

Presented by:
 ACHIEVE

Bringing It All Together : Audit Your Social Media Efforts and Avoid Common Mistakes



- Digital Marketing
- Social Media
- Web Design
- Web Support

achievecauses.com

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A close-up photograph of a beagle dog shaking its body to remove water. The dog's fur is a mix of tan, white, and black. Numerous water droplets are captured in mid-air around the dog, creating a dynamic and energetic scene. The background is a blurred mix of green grass and brown earth.

**If social media has
you feeling stressed...**



**...let's get you to
calm, cool, & collected!**

- Take inventory of your social media channels.
- Find your engagement rate for future benchmarking.
- Talk about FREE tools you should be leveraging.
- Discuss ways to avoid common social media pitfalls.
- Ask questions (and get some answers).



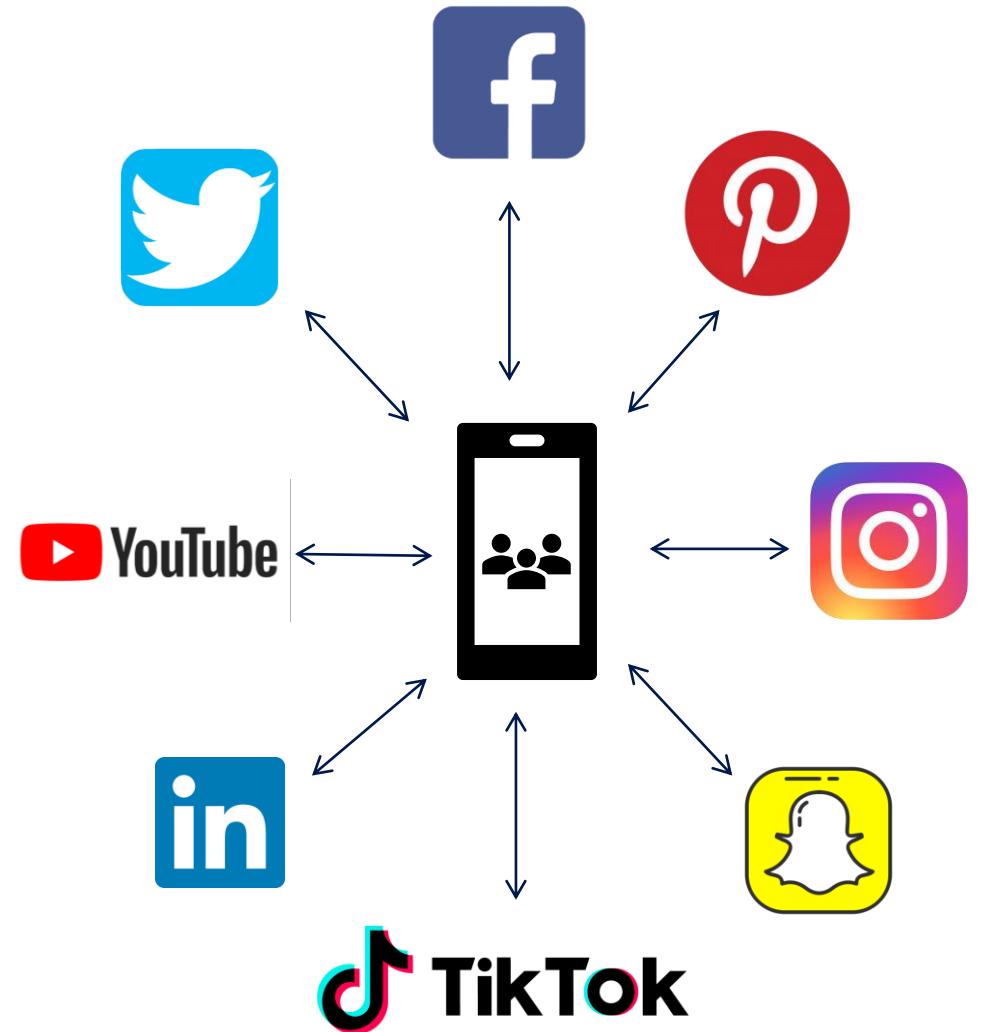
A large crowd of people is shown from a low angle, with many hands holding up smartphones to take photos or videos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is the text "Let's take inventory of your social channels." in a white, bold, sans-serif font.

**Let's take inventory of
your social channels.**



Take Inventory

- What **social channels** are you on?
- How **often** are you posting?





Do You Need Tech Support?

- Do you have any **duplicate accounts** that need to be deleted or merged?
- Does your team have the **Admin access and passwords** they need?

Support Ticket Help:

Facebook: facebook.com/business/help/support

Twitter: business.twitter.com/en/help.html

LinkedIn: linkedin.com/help/linkedin/solve/contact



Are Your Channels Consistent?

- Do your **profile images match** (and are they cropped appropriately for each channel)?
- Do all of your social channels have the **same (or cohesive) handles**?
- Is your **contact information up to date**?
- Is your **about information consistent** and accurate?



A large crowd of people is shown from a low angle, with many hands holding up smartphones to take photos or videos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is the text "Let's find your engagement rate." in a white, sans-serif font. The text is centered horizontally and vertically, with "Let's find your" on the top line and "engagement rate." on the bottom line. The background image is slightly out of focus, emphasizing the text and the collective action of the crowd.

Let's find your
engagement rate.



THERE IS
MORE TO LIFE
THAN
FOLLOWERS

Would you rather have 10,000 followers that *don't really care* about your cause?

OR

100 followers who *regularly engage* with you and advocate for your mission?



Don't Get Hung Up On Follower Growth

Instead, focus on your **engagement rate**:

$$\text{Engagement Rate \%} = \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \times 100$$

