



Public Good PR

Social Media for Non-Profits



Social Media for Non-Profits

Learning Objectives:

- Structure a social media program to match goals and resources
- Select the right platforms and tools for your organization
- Mobilize audiences to take specific actions

Overview

- 6 Elements of a Successful Social Media Program
- Basics of Social Media Campaigns
- Common Social Media Challenges & Solutions
- Q & A

6 Elements of a Successful Social Media Program



1. Define Goal
2. Determine Audience
3. Choose Platform(s)
4. Develop Voice
5. Post and Interact
6. Evaluate

Social Media Goals Should Be:

- Consistent with your organizational mission
- In line with other goals (fundraising, program execution, volunteer recruitment etc.)
- Measurable

1: Define Your Goal(s)



- Show proof of life
- Fundraise
- Mobilize
- Grow volunteer base
- Expand network (partners, supporters, etc.)
- Influence policy-makers

2: Determine Your Audience



- Donors
- Volunteers
- Community members (voters)
- Institutional funders (foundations, corporations, etc.)
- Key decision makers
- Other non-profits

3: Choose Your Platform(s)

Facebook



- Used widely by Millennials, Gen X, and Boomers
- Most users are college educated (62%)
- Videos, text posts, and photos
- Features: Embedded donate button, event listings, groups, live video, stories, polls

Facebook 101

Posts can be:

- Text-only
- Shared links or articles
- Photos
- Videos
- Events
- Live videos
- Stories



3: Choose Your Platform(s)

Instagram



- Fastest growing social network
 - 59% 18 - 29 year olds
 - 33% 20 - 49 year olds
- 100% visual / image driven
- Owned by and integrated with Facebook
- Posts: Photos and videos (with tags and captions)
- Features: Live video, stories

