

WEBINAR

Social Media-20 Minutes a Day **Engage Your Donors & Grow Your Mission**

WITH JULIA CAMPBELL

THU OCT 6TH, 1PM ET | 12PM CT | 11AM MT | 10AM PT



Hosts



Dawn Lego she/her
Director, Brand Engagement
OneCause



Julia Campbell she/her
Keynote Speaker, Author, Podcaster
J Campbell Social Marketing

BEYOND THE WEBINAR

- **Engage With Us**
 - Q & A and Chat (defaults to host/panelists)
 - Share with friends on social
- **Continuing Education Credit**



- **Webinar Wrap-up**
 - Webinar on-demand: onecause.com
 - Wrap-up email with Webinar recording
 - Exclusive content
- **Survey**
 - Drive future Webinar content

ABOUT ME

Mom of 2

Podcast Host: Nonprofit Nation

Author, *Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*

Former Development and Marketing Director at small shops

Digital strategist for social causes

Get my Nonprofit Social Media Content Planner:

Text **PLANNER** to **33777**



WHAT WE WILL COVER TODAY



Top social media marketing trends that nonprofits need to understand



The four pillars of social media management



How to schedule your 20 minutes per day



Tools to help you streamline



“Marketing is no longer about the stuff that you make but about the stories you tell.”

TOP SOCIAL MEDIA TRENDS FOR NONPROFITS



DOES SOCIAL MEDIA MATTER FOR NONPROFITS?

YES,

94% of NGOs worldwide agree that social media is effective for creating online brand awareness

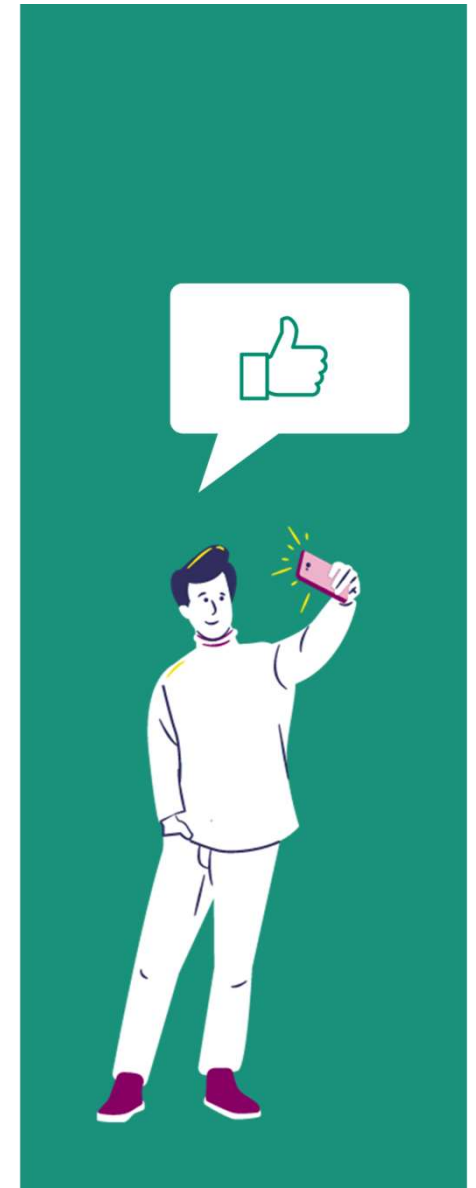
YES,

37% of nonprofit website traffic currently comes from social media

YES,

36% of social media users say that they have used social media sites like Facebook and Twitter in the past month to show support for a cause

Source: [Global NGO Technology Report](#)