Focus On Engagement Rates

104 Engagements

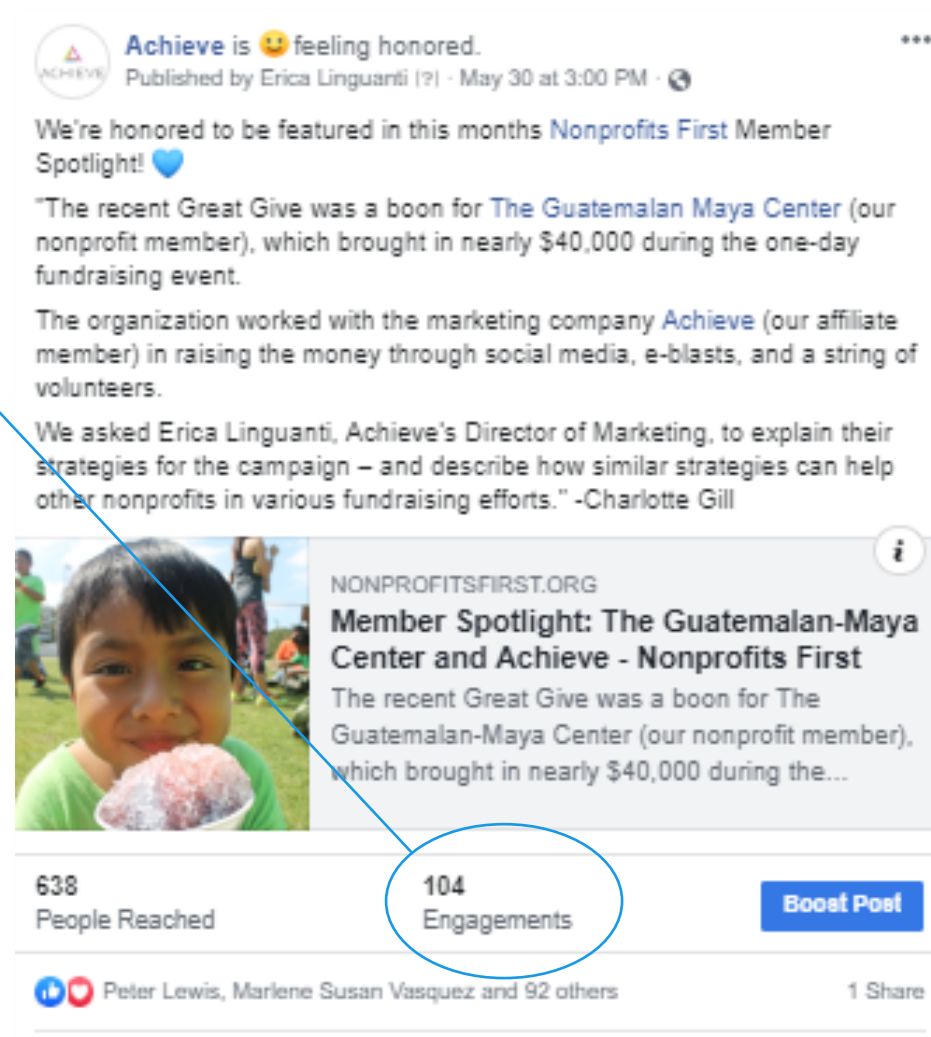
1,300 Followers



100



8% Engagement Rate





Focus On Engagement Rates

1,735 Engagements

417 Followers



100



416% Engagement Rate



A background image showing a dense crowd of people at what appears to be a concert or public event. Many individuals are holding up their smartphones high in the air, capturing video or photos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is a large, white, sans-serif text block.

**Let's talk about FREE
tools you should be
leveraging.**

Facebook Creator Studio is a great FREE scheduler for Facebook & Instagram.

Pre-Scheduled Content

- Pre-scheduling content can help your messaging to be **proactive** vs. reactive.
- Take advantage of social media **schedulers**:



