



Presented by:
△ ACHIEVE

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



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

achievecauses.com

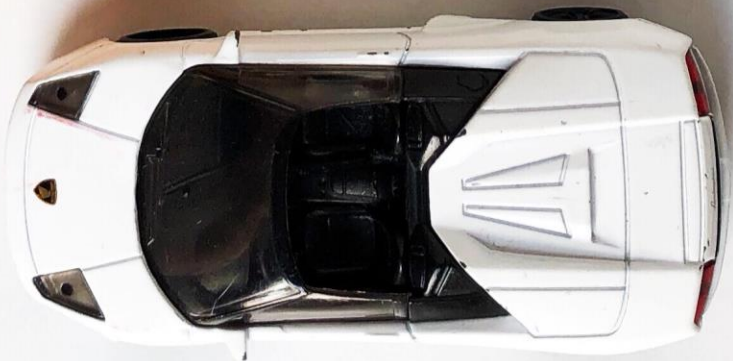
Erica Linguanti
Director of Marketing



**Social media is noisy & filled
with competing messaging ...**



**...let's talk about how to
make your event stand
out from the crowd!**



- Review social media set up tasks you should have completed.
- Discuss some Facebook Event best practices.
- Talk about FREE social media tactics to raise awareness for your virtual event.
- Dive into some paid social advertising techniques to drive registrations.
- Ask questions (and get some answers).



A large crowd of people is shown from the chest up, all holding up their smartphones to record a video. The scene is overlaid with a semi-transparent blue filter. The text "Let's make sure you're set up for success." is centered in a white, sans-serif font. The background shows many hands and arms reaching up, with various phone screens visible, some showing a video recording interface with a timer.

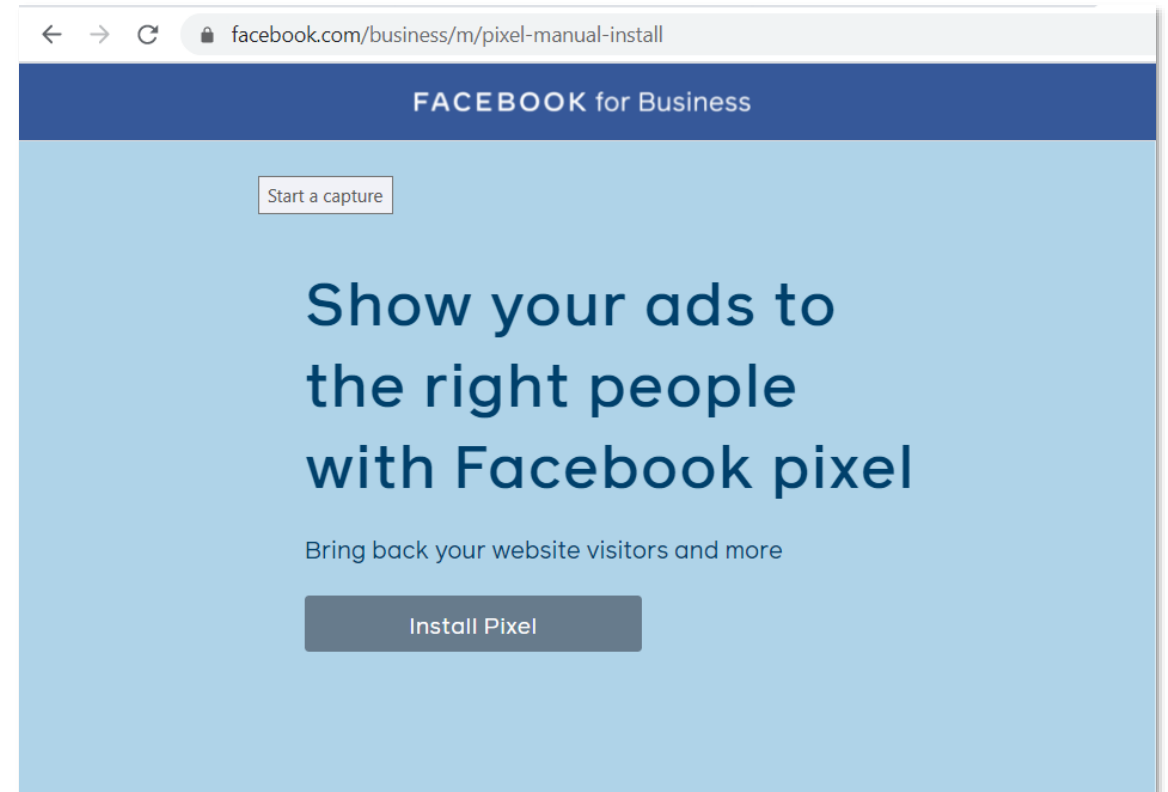
Let's make sure you're
set up for success.



