Social Media Strategies

Everything you need to know about the most popular social media platforms and how to leverage them for stronger engagement with your supporters
The Benefits of Social Media

- Creates an opportunity to share with supporters regularly
- Allows for more casual updates and calls to action
- Builds off your organization’s voice, branding, and message
- Tracks supporter engagement and conversions
Social Media & Online Giving

● Mobile-Responsive Giving
  ○ A large portion of online donations are made through a mobile device

● Interactive Giving
  ○ Donors feel more connected when you create more specific asks

● Convenient Giving
  ○ The ability to give quickly on any device motivates donors to commit
Your social media strategy should focus on quality over quantity!
Facebook Strategies

● Schedule Posts Regularly
  ○ Not every post should be an ask

● Share Visuals for Enhanced Engagement
  ○ Photos, videos, albums, live streams, etc.

● Consider Paid Promotional “Boosts”
  ○ Expand your reach through targeted posts

● Create a Facebook Event
  ○ Save the date for your Giving Day!

● Start a live stream & Broadcast your giving day promotions in real time
Twitter Strategies

- Provide Regular Updates
  - Ramp them up on your Giving Day!
- Thank Your Supporters
- Connect with Prominent Voices
- Share Relevant Tweets
- Use Trending #Hashtags
- Create a Twitter Poll
- Use shortened link calls to action
Instagram Strategies

● Share Personal Stories
  ○ Your Beneficiaries
  ○ Your Donors
  ○ Your Volunteers & Staff

● Highlight Events in Action

● Start a Countdown

● Host a “Take Over”

● Create A Challenge or Contest

GiveGab®
YouTube Strategies

- Show Your Mission in Action
  - Volunteer Opportunities
  - Fundraising Events
  - Important Projects
- Share Testimonials
- Highlight Project Impact
- Create an Infographic Video
- Say Thank You
Snapchat Strategies

- Share Live Updates
  - Perfect for a 24-Hour event
- Give A Behind The Scenes Look or Show A Day in the Life
- Create a “Slide Show”
- Give Quick Interviews
- Take Fun Selfies With Supporters
Before The Giving Day

- Swap out your cover photos and profile photos with the Giving Day Graphics in your Nonprofit Toolkit
- Ramp up posts as you get closer to the Giving Day
- Share your Giving Day goals with your followers
- Include clear calls to action for your supporters (The link to your Giving Day Profile)
Key Takeaways

- Find the social approach that’s right for your organization
- Create regular content to share with supporters
- Add photos or videos for increased engagement
- Start sharing more frequently closer your Giving Day
- Include clear calls to action like your profile link
Helpful Resources

- Nonprofits.fb.com - Facebook Resources for Nonprofits
- YouTube.com/nonprofits - YouTube Resources for Nonprofits
- NPtechforgood.com - Technology Resources for Nonprofits
- Support.Twitter.com - Understanding Twitter’s Features
- Help.Instagram.com - Understanding Instagram’s Features
- Support.Snapchat.com - Understanding Snapchat’s Features
- GiveGab.com/Blog - Best Practices and Creative Solutions for Nonprofits
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/

- Send us an email at
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand