

Social Media Integration with Clearbit

What is this?

Through an integration with Clearbit, the Platform matches LinkedIn, Facebook, and Twitter data to prospects based on their email address. Typically, 40-60% of email addresses will match at least 1 social profile or piece of information. The social profiles that are matched will display in the Social Profiles section of the Relationship Profile. For some prospects, the Platform is also able to match data on their business, such as number of employees. That information displays in the Business section under Social Profiles.

What information will I see?

The following information may be included – note that not all information can always be found for all individuals

- Picture
- Link to the following profiles: LinkedIn, Facebook, Twitter
- Personal website
- Geographic location (metro area)
- Employer name and the constituent's title
- Employer website, logo, employee count, funding sources (if known for privately-held companies)

Profiles are updated every 30 days and will be displayed the next time the individual Relationship Profile is activated after the update.

How is this different from the existing social links at the top of the Relationship Profile page?

That section required you to populate the links via your own donor database. The new section will populate regardless of whether you have any such data stored.

How does Fundraiser Performance Management get the social media information?

We will submit a constituent's email address to Clearbit via secure API, and they will return any matching results. In general, we find that personal email addresses return better results than corporate ones, although corporate emails will generally retrieve at least basic information about the constituent's employer.

Where does Clearbit get their data?

Clearbit aggregates data from a variety of online sources including search engines and publicly-accessible data. All of the data that they retrieve is from sources accessible to the general public. Information is not "scraped" from sites such as LinkedIn or Facebook, and the results contain only a link to the constituents' profiles; no privileged data is included.

Should I have privacy concerns on behalf of my constituents?

Clearbit does not retain any identifiers of the source or destination of any searches. The service caches the result of a search for 30 days, however, Clearbit does not store anything that could correlate a search result to the party that submitted a particular email to their service to be searched, or received a corresponding result. Fundraiser Performance Management will also cache results for 30 days in a database that is segregated from our other customer data. As noted above, the results include only links to profiles – there is no data stored either by Blackbaud Fundraiser Performance Management or by Clearbit that is not publicly available.

Does this mean that you are automatically screening my whole database?

We do not screen all of your constituents. We will only search constituents from whom you load a relationship profile, at the time that you load the profile.

Is this going to slow down the Relationship Profile?

The information is loaded asynchronously into Relationship Profile, meaning that the section of the profile containing Clearbit data can load separately from the rest of the page. If there is any delay, you will simply see the Clearbit section as blank until it loads.

Can I search the Clearbit results in Targeter?

No. We are not storing any of this data in parallel with the constituent records that you provide us in your nightly feed; it is visible only on an open relationship profile view.

What if I've already entered constituents' social media information into my donor database?

The Relationship Profile has always featured a section at the top of the page for display of social media data. If you have previously loaded any data to these fields, it will still be there in the Social Profiles section, along with any new information that might have been retrieved through Clearbit. Data that you have loaded into your own donor database will continue to be searchable in Targeter. If you opt into Clearbit, you will receive additional data that will be shown in a separate section of the profile.

Is Fundraiser Performance Management doing any kind of analytics on constituents' social media usage?

No. The data are currently for display only.

How do I sign up?

The feature is turned off by default, and can be enabled by your system administrator. If you see the "Powered by Clearbit" logo in the Social Profiles section, the feature is turned on. Otherwise, contact your system administrator about enabling this feature.

While there is no additional charge to use this feature, someone at your institution will need to sign the terms to enable it. The Control Panel contains a section called "Integrations." From there, you can accept or forward the terms and conditions by having an email sent for an E-Signature. The email will contain a link to the terms document that can be signed. Fundraiser Performance Management will then be alerted and will countersign the document. Once that is complete, your access will be enabled.

If you previously have activated this service and choose to deactivate it, please contact [Support](#).

Is there an additional charge for this service?

No, there is not an additional fee for this information. The functionality is included with your current Fundraiser Performance Management Platform subscription.

What happens if there is an incorrect match?

In the gear icon of the Social Profile section, you can re-screen a constituent to attempt to find a better match. If an incorrect match is still found, you can prevent future screenings from happening in the future.

James "Jim" Stockslager - Alumni



Title: Project Manager
Employer: Best Buy
Preferred Email:
james.stockslager@reeh...
[Show More \(6\)](#)

Entity ID: 25041
Primary Relationship Type: Alumni
Giving Society: [View Details \(4\)](#)
Known Planned Gift: Yes

Gender: M
Age: 64 (12/30/1957)
Marital Status: Married
Relationship Status: Active

Relationship Network ⓘ
Spouse: [Mary Stockslager](#)
Parents: N/A
Children: N/A

[Detail](#) [Donor Analytics](#) [Donor Insights](#) [Donor Discovery](#) [Timeline](#) [Activities \(11\)](#) [Proposals \(5\)](#) [Attachments \(7\)](#)

Social Profiles



James
Stockslager

Person

Employment

Best Buy, Inc
Senior Project
Manager

Site

[thestocks...](#)

Location

Marion, FL, US

LinkedIn
James "...

Twitter
N/A

Facebook
James "...

* manually entered

Best Buy

Business

Name

Best Buy

Type

public

Remove and Prevent
Future Screenings

1: Remove and Rescreen

Li
St Edit

Raised
\$4,738,000,000.00

Powered By Clearbit