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Amplify Austin

**Join your community
in giving back local**

Amplify Austin Day: March 5-6, 6pm-6pm

Get involved at AmplifyATX.org



  @ilivehereigivehere #ILiveHereIGiveHere



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Social Media 101

Igniting the local generosity
movement

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Today's Topics:

- The Value of Social Storytelling
 - Platform Best Practices
 - How & When to Boost a Post
 - Using Data & Analytics to be Audience-Responsive
 - A Case for Video & Livestreaming
-

Let's do this!

\$12 Million for 750+ Nonprofits

Amplify Austin Community Impact

\$11.2M for 740 local organizations
\$1.3M raised by 1,590 fundraisers for their favorite causes
\$956,690 raised by employees of 95 local businesses
\$57M raised over 7 Amplify Austin Days



106 million social media impressions using #ILiveHereIGiveHere



30% of users were ages 18-34

46 million media impressions



\$1.8 MILLION

in matching funds, prizes and incentive funds available



36% of visitors came from social media

25% of donations were new to nonprofits



Why Invest in Social Media?

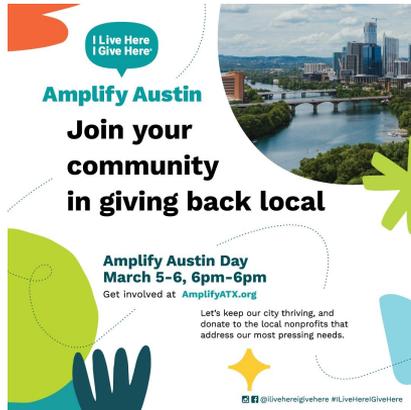
- **69%** of U.S. adults use at least one social media site daily. (Hootsuite)
- The average American Internet user has **7.1** social media profiles and spends **2.5 hours on social media daily**
- **40% of Millennials say they can't live without social media, 44% of Gen Z can't go without social media for one hour**
- **36%** of Amplify Austin Day donors find your AmplifyATX.org profile through social media
- It's cool to stand for something on social media. People want to associate with your cause and share it with their friends and family.
- Peer-to-peer fundraisers activate their networks through social media
- Unparalleled opportunities for personal 1:1 interaction with your donors and potential donors
- Data allows you to better understand your audiences
- It's mobile-friendly (**81%** of Americans have a smartphone)

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Put Your Own Spin on the official Amplify Austin Day Social Tools

- Leverage participation in the community-wide movement to propel your mission and message
- Use the Amplify graphics, videos, and #ILiveHereIGiveHere because... sign



We want to share your content!

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- Follow I Live Here I Give Here on Instagram, Facebook, Twitter & LinkedIn
- Hashtag **#ILiveHereIGiveHere**
- Tag us! **@ilivehereigivehere** and **@ILH_IGH**

Content Ideas That Motivate Giving

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- Illustrate tangible impact (EX: \$25 provides 5 families with a healthy meal)
- Share the personal giving stories of your donors and volunteers
 - How has giving back personally moved them?
 - Illustrate the joy of giving for potential donors
- Share what inspires your staff and board to work for your cause
 - Showcase the human side of your organization and exemplify passion
- Give personal thank you shout outs to your donors





Get Personal: Share Authentic Giving Stories + Experiences



Best Practices: Facebook

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- Remains most widely used social platform (68% US adults)
- 90% of donations that come from a social media post on AmplifyATX.org are coming from Facebook. So for those that are overwhelmed by social media, start with Facebook and grow from there.
- Always include a link, photo, or video
- Tag partners and influencers to extend reach to their networks
- Ask your followers to share, engage your staff & board to share
- Posting is said to be best between noon and 3pm. I usually find the best times to post are early in the morning.
- Post directly to Facebook. Upload videos and photos through Facebook instead of linking to outside platforms. Use Facebook's scheduling system instead of Hootsuite or other scheduling apps. The algorithm prioritizes native content.