Facebook Pixel

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

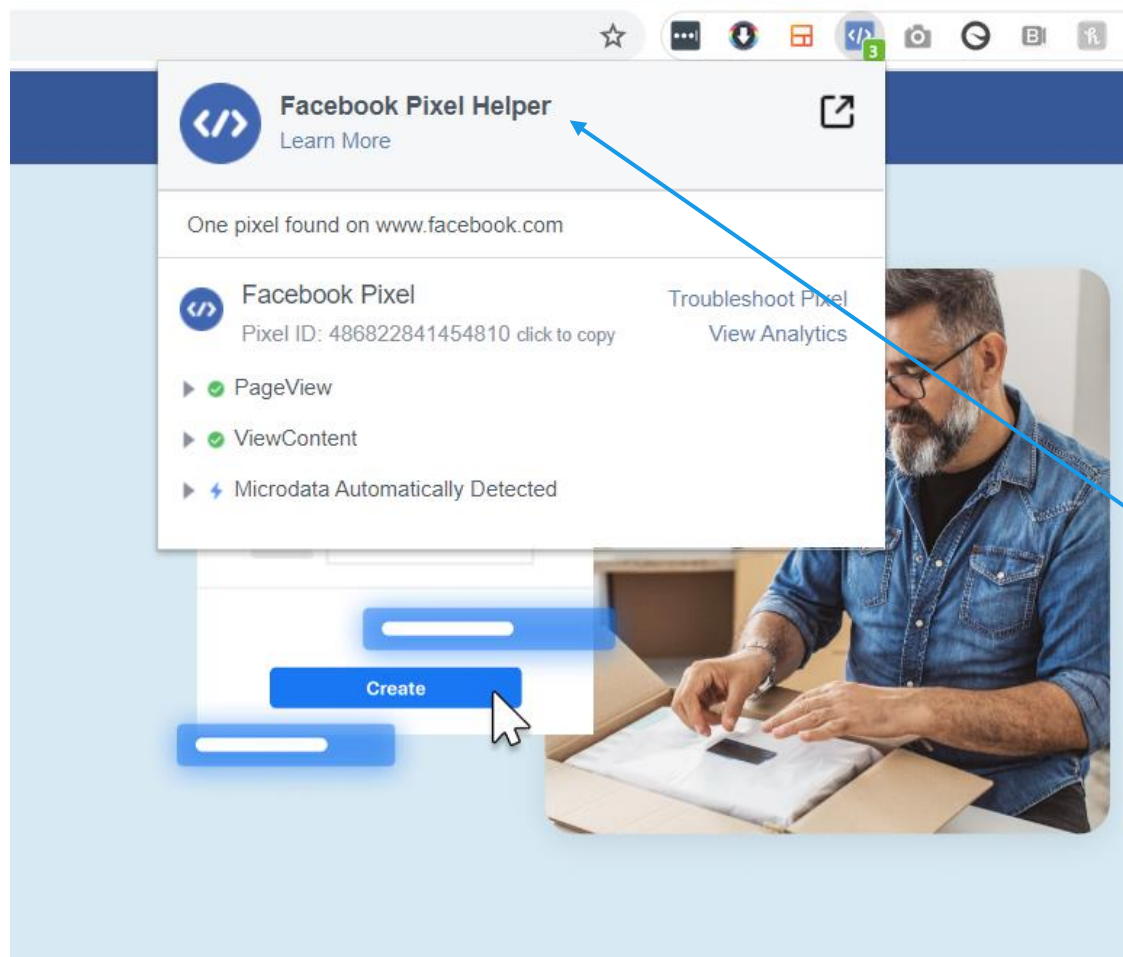
With the pixel, you can bring back website visitors, or find new people who will likely make a purchase or become a lead."



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.*)