PLANOLY



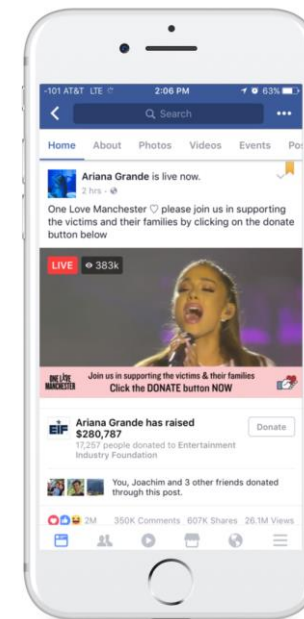
Facebook Giving Tools



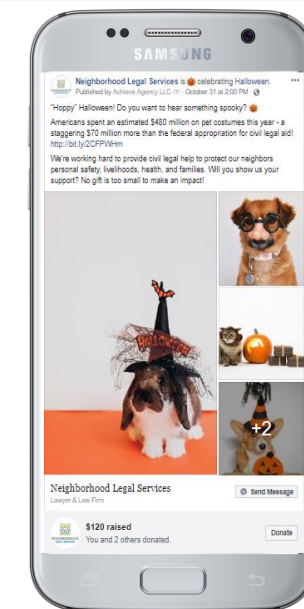
Fundraisers



Donate Button



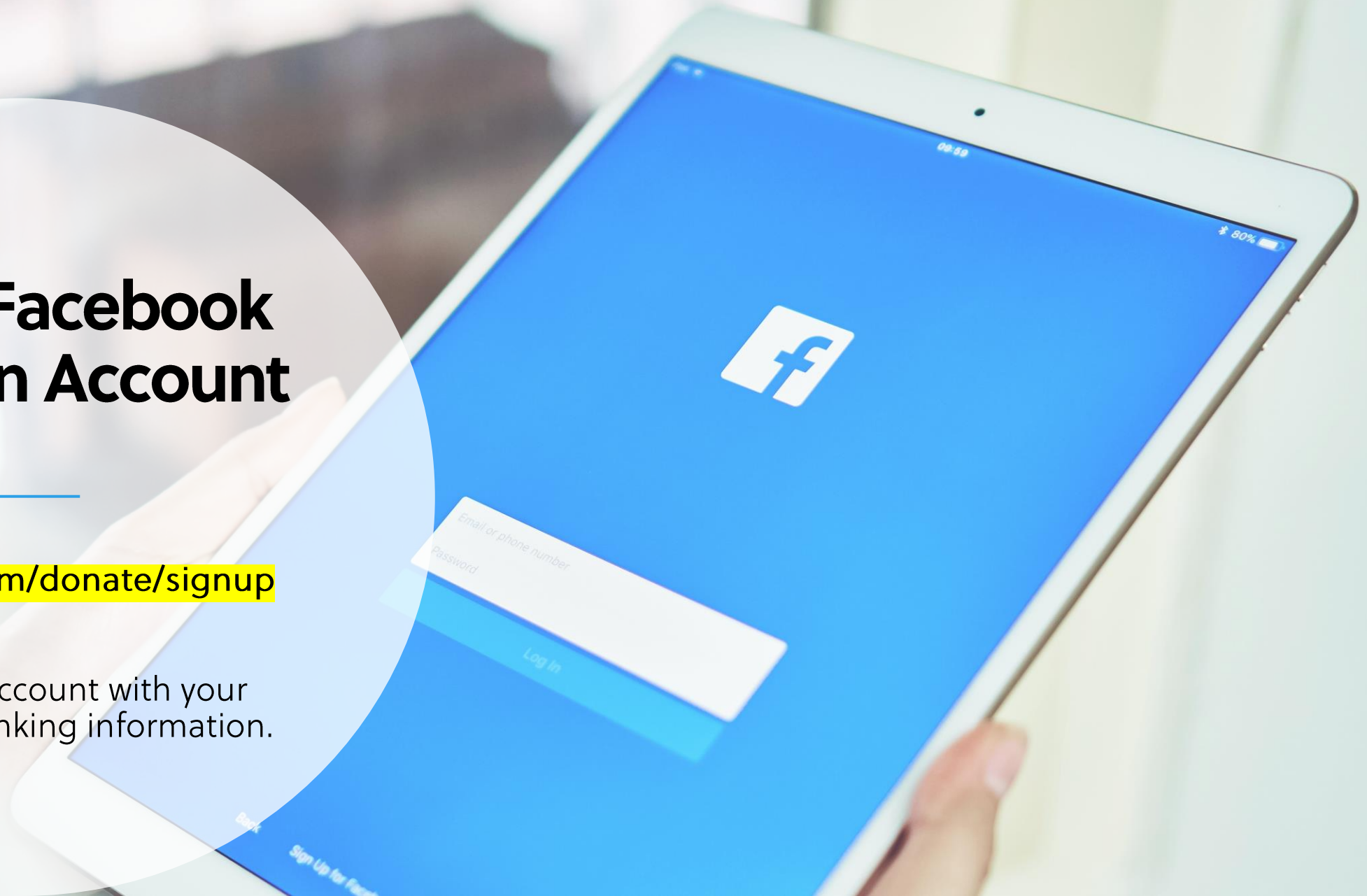
Live Streams



Posts

Create Facebook Donation Account

- Visit facebook.com/donate/signup
- Set up a payout account with your organization's banking information.

