

Social Media for Nonprofits

Tell your story, engage with supporters and get results.



Rani Wise Co.

Today

- Align Your Mission
- Set Your Goals
- Define Your Audience
- Choose the Right Networks
- Create a Content Strategy
- Track & Measure Results
- Practice Exercise
- Tour of The Wing



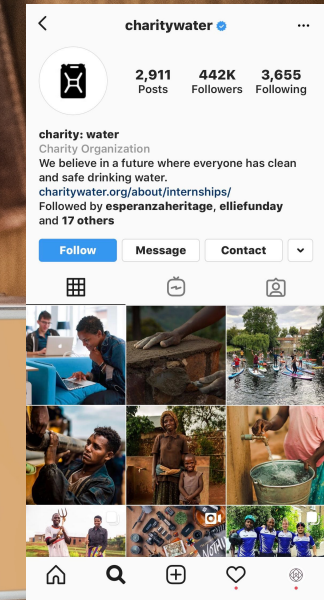


My Story

- Family business background
- Northeastern University
- Start-up life
- Minority at the table
- Launching Rani Wise Co.
- Women-Owned, Women-Operated Podcast
- Mission and clients

Your Experience & What's New

- Personal vs 'Business'
- Instagram Stories
- Influencer marketing
- Live streaming (FB & IG)
- User-generated content
- Donate buttons (FB & IG)
- Pay to play
- YouTube



Align Your Mission

Determine how social media will further your mission.



Align Your Mission

- How will social media users further your mission?
- How will you measure success?
- Define your voice to create consistency
 - Describe your brand voice in three words e.g., Passionate, Quirky, Authentic
 - How do they come across in the kind of content you're creating?
 - Passionate – expressive, enthusiastic, heartfelt, action-oriented
 - Quirky – irreverent, unexpected, contrarian
 - Authentic – genuine, trustworthy, engaging, direct

Voice characteristic	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	Use strong verbs Be champions for (industry) Be cheerleaders	Be lukewarm, wishy-washy Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples Take the contrarian viewpoint Express yourself	Use too much slang or too many obscure references Use jargon, overplayed examples Lose sight of the audience and core message
<i>Irreverent</i> (secondary characteristic of quirky)	We take our product seriously; we don't take ourselves seriously.	Be playful Use colorful illustrations or examples	Be too casual Use too many obscure, pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	Be honest and direct Own any issues or mistakes, and show how you will address them Stick to your word	Use marketing jargon or superlatives Overpromise Oversell the product's capabilities

source: contentmarketinginstitute.com/2018/04/find-brand-voice

Set Your Goals

Write your goals down to increase the likelihood that you will achieve what you set out to do.

Set Your Goals

- Brainstorm with your team
- Go beyond followers & likes:
 - Donor and/or supporter engagement and retention
 - Community engagement and education
 - Brand building and reputation management
 - Volunteer recruitment
 - Fundraising
- Check-in & adjust



Define Your Audience

Create a semi-fictional representation of your ideal supporter or follower based on market research and real data about your existing supporters.



Define Your Audience

- Move beyond ‘general public’
- Create categories for each group of people you are targeting
 - Volunteers, donors, board members
- Consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.
- Review your existing audience – is it what you would expect?

City Mission Boston

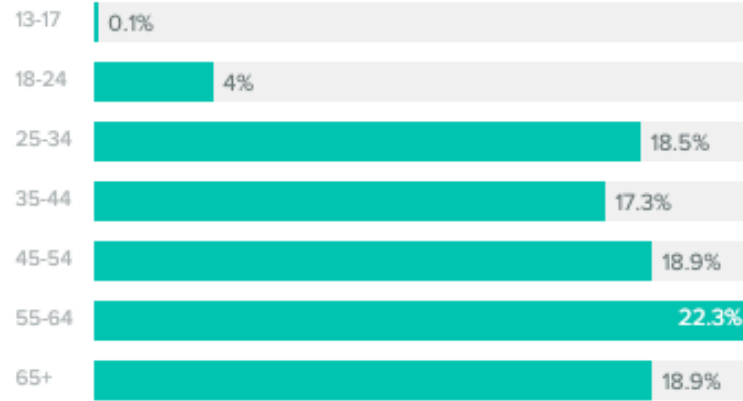
Facebook Audience Demographics

Page Fans

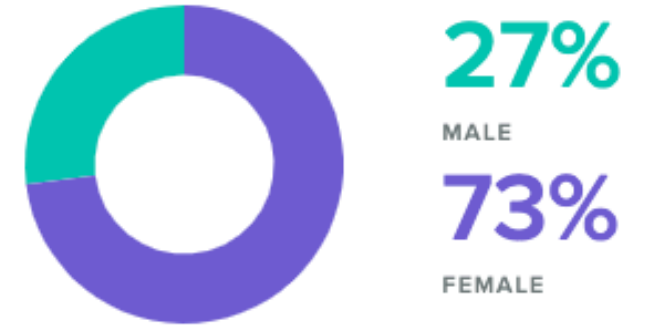
People Reached

People Engaged

BY AGE



BY GENDER



Women between the ages of 55-64 appear to be the leading force among your fans.