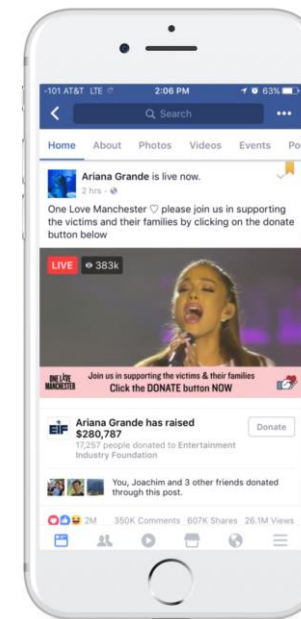
Facebook Giving Tools



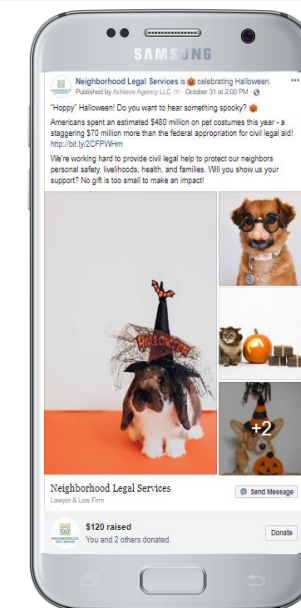
Fundraisers



Donate Button



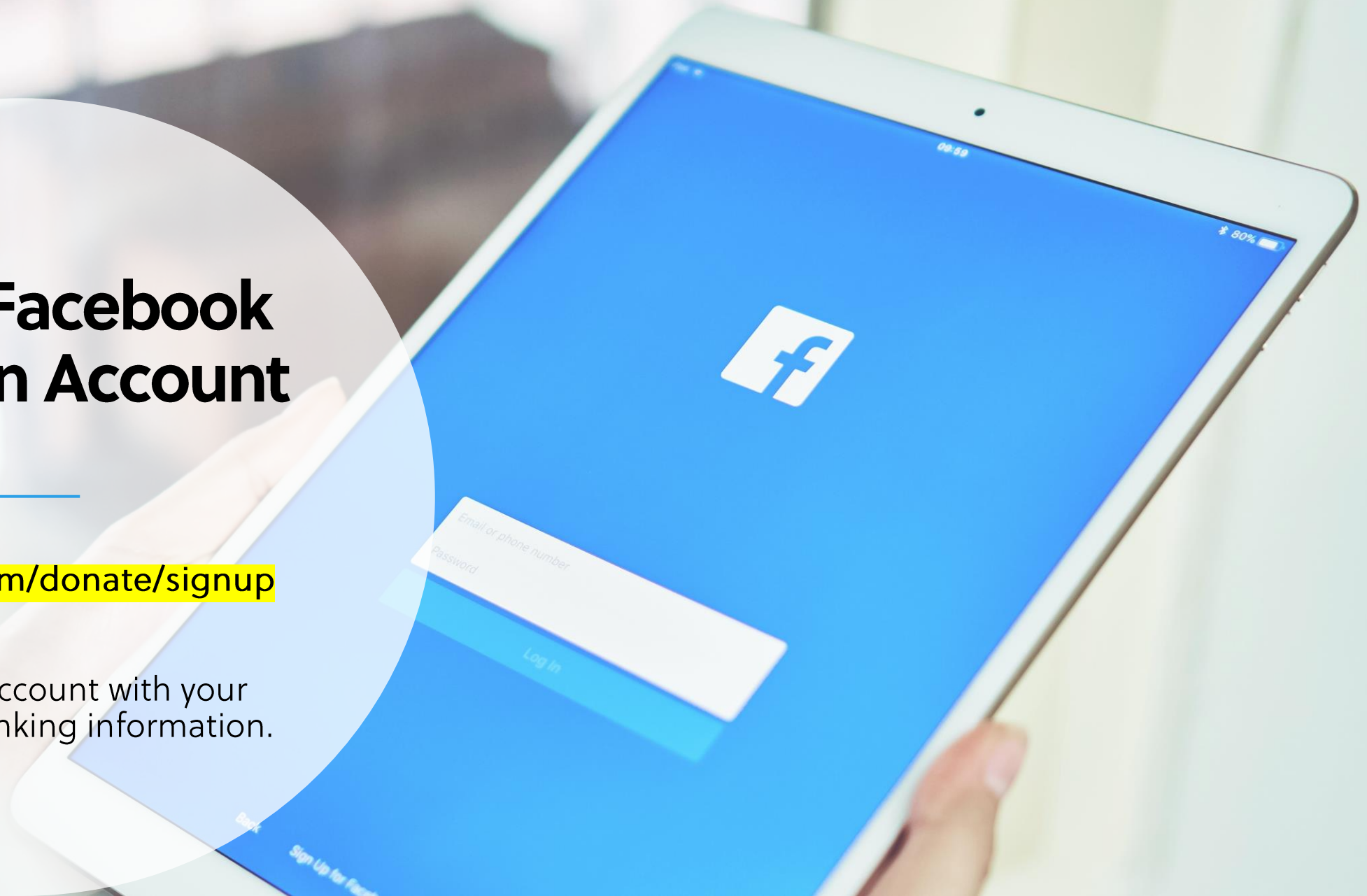
Live Streams



Posts

Create Facebook Donation Account

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

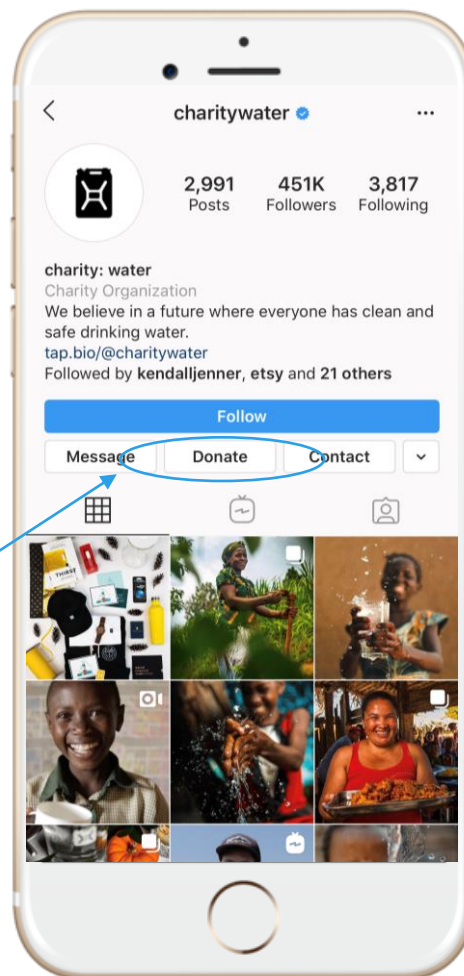




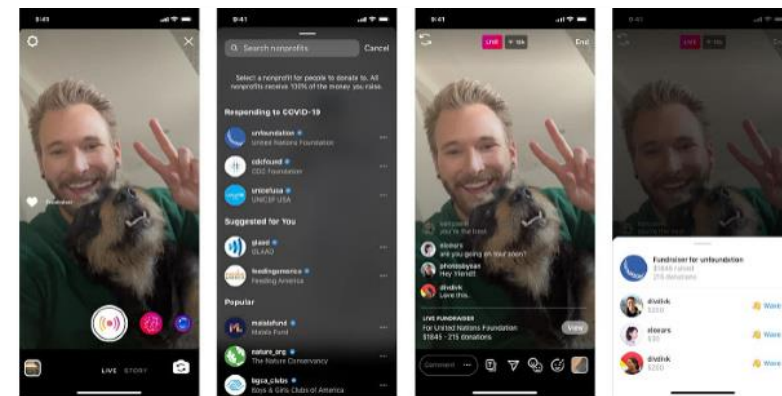
Instagram Giving Tools



Instagram Stories



Donate Button



NEW Live Stream

Setup Instructions:
bit.ly/IGDonateButtonSetup

NEW Instagram Live Stream:
bit.ly/InstagramDonations





Homework

Download your Online Giving Checklist:

achievecauses.com/free-tools






**Let's discuss some
Facebook Event
best practices.**


Create A Facebook Event

Create Event



Online

Video chat with Messenger Rooms, broadcast with Facebook Live or add an external link.





In Person

Get together with people at a specific location.

Step 1

Step 2





Event > Create Event

How will guests join?

Facebook Tools


[What's this?](#)



Facebook Live

Start a live video in your event for guests to watch.

☐




Messenger Rooms

Video chat with up to 50 guests. It's free and there's no time limit.

