



#iGIVECATHOLIC  
ON GIVING TUESDAY

# SOCIAL MEDIA TRAINING IN THE DIOCESE OF FORT WORTH

10/7/24

# DIOCESE OF FORT WORTH

- #iGiveCatholic Partner Diocese Since 2020
- 2020 - \$156,062 (43 orgs)
- 2021 - \$402,516 (59 orgs)
- 2022 - \$834,393 (42 orgs)
- 2023 - \$1,007,213 (52 orgs)



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# LIVE TRAINING OPPORTUNITIES

We promote all the regular #iGiveCatholic webinars PLUS we offer two live training opportunities each year:

## Summer Kickoff

- Usually held twice in two locations of the diocese, one day after the other
- Usually held in August
- Focus is to recruit and celebrate prior year successes

## Social Media and Page Building Workshop

- Held at Catholic Center in Fort Worth in September

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## FORMAT FOR SOCIAL MEDIA/PAGE BUILDING WORKSHOP

- Live Only/No Dial In
- Everyone Brings Laptops
- First Half – Social Media Presentation by Diocesan Social Media Guru
- Second Half – Hands On/Build Profile Pages-Idea Sharing
- 2-3:30 p.m.
- Light Refreshments
- Door Prize Drawings
- Pickup Offertory Envelopes and Yard Signs at Event

# CURRICULUM FOR SOCIAL MEDIA TRAINING



2020

Social Media 101

2021

How To Create Content for #iGiveCatholic

2022

Developing A Social Media Strategy

2023

DYI Videos

2024

Boost Your Reach on Facebook and Instagram

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## WHAT HAS BEEN COVERED

- Overview of channels to use and benefits of each
- Ideas for posts
- Canva tutorial
- Creating a post calendar and tools for planning digital media (Hootsuite)
- DIY videos – tutorial on creating Reels using a cell phone
- Recording Tips
- Beyond free – boosting and paid ads, assistance setting up a Meta Business Account



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# BOOST YOUR REACH

On Facebook & Instagram



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# AGENDA

- Intro to digital ads
- How-to create ads
- Customizing Audience for ads
- Setting a budget



# WAYS TO ADVERTISE



Boost a post

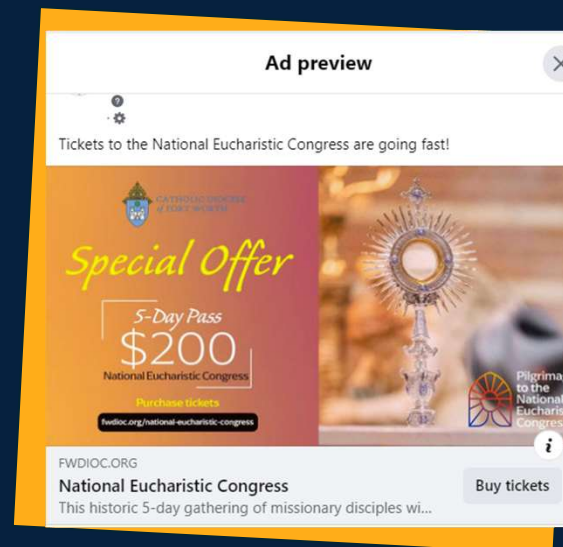
Create digital ads

- Single image
- Single video
- Carousel (max. 10 images or videos, can combine)
- Collection ads

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# WHY ADVERTISE ON FACEBOOK & INSTAGRAM?

- Raise chances of more people seeing fundraising efforts
- Be seen now not later
- Increase interest
- Inexpensive
- Extend the life of previously published posts

