

# Social Score

## Data Enrichment Services™

63 percent of social media users choose consumer ratings as their preferred source of information about products and services. Word-of-mouth is continually proven to be the most effective form of marketing, and knowing how to identify and target those people with a voice can help you quickly and effectively further your message.

### Social data is the key

Data Enrichment Services appends social media data to donors/alumni records and then assigns a score to each person to describe their level of influence and reach online. Then, we give you suggestions on how to use that information to build more effective fundraising and marketing programs.

#### You Give Us:

- First Name
- Last Name
- Email Address

#### We'll Give You:

- Social Score
- Twitter®
- Facebook®
- LinkedIn®
- Google®
- MySpace®
- Flickr®
- Company
- Job Title

### Social score categories make it easy

Social scores allow you to better analyse and categorise donors, volunteers, peer fundraisers, and more. Think of it as a way to measure a donor/alumni's connectivity with others through their social networks.

**4 – Key Influencers   3 – Engagers   2 – Multichannel Consumers   1 – Standard Consumers**

### Deliver results using social advocates

A social ranking of your donors/alumni will help you to not only increase awareness by cultivating high-value relationships in the online community, but will also:

- Add value and legitimacy to your cause
- Positively influence your reputation
- Help you raise more money while increasing memberships and event attendance

► Let the power of social help you today! For more information, please contact your Account Manager or email [solutions@blackbaud.co.uk](mailto:solutions@blackbaud.co.uk).



“Data like this, if we let it, can help us better understand our constituency, help us respectfully communicate with them, and give us actionable next steps that help ensure that we will play a positive role in their lives so long as their passion aligns with our mission.”

— Danielle Brigida,  
Manager of Social Media,  
National Wildlife Federation

“We believe this added intelligence would allow us to better steward our donors and our participants in a more thoughtful way, leading to increased retention and acquisition.”

— Kate Giblin Rooper,  
Vice President,  
Campaign Development,  
American Diabetes Association