☐

Other Options



I'll Use My Own Link

Add a third party link that people can visit to attend your event.

☐

Back

Next



Get Detailed

Step 3

✓ Event Name

✓ Date & Time


✓ Location

✓ Description

✓ Pick A Category

Event > Create Event

Event Details

 **Achieve**
Host - Your Page

Event Name
Your Event Name

Start Date
Oct 30, 2020

Start Time
7:00 PM

[+ End Date and Time](#)

Location
The City of West Palm Beach


The location you enter will set the time zone and help people find your online event.

Privacy
Public

Anyone on or off Facebook

Description
Enter your about information and don't forget to tag sponsors and community partners!

Bonus points for emojis to help break up text or draw attention to key features...

 Register Now: bit.ly/GCCVelocity

Category
Causes

Back

Next

Desktop Preview

30


FRIDAY, OCTOBER 30, 2020 AT 7:00 PM


Your Event Name


Online Event

About

Details


 Friday, October 30, 2020 at 7:00 PM

 Public · Hosted by Achieve

 Online Event
<https://bit.ly/GCCVelocity>

Enter your about information and don't forget to tag sponsors and community partners!


Bonus points for emojis to help break up text or draw attention to key features...

 Register Now: bit.ly/GCCVelocity

Causes

Online

Host

 **Achieve**
Social Media Agency · Marketing Agency · Web Designer

Are You Eligible For Paid Access?

- Facebook now offers a way to monetize your live online events with a one-time access charge.
- Check your eligibility and learn more about pay out schedules here: bit.ly/PaidAccessFB

** Through 2020 Facebook is paying out 100% of the revenue earned (minus applicable taxes).*

×

f

Step 4

Event > Create Event

Admission

Enable Paid Access

All event content will only be visible to those who have purchased access.

Choose a Price

Free Access

This is what guests will pay to attend the event.

You keep 100% of the revenue you earn (minus applicable taxes) until 2021. [Learn More](#)

Back

Next

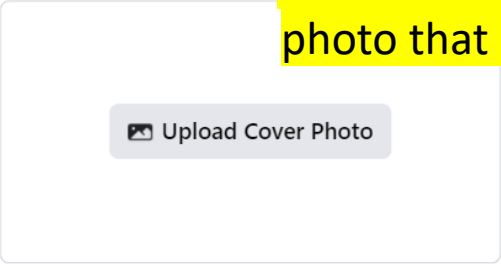
Don't Forget To Check Your Settings

Step 6


Event > Create Event


Additional Details

Cover Photo



Upload Cover Photo

 Admission
Free Access

 **Event settings**

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

Back Create Event

Facebook recommends using a photo that is 1200 x 628 pixels

Event > Create Event

Event Settings

Co-hosts

Show guest list ☒

Only admins can post in event ☒

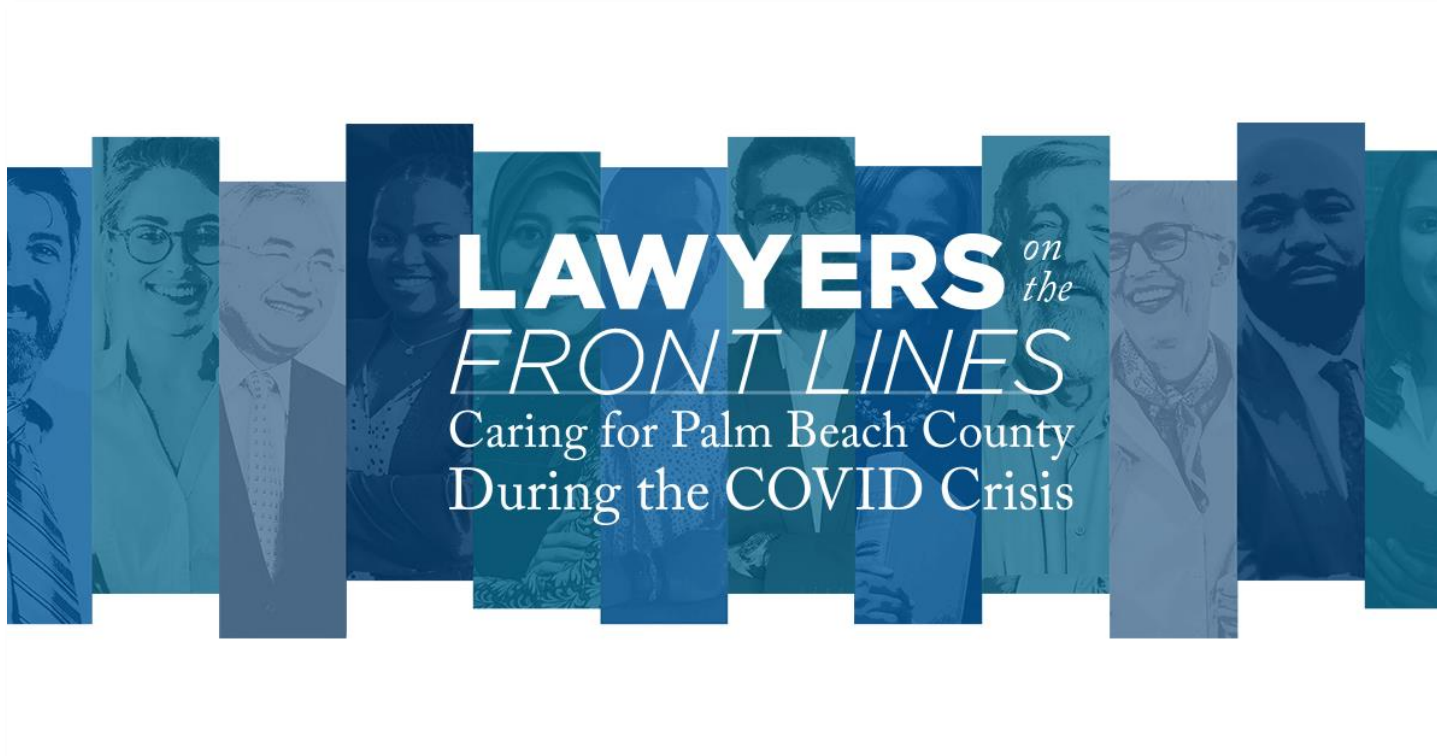
Posts must be approved by a host or co-host. ☐

