

# DRIVING PARTICIPATION

WITH BETH BRODOVSKY

## SESSION 118

### MINDFUL SOCIAL MARKETING

WITH JANET FOUTS

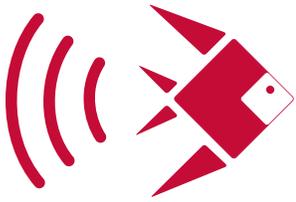
**BETH:** Hello, this is Beth Brodovsky, and welcome to Driving Participation. Today I have Janet Fouts on the line with me. Janet is the CEO of Tatu Digital Media. We met a couple of months ago at the NTEN conference where I seem to meet a lot of my fabulous guests, and she did such a terrific presentation. I happened to have answered a question at that presentation and was gifted with a lovely book called “Mindful Social Marketing.” It was terrific, and I really enjoyed her presentation, and I got really curious about the idea of what Janet means by that. So I thought she would be a terrific person to have on the show. We talk a lot about social media and social marketing, but Janet has a really different perspective on it that I think will be really helpful to everyone who is listening and trying to kind of be efficient and be practical and line up everything so that we can save a lot of time with our marketing. Janet has an interesting perspective on the pros and cons of doing that. So Janet, thank you so much for joining me today.

**JANET:** It’s absolutely my pleasure, Beth. Thanks for having me.

**BETH:** So I loved, loved, loved what you did, and you have some other great books that you’ve also written that we will definitely link to in the show notes so people can connect with them, but I’m always curious about how people end up doing the work that they do. So Janet, how did you wander into this world and make your way over to being a speaker at the NTEN nonprofit marketing conference or technology conference I guess. I always go for the marketing so that’s what I always think of it as.

**JANET:** This could always be such a long conversation because I actually started a business called On The Rail that was an online community for the restaurant





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community and people who worked in the business in 1996 and that's really when I started working as full time in a start up about online community, which is what I've always thought social media is and so really for me, social media goes back to 1996.

**BETH:** I can't believe that they had online communities in 1996! That's actually the year I started my business and I always tell people that my business is a year older than Google is and you know, look at how the world has changed just since Google has come out. So wow!

**JANET:** Well, this was before WordPress or even bloggers as far as blogging platforms. We would create blog posts using a guest book script and then we would hand code the story and ask people to comment on it. So we were really breaking new ground, and it was so much fun and I love the interaction of the internet and that's what drew me to social media. You know some years later, I would guess around 2006-07 we really started using the words "social media" and then moving into Twitter and we really transitioned our company from a web development and eLearning and community organization into just doing social media management consulting and training and teaching. So it's been a really fun ride and I can't wait to see where it goes next.

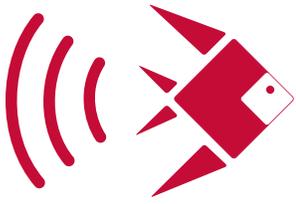
**BETH:** Oh, I know, and it's really fascinating to think that if some of these technologies are so much older than any of us really think of, what's happening right now that's gonna evolve into something completely different 10 years from now? I'm just curious. Do you have any predictions?

**JANET:** Who knows, but I'm so excited to see what we do with this.

**BETH:** Yeah, it'll be very interesting. Is there anything you would really love to see?

**JANET:** Well for me, my new thing, not new, but my new passion is with livestreaming and especially livestreaming with groups of people where you





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can have interactive chat and you can have interactive video conversations with others and create community around that and I just love those platforms.

**BETH:** I do, too. I just was on a brand new one the other day that is supported by Patreon called Huzza. Have you been on that on yet?

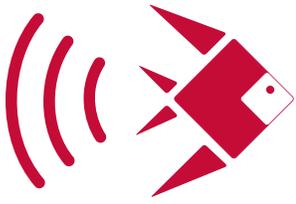
**JANET:** I have. I actually did a show on Huzza this week and I really loved the platform. It's much better than Blab, much more stable and it's really interesting. I think doing some classes that I intend to do later this year on platforms similar to that could be really cool.

**BETH:** It is really interesting and I almost feel like it's almost iterating faster than it used to. I mean it seemed like it was just not that long ago that Periscope came out, and that was kind of one of the earliest livestreaming apps that was available for just like the general public, like for regular people. You're more technical than I am so you probably know of other ones before that. I remember when that one kind of popped up and it was like it went from Periscope to Blab to Facebook Live to Huzza in so much less time than you know from Facebook to Twitter even, it seems to me.