Instagram 101

- Posts can be designed images in addition to photos and video



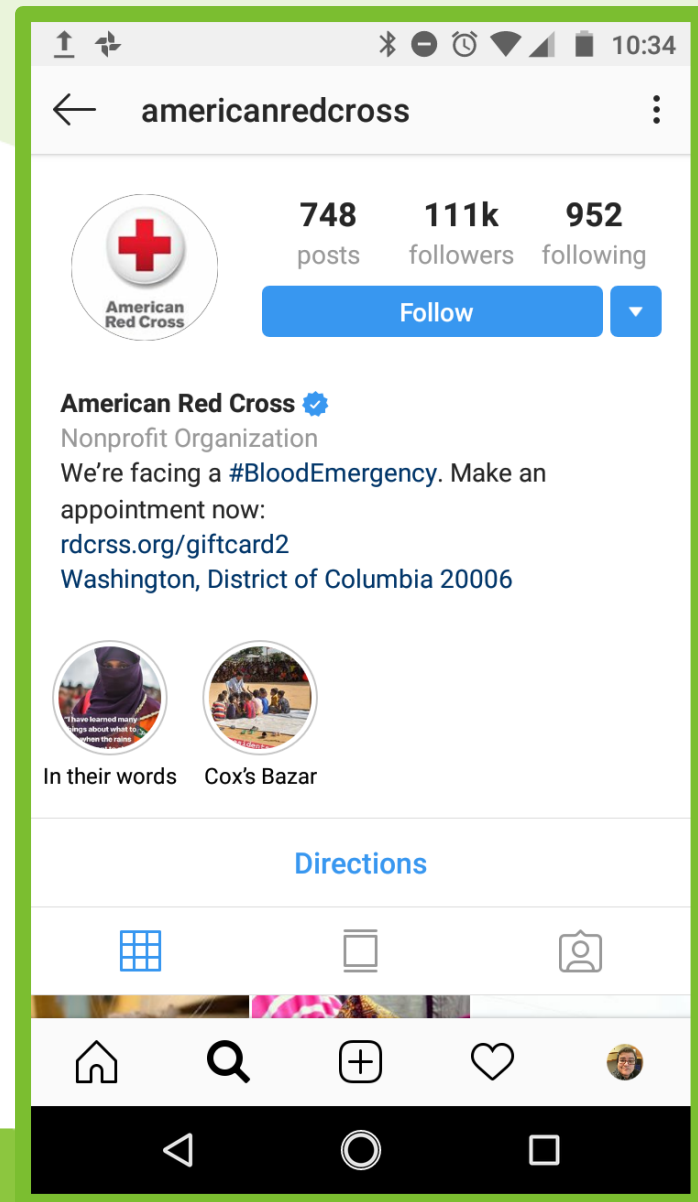
Instagram 101

- Videos up to 60 seconds



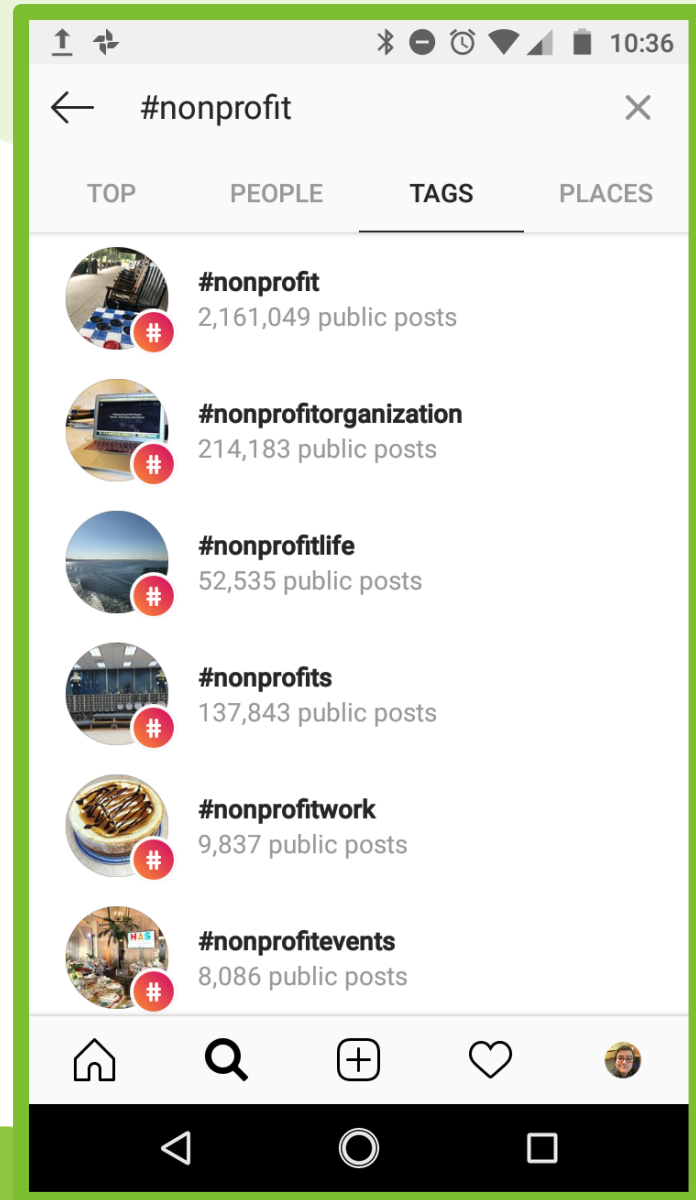
Instagram 101

- Must use app or posting and monitoring platform to post
- Can interact via Instagram.com



Instagram 101

- Expect to use hashtags



3: Choose Your Platform(s)