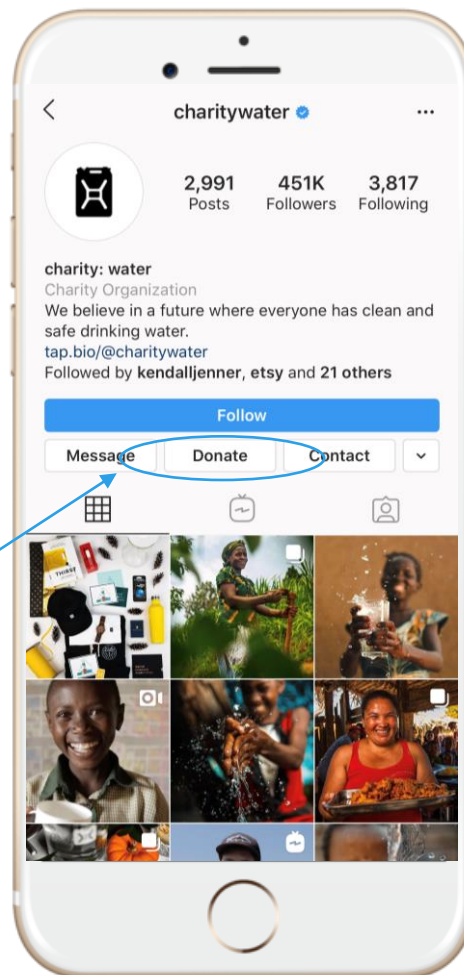




Instagram Giving Tools



Instagram Stories



Donate Button



NEW Live Stream

Setup Instructions:
bit.ly/IGDonateButtonSetup

NEW Instagram Live Stream:
bit.ly/InstagramDonations

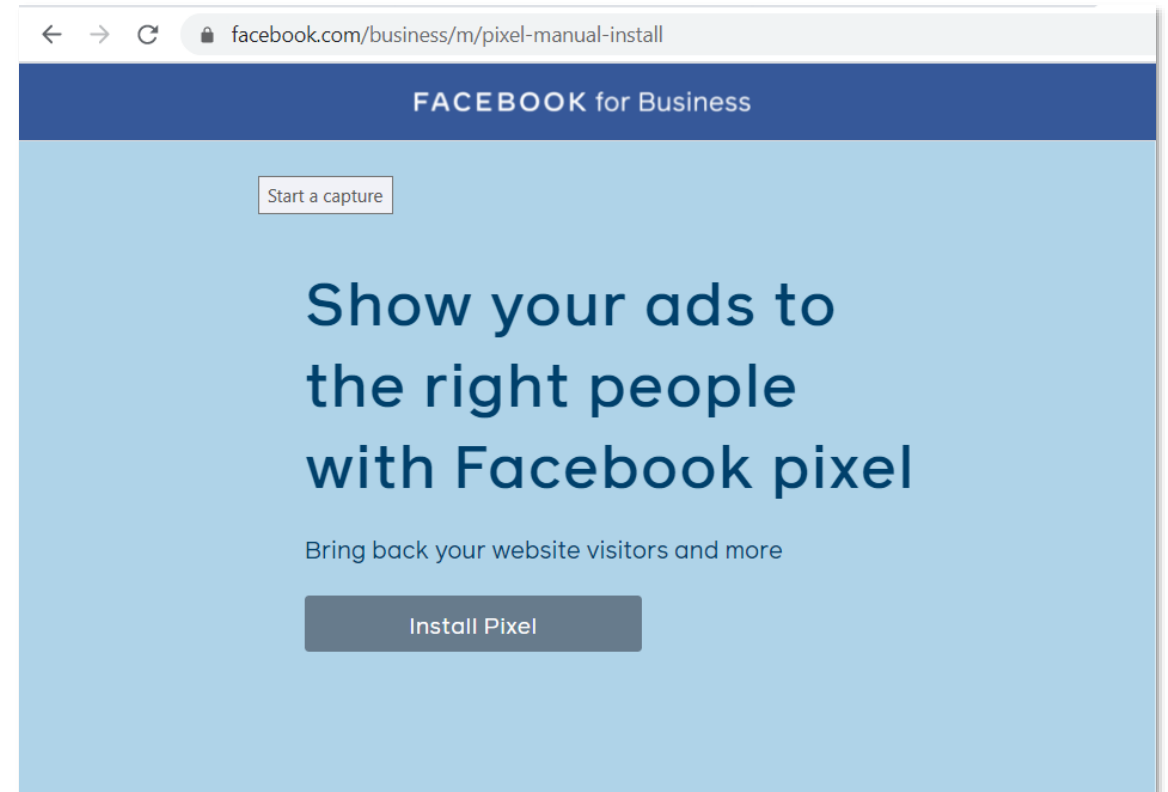




Facebook Pixel

*"The Facebook pixel is a **small piece of code that goes on your website.***

With the pixel, you can bring back website visitors, or find new people who will likely make a purchase or become a lead."

