

Yellow Line Digital

#iGiveCatholic Impact Sponsor



*Organic Social Media Tips & Tricks for
#iGiveCatholic Campaign*

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Organic Social Media Tips

- **Know Your Audience**

- **Catholics are NOT all the same.** The devout daily Mass-goer is very different from the cafeteria Catholic. The fallen away can be empathetic or apathetic.

- **Persona Before Posts**

- Is my audience old or young? Married? Young kids? Empty-nesters? Frequent donors or first time? What is their relationship with the Church? What do they care most and least about?
- What are their social media habits?

Organic Social Media Tips

- **Do You Sound Like a Person When You Post?**

- **Voice counts.** Don't be institutional. Talk and write like a human. Use "I" and "You" rather than "we" or the organization's name. Don't be boring or make yourself the hero.
- **Be transparent.** Be honest.
- **Be very clear.** Don't make your audience guess or assume they know the backstory and what you're talking about.
- **Be emotional** like a real person. Be funny.
- **What are the stakes?** Why now? Why do we care?

Organic Social Media Tips

● Make Your Posts Stand Out!

- **Influencers.** No, not celebrities. You! Put people in your posts. Tell a story.
- **Video.** Be emotional. Be on location. Movement. Clear audio.
- **Be brief.** You're competing with other posts, responsibilities, news, pressures, and more! Be worth someone's time. Pack in a lot of value. Answer a question, tap an emotion, solve a problem.
- **Ask:** "If I didn't work here, would I care to see this post? Is it the best it can be? Is it memorable? Shareable?"
- Check dimensions. Include captions. **Is it designed well?** Beautiful? High resolution, contrast, clear fonts, enough time to understand?
- **Understand what works on different platforms.** Look at the best TikToks, tweets, Facebook Posts, etc. Are they a link card, photo, video, or something else? What do those posts want from the audience? What's the emotion elicited? How long does it take you to understand? Can you replicate that format with #iGiveCatholic?
- **Use the platform's tools.** Use stories and reels on Instagram. Use trending filters, effects, and sounds on TikTok. Use trending hashtags on Twitter. Use YouTube shorts, and keywords in descriptions and titles. Make the text gripping. Turn 1 photo into 5. Tag people.
- **Engage comments and other accounts.** Be communal. Don't be scared. This is *social* media.