Let people ask you questions about this event over Messenger ☒

Cancel Save



Facebook Event Example



Details

221 people responded



Saturday, October 17, 2020 at 7 PM EDT – 8:30 PM EDT

Public · Hosted by Legal Aid Society of Palm Beach County, Inc.

Online with Facebook Live

Join us virtually on Saturday, October 17, 2020 from 7:00 – 8:30pm for a very special event - Lawyers on the Front Lines: Caring for Palm Beach County during the COVID Crisis.

The evening will be hosted by Gary Lesser and Michelle Suskauer and feature performances by talent from our local legal community, an online silent auction, raffles and an exciting live auction.

Attend the event by viewing our livestream on Facebook Live or YouTube (bit.ly/YouTubeLAS2020).

Our online silent auction will be going LIVE on October 1st. Register for the auction now by:

Texting LAS2020 to 243725.

OR

Visiting <https://one.bidpal.net/LAS2020> to register and learn more.

Don't delay! Everyone who is registered for the auction by Tuesday, October 13th will receive a complimentary bottle of wine courtesy of Pankauski Hauser Lazarus PLLC and Pankauski Cellars.

✦ Premier Sponsors:

Peggy & Richard Greenfield

Legal Graphicworks, Inc.

Searcy Denney Scarola Barnhart & Shipley, PA

✦ Signature Sponsors:

Gunster

Keen Law Group

Scott Smith Injury Law

See Less

Causes

Online

Live Video

Fundraising

A large crowd of people is shown from the chest up, all holding up their smartphones to record a virtual event. The image is heavily filtered with a blue tint. Overlaid on this background is white text that reads: "Let's talk about FREE tactics to raise awareness for your virtual event." The text is centered and uses a clean, sans-serif font. The background shows many hands holding phones at various angles, some displaying video feeds, creating a sense of a large-scale virtual gathering.

**Let's talk about FREE
tactics to raise
awareness for your
virtual event.**



Share engaging content!



Speak To Your Audience

- Who are you speaking to on social media?
 - Do they already understand and support your mission?
 - **Why should they give up their time to participate in your event?**
 - What is in it for them?
- 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?**