**JANET:** You know, it's really amazing. Once things move to mobile, that was the big thing for Periscope. Huzza isn't on mobile yet, but they're working on it and these platforms, the tools are so much better. You know, we hand-coded our little blog posts with guest scripts 20-plus years ago and now the tools are so well developed and it's brought it to the masses and that was the thing that we were missing back in the '90s.

**BETH:** Yeah, it's really, really funny because we have a platform that we work in that it's built, it's like a layer built on top of WordPress, but to get it to look really the way we want because we're designers and we're neurotic perfectionists when it comes to how things look, we ended up having to go in and like HTML code heavily inside of WordPress page and it's so funny. It made me realize I've gotten





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so used to being able to say “Where’s the button for that?” and my developer is like, “If you want this to look the way you want, there isn’t a button for that yet,” and I feel like in months there could be. Now it’s also they know what they should be looking for and they know what they want, so I feel like people are now asking for what they want faster.

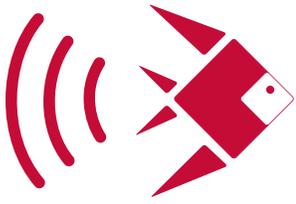
**JANET:** Well, I will tell you one of my deep dark secrets then.

**BETH:** Is it gonna be that kind of a show? This is good!

**JANET:** It could be! I quit doing web development about three years ago and our company has completely quit doing web development now because things are so object-oriented, and you may go to a client and they’ll say, “Well, I saw a button that does that on Yahoo.” You’re like, “Really? I’m not Yahoo and neither are you.” We’ve gotten so used to having all of these advanced tools and honestly, rarely do you need to hand code like that. Rarely can you not find a way to make what you have happen with some kind of object-oriented thing. So its really become so easy for people to communicate and get what they want and create all of these amazing, wonderful things that it’s really not where I want to go anymore. I don’t want to code. I’m done with it.

**BETH:** It’s funny. People always, when I tell them we’re a marketing and creative firm, people instantly always go to “Do you do websites?” and we really only do a couple of them a year for exactly that reason. There’s things like Squarespace and Wix and WordPress out there. Not that you can get everything that you want out of WordPress without a developer, but for a smaller organization or a simpler organization, you can do a lot, and you know, we’ve pretty much started re-focusing on a level and the type of projects that require perfection, that require a really highly customized look because anything other than that, if you’re looking for a lot like a headline, an image and a block of copy underneath of that, you really shouldn’t be paying somebody at our level to do that. You can get a lot of that at a really reasonable price.





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**JANET:** Yeah, and you know, people are segmenting the work that they do now. It used to be that yes, we did web development. We washed the dishes. We did everything. Now specialization is the way to go and collaborating with groups of people and that's really how we prefer to work and it's worked very well for me over the years.

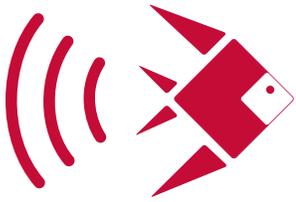
**BETH:** Absolutely! I know people, there was a period of time where I thought, "I need to learn SEO," and "I need to learn to program," and "I need to have somebody in my office that does everything," and it's just not the case. Many times we'll be working with another web development firm. Working with them, we'll do the branding, and they do the web development, and somebody else does something else, and it's sort of interesting to figure out what do you need to specialize in, and it's no different for nonprofits. It's the same circumstance with an organization. There's lots and lots of organizations out there that if you're trying to do the same as all your competitors are doing, you're basically gonna be moving a rock up a hill.

**JANET:** Well, this is an interesting segue to the topic of mindfulness because it is not mindful to try to do everything yourself. To really be able to focus on what you do best and what you can do for your clients in the best possible way is really to listen to them and share with them. OK, that isn't my best case, but I know somebody who can do it and work with them in what they want. I think that we're all specializing because we're realizing that in order to do all of that ourselves, we spread ourselves too thin. It's multi-tasking that isn't helping anyone.

**BETH:** Definitely. I think that's a really good point. So mindfulness when it's applied to social media is different than just doing social media. So when you put that filter on it, what does the word "participation" mean to you?