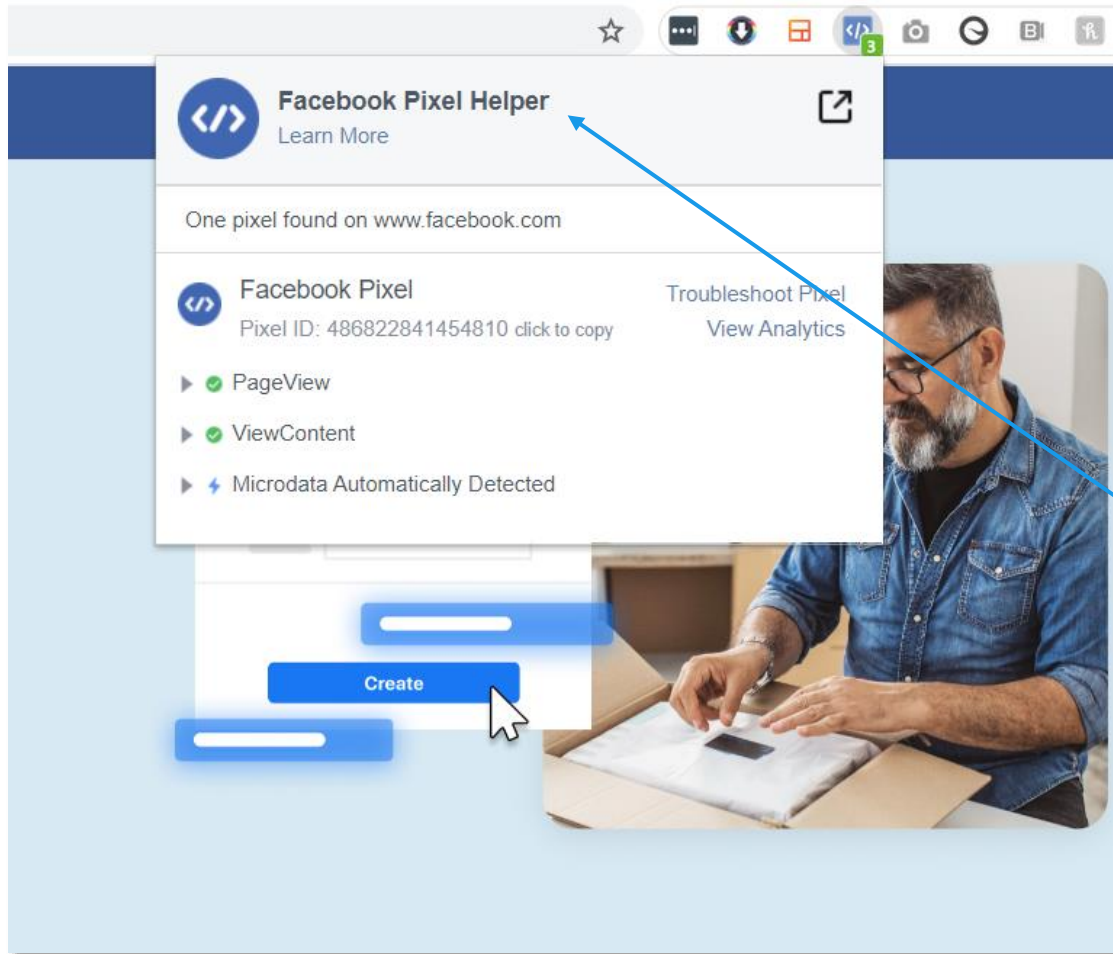


Learn more at:

facebook.com/business/m/pixel-manual-install



Facebook Pixel



Unsure if your website already has a Facebook pixel installed?

The “Facebook Pixel Helper” Chrome Extension can help!



**You should be tracking where your web traffic is coming from!*

- *Facebook Pixel(s)*
- *Google Analytics*
- *Google Tag Manager*
- *Tracking Links*
(*bit.ly, Google URL Campaign Builder, etc.*)



Homework

Download your Online Giving Checklist:

achievecauses.com/free-tools



A large crowd of people is shown from a low angle, with many hands holding up smartphones to take photos or videos. The entire image is covered with a semi-transparent blue filter. Overlaid on this background is the text "Let's discuss how to avoid common social media pitfalls." in a white, sans-serif font.

Let's discuss how to
avoid common social
media pitfalls.



Be Strategic

- Develop an **annual social strategy** based on your organization's priorities.
- What are **your goals**?
 - Raise awareness for your organization?
 - Educate others about your mission?
 - Grow your number of volunteers?
 - Increase online donations?
- Are there **key dates** to consider?
 - Galas/Events
 - Giving Days
 - #GivingTuesday (December 1st)
 - Relevant days/weeks/months
 - World Suicide Prevention Day (September 10th)
 - National Women's Health Week (May 12-18)
 - Animal Cruelty Prevention Month (April)



Speak To Your Audience

- Tell your story from the lens of a supporter. **Make it about THEM** – not you.
 - Who are you speaking to on social media?
 - Do they already understand your mission?
 - Will new followers need to be educated about what you do?
 - Are you only self promoting? Or do you have a strong content mix?
- Are you sharing impact **stories**? Are you crediting success to your supporters?
- Are you **repurposing content** from other sources (news articles, UGC, etc.) in a way that is relevant to your organization?
- Are you **cross-promoting** when acceptable?
 - Tagging sponsors
 - Creating events (co-hosting w/partners)
 - Etc.
- Do you make “the ask” with a **clear call-to-action**?