Best Practices: Facebook



- When posting break up text with line breaks

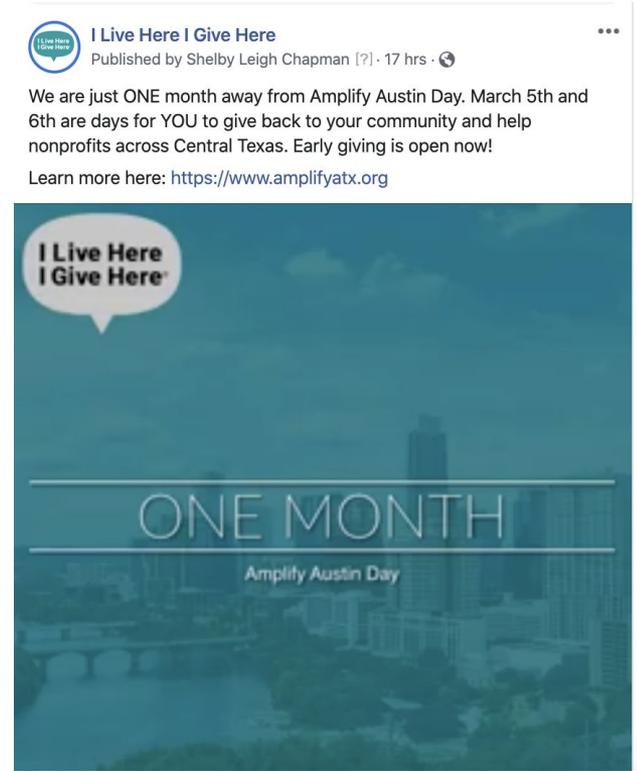
EX:

“Use shorter sentences for Facebook.

And break up with lines so the post stands out for followers.

Learn More Here: URL”

- While you may see others using hashtags on Facebook posts, it is not necessary. Users rarely search through hashtags on this platform. If you are promoting a hashtag-driven campaign, use a single hashtag.



Best Practices: Instagram

- Best time to post is early evening, around 4pm - 7pm.
- Captions perform best when they are very short or tell a full story.
- NOTE: You can not add links in Instagram posts, so use the line “Link in bio” at the end of your post. Make sure to change out the link in your bio to align with the post you just uploaded.
- Though the max # of hashtags is 30, studies show that using 11 hashtags is the best number for search results. Use some with search rates of 500 to 2K results and some hashtags in the 10K to 30K range to increase reach.

Best Practices: Instagram

- Create an aesthetic for your profile - use consistently high-quality images that represent your brand personality. Select a few filters to use on a regular basis.
- Use Instagram Stories for an informal way to reach your audience! Since these only last 24 hours, you can experiment more here. Stories are growing 15 times faster than feed-based sharing & break through the noise to the top of user feeds.
- Your feed images should be a polished end product. Your “Stories” showcase the “why” and the “behind-the-scenes” for the final product.
- Post use-generated content from followers and partners and photos that showcase your organization engaging with the community. It’s easy to click “Add to Story!”

Best Practices: Instagram

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Best Practices: Twitter

- Twitter is the most news-driven platform. People turn to Twitter for real-time updates and to be part of a trending conversation.
- Good for engaging thought-leaders & journalists.
- Share text, news articles, links.
- Re-tweet inspirational content, relevant thought leadership, and comments from your constituents.
- Mid-day is best for posting, Noon to 3pm.
- Keep copy short. Twitter extended its character limit, but users still tend to stick to the original 140-character limit (or less! Average is just 33 characters)
- Keep hashtags to a minimum. Use them purposefully to spark a dialogue.