**JANET:** Well for me, participation is actually actively engaging. You know, when someone is maybe on a Twitter chat for example, you're not participating if you've scheduled an entire set of messages that you're just gonna stream out





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over the hour that you're supposed to be having that conversation. If you are doing that, a) you're not having a conversation. You're just broadcasting, and b) you're not participating. You're just adding noise and it's very important that we understand that in order to participate, there has to be reciprocity. There has to be engagement and there has to actually be effort put into what you're doing and what you're thinking.

**BETH:** So, one of the things that we were talking about earlier is that communication is hard. Why is it so hard to find ways for people to actually communicate with a capital C right now?

**JANET:** Well, I think that we were just talking about all these different apps that we like and we want to play with and we do things with and a lot of that is really distracting. That would be the last person on the planet to say, "Put all social media down. It's ruining our universe."

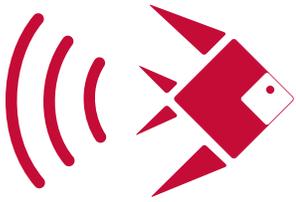
**BETH:** Right. Back carefully away!

**JANET:** Yeah. I love by social media. It is one of the most important tools in my arsenal for communication, but I use it to communicate. I don't use it to broadcast or advertise without thought, and you know, if you spend a little time thinking about what you want to communicate, who you want to communicate it to, what they want to hear and you do that in a mindful way, you're gonna be so much more effective and you're also gonna be more efficient and at actually engaging.

**BETH:** How can people be more present in their social marketing?

**JANET:** One of the first things that I tell people is stop multitasking. Multitasking is a myth. You cannot tweet, Facebook, post on LinkedIn while you're watching TV at the same time. You can do it, but you're not actually being present. You're not being mindful. You're not paying attention. You make a lot of mistakes. It takes you, according to a recent survey I read, 40 percent longer to actually





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do the task. So if you're on Twitter, be on Twitter. If you're on Facebook, be on Facebook. If you're writing an email, write the email. Then get it done and move on to the next thing.

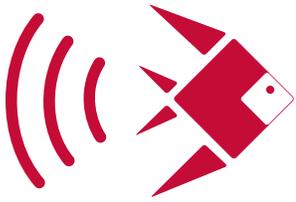
**BETH:** You know, it's funny. I read a book once and I wish I could remember what it was, but it actually was talking a lot about multitasking and that what we think of as multitasking is actually a cycling between a variety of different tasks and you're cycling back and forth, back and forth because you literally cannot be doing two things at once. So if you're even gonna try, like we'll see. I do a lot of webinars. You probably do them, too, and I also listen to a lot of webinars, and there's that whole the webinar is kind of on in the background and then an email pops in and you're doing that and then the next thing you know, you haven't heard anything. I am a huge audiobook listener, and I did read in the book that the only way it's at all reasonably possible is if you're doing a higher level task and a lower level task, but trying to do two equally brain-heavy tasks at one time, like listen to a webinar and respond to an email, they both actually take attention, versus I can listen to an audiobook and weed my garden at the same time because ...

**JANET:** Oh, I'm gonna question that one. I think you can listen to an audiobook and walk, but I'm not sure you can listen to an audiobook actively and weed your garden.

**BETH:** Really? So you're worried I'm gonna like pull out something important?

**JANET:** Yes. The way I put it is that people tend to understand is I'll say yes, I can walk and chew gum at the same time, and I know people who can't pat their head and rub their tummy in different directions at the same time. So there is that, but yes, I can walk and chew gum at the same time and technically that's multitasking, but both of them are instinctive at this point. However, you, me and no one else can drive a car and text at the same time. You're looking down at your phone and you're looking up at the road. You're looking down at the





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phone, you're looking up at the road. That's what they call mini-tasking, it is not multitasking, and it's incredibly dangerous.

**BETH:** My mother refuses to speak to me on the phone if I'm driving because she believes and I'm gonna record this publicly, she's right. There's times that if you're mentally engaged in the conversation that you're having with that person, everyone has had that moment where they're driving and they're like, "Wait, how did I get here already?" and it's horrifying. It's really scary to think I've just made three turns and gone through two lights, and I don't even remember doing it. So you know, it's scary enough on the road, but we all do these things in our life and are bringing that behavior forward into our efforts to build a community of people that are paying attention to us and we're not even paying attention to them, like how effective do we think it's gonna be?

**JANET:** You know, how many times have you been on a conference call, and OK, it's an hour and a half conference call, which is long and bad in the first place, and then you've got two minutes of the entire conference call so you're watching TV or you're listening to something or you're at least reading your email and someone asks you a question and you have no context at all.