Remember WHY People Give...



1. They recognize there is a **PROBLEM**.
2. They believe **YOUR** organization is working towards a solution to that problem.
3. They feel that by supporting your organization **THEY** are making a difference.

"Empathy sustains charity!"

“

It's a dialogue, not a monologue, and some people don't understand that. **Social media is more like telephone than television.**

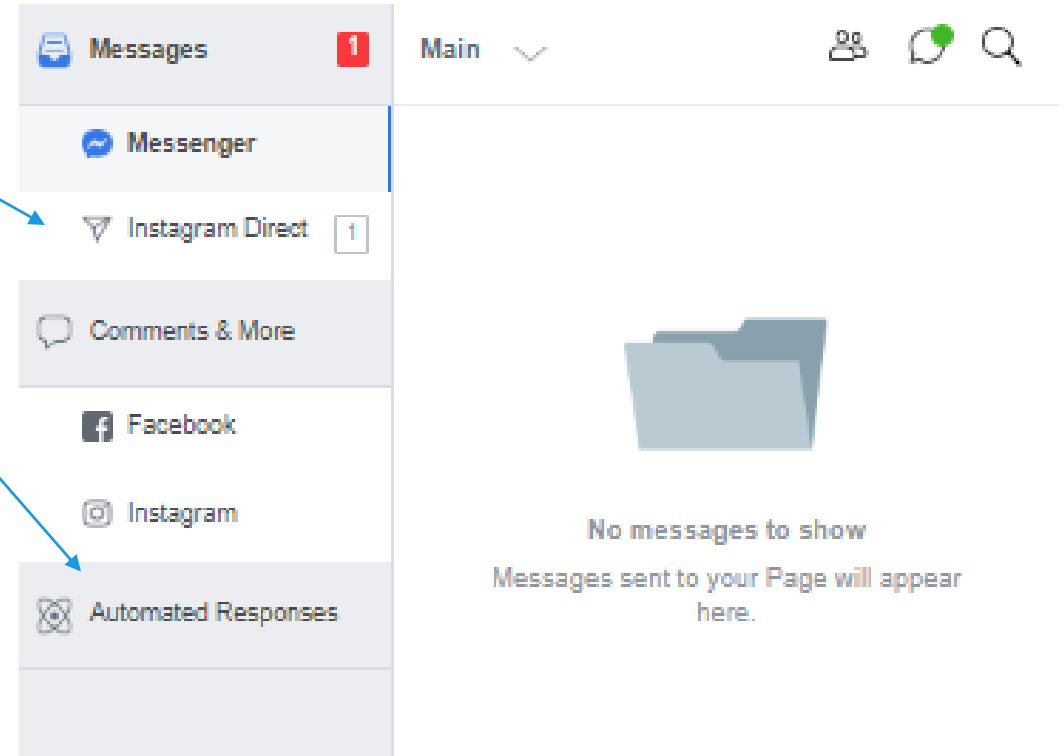
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-Amy Jo Martin, Founder and CEO of Digital Royalty



Engage On Social Media

- Do you **respond** to all direct messages?
 - Instagram messages can now be managed from Facebook
 - Facebook automated responses can help communicate key info quickly
- Do you **engage with comments** on your content?
- Do you like, share, or comment on your **followers content**?
- Do you look for **new users** to engage with?



business.facebook.com/[insert]



Amplify With Paid Spend

It's a pay-to-play game!

- A few years ago, most of your fans saw your posts in their feeds.
- With the introduction of Facebook advertising and algorithm updates, this has dramatically changed.
- By paying for Facebook advertising, you can ensure content reaches your audience

Only 1-3% of your Facebook fans will see your content without paid spend!





Paid Spend Best Practices

As Facebook's ad revenue grows each year, they also grow their capabilities.

