

Social Media Best Practices

February 7, 2017

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Presenting Partner:



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Gold Partner:



Silver Partners:



Copper Partner:



Bronze Partner:



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In-Kind Promotional Partners:



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How to Enhance Your Campaign with Social Media



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IMPACT OF SOCIAL MEDIA IN 2016



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- Total social media impressions/reach including paid and organic audiences reached over **1.2 million** people
- Partners, nonprofits and supports made numerous mentions of Arizona Gives Day, driving reach even higher
- More than **1,000 posts** about Arizona Gives Day were featured on Instagram
- These efforts helped us to surpass our donation record in 2016

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SOCIAL MEDIA STATS

- 74% of American internet users are on Facebook
- 36% are on LinkedIn
- 31% are on Pinterest
- 22% are on Twitter
- 18% are on Instagram
- 11% are on Snapchat



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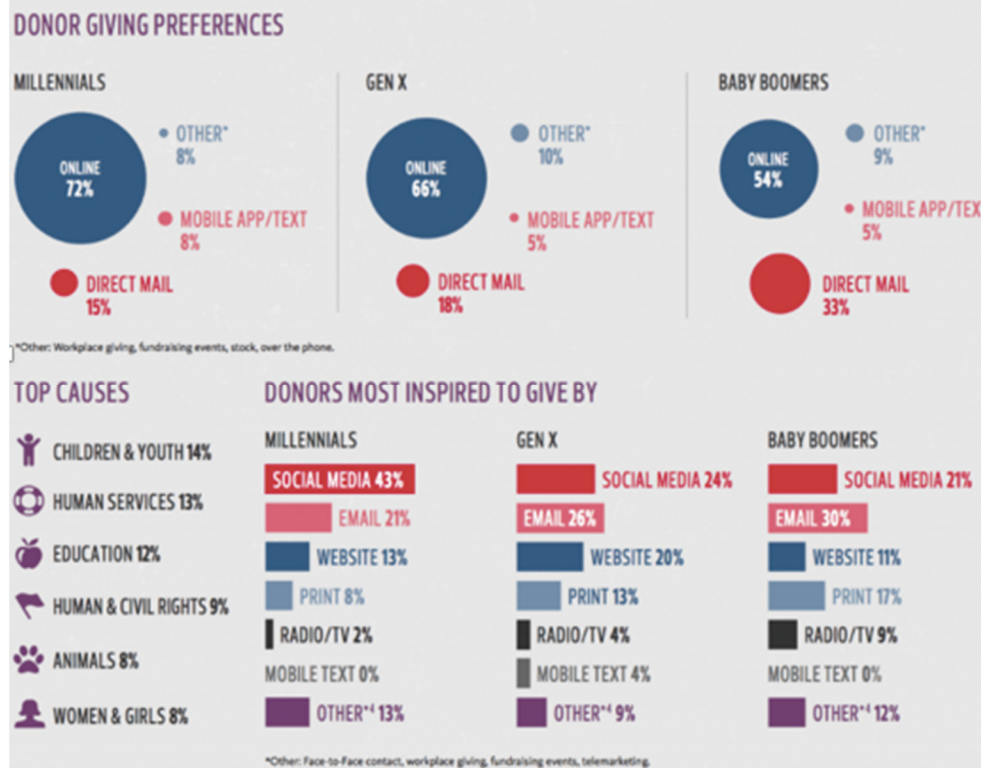


SOCIAL MEDIA STATS

2016 Global Giving Trends



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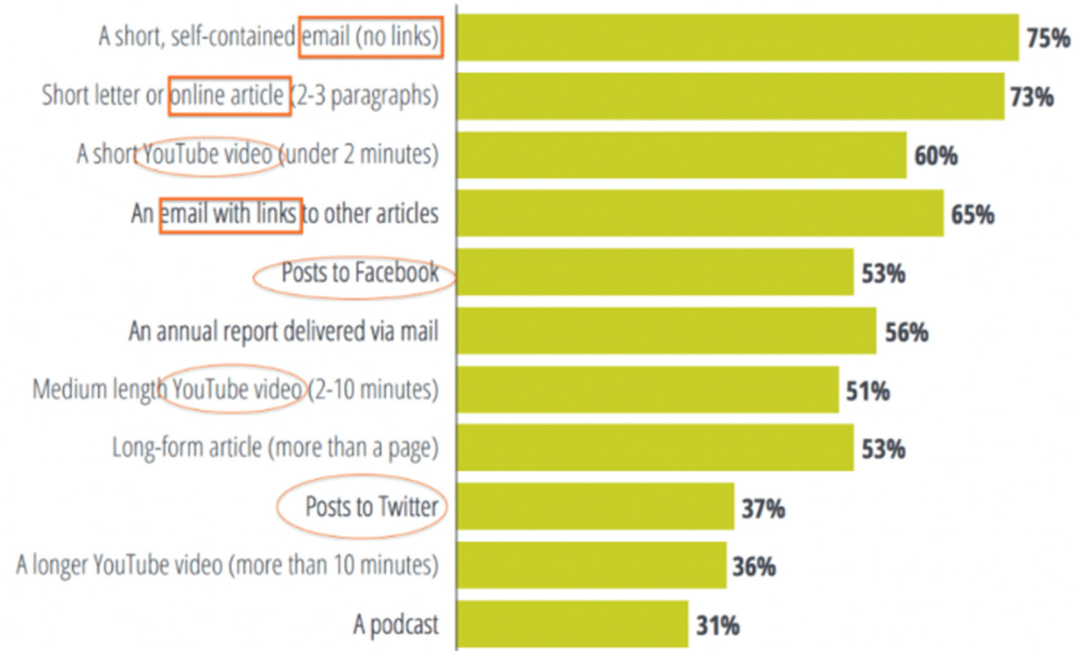
SOCIAL MEDIA STATS

2016 Donor Loyalty Study



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PREFERABLE CONTENT TYPES



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OUTLINE YOUR GOALS

- What is your Gives Day goal?
- What role will social media play in achieving your goals?
- Who are you targeting?
- Where are you sharing content?
- What channels are priority for you?
- What are the roles and responsibilities?
- How will you measure success?