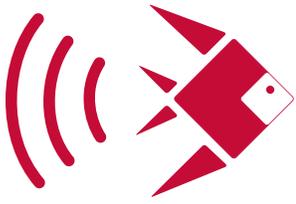
**BETH:** Right. No idea what's been going on and then you irritate everyone else in the meeting by saying, "Can you please circle back and fill me in," and "What was that?"

**JANET:** Right, and it's all your fault. You're not paying attention. You know what? People have the same response to that as they do if they're talking on say livestream or maybe it's a Twitter conversation where it's clear that you really didn't read what they said before you responded, and that's an example of not being present. You know, people say, "That's gonna slow me down," but actually ...

**BETH:** The answer is yes, and that's not always a bad thing.

**JANET:** But it doesn't actually slow you down but if you are, as you mentioned,





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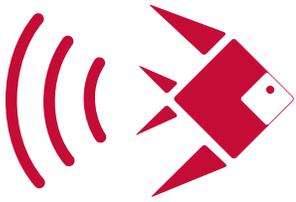
what you're really doing if you're multitasking is you're mini-tasking and you're going back and forth, back and forth between those things, but if you actually stop and do each of those things in order, not only will you do them better and more effectively, but you'll be more efficient because according to the studies, you will actually save yourself 40 percent of the time that's wasted because your brain has to go, "OK, I'm doing this over here," and then it has to refresh itself and remind itself what you were doing over there in between each thing. It's the same with someone sends you an email or maybe we're having a conversation on a livestream or right now on a podcast, and if I'm not fully listening to what you say before I answer, that reflects on me and your impression of me and the audience's impression of me. So actually listening to what you say and not preparing my response in advance could be really helpful.

**BETH:** It's really funny that you should say that because anybody that's ever listened to the show or knows me in person, I'm like a raging extrovert. I started to do this because I like to talk. I was trying to blog, and I can't sit still and nail myself to the floor and blog so I thought, "Oh wow, this is great. Let's start a podcast. I love to talk so much more than I like to write," and in the early days of the podcast, I would read the transcripts, and it would say "unintelligible, unintelligible," and when I would go back and listen, I'm like, "What's wrong with this transcriber? Why can't she figure this out?" but I would listen and I realized every time she wrote that was a time that I interrupted the person that was speaking. So this whole process, I've actually been amazed at over the two years that I've been doing this, I have learned to listen in a way that extroverts, I hate to say, don't often do.

**JANET:** Well, I will tell you I'm an introvert. I am a classic introvert, and I do the same thing. I think one of my biggest projects that I need to work on is active listening as opposed to holding that thought because I've got to get it in there, which you know, is just not helpful to anybody. If I'm not listening, why am I here?

**BETH:** Start a podcast! I mean, the funny thing is what I've learned to do, like





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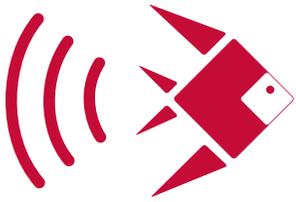
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as we're sitting here recording and talking, you might say something and I'll write a note down to get it out of my head so that I'm not holding onto that thought while you're talking because I found that I was doing that because you get nervous when you're first starting to do this podcasting thing and you're supposed to be the moderator or the interviewer and I was worried in the beginning I was worried you're gonna hit this point where you stop talking and I have to have another question ready and I would kind of hold that question in my head to make sure there wasn't this awkward gap after you stop talking, but what I found was exactly what you're saying. I was so focused on what I was gonna say next, that I was missing some of the great stuff that you were saying that could have veered us off into something possibly even more interesting.

**JANET:** Oh, exactly, exactly and that's so fascinating because I've been trying to teach myself to do that, but if you watch any of the great interviewers on TV, Dan Rather, when they're doing a one-on-one interview, you'll see them every once in awhile write a very small note while the other person is talking and that's exactly what they're doing because you need to write it down so you can let go of it and listen.