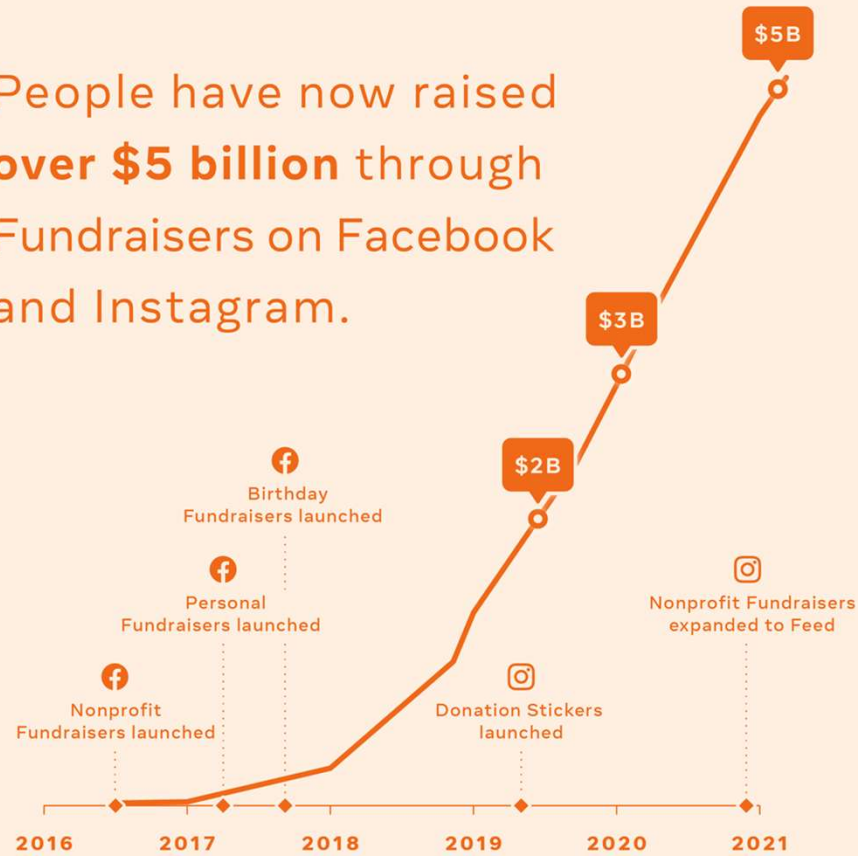
SOCIAL MEDIA MATTERS FOR NONPROFITS

29% of online donors say that social media is the communication tool that most inspires them to give [email 27%, website, 18%, print, 12%, TV ad 6%] ([Global Trends in Giving Report](#)).

87% of donors who first donate from a social referral source make their second donation from a social referral source ([The State of Modern Philanthropy Report](#)).



People have now raised
over \$5 billion through
Fundraisers on Facebook
and Instagram.



Imagine how many donations are made
off of the Facebook platform?

ARE MY SUPPORTERS ONLINE?

Never assume that older generations don't participate online!

Baby Boomers born 1946-1964 make up 34 percent of the nation's annual donor base, but they contribute 43 percent of all gifts made by individuals.

While they still engage with nonprofits through direct mail, their online giving and social media use continues to spike.