Top Countries



Country	Count
United States	1,231
United Kingdom	4
Brazil	3
Belize	2
France	2

Top Cities

City	Count
Boston, MA	530
Cambridge, MA	30
Newton, MA	25
Framingham, MA	16
New York, NY	16

Facebook Top Posts, by Reactions

Post	Reactions
<p>City Mission Boston</p> <p>Today is the first full day of the City Mission and Old South Church in Boston Pilgrimage to Seek Truth and Justice. Made it to Montgomery yesterday to start our educational journey and enjoyed a delicious dinner at Dreamland BBQ. Now we're off to Selma to walk the Edmund Pettus Bridge.</p>   <p>(Post) June 14, 2019 10:27 am</p>	79

<p>City Mission Boston</p> <p>Coat Boston provided every student at Haynes EEC with a new, warm winter coat. We are grateful to everyone who supported this important program. Learn more ways you can give back to the community through our work at City Mission: bit.ly/2sSgnDG</p>   <p>(Post) by Rani W. January 30, 2019 7:01 pm</p>	65
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Choose the Right Networks

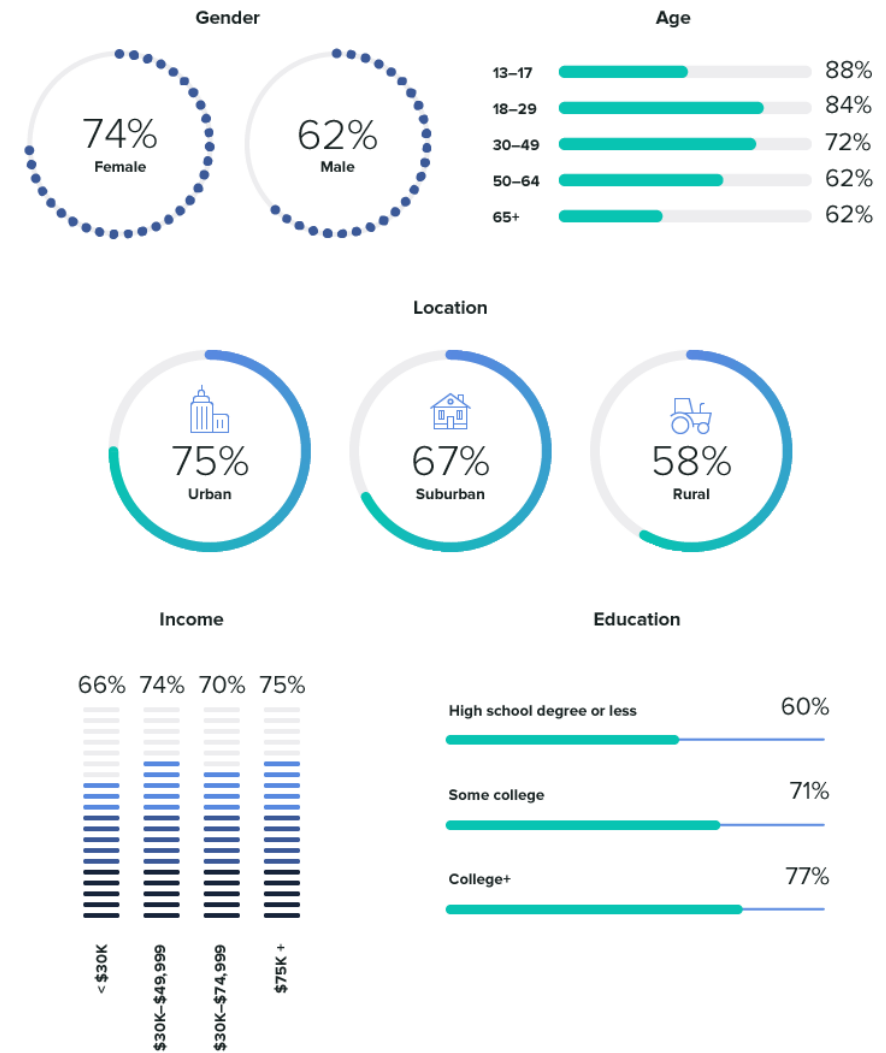
Build your presence on the networks where your target audience is most active.