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You Retweeted



Austin Statesman @statesman · Dec 16, 2019

Central Texans donated more than \$4.5 million for area nonprofits during its Giving Tuesday campaign



Central Texas breaks Giving Tuesday record

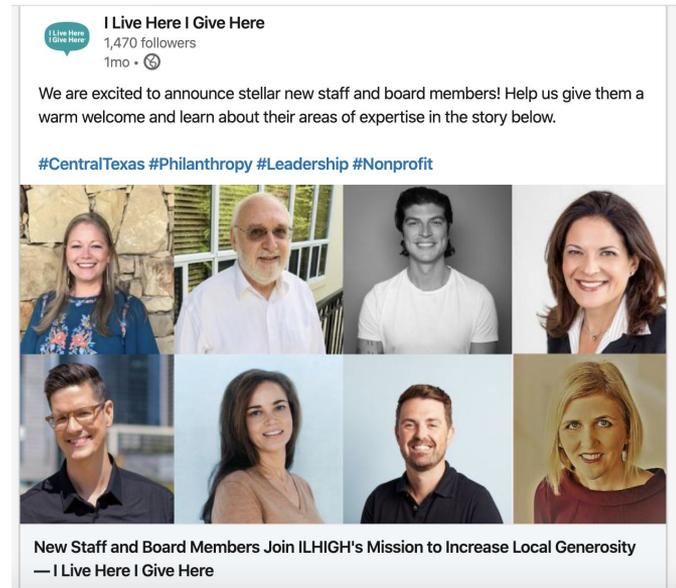
Central Texans donated more than \$4.5 million to area nonprofits during its Giving Tuesday campaign, the Austin-based nonprofit I Live Here I Give ...

statesman.com

Best Practices: LinkedIn



- 500 million members. 61 million are senior-level influencers. 40 million are decision-makers.
- Adapt your content for a professional audience (more formal than Facebook, Instagram)
- Share major announcements and ways for professionals to get involved
- Focus on knowledge, data, and thought leadership



Best Practices: Boosting a Post

- Have a clear goal in mind. Followers? Engagement? Event attendance?
- PAY TO PLAY: On Facebook, organic posts reach an average of just 6.5% of your fan base. To reach all of your followers, you need to boost your post.
- Facebook boosting tends to work well for events and content that is performing well organically. Facebook will make suggestions for you.
- Facebook owns Instagram. You have the option to run your Facebook boosted posts on Instagram to increase engagement.
- Make sure you use targeting tools to define your audience.
- Test with a small budget (even \$3-5 per day can go far!)
- Twitter ads allow you to increase your follower base, but aren't very focused on tweet engagement. Lower ROI.
- LinkedIn sponsored content has low ROI. Use to reach a very specific audience.

How To: Boost a Facebook Post

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Get More Likes, Comments and Shares

This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

624

People Reached

41

Engagements

Boost Post

Boost Post

People you choose through targeting Edit

Location - Living In United States: Austin Texas

Age 25 - 65+

People who like your Page

People who like your Page and their friends

People in your local area

[Create New Audience](#)

Automatic Placements (Recommended)

ON

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

Duration ⓘ

Days 4

End date Feb 10, 2020

Total budget ⓘ

\$50.00 USD

Edit Audience

Make sure to save your edits once you're done.

Gender ⓘ

All

Men

Women

Age ⓘ

25

65+

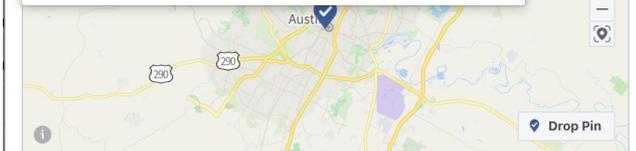
Locations ⓘ

United States

Austin, Texas

[Add locations](#)

You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts.
You can also add worldwide or global regions.



Your audience size is **defined**. Good job!

Potential Audience Size: 840,000 people ⓘ

Be Responsive to Your Audiences with the Help of Data & Analytics

- Facebook, Instagram, Twitter, and LinkedIn all provide data and analytics
- Learn the demographic and geographic makeup of your audience, identify their interests
- Test a variety of content and see what performs best
- **Engagement**, rather than reach, is the most important metric for setting KPIs. Look for posts with the most likes, comments, and shares. Create more content that is engaging!
- Create a reporting framework to identify trends/what your audience responds to