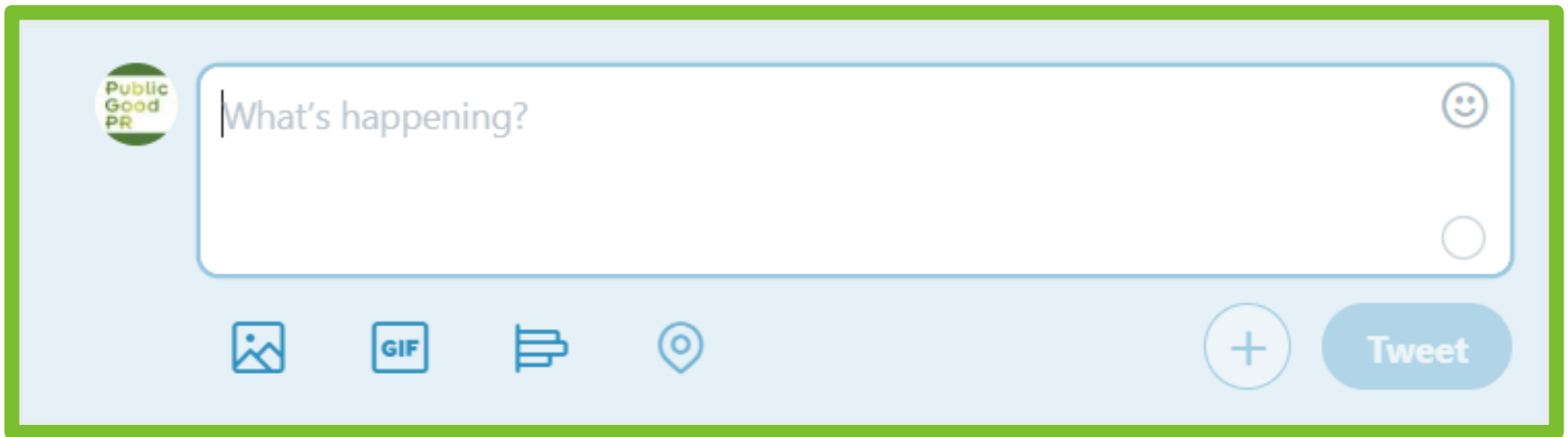
Twitter



- Reporting and musing in real time
- Popular with <50 and college-educated
- Posts: Text, links, videos, photos, gifs, and polls
- Features: Lists, hashtags

Twitter 101

- Up to 280 characters (includes spaces and punctuation)

A screenshot of the Twitter tweet composition interface. At the top left is a circular profile picture with the text 'Public Good PR'. To its right is a large text input area with the placeholder text 'What's happening?'. On the right side of the input area are two icons: a smiley face and a circle. Below the input area is a row of icons: a picture icon, a 'GIF' button, a list icon, and a location pin icon. To the right of these icons is a plus sign in a circle, followed by a blue 'Tweet' button.