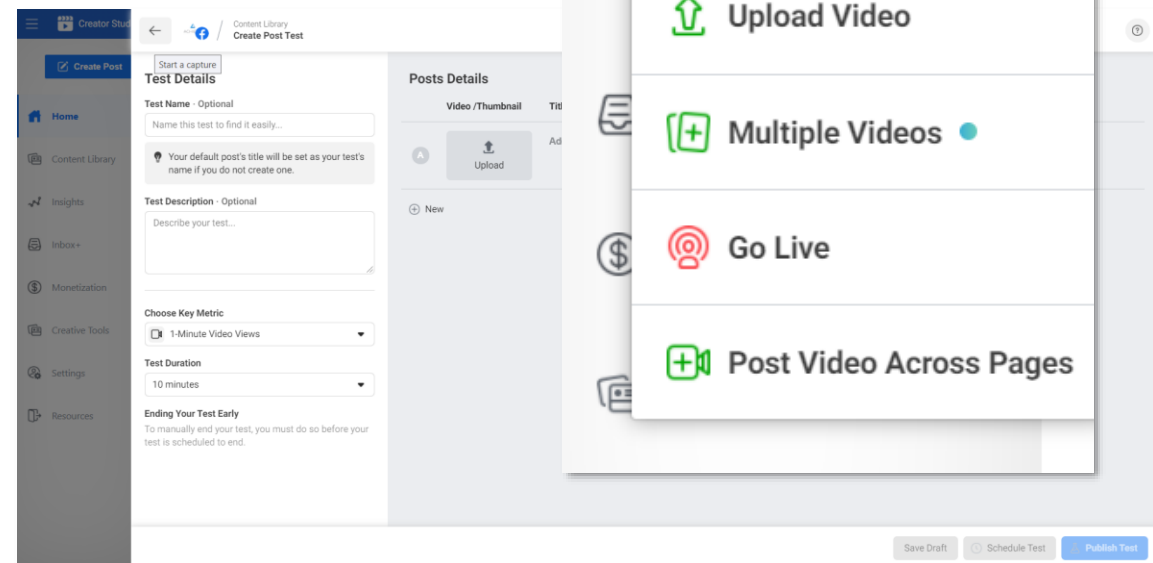


**Make your messaging
about **THEM**...**

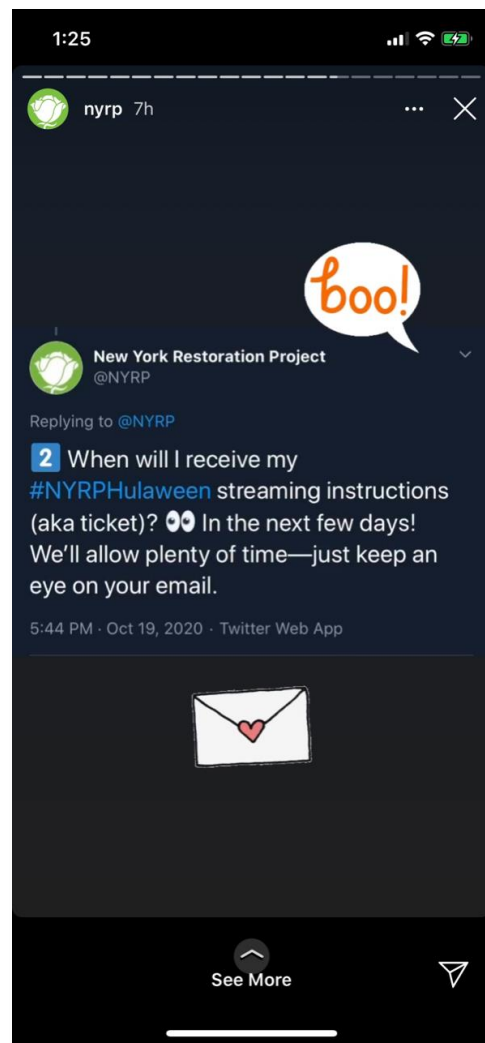
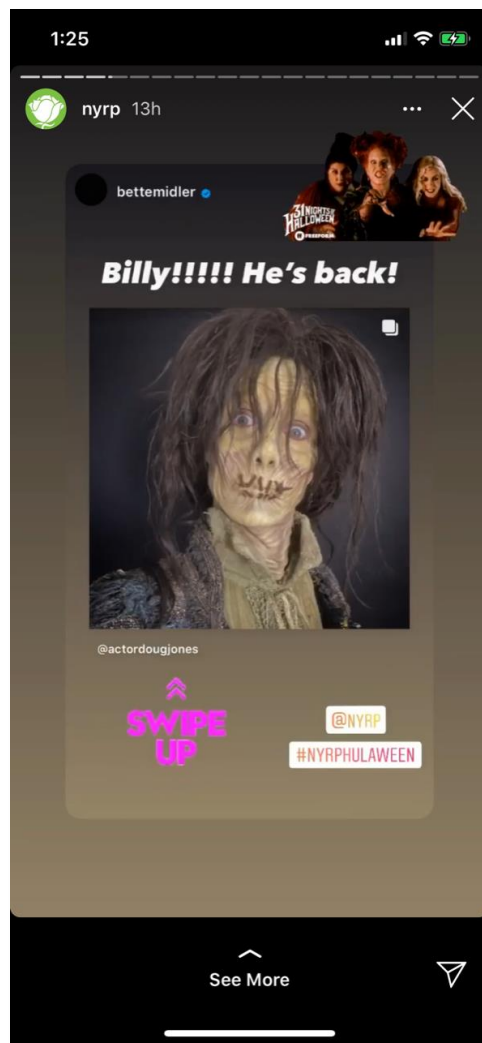
NOT YOU!

Video Content Is Your Friend

- Video often **drives more engagement than any other content type** – especially on Facebook.
- With Facebook Creator Studios you can even A/B test video posts to see which one your supporters like most.
- Learn more: bit.ly/VideoFBTest



Take Advantage Of Stories



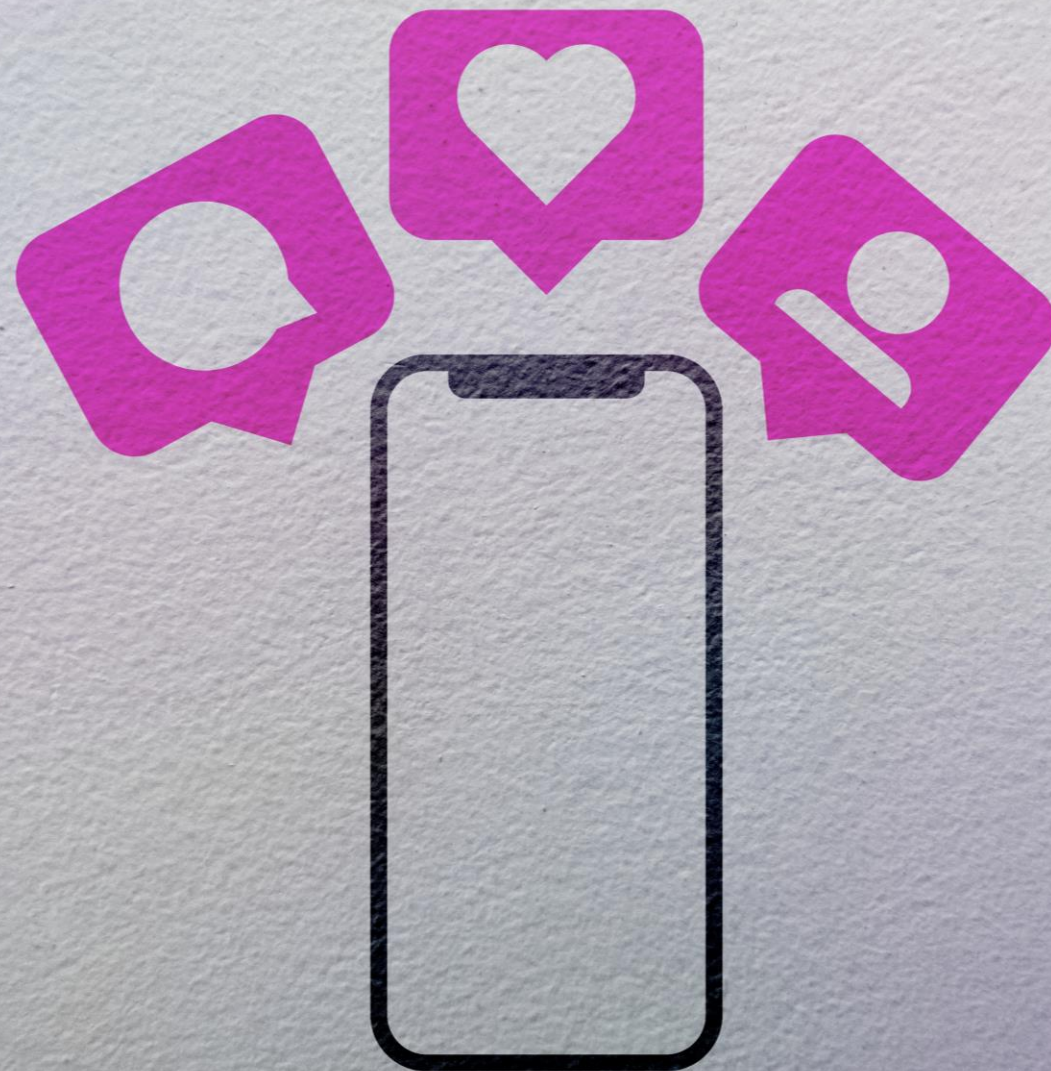
Never Underestimate The Power Of A Share