Social media users by generation



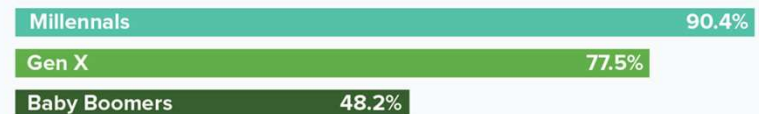
90.4%
Millennials



77.5%
Gen X



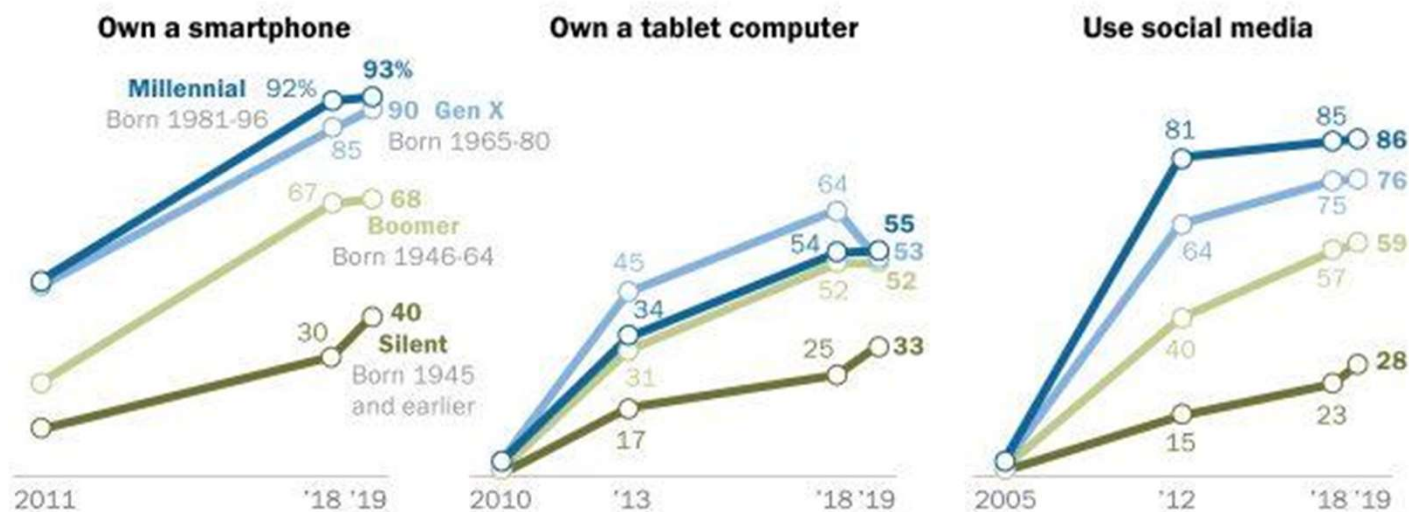
48.2%
Baby Boomers



(Emarketer, 2019)

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

THINGS TO REMEMBER:

The Internet is not an ATM, and social media is not a money faucet.

You must use these channels to build up **trust** first.

Success requires a long-term commitment and strategy. No shortcuts or silver bullets!





SOCIAL MEDIA SUCCESS IS LIKE EXERCISE

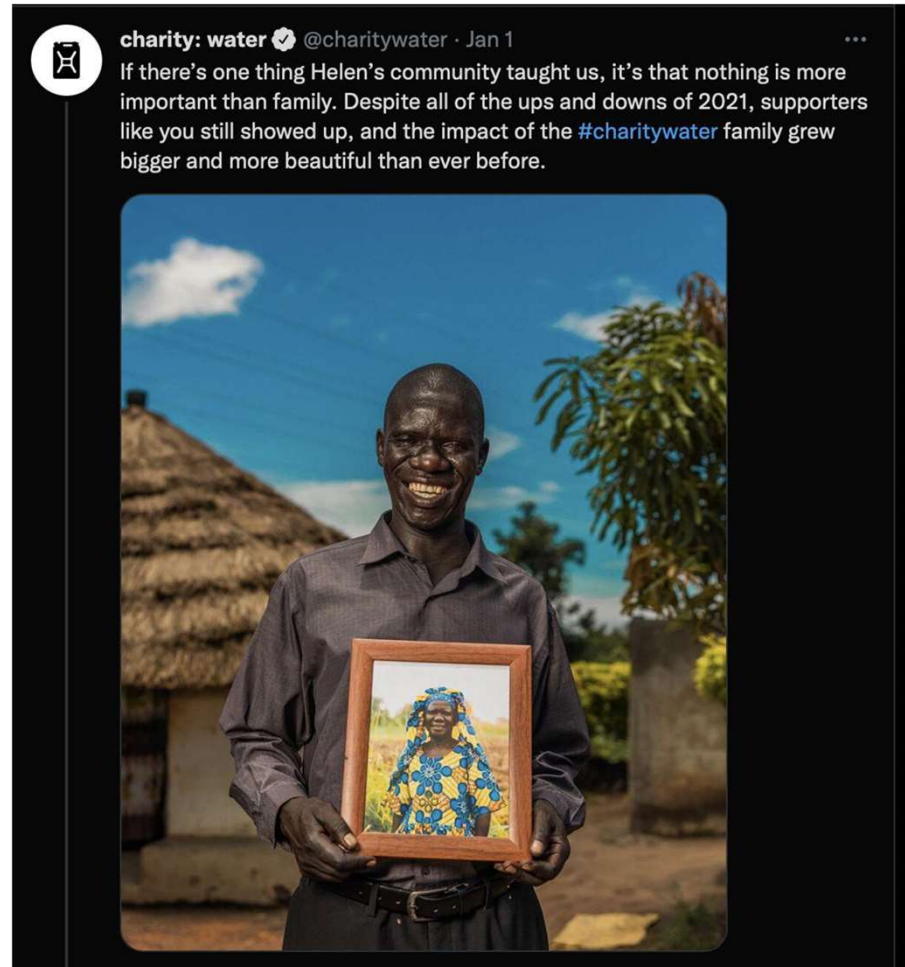
Consistency over time is key.
It's a marathon - not a
sprint.