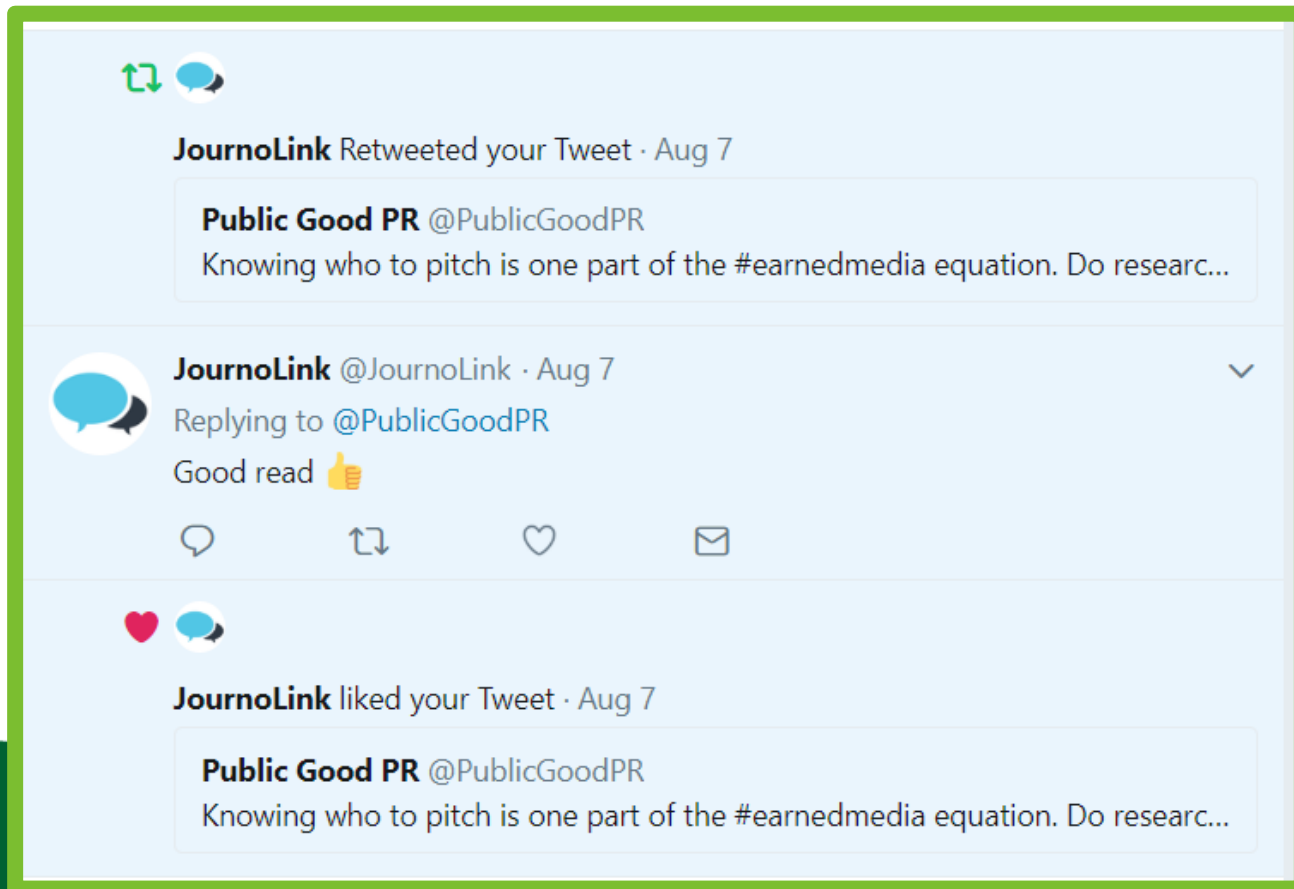
Public Good PR

What's happening?

Image GIF List Location + Tweet

Twitter 101

- Yes! Retweet and reply!



Twitter 101

- Videos up to 2 minutes and 20 seconds



Twitter 101

- Hashtags: Join the conversation



Monterey Fish Trust @MBFishTrust · May 1

Dave Toriumi of the F/V Grinder pictured today on this first day of the CA King salmon season. Thx David Hills @fishy_pictures for helping us capture local fishermen in action! fishypictures.com #knowyourfisherman #santacruz #montereybay #eatlocal



3: Choose Your Platform(s)



YouTube



LinkedIn



Google
Plus



Snapchat



reddit



Tumblr



Pinterest

Choose the Right Platform(s)

- Start with your goal
- Which platform(s) are used most by your target audience(s)?
- What content are you willing and able to make?
- Prioritize platform(s) that best match your priority goals, audiences and resources

4: Develop Your Voice

- Create a voice summary document 1-2 pages
 - Outline tone, key messages, words to use or not to use, primary content sources, rules for interacting, and post frequency
 - Provide to everyone who handles social media for your organization



4: Develop Your Voice

Whimsical **Fun** Political
Conservative
Progressive **Technical** Irreverent
Earnest **Well-Informed** Edgy
Serious Activist Authoritative
Science-Based

5: Post and Interact



- Best practices
- Identify content sources
- Identify influencers
- Advertise and boost
- Select posting and monitoring tools

Post and Interact: Best Practices

- Post consistently



Post and Interact: Best Practices

- Post consistently
- Make posts timely



Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy

Identify Content Sources

- Trusted media outlets



Identify Content Sources

- Trusted media outlets
- Reports, studies, and trusted organizations



Union of
Concerned
Scientists

Citizens and Scientists for Environmental Solutions



Identify Content Sources

- Trusted media outlets
- Reports, studies, and trusted organizations
- Influencers and partner non-profits



Identify Content Sources

- Trusted media outlets
- Reports, studies, and trusted organizations
- Influencers and partner non-profits
- Self created content

Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible

#Hashtags

Definition: A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic

#Monterey #GivingTuesday
#MCGives #SantaCruzEvents
#MontereyEvents #EqualJustice
#womenandgirls #arts

#Hashtags

- Check hashtags for popularity
- Use hashtags that are relevant to your nonprofit
- Play with recurring themes: #FunFactFriday, #TBT, etc.
- Use sites like Hashtagify, Keyhole and RiteTag

Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers

The Ideal Influencer

- Reflects well on your organization through association
- Can advance your mission through real-world action
- Has potential to amplify messages to potential followers

Recommended Influencers

- Journalists and bloggers
- Foundations and donors
- Elected officials + appointed committees and boards
- Celebrities, musicians, and artists

Recommended Influencers



Tagging Influencers

Posts



Monterey County Pops

August 18 at 4:05 PM · 🌐

We are really excited about the Dine, Drink, Donat! fundraiser coming up on September 8th. Joyce Vineyards will host us on their fantastic patio and Grasing's Coastal Cuisine will be live making delicious paella for everyone.

Tickets are available at <https://corked2018.eventbrite.com>.

If you don't know about Joyce Vineyards they were just in the Chronicle's Lifestyle section... <https://www.sfchronicle.com/.../Wine-House-is-locals-drinking...>



SATURDAY
SEPTEMBER 8TH

Joyce Vineyard Tasting Room



👍 8

1 Share



Like



Comment



Share



Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers
- Interact!