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AGENDA

1. Develop a Plan
2. Put Your Plan to Action
3. Measure Results



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DEVELOP A PLAN

Define Roles & Responsibilities



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- Dedicated staff
 - Who will be devoted to ONLY managing social media?
 - This should be someone who is proficient in each platform your organization uses
- Budget
 - How much will you possibly spend on ads or boosts?
 - Dedicating a media spend, even a small budget, will ensure your posts reach your followers and target audience

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DEVELOP A PLAN

Connect with Supporters & Influencers



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- Supporters:
 - Reach out to your existing donor and volunteer base and let them know you need them on Gives Day
 - Ask them to share your content with their connections
- Board & Staff:
 - Ask board and staff members to share content on their personal profiles
- Influencers:
 - Connect and follow relevant influencers within your community

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DEVELOP A PLAN

Take an Inventory of Your Content & Assets



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- Collect the imagery that best reflects your organization or Gives Day goal
- Visit our Nonprofit Toolkit and download the posts and images provided — update the posts to be specific to your organization and goals
- Show the public what you did with the donations for 2016, or use new photos to encourage giving to a different project in 2017
- Update your cover and background photos with Gives Day messaging

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Create a Content/Editorial Calendar



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DEVELOP A PLAN

Draft Social Media Posts



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- Clear calls-to-action –
 - Let your audience know *exactly* what you want them to do
 - Incorporate action words like “donate,” “give” and “share”
 - Example: “You can provide clean water and smiles like this all year long. Give monthly: www.abcdef.org”
 - Leverage the sample posts in the Nonprofit Toolkit and update the copy to be specific to your organization and audience

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DEVELOP A PLAN

Draft Social Media Posts

- Ready-to-use content –
 - Give your audience something to work with by making ready-to-use content available
 - This can include pre-written posts or pre-designed, shareable images
 - Go to www.azgives.org/faq for a link to free, pre-made #AZGivesDay graphics and social posts

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PUT YOUR PLAN TO ACTION

Engage Before Gives Day

- Follow Gives Day and share content:
 - facebook.com/arizonagivesday (ArizonaGivesDay)
 - [@azgives](https://twitter.com/azgives)
 - [@azgives](https://instagram.com/azgives)
- Begin posting 4 to 6 weeks prior to Gives Day
- Let users (followers and friends) know you're participating in Gives Day



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PUT YOUR PLAN TO ACTION

Engage During Gives Day

- Engage with audience in real time
 - Answer questions
 - Use the hashtag
- Provide updates on your organization's goal
 - Let users and supporters know what they can do to help
- Thank donors publicly
 - Tag them in your post or tweet
 - Example: *"One of the best parts about being a team member: Dedicating a new @Habitat_org home! #SiouxFalls #WFVolunteers"*

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7 Tips for Running a Successful Gives Day Social Media Campaign

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1. Plan Ahead



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EMAILS		BLOGS				SOCIAL MEDIA	

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2. Leverage Toolkit Content



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3. Be Consistent

- Post frequency
- Messaging
- Imagery
- Hashtags



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4. Tap into Influencers

- Community
- Partners
- Previous Donors
- Bloggers

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5. Post Across Multiple Channels



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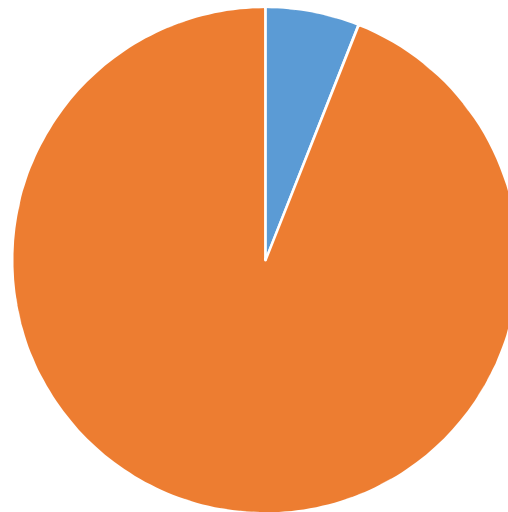


6. Use Promoted Posts to Boost Reach



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Facebook Organic Reach



■ Fans Seeing Your Content ■ Fans Not Seeing Your Content

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7. Measure Post Performance & Optimize



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All Posts Published						
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares						
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
01/28/2017 9:29 am	 Arizona Gives Day www.azgives.org			0	0 0	Boost Event
01/28/2017 9:21 am	 Public Relations Best Practices Webinar			0	0 0	Boost Event
01/28/2017 9:18 am	 Planning A Successful Gives Day Campaign Webinar			0	0 0	Boost Event
01/28/2017 9:14 am	 Social Media Best Practices Webinar			0	0 0	Boost Event
01/10/2017 7:00 am	 We can't wait for you to get started! Learn how to set up your n			254	3 1	Boost Post
01/09/2017 12:09 pm	 #AZGivesDay is coming up on April 4! Sign up now at www.az			412	12 10	Boost Post
01/09/2017 11:54 am	 #AZGivesDay is coming up on April 4! Sign up now at www.az			128	2K 196	Boost Post

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Questions?

Don't Miss our Upcoming
Webinars on AZGives.org
Good Luck!

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