonprofit leaders in your area that you can follow on Twitter?