How to Interact

- Retweet and share content

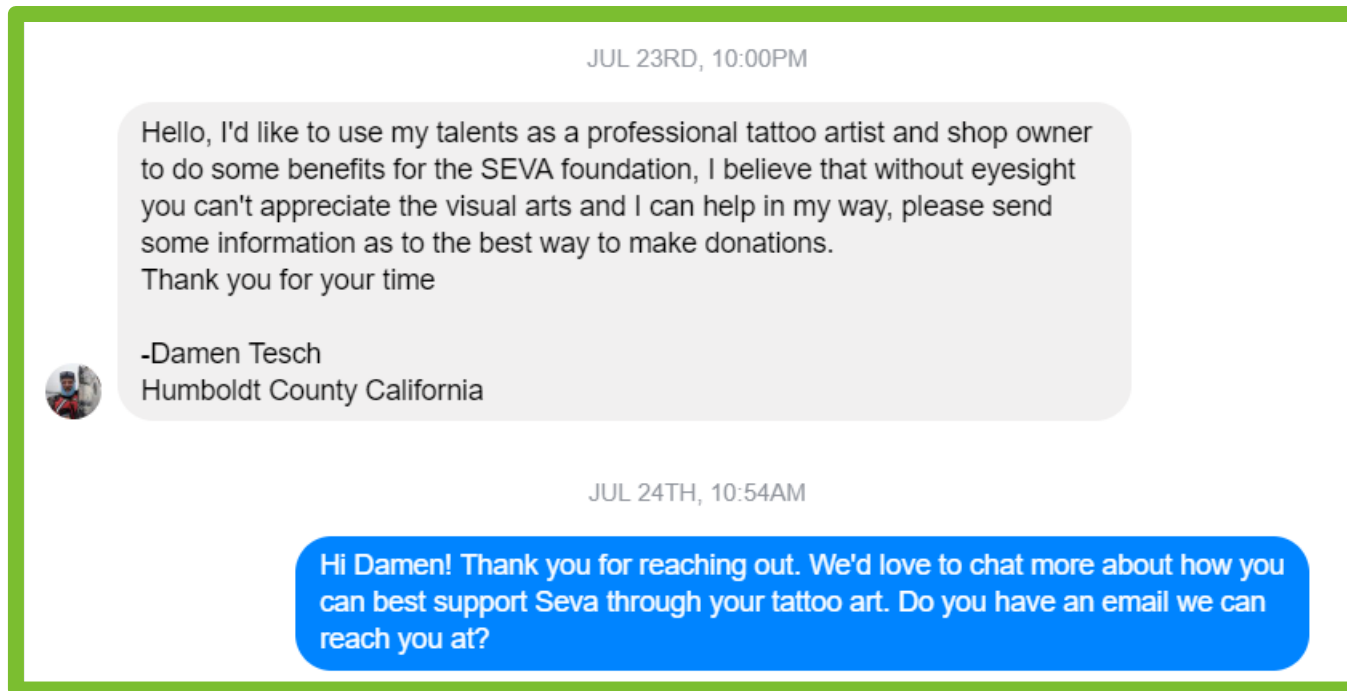
How to Interact

- Reply to comments



How to Interact


- Respond to private or direct messages



How to Interact


- Comment on other pages and posts

Dance Party



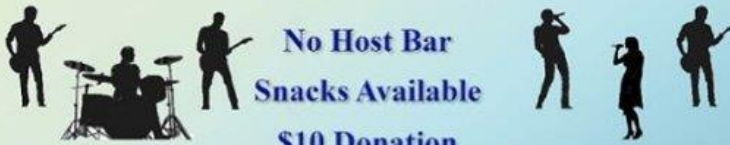
**Carmel Women's Club
Ninth and San Carlos
Carmel, CA**

**Saturday, February 10
6:30 PM - 10 PM**



Live Band!

Music by Left Channel




**No Host Bar
Snacks Available
\$10 Donation**

Adult-accompanied children under 16 free

All proceeds will benefit Orchestra in the Schools

**For more information go to:
www.OrchestraintheSchools.org
(831) 508-9000**



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orchestraintheschools Come and dance.
#valentinesday #liveband #
emmapaoletti #valentine #spreadmusic
#friendsfun #montereymusic
hanklanemusic 🌟🌟🌟

5 likes

JANUARY 24

Add a comment...

Post and Interact: Best Practices

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
- Include existing or trending hashtags if possible
- Tag influencers
- Interact!
- Make it easy to donate (see handout)
- Advertise and boost

Advertise and Boost: When



- New initiatives or campaigns
- Posts are doing well
- New page or few followers
- Drive attendance to events
- Support fundraising drive

