

Strategies and Tools for Local Government Awesomeness

June 14, 2018

Speaker Contact Details

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Session Materials & Additional Resources

Hashtag: #BlameJosh

Josh Hirsch Presentation Slides: <http://bit.ly/2HX7AdF>

Additional resources

The 2018 M+R Benchmarks Study, <https://mrbenchmarks.com/>, collected an extensive array of data points from 154 nonprofit participants. Each of them marks a single digital interaction with a supporter: an email opened, a donation made, a petition signed, a website visited, an ad clicked, a Facebook post liked, or tweet retweeted. All told, these add up to 4,699,299,330 email messages, 527,754,635 web visits, and 11,958,385 donations.

Pew Internet Report [Social Media Use in 2018](#): A majority of Americans use Facebook and YouTube, but young adults are especially heavy users of Snapchat and Instagram.

Nonprofits on Facebook: <https://www.facebook.com/nonprofits/>

Facebook's Nonprofit Resources: <https://nonprofits.fb.com/>

Facebook Camera Effects: <https://www.facebook.com/fbcameraeffects/home/>

AnyImage: <https://anyimage.io/>

Facebook Live: <https://www.facebook.com/live/create>

Ecamm Live - <http://www.ecamm.com/mac/ecammlive/>

Open Broadcaster Software - <https://obsproject.com/>

Telestream Wirecast - <https://www.telestream.net/wirecast/overview.htm>

Facebook Audience Insights:
<https://www.facebook.com/business/learn/facebook-audience-insights>

Kahoot: <https://kahoot.com/>

Mentimeter: <https://www.mentimeter.com/>

Nonprofits on Facebook: A Deep Dive Into Insights, Best Practices, and Advanced Techniques

May 8, 2018

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