Social Media & Storytelling

Making the Most of Your Giving Day
Social Media Basics
Facebook

- Facebook is the most commonly used social media platform
- Length of posts: 3 sentences
- Best used for:
  - Call to action
  - Engagement
    - Open-ended questions
    - Fill in the blank
  - Tags & hashtags
  - Livestream content
• Instagram has the highest audience engagement rate

• Best used to:
  • Tell stories
  • Create visually consistent content
  • Create a hashtag for your campaign
  • Make use of Instagram “stories”
  • Direct people to your website
• Twitter is used to share thoughts and connect with the community
• Length of posts: no more than 280 characters, be concise!
• Best used for:
  • Creating actionable content
  • Tagging others into a conversation
  • Directing followers to your donation page
  • Connecting with communities to share your content
  • Incorporating humor
Building a Social Media Campaign

notes provided by Shantaé François
Calendar Items to Consider

- Program announcements
- Fundraising matches
- Volunteer opportunities
- Relevant community resources/partnerships
- Conversation starters
- Re-shares of interesting content
- Impact quotes & stories
- Tips
- Images/Videos – Various Multimedia Content
- Promotion
- Announcements
- Events/conferences
- Holidays/major cultural events
- Acknowledgements
**Impact Story**

**Casa Chirilagua 2012**

*Casa Chirilagua,* believes in the power of relational bridge building to holistically transform communities. We love and serve alongside a predominantly Central American Latino community.

As *Casa Chirilagua’s* new Executive Director, I wouldn’t be here if it wasn’t for Spring2ACTion! In 2012, our goal was to raise funds to expand our staff to support the growth of the organization.

Thanks to Spring2ACTion, many individuals gave and *Casa Chirilagua* raised enough money to hire their first-ever Teens Club Director: me.

Adriana Gomez Schellhaas, 
Executive Director

---

Spring2ACTion
Published by Jill Lohse Weitenhiller - April 15, 2020
Who’s got the greatest power to give?
Check out our ACTion heroes for 2-8PM and AWESOME prizes sponsored by the Wonder Women Fund: spring2action.org/prizes
Keep doing what you do!... See More

---

#Spring2ACTion | April 15, 2020
When to Create Content

Choose what works best for you!

• A daily social media content plan
  • Work one day ahead. What events and launches are planned for tomorrow?

• A weekly social media content plan
  • Work one week ahead. What events and launches are planned for this week?
  • Which new blog posts are scheduled to publish?
  • Which images could you create or collect in advance?

• A monthly social media content plan
  • Look one month ahead. What events and launches are planned for this month?
  • What are your goals and plans for this month?
  • Which content can you schedule in advance, and what will you need to reserve space for?
## Content Calendar

- **Include:**
  - Topic
  - Category
  - Author
  - Platform
  - Text
  - Visual content
  - Links
  - Publishing date

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Author</th>
<th>Platform</th>
<th>Visual Content</th>
<th>Text/Description</th>
<th>Deadline</th>
<th>Published</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Creating Content

• Consider current trends

[Image of a person wearing a hat and a microphone]

We have hit $3M for 153 nonprofits! Way to go!!! What a generous community! We have a few more hours left, so keep being generous. Every dollar counts AND every dollar matters. We think Rob with Elizabeth’s Counter says it best! #spring2action

• Be informative

[Image of text]

WHAT ALL DOES MY NONPROFIT NEED TO DO?

1. Register your nonprofit.
2. Create a profile page for your organization using the GiveGab platform.
3. Broadcast your campaign’s message using existing communication networks.
5. Be creative and have fun!
Creating Content

- Create unique and compelling visual content
- Engage with your audience and make it interactive
Creating Content

• Post frequent (but limited) posts

• Use a unique hashtag for your campaign
Creating Content

• Promote one message throughout your campaign
Resources

• Creating content and coordinating all social media platforms
  • Hootsuite
  • Buffer
  • Crowdfire
  • Coschedule

• Keeping track of your calendar
  • Google Sheets
  • Google Calendar

• Reporting
  • Google Analytics
Using Graphics & Visuals

with Kyle Reardon
Why is Good Design Important?