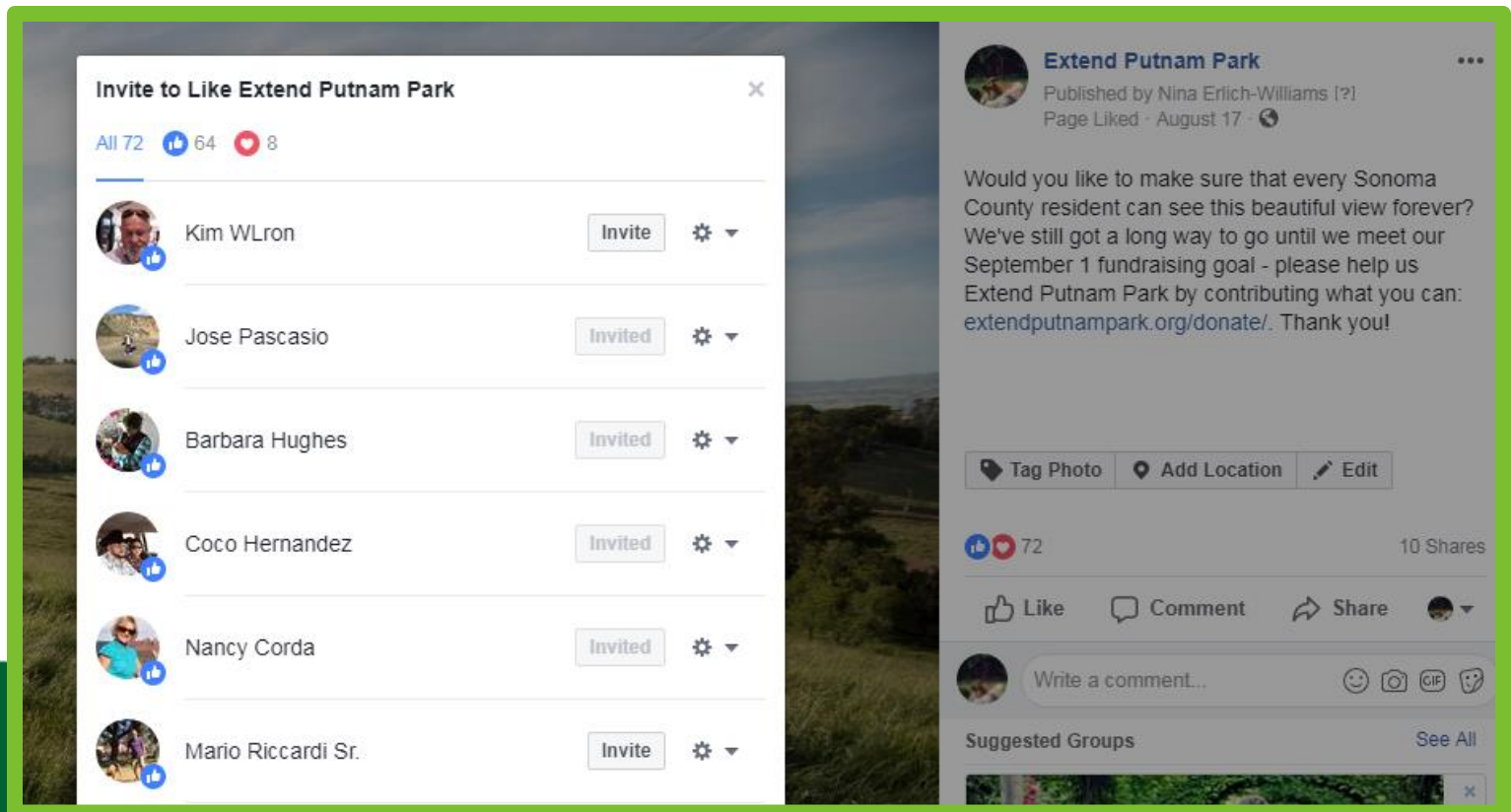
Advertise and Boost: How



- Determine budget
- Select or create post or ad
- Target audience
- Select campaign duration
- Consider running 2+ versions to test appeal

Advertise and Boost: How

- Once you have boosted a post, you can invite users who 'like' it to 'like' your Facebook page



Choose a Posting and Monitoring Platform

- Post to multiple platforms simultaneously
- Short- and long-term analysis
- Monitor and manage multiple accounts

Choose a Posting and Monitoring Platform



6: Evaluate Your Efforts



- Review your analytics weekly or monthly
- Consider goals
- Compare results over time
- Revise goals, your voice doc, and campaigns as needed
- Be open to experimentation

Basics of Social Media Campaigns

- Have a story arc or series of posts that lead followers to take action
- Creates urgency
- Have a specific goal
 - Fundraising
 - Engagement and education
 - Recruit volunteers
 - Promote events



5 Common Social Media Challenges

And How to Solve Them

Low Engagement

Challenge

- No one sees or interacts with your posts

Solution

- Interact with followers
- Post more frequently
- Consider when people will be online
- Use more hashtags and tag more influencers
- Pay for advertising + promotion

Trolling & Spam

Challenge

- Troll: someone who makes defamatory comments to harass or deliberately annoy
- Spam: unsolicited comments on posts or messages sent to many people, often to sell a product. May be posted by a bot.

Solution

- Mark suspect posts and comments as spam
- Delete or hide offensive or off-topic comments
- Block repeat offenders

Errors & Typos



Challenge

- Grammatical or spelling errors
- Inaccurate or unreliable information shared or posted
- Wrong person or organization tagged



Solution

- Review posts carefully
- Edit posts after publication
- Double-check all hashtags and handles

Inconsistent Voice



Challenge

- Tone and content of posts are inconsistent



Solution

- Have clear social media voice guidelines
- Define your voice (fun, technical, whimsical, serious)
- Have designated social media personnel

Lack of Inspiration



Challenge

- Not sure what to write
- Burned out
- No original content to share



Solution

- Follow current events
- Share content from another page, retweet
- Invite followers to share stories
- Search # conversations
- Look at streams from similar organizations
- Invite influencers to take over your page for the day

Q & A

