

# 401Gives Social Media Panel, 3/1/23

## Today's Panelists:



### Chris Donovan

- Director of Events and Communications, Leadership RI



### Shannon McDonnell

- Communications Manager, Sojourner House

### Maria Tocco

- Communications Professional and founder of PVD Flea (Providence Flea!)



# Thank you to our 2023 sponsors...

*Presenting sponsor*

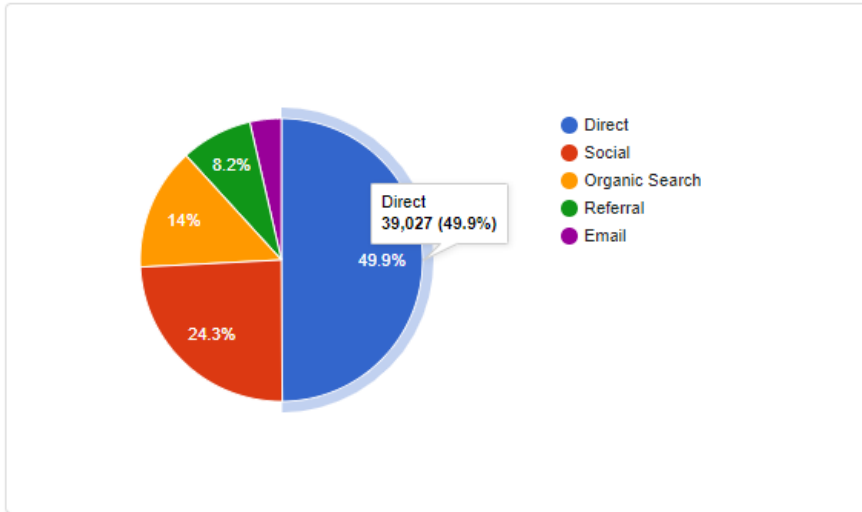
**Papitto  
Opportunity  
Connection**



**401Gives, a statewide day of giving, on April 1, 2023**

# 401Gives Social Media Stats 2022

## Top Channels



## Social Network Sources

Click rows to view session data!

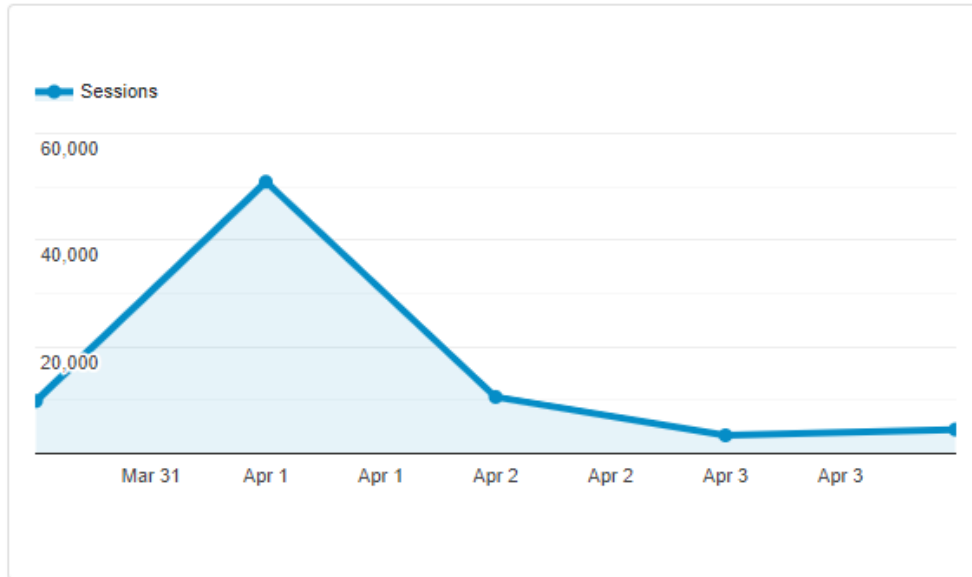
Social Network	Sessions
Facebook	14,586
Instagram	2,347
Twitter	1,032
LinkedIn	816
Instagram Stories	133
Snapchat	10
tinyURL	7
Yammer	6
YouTube	2
Google Groups	1



March 31, 2022 through April 4, 2022

## 401Gives Social Media Stats 2022

### Sessions



### Top Referral Sources

Source	Sessions
m.facebook.com	8,960
l.facebook.com	2,672
givegab.com	2,492
l.instagram.com	2,347
lm.facebook.com	2,243
t.co	1,017
linkedin.com	804
facebook.com	548
linktr.ee	538
mail.google.com	335