**BETH:** So the last word that I just wrote down was "reactiveness" and I wrote that down because in email I have a tendency to want to get through my email fast. It always seems like it's coming in faster than you can keep up with it and human beings have a tendency to send email in a reactive way, to write a thought, send it out and then they might send another email a little bit later and then you get them. I usually always start at the bottom and start going up and going through and I respond to something, send it out there. As I'm going up I see another email that's even sooner that over writes what I just sent out and we end up in this email pool that isn't productive, takes up a lot of time and I always feel like it makes me look like an idiot when I responded to something without even seeing all of the emails that went through. Of course, you wish people wouldn't do it, but how do we, as email writers, as communicators, learn to communicate in a way that isn't just that sort of knee jerk reaction to things? I'm sure this applies to





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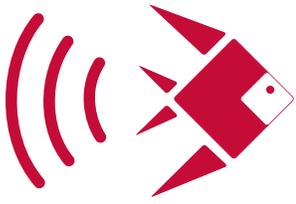
everything from actually speaking to somebody to writing an email. What if you see a post online that enrages you or excites you or whatever?

**JANET:** Well, I think we've all done that. I know I do it often, that I will read emails out of order and then have to apologize because I already know what I asked them for. You know, it happens and I think one of the things that we need to do and you know, this isn't an answer to your question, but I will answer your question. We need to be more compassionate to ourselves and realize that everybody makes that mistake and yeah, maybe it looks stupid or maybe nobody cares. Sure, we should probably be reading things in order, but you know, I get a thousand emails a day and only 40 of those emails are ones that I need to read. So going through all of those emails is mentally and physically exhausting sometimes, and you know, sure if I see an email from somebody and maybe they haven't answered what I thought they were gonna say, I might do a quick search by that person's email and see did they send me anything else before I go off on them. I try really hard to not go off on people, but sometimes it happens.

**BETH:** So I'm curious. You do this work for people. That means I'm assuming you at times write blog posts for people, tweet on their behalf, interact and engage and respond to things in this way. As you've incorporated this mindful philosophy into your work and maybe taught it to other people as well, what difference do you see in the quality of communications as the result?

**JANET:** Well, I work with an amazing team and as a team we work for our clients by really absorbing their voice and how they would respond to things. If we don't know how they would respond to something, we talk to them first and so we have a process in place that helps us stay consistent for the brand that we're working for and also stay consistent with the rules that we've set up for how we communicate with that nonprofit or that brand so that we don't make mistakes and it's extremely important in our position where we're representing another business to not make those mistakes. Sometimes it happens. It happens to anybody, but we really try very hard to think before we hit send and say, "Is





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this the voice that represents the brand that we're talking about?" and "Is this a good fit or isn't it? Should we send it at all?" and if we think that if I go to send something and I go, "I don't know if I should send this or not," I will put it on pause, and I'll have somebody else look at it.

**BETH:** Yeah, I love that and I'm like a nerd for tactics and the actual nitty gritty how to underneath of it. Can you give us maybe a couple highlights of the kind of, like what you mean by a process? What things do you guys have in place that you use? How do you do a check on that?

**JANET:** Well, the number one thing we use is Slack. Slack is an app that allows us to instantly message anyone on the team, but also the client. So if say a Facebook message comes up and somebody is asking a question that we don't have the answer to, I can Slack the client and say, "We just got this Facebook message. How would you like us to respond?" They will let us know how they'd like to respond, and the entire team will see that and it helps us adjust our voice to how the client would like to respond, but it also keeps that as an archived message so next time that question comes up, we will know how to answer it.

**BETH:** Interesting.

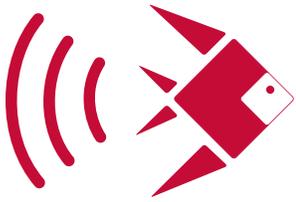
**JANET:** Slack is a beautiful thing.

**BETH:** It's funny. I had mixed feelings about it. I think maybe I need to give it another look. I think it's also a part of knowing what it is, and what it isn't. It's not a project management tool.

**JANET:** No. There are other project management tools like Basecamp or whatever, but as far as instant communication, I would much rather somebody communicate with me through Slack or even Twitter or a Facebook message rather than email. I don't want any more email. Don't send me emails.

**BETH:** That's definitely what Slack is good for, and so how do you prep people





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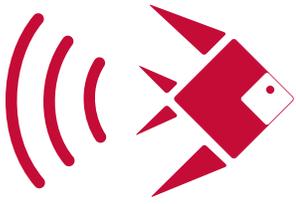
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for this? I mean some of it is making decisions in advance about what type of a response is needed. We have one client that we did a social media plan for and that they were going to execute it themselves and so we had to spend a lot of time in the beginning making some brand level decisions about are they an advocacy organization? Are they a political organization? Are they gonna be a news reporting organization? So when it comes to what you would even weigh in on or contribute to or how you might respond to it, doing some thinking in advance was really helpful. Have you seen that as well?