Your nonprofit may be
better suited to Instagram.
Another nonprofit down the
street may be better suited
to Twitter.

MY PHILOSOPHY

Beyond pushing out marketing messages, what nonprofits share on social media affirms our values, our belief systems, and helps us reach more people who think like us and may want to get involved in our work.

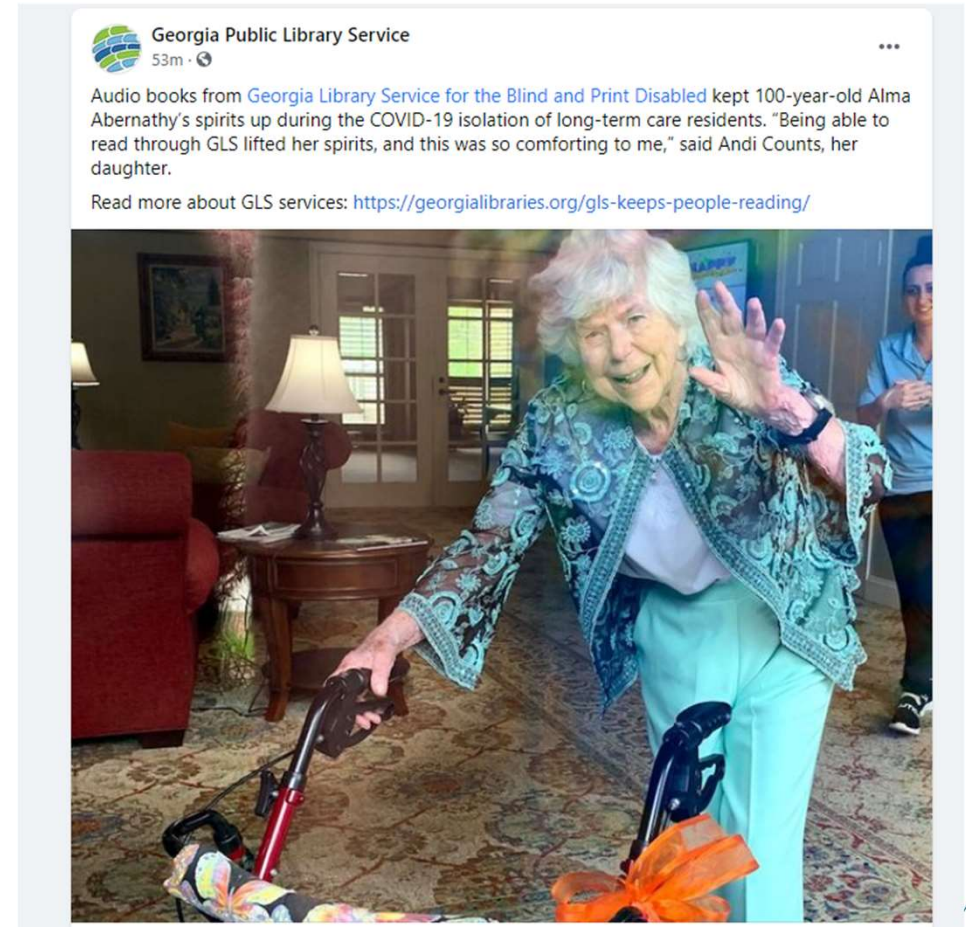
Showcasing impact and telling great stories about our mission and vision is a great way to deepen relationships with existing supporters and hopefully get them to bring others into the fold.



MY PHILOSOPHY

The stories, posts, and messages that we share with our supporters explain what we stand for, what we are trying to change, and help to expose our core values to a wider variety of people. A lot of people will understand our world view and want to get involved. Many will not, and that's fine.

