



# Social Media Strategies

*Everything you need to know about the most popular social media platforms and how to leverage them for stronger engagement with your supporters*

# The Benefits of Social Media

- Creates an opportunity to share with supporters regularly
- Allows for more casual updates and calls to action
- Builds off your organization's voice, branding, and message
- Tracks supporter engagement and conversions

# Social Media & Online Giving

- Mobile-Responsive Giving

- A large portion of online donations are made through a mobile device

- Interactive Giving

- Donors feel more connected when you create more specific asks

- Convenient Giving

- The ability to give quickly on any device motivates donors to commit

# Popular Social Media Platforms



Facebook

- The #1 Social Network



Twitter

- “Micro-Blogging” Network



Instagram

- Photo Hosting and Sharing

GiveGab<sup>®</sup>



YouTube

- Video Hosting and Sharing



Snapchat

- Live Photo and Video Sharing

Your social media strategy should focus on quality over quantity!

# Facebook Strategies

- Schedule Posts Regularly
  - Not every post should be an ask
- Share Visuals for Enhanced Engagement
  - Photos, videos, albums, live streams, etc.
- Consider Paid Promotional “Boosts”
  - Expand your reach through targeted posts
- Create a Facebook Event
  - Save the date for your Giving Day!
- Start a live stream & Broadcast your giving day promotions in

real time

**GiveGab**<sup>®</sup>

**Operation Catnip**  
March 30 · 🌐

Only TWO hours left to donate! The Amazing Give ends at 6pm! So hurry hurry! We're only \$1,000 away from raising \$30,000! Wow! Donate at <http://ow.ly/ojuO30anuGR> to help spay-neuter and vaccinate 600 community cats at our upcoming #CatnipSunday clinics!

**Only 2 hours left!**  
THE AMAZING GIVE

Like Comment Share

13 Top Comments

1 share

Write a comment...

Daniel Patt 2 minutes.  
Like · Reply · March 30 at 5:58pm

# Twitter Strategies

- Provide Regular Updates
  - Ramp them up on your Giving Day!
- Thank Your Supporters
- Connect with Prominent Voices
- Share Relevant Tweets
- Use Trending #Hashtags
- Create a Twitter Poll
- Use shortened link calls to action



**The DoSeum** @TheDoSeum · May 4

30 minutes to our first @thebiggivesa power hour! One donation = one cup of slime!

[thebiggivesa.org/organizations/...](https://thebiggivesa.org/organizations/)

#BigGive2017 #TheGOOseum



# Instagram Strategies

- Share Personal Stories
  - Your Beneficiaries
  - Your Donors
  - Your Volunteers & Staff
- Highlight Events in Action
- Start a Countdown
- Host a “Take Over”
- Create A Challenge or Contest



# YouTube Strategies

- Show Your Mission in Action
  - Volunteer Opportunities
  - Fundraising Events
  - Important Projects
- Share Testimonials
- Highlight Project Impact
- Create an Infographic Video
- Say Thank You

**Abode Contemplative Care for the Dying**

There's no place like our home!

Causes: Health and Wellness, Homelessness & Housing, Education

**\$50**  
\$50 will help purchase needed fans and linens for the guest rooms.

**\$150**  
\$150 will provide food for guests and family members for a week.

**\$250**  
\$250 will purchase porch swings for guests and family members to enjoy.

**CHOOSE YOUR OWN AMOUNT**

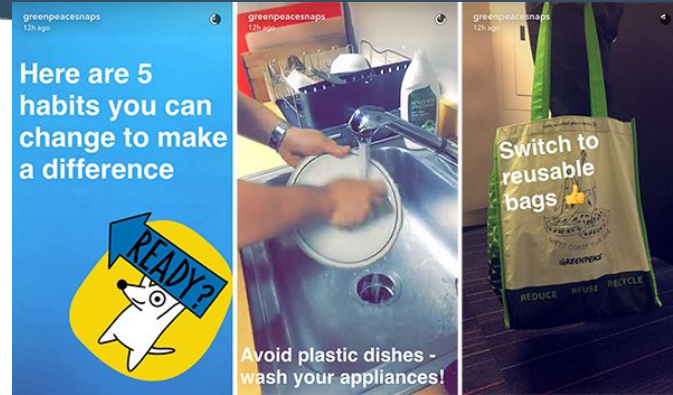
ABODE Video, Spring 2017

*Ellen Garcia*  
Volunteer



# Snapchat Strategies

- Share Live Updates
  - Perfect for a 24-Hour event
- Give A Behind The Scenes Look or Show A Day in the Life
- Create a “Slide Show”
- Give Quick Interviews
- Take Fun Selfies With Supporters



# Before The Giving Day

- Swap out your cover photos and profile photos with the Giving Day Graphics in your Nonprofit Toolkit
- Ramp up posts as you get closer to the Giving Day
- Share your Giving Day goals with your followers
- Include clear calls to action for your supporters (The link to your Giving Day Profile)

# Key Takeaways

- Find the social approach that's right for your organization
- Create regular content to share with supporters
- Add photos or videos for increased engagement
- Start sharing more frequently closer your Giving Day
- Include clear calls to action like your profile link

# Helpful Resources

- [Nonprofits.fb.com](https://Nonprofits.fb.com) - Facebook Resources for Nonprofits
- [YouTube.com/nonprofits](https://YouTube.com/nonprofits) - YouTube Resources for Nonprofits
- [NPtechforgood.com](https://NPtechforgood.com) - Technology Resources for Nonprofits
- [Support.Twitter.com](https://Support.Twitter.com) - Understanding Twitter's Features
- [Help.Instagram.com](https://Help.Instagram.com) - Understanding Instagram's Features
- [Support.Snapchat.com](https://Support.Snapchat.com) - Understanding Snapchat's Features
- [GiveGab.com/Blog](https://GiveGab.com/Blog) - Best Practices and Creative Solutions for Nonprofits

# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have



questions or need a hand