• Your visual products are often a first impression.
• Bad visual products can imply poor practices within your organization.
• You can even run the risk of implying that you’re lazy, out of touch, or both.
Which Company Would You Trust More?
Matching Your Message

• Good design can set the tone for who you are and what you do
• Make sure that your visual products reflect your organization and what you do
What Exactly do I mean?

PUPPY LOVE

TRUSTED DOG ADOPTIONS IN ALEXANDRIA
What Exactly do I mean?

PUPPY LOVE

TRUSTED DOG ADOPTIONS IN ALEXANDRIA
Creating a Style Guide

• What is a Style Guide?
  • A set of internal rules that guide the creation of any visual products

• What does it include?
  • One to three “main” colors, three to five tertiary colors
  • These colors need to work in relation to each other

• Decide on a style that suits your strengths
  • If you have a large library of photos, lean on those
  • If you’re more data driven, create elements that are more “mathematical”
    • Graph paper, geometric shapes, etc.

• **Graphical Consistency is important**
Creating Infographics

- The most important thing about infographics? READABILITY!
- Data should be quickly understood
- Remember that YOU understand your data, but your audience might not
- When presenting data, start with the “big numbers”, then move into more detail
- EXPLAIN YOUR DATA – use legends, symbols, and colors to help with readability and accessibility
- Some great quick resources for creating charts:
  - Piktochart
  - Canva
  - Adobe Spark
Infographic Example

- High level numbers first
- Clear and easy to read
- Data clearly explained and given context
Creating Video

• The most important question to ask yourself when thinking about making a video is: why do you want to make a video?

• The second most important question when making a video is: no really, why do you want to make a video?

• The third most important question: what do you want to get out of this video? **What is your call to action?**

• Video success depends on setting expectations for each product

• The harsh truth: your video will not go viral.
Video Diversity

• Video is no longer only for people with high budgets and equipment
• There are places for videos with high-caliber Hollywood quality production value, as well as nothing more than a cell phone and the sun
• Differences in production value do not excuse you from strategy and pre-production!
• Everyone can make video – but even the most expensive videos can fail without the proper strategy
• Even the cheapest videos can be priceless tools in your toolbelt
• Know your platform! There are huge differences between YouTube and Instagram Live!
The Video Process

• Pre-Production, Production, Post-Production

• Pre-Production
  • Where is this video going? Changes how you film
  • Do you need lighting? Sound? Talent?

• Production
  • How professional does this need to be? Usually dictated by where the content is going to be used or posted
  • **Always have a plan - Never ‘figure it out as you go’**

• Post-Production
  • The process of editing, creating links, making sure everything works before you post.
  • Remember: editing is a skill; it can be learned but needs to be learned
Two Most Important Video Tips

• **Lighting**
  - Make sure your main subject is lit
  - Can be as complex as a lighting rig
  - As simple as having subject face a window instead of shooting in front of one

• **Sound**
  - Mic your subject when you can
  - If you can’t, try to make sure your subject is the loudest thing being recorded
  - You don’t want sound competing with other sound

• **Test your set up, record extra footage**
One final thought when creating any visual product:

Be Intentional
Take-Away Resources
Tips from King Street Cats

with Kerry Whitlock
Tips & Tricks

• Anyone can do this! A social media expert is not required to get results.
• Keep it simple – use messages you already know resonate with donors
• Know your audience – which platform gets you the most traction on a regular basis?
• If you don’t already have a social media presence, start now & keep it up beyond S2A
• Map out a timeline for posts to appear throughout the day and schedule posts ahead of time

• Use different messages throughout the day

• Keep your followers informed throughout the day – and the next day
Tips & Tricks

• Manage your communications leading up to S2A
• Enlist your supporters’ help
• Be realistic
• Put yourself in the (potential) donor’s shoes
• Debrief afterwards
Questions?

Please submit any questions for our panelists via the Q&A option at the bottom of your screen.
Announcements

ACT is looking for video footage for promotional materials and Z-TV. Video content is due by **Wednesday, March 24**.

The Alexandria Times is offering big discounts for Spring2ACTion print ads in the months of March, April and the first week of May.
Thank you to our sponsors!