I believe that even though we don't have huge marketing departments with large budgets, small nonprofits have a distinct advantage in the social media space:
Rather than selling perfume or designer bags, we are selling a better world.

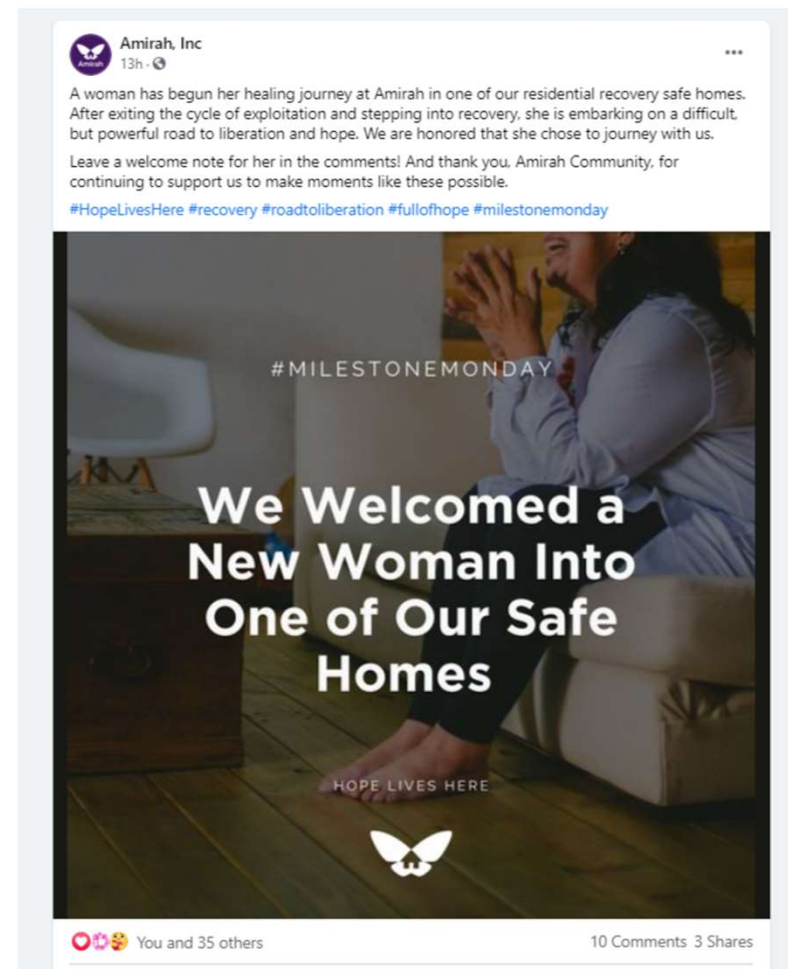


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Campbell

WHERE DOES SOCIAL MEDIA FIT INTO MY OVERALL NONPROFIT STRATEGIC PLAN?

It does NOT replace direct mail, phone calls, or any other “offline” and traditional communication methods that are currently working.

Social media works best when incorporated with offline strategies and baked into year-long strategic plans and priorities.



THE FOUR PILLARS OF SOCIAL MEDIA MANAGEMENT



RESEARCH & LISTENING

In today's hyper-connected, always-on digital age, nonprofit marketers need to think of themselves as journalists and documentarians.



We all need to be looking for the interesting angle and the emotional hook that will captivate our audience and get them wanting to learn more.

RESEARCH & LISTENING

What this may entail:

List out some of the bloggers, journalists, influencers that you follow to get information.

Create a Label in your email provider for email newsletters that you want to read to keep up - limit 5 email newsletters.

Write down at least 3 hashtags and/or keywords that you follow or would like to follow consistently on social media and in the news.

Add examples, screen shots and more to your Google Drive/Dropbox of examples and ideas.

<http://bit.ly/JuliaExamples>

T-Mobile Wi-Fi 8:04 PM 32%



Thread



Albany Public Library
@AlbanyNYLibrary



With Facebook and Instagram down, I'd like to take this opportunity to remind you that we have books

1:05 PM · 10/4/21 · [Twitter Web App](#)

97 Retweets **10** Quote Tweets **421** Likes



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CONTENT CREATION & CURATION

Visuals are imperative on social media channels. They are more important than text in most cases.