Top Social Networks

#1 Facebook: **2.27 billion** monthly active users, over a quarter of the entire world population is accessing their Facebook account at least once a month.

Nearly **1.5 billion** of those users are checking their accounts daily and **1.3 billion** users are chatting with friends and family using Facebook Messenger.



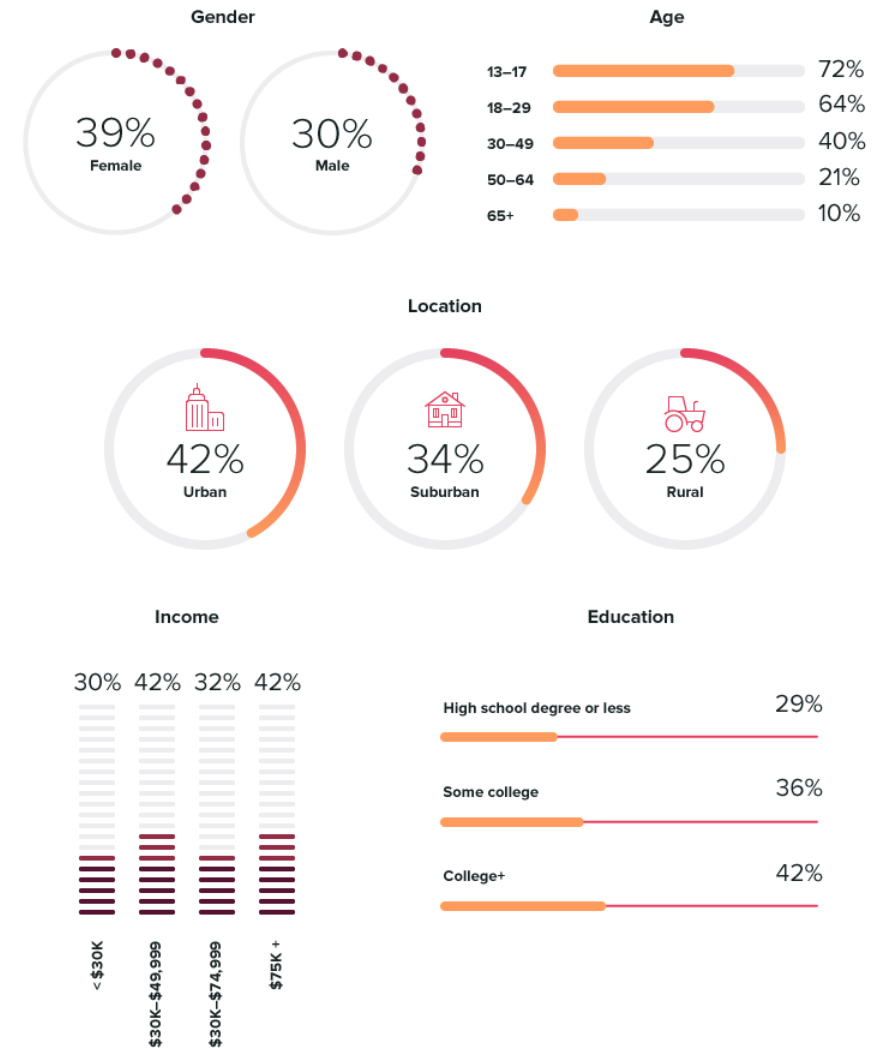
source: sproutsocial.com/insights/new-social-media-demographics/