March 31, 2022 through April 4, 2022

**401Gives**, a statewide day of giving, on **April 1, 2023**

### Snippets from Panel

- Look at partner orgs (state and national) and see what is engaging the audience you want
- Use Canva (free for nonprofits)
- People are more likely to stop scrolling on smiling faces.
- Create a content calendar, post consistently, use style guides, create a “look and feel” that is consistent.
- “You can’t manage what you don’t measure”
- Create tags for your goals
- “Fail fast” – just try and see what succeeds and what doesn’t and stick with what does
- Experiment until you find what works for your audience so use your partner orgs as brainstorming not comparison
- Your orgs voice might come from your support teams – your online fans, your coworkers, your volunteers – to share messages. User generated content (UGC)
- Newsletter list, collected business card from prospect partners, friends, and friends of friends. Include a call to action to follow you on Instagram and Facebook. Give your followers/readers the live link, so they don’t have to do any heavy lifting
- Make sure newsletters are consistently sent out
- Make QR codes (Quick Response Codes) with a link back to your newsletter signup
- Linktree where you can include multiple links (both org links and area links)
- Make sure your QR codes are with you at physical events and not just posted online
- Always plug newsletters and socials at the end of whatever you are doing
- Posting frequency will depend on your audience and what works for them
- Meta Business Suite (feature on Facebook) to schedule our social posts – it is free
- Authenticity is important in your content. What is your why? What impact do you have? Connect to your community and the people who are donating. Get stories (UCG). Ask them and ask them to help tell your story
- Find what stories your audience likes to hear
- User generated content = trust because your community can see your organization works and is committed
- Widget in Instagram that allows you to create a video from still images
- If you have an iPhone, you can change your camera setting to 16:9 which is reel size.
- Make sure staff send you their content as well and tell your staff what “good content” looks like
- Content is all around, staff profiles, mission statements, success stories, 401Gives, events



### **Snippets from Panel**

- They sell great kits on Amazon that have a tripod, microphone, ring light and it's pretty affordable!
- Natural light is best. If that's not available a ring light will help as well. Sit facing a window with your tripod in front of you.
- These strategies are transferable to facebook as well and that's where a lot of the older generation lives in the social media realm
- Even if your audience is younger, you should still replicate your content onto facebook
- Newsletters work and the more consistent the better!
- You can setup your Facebook and Instagram account to mirror sharing. If you post via instagram it will auto post to Facebook.
- Meet the donor where they are, this might mean you need to do a small direct mail piece before 401Gives and use these as offline uploads and make sure that these donors are stewarded as 401Gives donors
- Can schedule Instagram posts in advance settings through the post
- Don't follow algorithms but instead seek organic growth and authenticity
- Instagram and Facebook, you can make your account into a business account to see engagement stats
- If you go into Insights on FB and Instagram, it gives you best days and times. I suggest posting 15 minutes before that.
- Inform audience (what is your event/campaign), incentivize audience (matches prize), hook audience (stories and successes)
- Add a donate button to your Instagram profile:
- <https://help.instagram.com/2031680250470701>
- Repeat on Facebook:
- <https://www.facebook.com/help/269698566852985>



## **Chat Information Sharing**

- Canva has actually been processing new nonprofit requests quicker than a few weeks so apply today!
- We use Hootsuite for social media management which has a nonprofit monthly fee of \$40.13!
- Canva also allows you to create a Brand Kit with logos, colors, fonts, etc. once you've signed up! It has been a lifesaver when you have multiple folks creating content. Canva has a QR code generator
- Consistent posting across social media sites.
- I use Meta Business Suite (feature on Facebook) to schedule our social posts - it is free and the best program I have used!
- Facebook Meta has a free schedule platform. You can schedule your content ahead of time.
- Try the same strategies on Facebook. Many older donors are on FB to connect with grandkids etc. Yes, like my 92-year-old mom! However, I find a lot of our supporters aren't regular users of any social media.
- Give them a reason to come back-it's all about the message. If it resonates, they'll come back for more. I know that sounds easy but you have to start somewhere!
- Each community your reaching has different ways of taking in content. You need to learn what best works for your community your targeting. I know for mine is an every morning post they look forward to
- User generated content = trust because your community can see your organization works and is committed
- We use various tools to produce and launch engaging content that includes Canva Pro to produce posts, Constant Contact for sending content as email newsletters, and Hootsuite to schedule posts & manage our 4 social media accounts.
- If you have an iPhone, you can change your camera setting to 16:9 which is reel size.
- What was the organization called with great content? Charity Water
- Natural light is best. If that's not available a ring light will help as well. Sit facing a window with your tripod in front of you.\what day will people be able to start donating this year? March 30 or 31? <https://www.401gives.org/info/key-dates>
- I have noticed that some of the downloads in the toolkit are dated April 1. Will you be updating the toolkit soon to reflect the new 4 day event? Yes, we will be adding content to the communications next week.
- Natural lighting is great and sometimes if you need to emphasize your "Hands-On" process that brands your approach to learning, less lighting appears great! Especially if one of your sponsors is being promoted along with your tax-exempt.
- You can setup your Facebook and Instagram account to mirror sharing. If you post via Instagram it will auto post to Facebook.
- Meet the donor where they are, this might mean you need to do a small direct mail piece before 401Gives and use these as offline uploads and make sure that these donors are stewarded as 401Gives donors
- Are we able to add Facebook pixels to the back end of GiveGab for retargeting in advertisements?
- If you go into Insights on FB and Instagram, it gives you best days and times. I suggest posting 15 minutes before that.



---

**401Gives, a statewide day of giving, on April 1, 2023**