Success with content creation requires grit, authenticity, and the willingness to take risks. There is a science to it, but a lot of it is experimentation, humor, and “edu-tainment” (education/entertainment).

Grabbing attention means being provocative, interesting, and relevant.

It means getting out of your comfort zone and trying new things, like Facebook Live or Instagram Stories.

Social media success requires persistence and constantly looking out for great photos, compelling video stories, and mission moments to keep your audience wanting more.

CONTENT CREATION & CURATION

What this may entail:

Write down five-10 topics, stories, and types of posts that your audience likes and responds well to.

How many of these posts can you create with original content?

How many of these posts can you curate from trusted, relevant sources?

Create videos, graphics, photos, write copy, update your Content Calendar – you can use something fancy like Sprout Social or Airtable, or something simple like Excel.



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COMMUNITY MANAGEMENT

Joining social media platforms means that you are opening a two-way dialogue with constituents, donors, volunteers and the general public.

Once you open this delicious can of worms, you can't "un-open" it.

People on social media channels expect answers and acknowledgement, and fast.

You may not be ready for social media if you don't want to open two-way conversations and build these connected relationships with your community online.

COMMUNITY MANAGEMENT

What this may entail:

Follow 10 accounts per week (that makes sense for your nonprofit).

Look at who follows you and see who you could follow back.

Answer all questions. If they are negative in tone, direct them to DM you or email you - take the conversation off the feed.

Ignore the trolls - block and delete anyone who is in violation of your Social Media Policies.



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MEASUREMENT & ANALYSIS

If you don't know how well you are doing, how can you figure out where to improve, what to do more of, and what to lose?

This is why we spin our wheels so often on social media – we don't look at what we are doing.

The work of measurement & analysis means knowing:

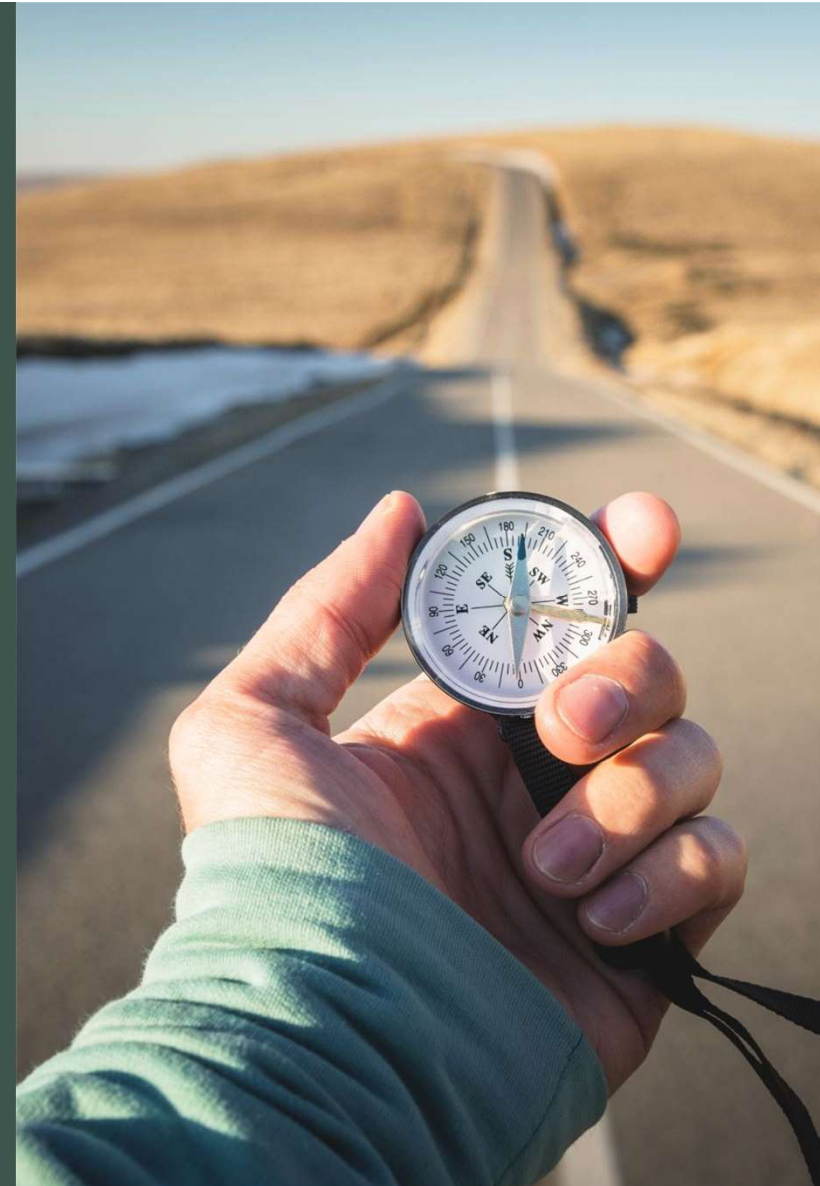
- What to measure and where to find the data;