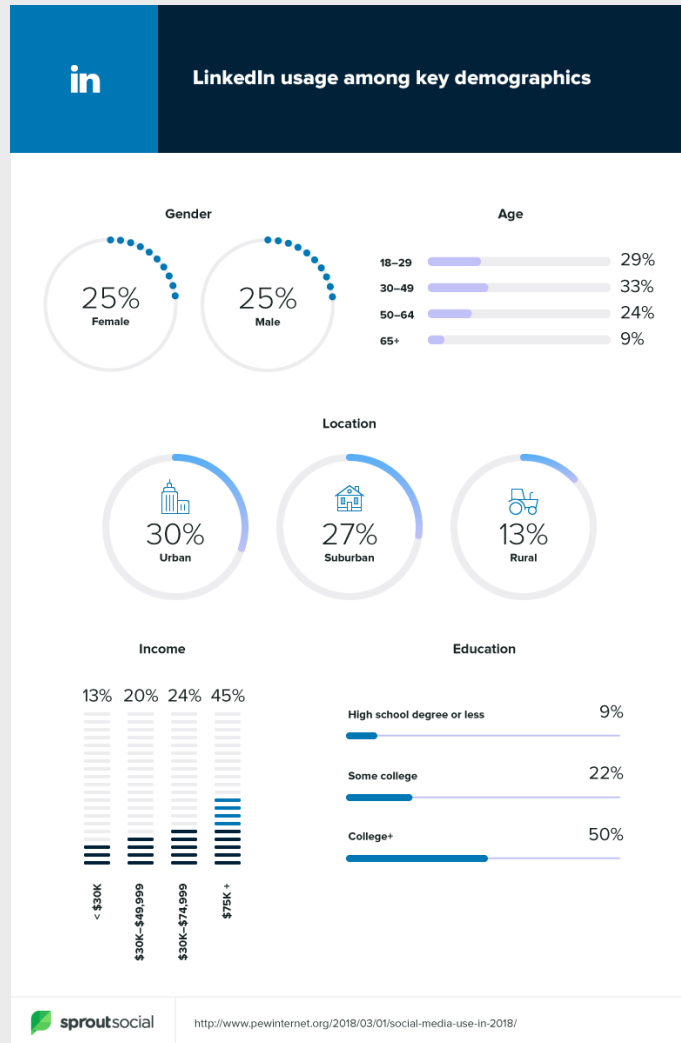
Top Social Networks

#2 Instagram: Instagram user demographics include 35% of all US adults with **1 billion** monthly active users and **500 million** daily active users. Its Stories feature alone boasts 400 million daily active users.

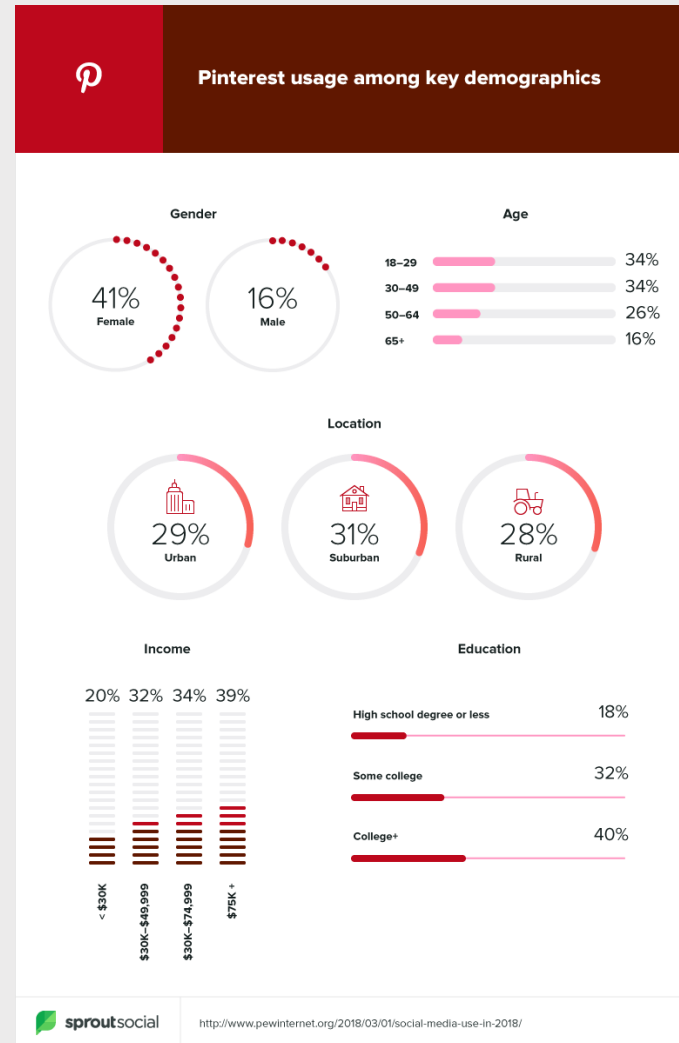
Instagram leans towards a much younger audience than that of Facebook, appealing to teens and young adults with its straightforward, photo-centric design and ease of use.



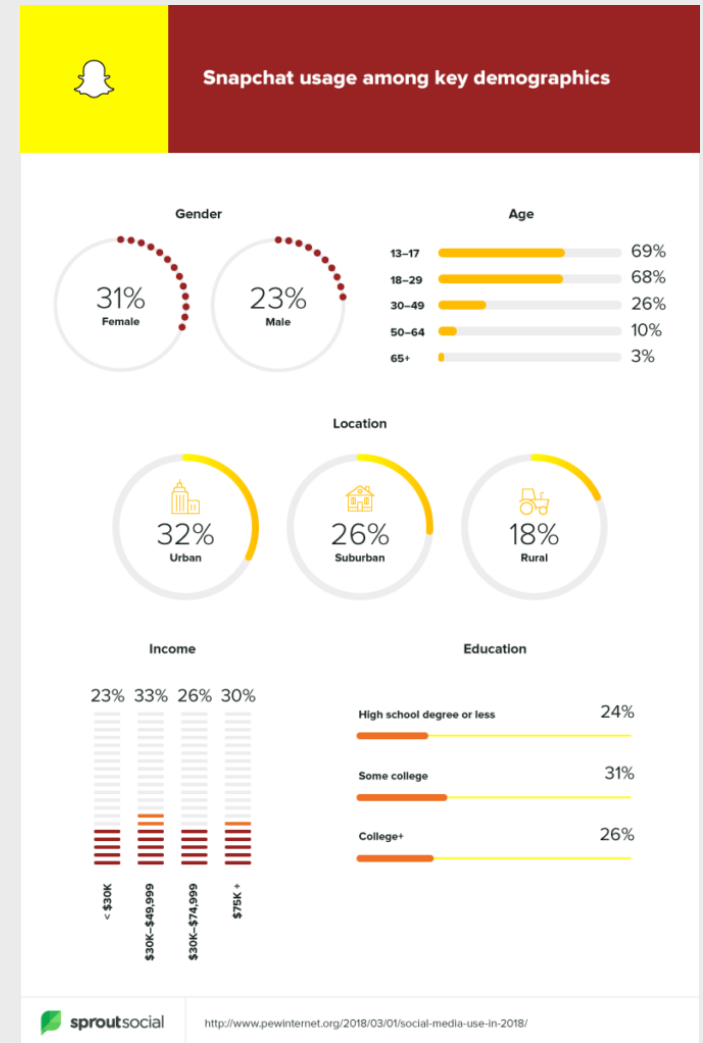
#3 LinkedIn: 590 million members



#4 Pinterest: 250 million monthly active users



#5 Snapchat: 186 million daily active users

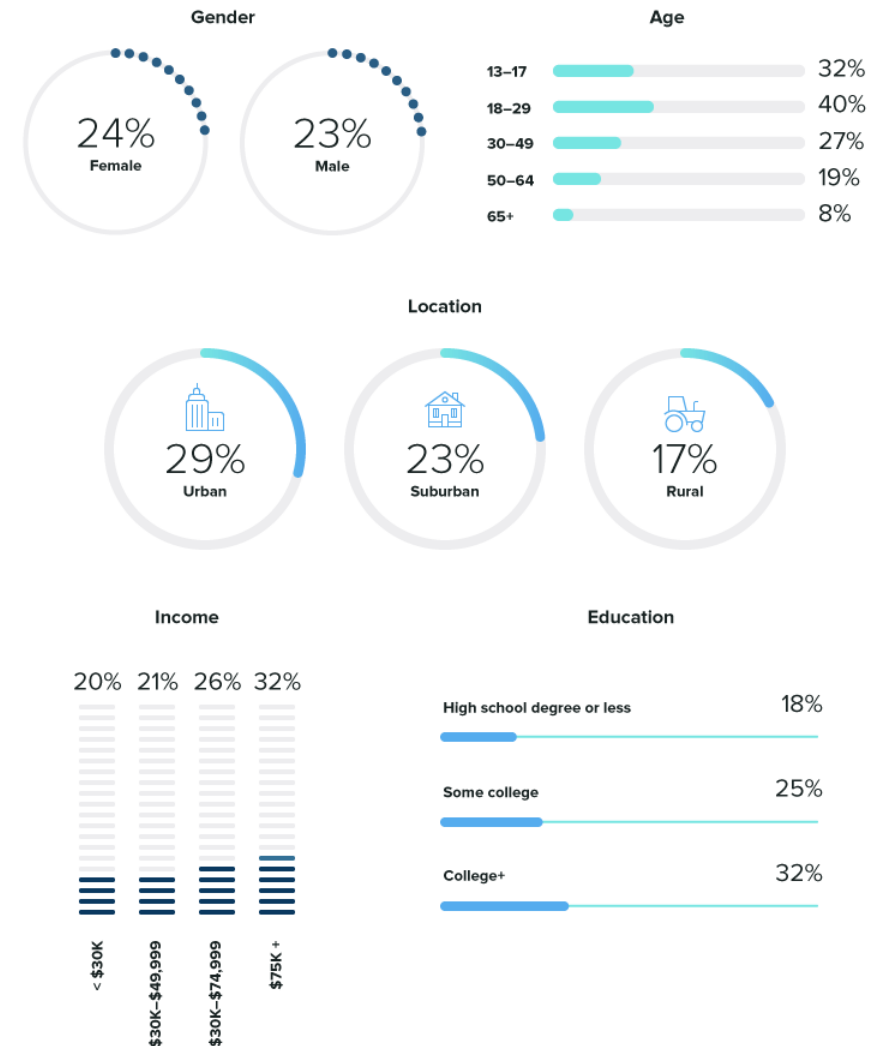




Top Social Networks

#6 Twitter: **126 million** daily active users. As one of the last remaining social networks with a chronological feed (sort of), Twitter is most popular with people in their 20s.

67% of users under 36 use Twitter as a news source, 59% for users over 35. Twitter also has become an exceptional platform for brands to use for social customer service.



City Mission Boston

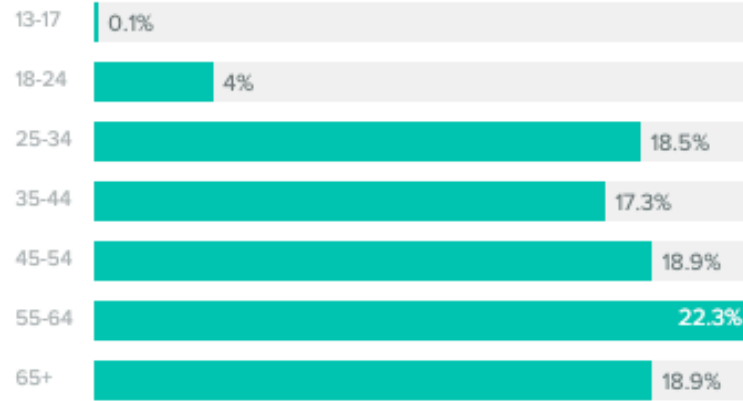
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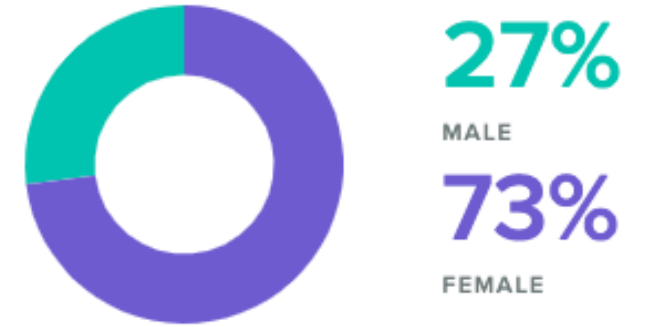
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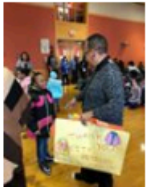
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Considerations

- Demographic information (City Mission example)
- Competitor or partner participation
- Features
- Existing presence
- Resources and time
- ‘Don’t put all your eggs in one basket’



Create Your Content Strategy

Focus on storytelling that gets your message across.

Creating a Content Strategy