RALLY YOUR TEAM:

- Can you get your team, board or volunteers to share posts about your event?
 - *Media kits with recommended copy and assets can help if your squad need more guidance.*
- Would your sponsors and community partners be willing to share tagged content?

ASK YOUR SUPPORTERS:

- Include CTA's in your email marketing asking supporters to RSVP to your Facebook Event or share a specific post.
- Add an ask to your registration confirmation page requesting to share a post (or RSVP to the Facebook Event).





**Let's talk about
techniques to leverage
paid social advertising
for your event.**



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.

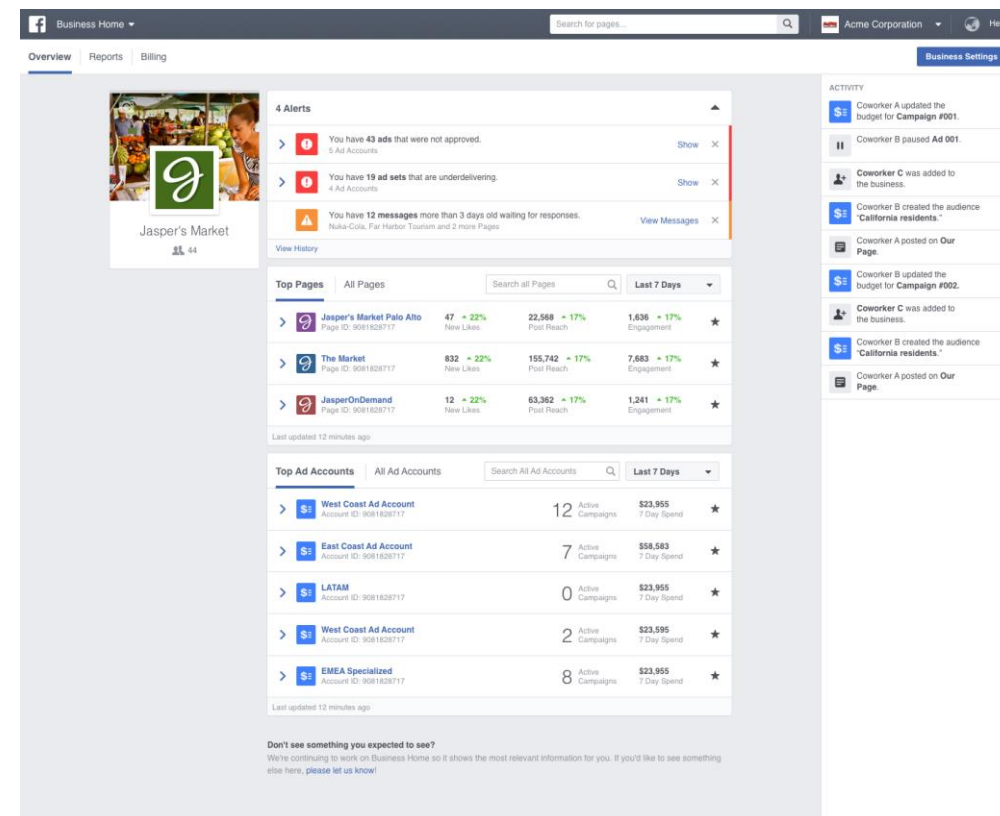
Best practices to get the most out of your paid spend are:

- 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.