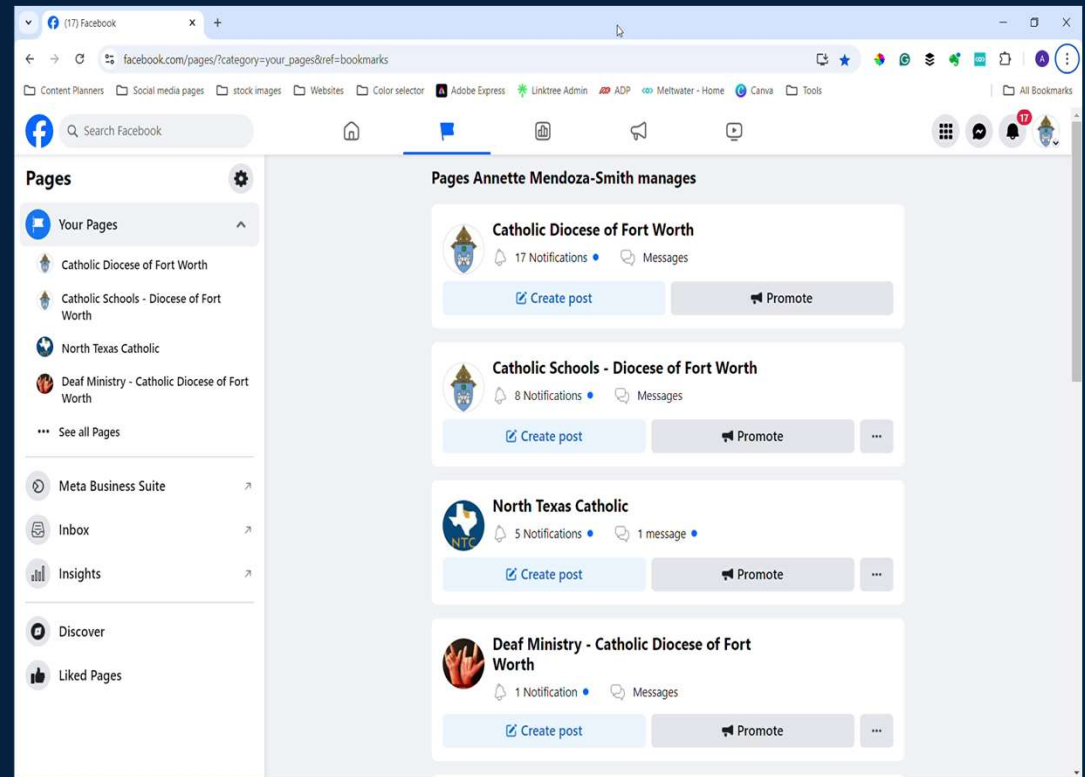


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# Setup page to advertise

## Add payment method

- Go to Meta Business Suite
- On left side menu click on 'All Tools'
- Select 'Billing & Payments' from right column under 'Manage'
- Click on 'Payment methods'
- On the right, select account from dropdown menu
- Click blue button
- Enter card information



# Limiting Ad Spending

- Control total ad costs by setting an account spending limit.
- If limit is reached ads will automatically pause.
  - You can increase the limit or end the ad early.
- To set or adjust account spending limit, go to Ads Manager, click on 'Billing & payments', select 'Accounts', scroll to bottom of page then click on the three dots next to 'Account spending limit' section'.



## HOW TO BOOST A POST

- Go to Meta Business Suite
- On left side menu click on 'Content'
- Select post'
- Click on 'Boost'
- Select 'Goal'
- Edit text (optional)
- Choose 'Button Label'
- Choose 'Audience'
- Set duration
- Set budget



A post that is boosted CANNOT BE EDITED!



The screenshot shows the Meta Business Suite interface for the 'Catholic Diocese of Fort Worth' page. The left sidebar includes a menu with 'Home', 'Notifications', 'Inbox', 'Content' (selected), 'Planner', 'Insights', and 'All tools'. The main content area displays the page header with the profile picture, name, and follower counts (15.1K Facebook followers, 3.3K Instagram followers). Below this is a 'To-do list' section and an 'Ad drafts' section. The 'Planner' tab is active, showing a calendar for September 2024. The calendar grid shows posts scheduled for Sunday, Monday, and Tuesday. A 'Schedule post' button is visible in the top right of the calendar view. A notification at the bottom right states 'Ads Draft Saved'.

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## HOW TO CREATE AN AD

- Go to Meta Business Suite
- Click on 'All Tools' and select 'Ads'
- Click on 'Create Ads'
- Set 'Goal'
- Type description
- Upload image or video
- Type description
- Select 'Button Label'
- Select 'Audience'
- Select 'Placement'
- Choose duration
- Select amount



Total ad spend = Daily Budget  
Amount x Number of days



The screenshot displays the Meta Business Suite dashboard for a page named 'Catholic Diocese'. The left sidebar contains navigation options: Home, Notifications, Inbox, Content, Planner, Insights, All tools (highlighted), and Edit. The main area is titled 'Manage your marketing content' and shows a calendar view for September 2024. The calendar has columns for Sun 22, Mon 23, Tue 24, Wed 25, Thu 26, Fri 27, and Sat 28. Posts are scheduled for various times on the 22nd, 23rd, and 24th. Below the calendar, there are sections for 'Explore more ways to grow' and 'Grow your audience', each with a 'Learn How' or 'Invite friends' button.

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# Formats for Ads

## IMAGES

### Design Recommendations

- File Type: JPG or PNG

### Resolution:

- 1:1 ratio: 1080 x 1080 pixels
- 4:5 ratio: 1080 x 1350 pixels

### Text Recommendations

- Primary Text: 50-150 characters
- Headline: 27 characters

### Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height:
- -1:1 ratio: 600 pixels
- -4:5 ratio: 750 pixels

## Videos

### Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

### Text Recommendations

- Primary Text: 50-150 characters
- Headline: 27 characters

### Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

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# Power Words to boost ad descriptions, titles, and headlines

## Gain Trust

- Proven
- Recommended
- Transparent
- Reliable
- Trusted by

## Emotional resonance

- Excited
- Extraordinary
- Forever
- Fast
- Prevent

## Stop the Scroll

- Life-changing
- Update
- Secret
- Better way
- Hurry

## Curiosity

- Forgotten
- Little-known
- Surprising
- Inside scoop
- Reveal





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# Helpful Links

- [Facebook Ads Guide](#)
- [Image sizes](#)
- [Video sizes](#)
- [Visual Design](#)
- [Create a business portfolio account](#)



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# Questions?



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# Contact Us

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