- Show them the value of following—the stories, tips and images they can expect to see—and educate them about the best ways to show support.
- Ask supporters what type of stories they would like to see
- Develop content categories for social media that you can cycle through on a regular basis, such as volunteer spotlights, client stories and how-tos.
 - What will resonate or move your target audience to take an action?
 - Offer tips or tools to make their lives easier as they try to be a better environmentalist, animal lover, parent, etc.
- Provide variety of formats: pictures graphics, short videos, text
- Create a social media content calendar to help you plan
- Use scheduling tools like Buffer App to schedule your posts in advance

< Week of February 7 >



ESC TO CLOSE X

SUNDAY 7

MONDAY 8

TUESDAY 9

WEDNESDAY 10

THURSDAY 11

FRIDAY 12

SATURDAY 13

FILTERS

TAGS

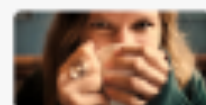
8:56AM

Enjoy a cup of coffee with a..



3:08AM

Should a marketing exec..



8:56AM

Good morning, everyone! ☺



8:20AM

Flash sale! Bring in your receipt after..



9:21AM

Why live streaming..



9:58AM

Holiday Marketing Gul.. The Best..



10:12AM

We have a new line of snacks..



10:02 AM

Yum! Wake up this morning with a..



10:18 AM

Interested in working at Sprout..