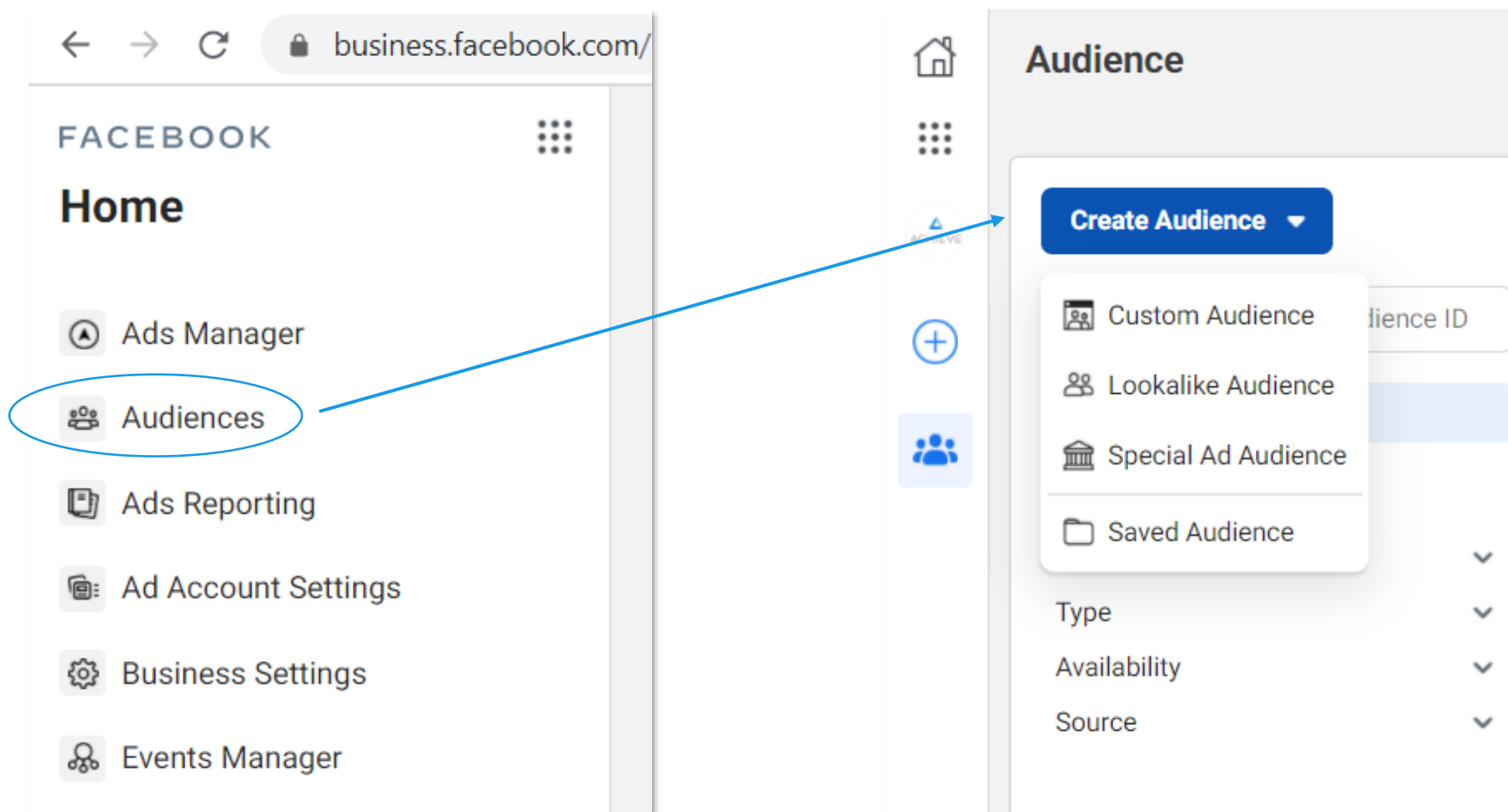
Use Facebook Ads Manager

- Business Manager is a Facebook dashboard and a **powerful tool**.
- Ads 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

Create Custom Ad Audiences








Leverage Your Data


Create a Custom Audience

Use your sources


 Website


 App activity


 Customer list


 Offline activity


Use Facebook sources


 Video


 Lead form


 Instant Experience


 Shopping

 Instagram account

 Events

 Facebook Page

 On-Facebook Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



Use Past Facebook Events

- You can target or exclude Facebook users based on their past engagements with your Facebook Events.
- If your ads are geared towards people who have not already RSVP'd to your upcoming Facebook Event, make sure to exclude them.

Create an Event Custom Audience


1 Add People to Your Audience

Show Tips

Include people who meet ANY of the following criteria:

People who responded Going or Interested in the past 365 days

Page: Achieve



Let Donors Decide: How To Digitally Fundraise During COVID

Responses: 43

Nonprofits First • West Palm Beach , FL •

5/28/2020, 1:00:00 PM

Search your events by name, date, time, location, or ID


Include More People

Exclude People

Exclude people who meet any of the following criteria:

People who responded Going or Interested in the past 365 days

Page: Achieve



Stand Out From The Crowd: Promote Your Virtual Events

Responses: 4

Achieve • city , state •

10/20/2020, 2:00:00 PM

Search your events by name, date, time, location, or ID

Exclude People

2 Name Your Audience

Name your audience

50

×

Add Description

Cancel

Back

Create Audience



Use Your Donor Lists

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier ⓘ


Include more identifiers ⓘ

Add value information to create a value-based lookalike ⓘ

[Download List Template](#)

[See Formatting Guidelines](#)

[Import From Mailchimp](#)



Your Customer List Information Is Hashed

Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed.

[Learn More](#)

- You can import your lists directly from MailChimp or upload a CSV file.

Step 1

Include Monetary "Value" If You Can

Create an Audience From a Customer List

Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

☐ Yes
 Include customer value in your customer list

☒ No
 Continue with a customer list that doesn't include customer value

Back
 Next

Step 3


Define Your Ad Campaign Objective

[Create New Campaign](#)
[Use Existing Campaign](#)

Buying Type
 Auction

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input checked="" type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	



Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type ⓘ

- ☒ Post engagement
- ☐ Page likes
- ☐ Event responses

Name Your Campaign • Optional


Cancel Continue

[Create New Campaign](#)
[Use Existing Campaign](#)

Buying Type
 Auction

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input checked="" type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Name Your Campaign • Optional

Cancel Continue



FREE Facebook Blueprint Courses:

facebookblueprint.com/student/catalog

Upcoming Webinars

achievecauses.com/Velocity-Webinar-Series



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



A woman with long, wavy blonde hair is sitting at a wooden desk, smiling. She is wearing a dark blue long-sleeved shirt. Her hands are clasped together on the desk. In front of her is an open laptop, a closed notebook with a pen resting on it, and a white coffee cup on a saucer. The background shows a wicker basket with green plants and a wooden shelf with a glass jar. The entire image has a light blue overlay.

Questions? erica@achievecauses.com