Molly Box (McCarty)
Owner/CEO of Prairie Sage Creative

WYO GIVES

SOCIAL MEDIA

MADE EASY
2023 WyoGives Sponsors (To Date)
GiveGab is Wyoming Nonprofit Network's technology partner for WyoGives. They provide the online giving platform, including registration, donation processing, etc.
June 6 – 7, 2023
Laramie, WY

<table>
<thead>
<tr>
<th>Monday, June 5</th>
<th>Tuesday, June 6</th>
<th>Wednesday, June 7</th>
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<tbody>
<tr>
<td>4:00 to 5:00 PM - Registration Check-in</td>
<td>7:00 AM - Registration Check-In; Breakfast</td>
<td>7:30 AM - Breakfast</td>
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<tr>
<td>5:00 to 7:00 PM - WyoGives Mixer Event</td>
<td>8:00 to 4:00 PM - Keynotes, Breakouts, Lunch</td>
<td>8:00 - 2:00 PM - Keynotes, Breakouts, Lunch</td>
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<td></td>
<td>5:30 to 7:30 PM - Dinner Theatre</td>
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WyoGives Virtual Office Hours
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Link is on WyoGives.org 2023 Trainings Page

Jody Shields,
Executive Director
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Kristie Wilson,
WyoGives Coordinator
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Anna Wilcox,
Director of Learning & Development
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Elizabeth Colvin,
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"Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence."

- Sean Gardner, Forbes Social Media Power Influencer, AI specialist
WYOGIVES SOCIAL MEDIA STRATEGY AND TOOLS

- Different platforms/tools
- Creating goals
- Identifying your demographic
- Make posts work for you
- Paid ads/boosting
- Saving time and energy: Don’t reinvent the wheel!
DIFFERENT PLATFORMS/TOOLS

WHICH SHOULD YOU USE?

- Facebook
- Instagram
- Twitter
- Blog
- Others: LinkedIn, YouTube, Pinterest, TikTok, etc.
CREATING GOALS

HOW AND WHY TO CREATE GOALS

▸ Identify what tangible goals you want to accomplish.

▸ Set firm (but attainable) goals for the campaign.
  ▸ Start introducing the event, day, and website link in advance (Mark your calendars, etc!) to bring in new followers.
  ▸ Share stories about your organization and what fundraising dollars fuel. (Foster engagement and goodwill)
  ▸ Share link to your WyoGives profile page early and frequently.
IDENTIFYING YOUR DEMOGRAPHIC

WHO ARE YOU SPEAKING TO?

Speak to your audience.

- Who would you like to speak to that is underrepresented?
- Who are your strongest supporters?
- Do you want to connect with existing donors or bring in new ones?
DEVELOPING YOUR VOICE/IDENTITY

WHAT IS YOUR VOICE?

▸ This helps people to grow a connection with your page and organization.
  ▸ Are you funny? Serious? Do you post memes? Do you share articles?
  ▸ Do you use stock photos or personal ones?
  ▸ Do you have one individual or multiple people posting?
  ▸ Are you linking back to a website?
SUCCESSFUL POSTS/RELEVANCY

HOW TO MAKE POSTS WORK FOR YOU

- Most successful posts contain certain elements:
  - Tell a story or ask a question
  - Relevant to the organization
  - Have a call to action
  - Positive vs. negative
  - Asking for donations
  - Paid ads/boosting
  - Steer traffic to WyoGives.org
PAID ADS/BOOSTING

“BOOSTED” POSTS ARE VERY EFFECTIVE

Do I need to pay? Yes, but it is worth it!

Doing a boosted Wyo Gives ads or several can have a host of benefits:

- Increases engagement with fans
- Allows you to find new audiences
- Increases your organic engagement on other posts
- Allows you to select your key demographics

Advertising Summary for Keeton Industries

You've spent $567.09 on 5 ads in the last 60 days.

- People Reached: 288,831
- Post Engagements: 209,302
- Link Clicks: 12,232

Ads on Keeton Industries

Video Views
Active
Toxic blue-green algae has been...

Draft: Post Engagements
Expires Aug 31

Complete Ad

ThruPlays People Reached
2.2K 11K

Video Views
Completed
Our International Sales Manager...

ThruPlays People Reached
102K 243K

See All
SAVING TIME AND ENERGY

DON’T REINVENT THE WHEEL!

- WyoGives already provides a plethora of canned social media content for you to use: https://www.wyogives.org/info/social-media
  - Saves time
  - Saves effort
  - Allows you to easily schedule in advance
  - Copy content/verbiage directly
  - Provides content specialized for all platforms

- WyoGives provides many Tips above that you can implement ahead of time and use in your strategy.

- WyoGives provides branding and consistent images/backgrounds to make all materials hit the message: https://www.wyogives.org/info/downloads

- This is a great time not to have to spend hours writing content!
  - Tying in with a well known brand will increase your legitimacy and recognition with donors.
  - Use provided content with stories or images unique to your organization, but keep messaging and imagery on brand.
    - This will reduce confusion for donors and allow them to be prepared to quickly and easily donate and share.
Support

• Visit GiveGab Help Center
  https://support.givegab.com/

• Send an email to
  CustomerSuccess@givegab.com

• Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org
307-772-9050 (all calls)

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