

# #Spring2ACTion

# Social Media Training

By Austin Graff



# Contents

- Strategy
- Content
- Tactics
- Ads
- Influencers

# Strategy

**Get** Millennial Alexandrians

**To** donate during Spring2ACTion

**By** launching a three-prong social media campaign focused on:

- Creating shareable evergreen content
- Investing in Facebook ads
- Engaging targeted influencers

*\*Create a KPI for donations like “Get 50 people to donate via social media*

## To make social more manageable:

- Pick one platform and go big
- Repurpose content across all platforms

## To maximize donations via social:

- Deploy the 80/20 rule



**ACT for Alexandria**

★ 4.7 (25) ⓘ · Nonprofit Organization



Like

Learn more

[www.ACTforAlexandria.org](http://www.ACTforAlexandria.org)



Brandi, Regis, Andy and 2,158 others like this

[Home](#)

[About](#)

[Events](#)

[Photos](#)

[Videos](#)

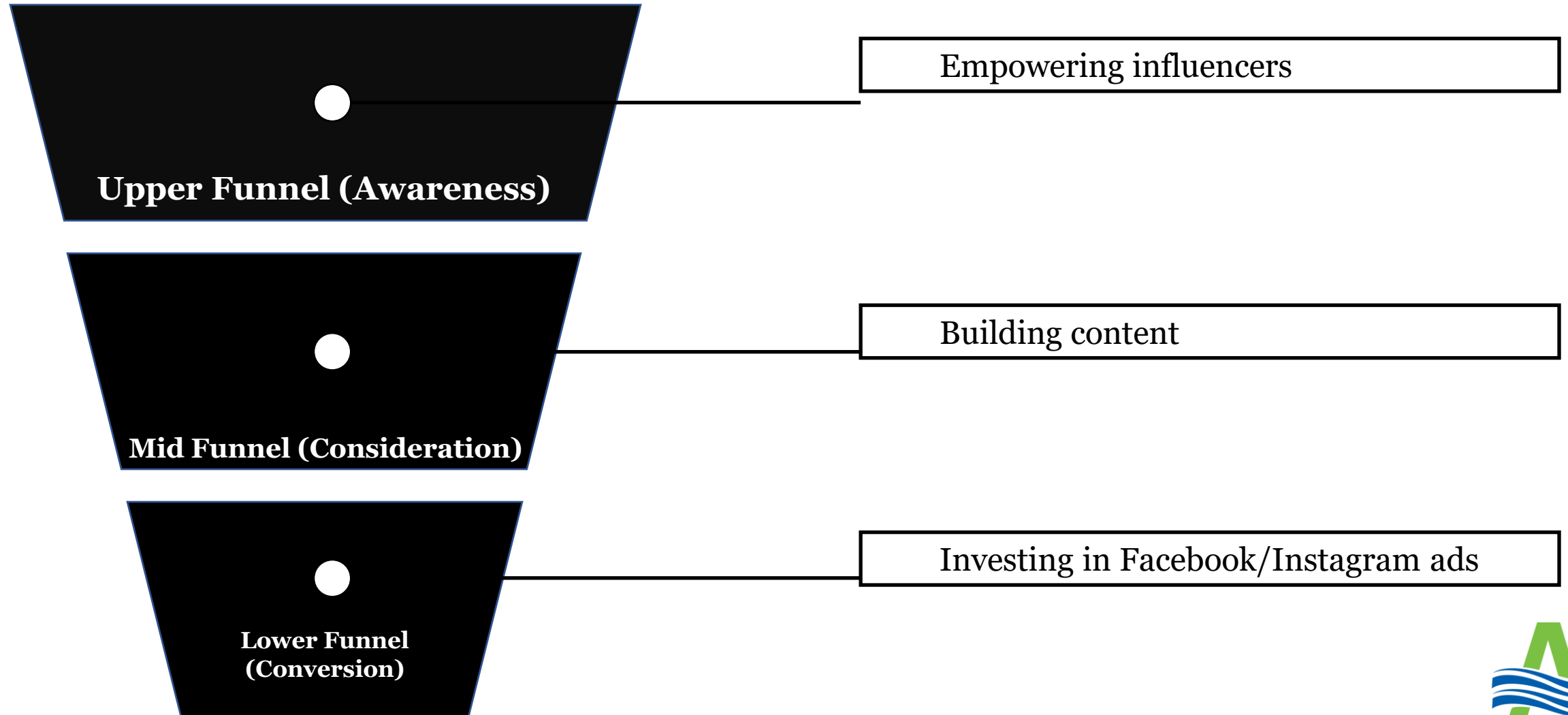
[Co](#)



# Content + Storytelling

**Mid Funnel (Consideration)**

# Marketing Funnel



# Platforms

## Instagram

- Millennial audience
- Photos and video
- Hash tags
- Better reach

## Facebook

- Older audience
- Photos, videos, text, links
- Low organic reach
- Best for ads

