

# Social Media Appends

## Continue the conversation where your supporters are spending time

Employ social media channels to reach a highly engaged, digitally-focused audience online. AlumniFinder's Social Media Append adds another layer in your ability to increase overall engagement with your valued supporters. Use your alumni and donor's social media IDs to deliver a consistent brand image, gain influence, and build loyalty. In addition, you will increase your exposure to those individuals who are not direct mail or email responsive.

### Increase Donations with Unparalleled Reach and Engagement

According to the Pew Research Center, nearly two-thirds of American adults engage in the use of social media; a number that has jumped nearly tenfold in the past decade. Many of these users also leverage social media to identify and research organizations they want to support.

Use social media posts, shares, and direct engagement with alumni and donors to increase exposure to your cause exponentially. The process begins with the email addresses of your alumni and donors. Through proprietary matching, AlumniFinder is able to identify social IDs for more than 30 popular social media sites.

In the event that your database only includes postal addresses, we can perform an email append in advance of the social media match. When an email append is performed, the identified email addresses will be added to your database and returned to you for use in future multi-channel development and fundraising initiatives. In this scenario, we recommend performing data hygiene to ensure that your postal addresses are up to date and standardized prior to completion of the enhancement process.



To leverage social media to connect with your supporters, contact AlumniFinder today at 888-732-0581.

## Use Cases by Social Media Site

### Facebook

Studies show that the average user checks their Facebook Newsfeed an astounding 14 times per day. Use Facebook social IDs to create a custom audience that is shown your focused message.

### Google+

Valuable information can be derived from Google+ such as who an alumni or donor has in his/her circles along with links to other social networks.

### Instagram

Post compelling, highly visual images captioned to tell a story about the mission of your organization and how the good work of your supporters is making a difference.

### LinkedIn

Verify the job titles and company information of your alumni or donors prior to making contact. Additionally, you'll gain access to work history, skills, and volunteer activity.

### Pinterest

Pin pictures of items that your organization needs and include instructions for how followers can donate to you.

### Twitter

Follow your alumni and donors on Twitter and benefit from higher engagement on your own posts if these users follow your organization and retweet your messages.

## The AlumniFinder Difference

Since 2001, AlumniFinder, a leading locate and research solution provider, has helped both higher education and nonprofit institutions quickly achieve their development goals by implementing a full range of data resources, powerful analytics, and advanced donor database technologies. Our dedicated team of knowledgeable fundraising experts is committed to understanding your needs and helping guide you through the entire fundraising process, from identifying giving potential to managing data enhancement and hygiene.