Video is the Most Engaging Content on the Internet



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- Social media videos receive, on average, 1200% more views and shares than text and images combined
- Facebook and Instagram have over a half a billion daily story viewers.
- 59% of Millennials and 70% of Gen Z users watch Instagram Stories.
- According to Google, YouTube reaches more 18- to 49-year olds in an average week than all cable TV networks combined.
- Facebook reports more than 8 billion video views daily.
- Twitter says video on Twitter is 6x as likely to be retweeted as photos.
- Cisco reports that by the end of 2020, there will be almost **a million minutes of video per second** crossing the internet. Cisco adds that, by then, **82% of all consumer web traffic will be video.**

Use Live Video to Create an Interactive Event Atmosphere

- Live video elevates content to the top of your users' feeds to make it more eye-catching
- Live video plays up the urgency of the 24-hour giving day and aligns with the live leaderboards
- Interact in real-time with your audience, answer questions, thank donors
- Live video seems more personal and creates a unique connection
- 47% of live streamers are streaming more than one year ago (Interactive Advertising Bureau)
- Viewing hours of live video content rose 65% from 2017-2019 (IAB)
- 42% of the U.S. population has live-streamed online content (Nielsen, 2018)

Tips for Incorporating Video into Your Amplify Campaign

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- Share the stories of your donors and advocates to allow others to visualize the experience of supporting your organization
- Use long-form pieces (2-3 minutes) to create short-form (:15 and :30) content gems and make the most of your budget
- Embrace authenticity and playfulness
- Tie it to a hashtag to invite sharing and commentary
- Livestream to create excitement and drive traffic to your page
- Steward your donors with personalized messages and shout outs

Tips for Incorporating Video into Your Amplify Campaign

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- Follow the timeless story arc for Insta Stories. Include a beginning, middle, and end.
- Keep videos short and sweet. Under 3 minutes.
- Use captions. 92% of consumers view videos with the sound off.
- Design for mobile-first viewing.
- Upload your videos directly to the desired platform for the best organic reach (algorithms prioritize native content).
- Use the premiere features on Facebook and YouTube to create a shared viewing experience for your followers.

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Always thank your donors!



nyoscharter · Following
NYOS Charter School



Free Resources



For Best Practices & Technology Updates:

- Subscribe to “Social Media Today” newsletter
- Subscribe to “Think” with Google newsletter

For Design:

- Adobe Spark trial version
- Canva free version
- Official Instagram Apps - Boomerang, Hyperlapse, Layout



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Q & A

Important Amplify Austin Day Dates

Early Giving Opens - January 21

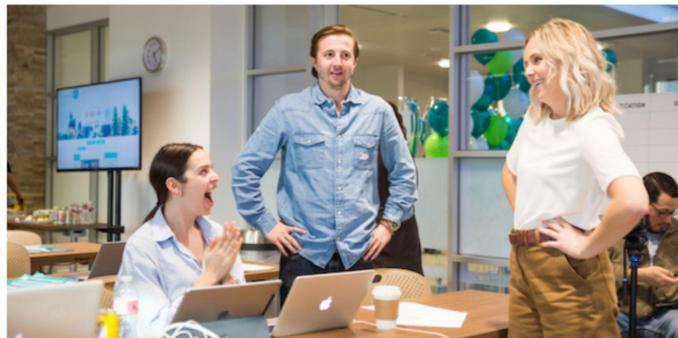
Peer to Peer Fundraising Opens - January 21

Profile Completion Deadline - February 14

ILHIGH Magazine Launch Party - February 20

Amplify Austin Day! - 6 pm March 5 - 6 pm March 6

I Live Here I Give Here Awards - April 21



Training Opportunities & Tools

**Basic Needs, Health Care,
and Human Services Meetup -**
Feb 14th

Recorded Webinars

The Nonprofit Toolkit

**Shared Graphics, Videos,
Posters, Logos, and more!**



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Save The Date

Amplify Austin Day 2020
March 5-6, 6pm-6pm

Get involved at AmplifyATX.org

The graphic features a circular inset image of a person on a paddleboard on a river with a bridge and skyscrapers in the background. It includes various abstract shapes in orange, teal, and lime green, and a yellow starburst.

Thank you to our Impact Leaders!

St David's FOUNDATION