## Twitter

- Millennial+ audience
- Short, newsy content
- Links, photos, text
- Better reach

## TikTok

- Gen Z audience
- Video exclusively

## LinkedIn

- Older, professional audience
- Thought leadership content

## Photos

- Post higher quality or interesting images
- Use minimal text
- Keep logos small and in the corner

## Instagram Stories

- Share Instagram posts
- Tell stories

## Instagram Highlights

- Create a “Welcome” Highlight for new followers
- Pin a ‘Donate’ Highlight

## Reels

- Create short videos

## Lives

- Deprioritize



athenaeumnvfaa

Follow

Message

+0 ...

2,042 posts

1,937 followers

632 following

Athenaeum | NVFAA

Contemporary Visual Arts Gallery and Performance Venue, in a historic Greek Revival building.

Available for private rentals. #athenaeumnvfaa

[www.nvfaa.org](http://www.nvfaa.org)

Followed by [hyattcentriccoldtownalexandria](#), [annemarchandart](#), [transplantedtatar](#) + 2 more



Moments



Beautiful



Summer 2020



Elzbieta S.



Spring 2020



March 2020



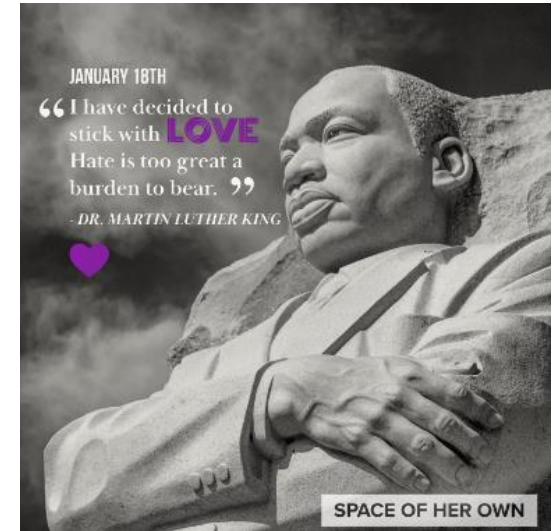
February 2020



Safe Space NOVA

@safespacenoVA

10 hours left to help us get to \$10,000 during #Spring2ACTion! Thank you to those who have already donated. Your support means so much to us! ❤️ There's still time to make a donation before 11:59pm ET. [spring2action.org/organizations/...](http://spring2action.org/organizations/)





# Tactics

**Mid Funnel (Consideration)**

# Frequency

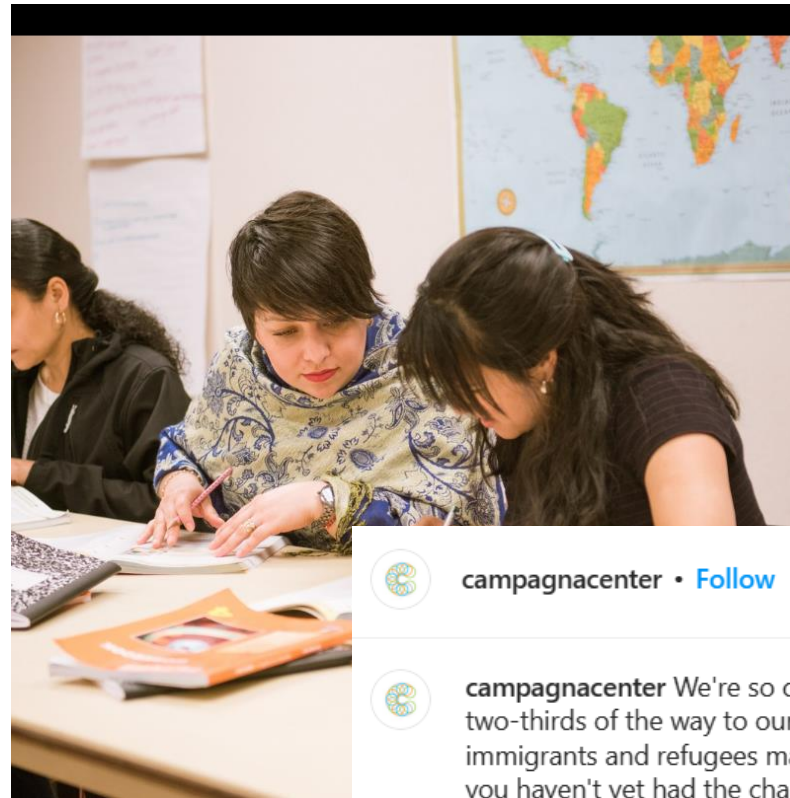
- Daily on Twitter
- 1-2 times a week on Facebook/LinkedIn
- 3-5 times a week on Instagram