10:30AM

Our new coffee flavor revealed..



PROFILES

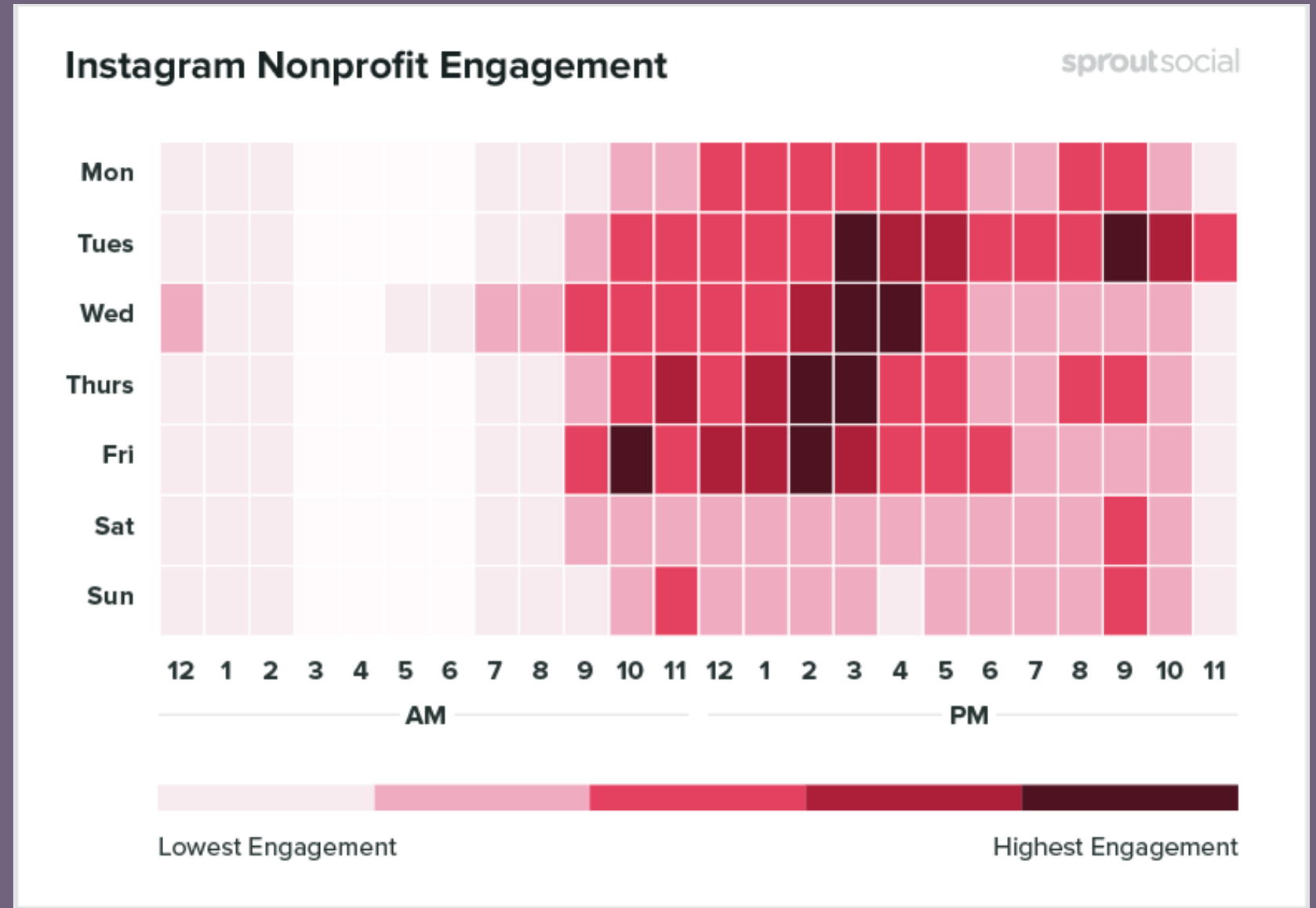
- @MySproutCoffee
- @ChSproutCoffee
- Sprout Coffee Co.

MESSAGE TYPES

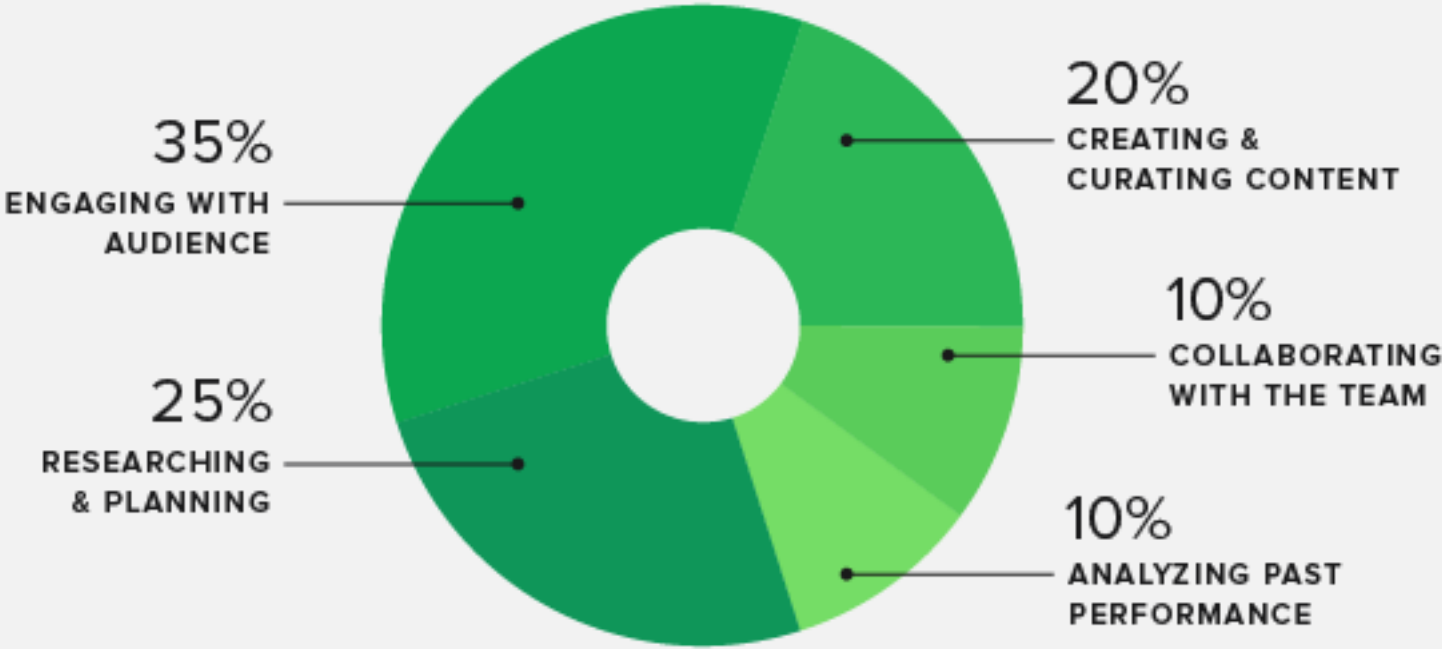
- Queued Messages
- Scheduled Messages

Frequency

- Determine a posting frequency and cadence that will keep you in front of your audience while leaving you time to manage your community, share newsworthy content and measure your impact.



How to Allocate Your Time on Social Media



sproutsocial

Empower Your Advocates

Cross-promote your social media content on other channels.

Empower Your Advocates

- Provide sample posts
 - “Copy and paste this Twitter message”
- Promote via other communication channels
 - Send an email to your supporters and encourage them to share/engage
- Start a Private Group (LinkedIn, Facebook)
 - Send more targeted messages, ask for shares and engagement
- Share their content, comment on their posts
- Encourage collaboration
 - Ask, “How can I help you?”



Track & Measure Results

Social media is never free; determine the value of the time and energy.

Track & Measure Your Results

- Content should point back to your site or build your email list
- Review analytics like website visitors from social channels
- Measure engagement growth: shares, comments, retweets
- Repeats of a hashtag you created as part of a campaign
- Ask how people heard about you or the cause
- Are there other results e.g., press stories, new hires, new ideas?



Helpful Reminders

- Give credit where credit is due – tag your sources!
- Remember we are a community of non profits not competitors
- Invest in your imagery
- Use free tools for image creation: Canva, Pexels
- Use free tools for scheduling: Buffer, Hootsuite

Practice

- Align Your Mission
- Set Your Goals
- Define Your Audience
- Choose the Right Networks
- Create a Content Strategy
- Track & Measure Results

Download these slides at
raniwise.co/sjinternships.
WiFi password: ladiesfirst



Tour of the Wing (More Practice!)

- Take photos; tag @the.wing
- Use hashtags #thewingboston (local) or #thewing (national)
- Connect with anyone you meet (like me!) on Instagram (@raniwiseco) or LinkedIn today or tomorrow
- Engage others tagging The Wing location and comment on their posts