- How to create and use a simple spreadsheet to manage your analytics and metrics;

- How to help co-workers and supervisors at your nonprofit understand and embrace the work that goes into social media management;

- Where to find current nonprofit social media and digital marketing benchmarking data so you can see how you are doing compared to other nonprofits.

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MEASUREMENT & ANALYSIS

What this may entail:

Choosing relevant metrics to track each month.

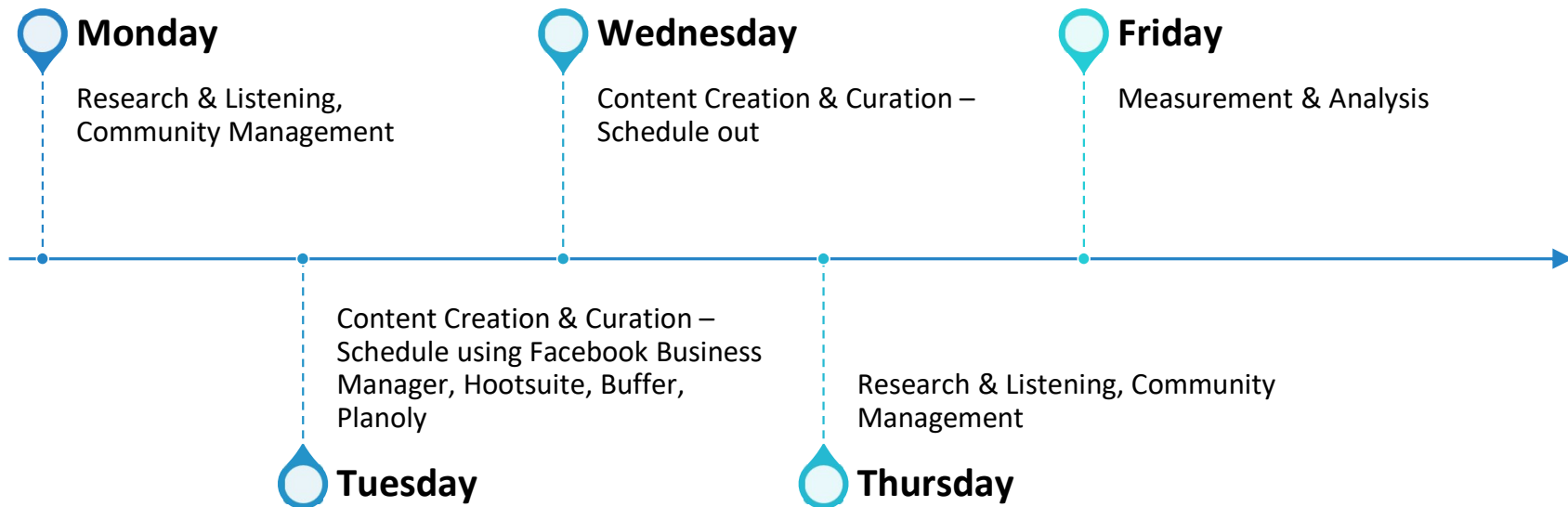
Running reports.

Reporting out to supervisors and others.

Using this data to analyze and identify trends and to improve the work.