# Hash Tags

- **#spring2action**
- Diversify and use:
  - 25-30 on Instagram
  - 2-4 on Twitter
  - 1-2 on Facebook/LinkedIn

# Community Management

- Respond to questions/comments
- Follow hash tags/account and chime in



campnacenter • Follow



**campnacenter** We're so close! This evening we are more than two-thirds of the way to our goal of raising critical funds for immigrants and refugees making a new home in Alexandria. If you haven't yet had the chance - please join us in making a special [#Spring2ACTion](#) gift that will support our New Neighbors program. When a New Neighbor is equipped with the skills and confidence to adapt to their new environment, those positive effects ripple through their family and wider community as well. New job prospects, stronger teacher-parent partnerships, and a new meaning to the word "home" all begin in a New Neighbors classroom. With your Spring2ACTion gift, we will be able to deliver stronger and further-reaching English language classes to neighbors near you. Link in bio to give now!

# Facebook/Instagram ads

**Lower Funnel  
(Conversion)**

# Facebook/Instagram ads are:

- Cheap
- Targeted
- Easy



**Gender** ⓘ

All Men Women

**Age** ⓘ

22 ————— 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

**Locations** ⓘ

Locations  
Type to add more locations

United States

Alexandria + 10 mi X

Detailed targeting

For advanced targeting features, go to [Ads Manager](#).

Demographics Interests Behaviors

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

Education ▼

Financial ▼

Life events ▼

Parents ▼

Relationship ▼

Work ▼

# Influencers

**Upper Funnel (Awareness)**

# Empower stakeholders

(board members, staff, volunteers, etc)

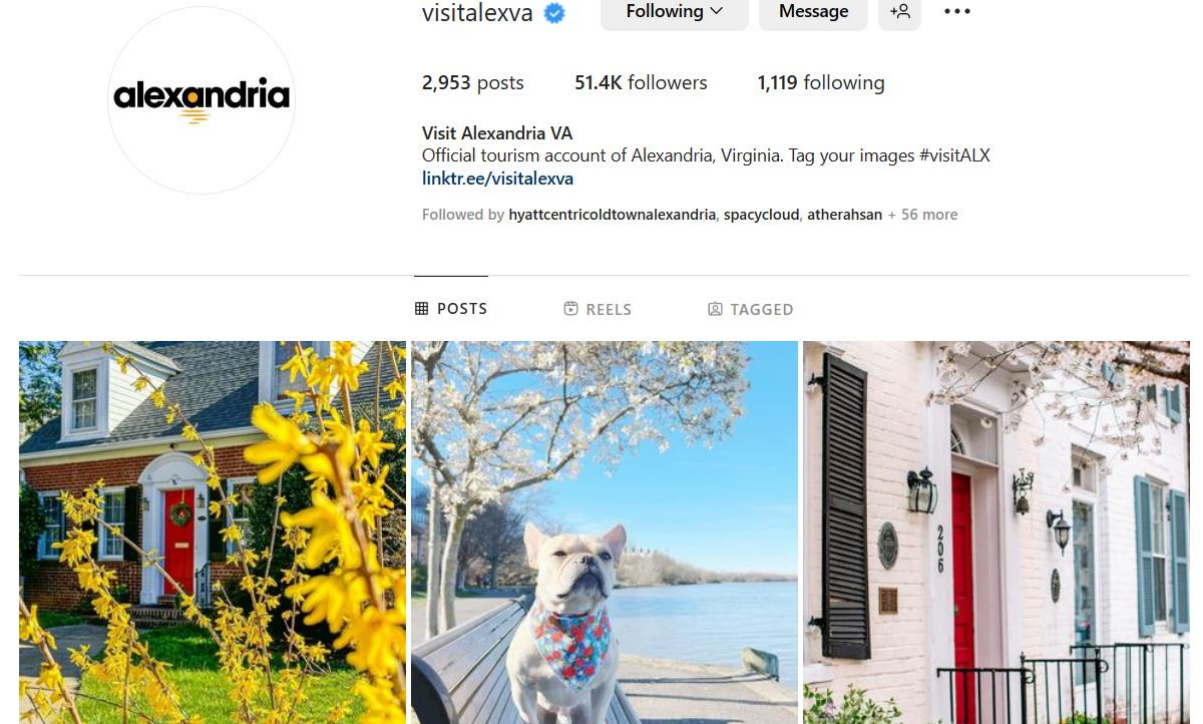
- Send “Fundraising Champion Social Media Guide”

# Audit followers

- Message most engaged followers and anyone with a 500+ following
  - “Thanks for following and supporting our mission to end homelessness in Alexandria. Today is one of our biggest days of the year. Would you be willing to share this post to your Instagram Story?”

# Reach out to local influencers

- Slide into their DMs



**[austin@austinkgraff.com](mailto:austin@austinkgraff.com)**