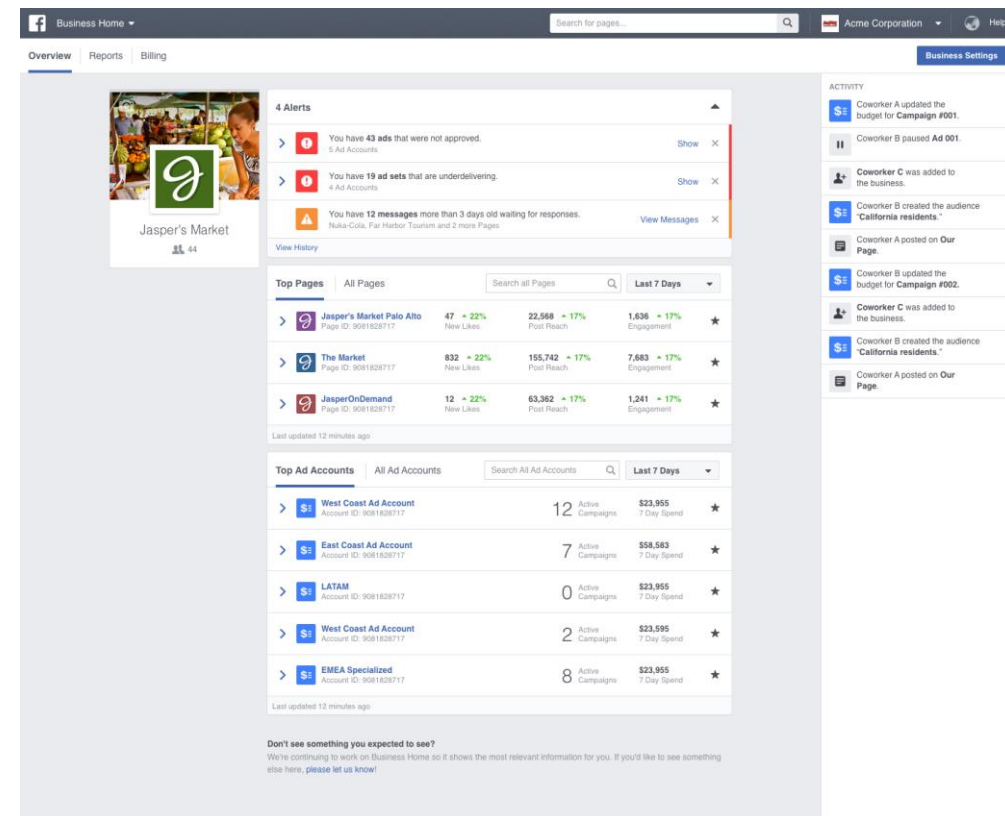
Best practices to get the most out of your paid spend are:

- Prioritize supporting organic content. Amplifying paid posts will ensure your content is being seen.
- Facebook recommends a **\$5/day minimum** per campaign. Budgets go further when you focus on one goal (vs. being spread thin).
- Leverage your existing data (i.e. "warm audiences") to retarget and create "lookalike" audiences (i.e. "cold audiences") from your data.



Use Facebook Ad Manager

- Business Manager is a Facebook dashboard and a **powerful tool**.
- Ad Manager offers 30+ ad types and 10+ placements. **Stop hitting the "boost" button** on your Facebook page or Instagram account and take advantage of more sophisticated ad options.
- Facebook Blueprint is a great **FREE resource** to learn more about social media advertising.



business.facebook.com

A hand holding a smartphone displaying a social media app interface, with a laptop keyboard and a document visible in the background.

"Your social media efforts should be laddering up to your goals."

Upcoming Webinars

achievecauses.com/Velocity-Webinar-Series



How Charities Are Creating Engaging Fundraising Events Online

Wednesday, October 14, 2020

2:00PM to 3:00PM *Includes live Q&A*

Speaker: Chloe Romero



Stand Out From The Crowd: Leveraging Social Media to Promote Your Virtual Events

Tuesday, October 20, 2020

2:00PM to 3:00PM *Includes live Q&A*

Speaker: Erica Linguanti



Inspiration Station: Creative Virtual Fundraising Ideas from Real Nonprofits

Thursday, October 15, 2020

2:00PM to 3:00PM *Includes live Q&A*

Speaker: Abby Jarvis



Fundraising Power Panel: Fall Campaigns and Virtual Events Wrap Up

Thursday, October 22, 2020

10:00AM to 11:00AM *Includes live Q&A*

Panelists: Erica Linguanti, Surale Phillips, Laura Bessinger-Morse, Cheryl Baldwin and Meredith Wanner



Questions? erica@achievecauses.com