**JANET:** Yeah, absolutely. I think having a finite social media plan as kind of a skeleton to build on, OK, this is the voice that we want to put out. These are the people that we want to talk to. These are the people we don't want to talk to. These are the people or the situations that we don't want to mention. Maybe we want to talk about our competitors, but in this kind of a voice. Maybe we want to talk about a hot political situation using these terms. We define the terms that the client will and will not use as part of our strategy because everybody has a voice and you really need to be able to fit that voice, even if you're handing a strategy off to a client to execute themselves, they often don't know what their voice is. So helping them to define that, helping them define those terms that they want to get out there, key words that they want to identify, that' when SEO ties in. We don't do classic list building SEO. We do social SEO so you know, it's really important. Is the key word "bicycle" something that you want to get into your networks and that you want to be consistently used over time? Then we'll make that happen.

**BETH:** So the other question that often comes up when we're dealing with social media is you've got to keep this constant flow of things going out there. It's not like you're sending the monthly newsletter or the quarterly magazine. It's a lot and it's constant so and most nonprofits are under staffed and they don't have the bodies, not everyone can go out and use a firm like yours or mine. So a lot of us end up relying on automation tools. I'd love to have you talk a little bit about the pros and cons of automation tools and in general, what can a nonprofit do





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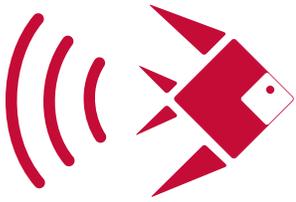
to keep this constant flow of message going and be present and still get like the other whole rest of their job done? Our people are slash marketers. They're the people that are executive director/program manager/marketing or development director/social media. I mean these are often people that are pulled into this from a different background and they've got to get it done, but they still have other responsibilities. How are you seeing people manage that or how can you recommend people manage the time it takes blending in some tools that can be helpful without ruining the mindful presence?

**JANET:** Well, as you know, Beth, my talk at the NTen conference was about automation and I don't think automation is evil in and of itself. It is a valuable tool. For example, I will get up in the morning and I will read all my RSS feeds and all of my search tools and everything else and then I will schedule posts throughout the day because it's not smart to inundate your social feeds all at one time with too much information because people get tired of it and they follow one of them and then they miss all of the rest of them. So scheduling them out throughout the day is one way to automate that helps your readers and it also helps you. I do that with curation where we will find information that we know our readers will find useful. I'm a big believer in the 80/20 rule that only 20 percent of what we put out there should really be self-promotional for a brand or a nonprofit or an individual. The rest of it is talking back to people. It is sharing information. That information may come from your competitor. If it's useful to your network, go ahead and be generous and schedule it and share it. Those little bits of information that you share throughout the day creates an overall big picture of who you are. So using automation tools to schedule, I never schedule on Facebook with anything but Facebook because we find that you often get less engagement if you don't share using Facebook directly and that's a Facebook thing.

**BETH:** Right, we've seen that, too.

**JANET:** Yeah, but all the rest of the networks, you can schedule pretty much





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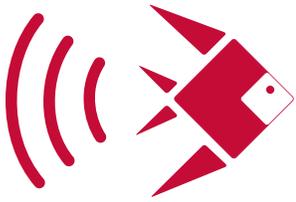
WITH BETH BRODOVSKY

everything except Instagram, which is incredibly annoying. Tools like Latergram you can set things up to remind you to post it later, but that also annoys me. So some things you can't really schedule with, but there is a lot that you can do and a lot of the automation that you can do as I mentioned, RSS feeds, setting up a Feedly account, setting up tools like BuzzSumo that will let you know to a specific keyword what else is going on out there that you can share with your networks. Then schedule that to go out, pay attention if somebody responds to it, but don't spend all day. Even I don't spend all day on Twitter.

**BETH:** Right. And you do this for a living and I think those are some great tools. BuzzSumo, I mean a lot of people in the corporate world and entrepreneurial community know about, but we haven't talked about it a lot. One of the things that's happened with Google is they're not showing you the keywords that people are using to come to your website anymore, so there have been some other things that have cropped up that have been really great at helping people with keywords. BuzzSumo is definitely one of them to take a look at.

