Give For Good Louisville 2020

BUILDING COMMUNITY THROUGH SOCIAL MEDIA STORYTELLING

Chris Strub - August 2020
Submit Your Questions!

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
How has your personal social media activity changed since March?

I’ve used social media less

My social media habits haven’t changed

I use social media a little more now

I use social media much more now
~50% of adults reported increased usage of social media from March to May 2020*

*BusinessInsider.com
TODAY’S AGENDA
Building Community Through Social Media Storytelling

- CONNECTION

- CONSISTENCY

- QUESTIONS
ENGAGEMENT IS EVERYTHING
"The moral of the story is that there were the "good old days," but the good old days are over. They're never coming back and we need to accept that."

- Michael Stelzner
Facebook Algorithm Ranking Signals in 2020

- Who a user typically interacts with
- The type of media in the post (e.g., video, link, image etc...)
- The popularity of the post

Hootsuite
Monthly Active Facebook Users | Source: Statista

- Q3 2008: 100 Million
- Q4 2019: 2.5 Billion
We are all famous to a few people

#VMob

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We are all famous to a few people

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We are all famous to a few people

#VMob
YOU'RE DOING GREAT WORK
TANGENTIALLY RELEVANT ACCOUNTS

- Local news organizations + reporters
- Local sports teams
- Local social media influencers
- Chapters of your organization in other places
- Other nonprofits with similar missions
- Community Foundation of Louisville
IDENTIFY 8-12 TOTAL ACCOUNTS TO ACTIVELY ENGAGE WITH

#GiveForGoodLou
How much time does the average Instagram user spend on the platform, per day?

- 11 Minutes
- 19 Minutes
- 26 Minutes
- 42 Minutes
- 53 Minutes
**Instagram is a huge focus for marketers in 2020.**

**Source:** [DotComInfoway.com](http://DotComInfoway.com)

### Utilize Alternative Platforms

Important to have a keen awareness of where your target audiences are interacting.

List of the core platforms that marketers focusing now:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>74%</td>
</tr>
<tr>
<td>Twitter</td>
<td>51%</td>
</tr>
<tr>
<td>Blog</td>
<td>45%</td>
</tr>
<tr>
<td>Facebook</td>
<td>25%</td>
</tr>
<tr>
<td>YouTube</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Source:** [DotComInfoway.com](http://DotComInfoway.com)
INSTAGRAM IS ESSENTIALLY FOUR APPS IN ONE.

(Don’t forget, too, that Instagram is owned by Facebook, which means further integrations should be anticipated.)
Instagram Stories: A Window Into Your World

Let people see what’s happening behind the scenes

Authenticity is everything: The best Instagram Stories show real-time access without polish

Posting 3-7 stories daily will help grow your algorithmic reach

Use Instagram Highlights to permanently save your best Stories content

Treasure every mention and message: Always respond to when people reach out
In 2020, *Stories are expected to outpace Feeds* as the primary way that people consume content on social media.
Instagram Stories: Native Tools

Interactivity is everything on social media. Instagram’s Polls & Quizzes feature provides a tremendously powerful way to learn from your audience.

1. POLLS / QUIZZES
Instagram Stories: Native Tools

Think about how you can use Instagram Stories to solicit information that you can then put into action during #TheAmazingGive or during the year.

2. QUESTIONS
Instagram Stories: Native Tools

Instagram Stories includes some incredibly powerful storytelling tools built right into the platform — Highlights are built right into your profile!

3. Instagram Highlights
CREATE INSTAGRAM STORIES USING POLLS, QUIZZES AND/OR QUESTIONS

#GiveForGoodLou
BE BINGE-ABLE
Streaming minutes per week by service

Feb. 24 to March 16, 2020

Netflix: 48.5b
YouTube: 31.6b
Hulu: 15.8b
Amazon: 14.7b
Others: 45.4b

Data: Nielsen; Chart: Axios Visuals
United States & Canada

Social Media

95% use Facebook.

Have a Facebook Page 99%
Purchase Facebook Ads 53%
Use Facebook Charitable Giving Tools 45%
Use Facebook Live 43%
Share Facebook Stories 41%
Have a Facebook Group 37%
Utilize Messenger bots 25%

26,766 Average number of Facebook followers**

97% of NPOs in the United States & Canada regularly use social media to engage their supporters and donors.

56% use Instagram.

Share Instagram Stories 56%
Use Instagram Live 34%
Purchase Instagram Ads 29%

7,862 Average number of Instagram followers**

64% use Twitter.

Regularly tweet hashtags 82%
Participate in Tweet Chats 23%
Use Twitter Live via Periscope App 13%
Purchase Twitter Ads 12%

15,172 Average number of Twitter followers**
57% who watch a nonprofit video go on to donate.

Source: QGiv
How long should my videos be?

Less than 30 seconds

30 to 90 seconds

90 sec - 5 minutes

5 minutes to 15 minutes

As long as possible

None of the above
We love #MidlandsGives, and we're so excited to share the first segment of a special Historic Columbia edition of #UndercoverBoss with Robin Waits to celebrate! Please show your support for preservation in Columbia by donating during the 7-7:59am Power Hour and maximize your gift! Central Carolina Community Foundation #historyiscool #preservationmatters https://www.midlands gives.org/historicc...
STORYTELLING IS NOT A MAGIC WAND.

- @CHRISSTRUB
THINK EPISODICALLY.
Explain value on video

Some of the best posts about giving days explain the value of a specific donation amount. Why not use these amounts as a list of videos?
LIST 10 STORIES YOU CAN TELL BETWEEN NOW AND GIVE FOR GOOD LOUISVILLE

#GiveForGoodLou
CONSISTENCY IS GREATER THAN FREQUENCY.

- @CHRISSTRUB
### The 1x8 Atomization Rule

<table>
<thead>
<tr>
<th>Feature Video Series</th>
<th>Email Series that Features Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Video Excerpt</td>
<td>LinkedIn Pulse article</td>
</tr>
<tr>
<td>Twitter Quote Cards</td>
<td>Paid Facebook Post Introducing Video</td>
</tr>
<tr>
<td>Excerpt formatted for IG Stories</td>
<td>Website landing page for series</td>
</tr>
<tr>
<td>Blog posts</td>
<td></td>
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</tbody>
</table>
Gear To Improve Your Video Approach

All items available at strubstuff.com

Start with sound
Samson Go Mic Mobile has been my preferred microphone of choice

Steady the view
An AmazonBasics tripod is inexpensive, durable and travels well.

Light it up
A ring light can make a lot of difference in how your video looks.
Gear To Improve Your Videos

DJI OSMO MOBILE 3
IMPROVE YOUR LIVE VIDEOS WITH SWITCHER STUDIO

Switcher Studio is the app we use to create intricate, sophisticated Facebook Live content for 24 hours during Give For Good Louisville

— Stream to FB, YouTube, Linkedin
— Switch between cameras
— Integrate lower thirds
— Play B-Roll or show images
— With pro plan, invite in guests

Other options: BeLive, Streamyard
Make video the pillar

Use your different social media channels to show information about what you’re doing on other channels — the more specific, the better.
CONSISTENCY BUILDS COMMUNITY.
CONSIDER VIDEO AS YOUR ‘PILLAR’ CONTENT

#GiveForGoodLou
QUESTIONS?

@ChrisStrub
Thanks for Coming!

See you all at Give For Good Louisville.
Keep in touch on social media:

@ChrisStrub