**JANET:** Yeah, and the free option is perfectly fine for most people unless you want to move a lot of content through there or you want to set up brand alerts, those kinds of things, but you know, if I want to say something about a particular topic and I don't have a resource to go to right off the top of my head, I'll go to BuzzSumo, and I'll do a search and I think it's 10 items that you can get back for free, which can be plenty. Just drop a key word in there and see what you find and you'll also see what was shared a lot on any particular social networks and then you can go and look and say, "This one is getting shared a lot and it seems to be popular." That's a tool for a couple of different things and I'm gonna segue a little bit here. Great, cool. That post is worth sharing, but if you look at the title and you look at the title of all of the posts around that key word, you can start to get a feel for what titles are working and then you can use that to write your own blog post. Titles about this particular thing are really popular right now and they're phrased in this way. Could I say something about that or write a blog post or write a longer form Facebook post, for example.





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**BETH:** Those are some great tips. If somebody wanted to get started and really shift their social media marketing from autopilot into a more mindful way of doing things, what's the number one thing you would recommend people do?

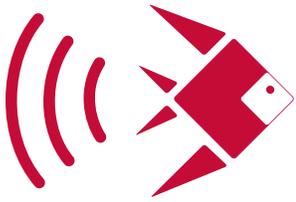
**JANET:** You know, the number one thing I recommend always is start with listening. Pay attention to who is talking about the topics that you want to discuss and pay attention to what networks they're talking on. What phrasing are they using on those networks because all of those networks are different. It's really like going into a new environment. You know, if you were a new kid and you were going to a new high school, you wouldn't start standing at the top of the stairs singing at the top of your voice. You would kind of pay attention. Who are the cool kids? Where do people hang out? Who does what? What classes do I want to be interested in and which teachers are good? Those are all opportunities that we have right now on social media.

**BETH:** You know, I think it's always a really good point to remind people that the way people want to interact online isn't really any different than the way people want to act in person. Remembering how you feel when you walk into a room full of strangers, greeting people, doing the little niceties. It does show up and it makes a difference the same way it would if it was an in-person experience.

**JANET:** Absolutely. You know, in the end, no matter what kind of brand or nonprofit you're working with, we want to talk to a person. We don't call tech support or customer service and listen to the automated thingy and be happy about it. We want to talk to a human and it's the same in social media. We want to know who the person is on the other side. Do we respect them? Do we want to engage with them? Are they people that know what they're talking about or are they just parrots?

**BETH:** Right, and we want them to know us. I mean, everyone loves it when somebody that is behind the curtain or up on the stage or the voice of an organization calls them out and says, "Janet, thanks for that comment." It really





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does make a difference, the tiny little things. I do a lot of webinars, and I make sure that in the beginning I ask people, “Where are you from? What are you doing here?” and say, “Wow, Janet’s here from California, and Mark’s calling in from Amsterdam.” Wow, is anybody further away from that? Because people love to see their picture, they love to hear their name. They love that little bit of recognition. That’s why you know we all do these donor name lists. Even though everybody wants to cut them out, people still connect on that on some kind of deep psychological level.

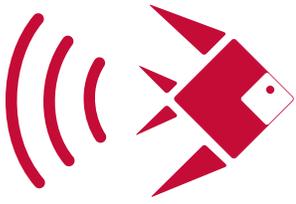
**JANET:** The bottom line you know, people just want to be heard and noticed. Maybe not in that order. Noticed and heard, but you know, we want to know that somebody cares. When someone comments on your blog post, you gotta respond to that. If someone sends you a tweet or re-tweets you, say thank you. Good gosh, say thank you. It doesn’t take much.

**BETH:** It doesn’t take much to make people really happy. So, Janet, thank you so much. This was so interesting; a really great different perspective on social media from an angle we haven’t talked about before. If people had more questions for you or wanted to hunt down any of your terrific books, what’s the best way to get in touch with you?

**JANET:** Well, I have two main websites. JanetFouts.com is the easiest one, and also MindfulSocialMarketing.com and on both of those websites you’ll find tips about using social media effectively and on MindfulSocialMarketing you’ll find the books, but you’ll also find my livestream podcasts with a lot of information about being more mindful in your life and in your business.

**BETH:** Fabulous. Well, we will have links to all of the places that you can find Janet on the show notes page. Janet, thank you so much for joining me and sharing all of your insight with both me and our nonprofit community. Thank you so much.





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**JANET:** Absolutely my pleasure. Thanks.