SOCIAL MEDIA IN 20 MINUTES PER DAY





HANDOUT: WEEKLY TASK LIST

- Share

- check-in

DOWNLOAD
- files/photo
- song

Follow!

friend

PRODUCTIVITY TIPS

Have you ever taken 5 minutes out of your morning to check Facebook, clicked on an article, then clicked on another article from that article, then all of a sudden you have 50 Chrome tabs open? And it's an hour later and you don't even remember what you were doing in the first place?

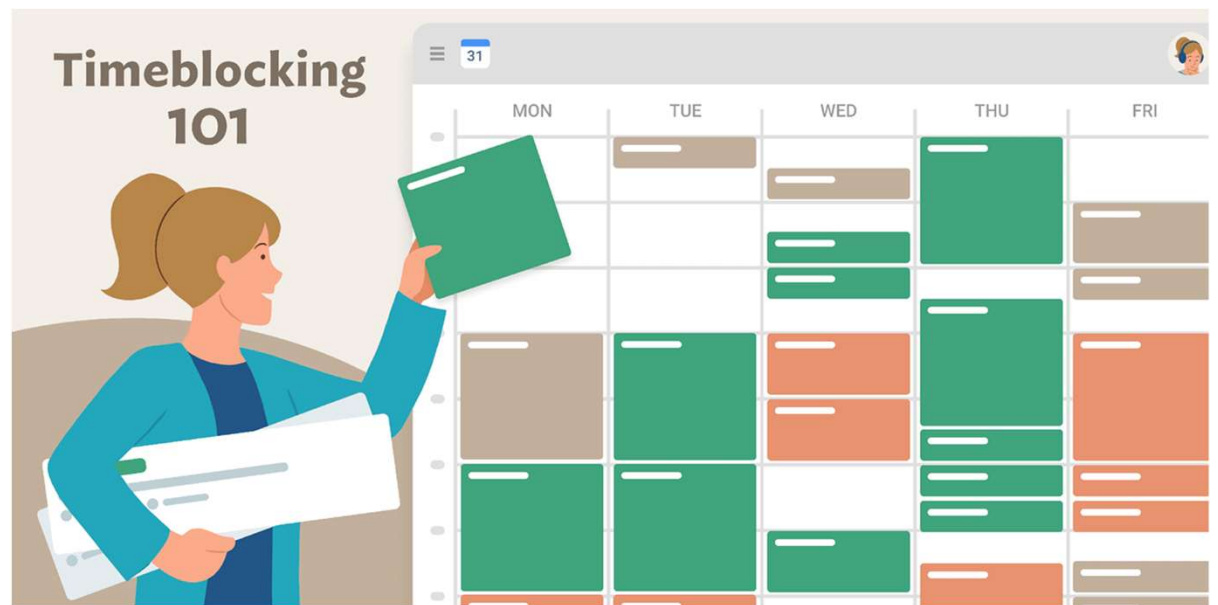
Solution: Use the [Pomodoro Technique](#). This is by far the best piece of productivity advice I have ever received. Using a free service like [MyTomatoes.com](#), track where your social media time goes and set concrete perimeters.



PRODUCTIVITY TIPS

Keep a regimented, rigorous schedule when it comes to checking your social media accounts. If your only job is to monitor conversations around your industry and your organization, then by all means keep those tabs open.

If your job requires you to complete other tasks (and if you work at a nonprofit, I am sure that it does), schedule dedicated time in your calendar to focus on social media.



PRODUCTIVITY TIPS

I also create special tabs within my email to filter all notifications so that they do not disrupt my email inbox and send me off onto a social media goose chase.

Facebook, Twitter, Pinterest and the like get their own folders, and I schedule time in my calendar to monitor these networks one by one, replying to mentions and follow hashtags.



THE KEY TO SUCCESS – IMPLEMENTING A LONG-TERM PLAN FOR SOCIAL MEDIA



WHERE TO START?

"Getting on Facebook"

"Start tweeting"

"Get 5,000 fans"

THERE ARE NOT GOALS – they are tactics to get to your goals



© marketoonist.com

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IDENTIFY YOUR GOALS.

What can social media help you achieve?

If you could wave a magic wand, how could social media help your nonprofit grow?

What are the possibilities and opportunities?

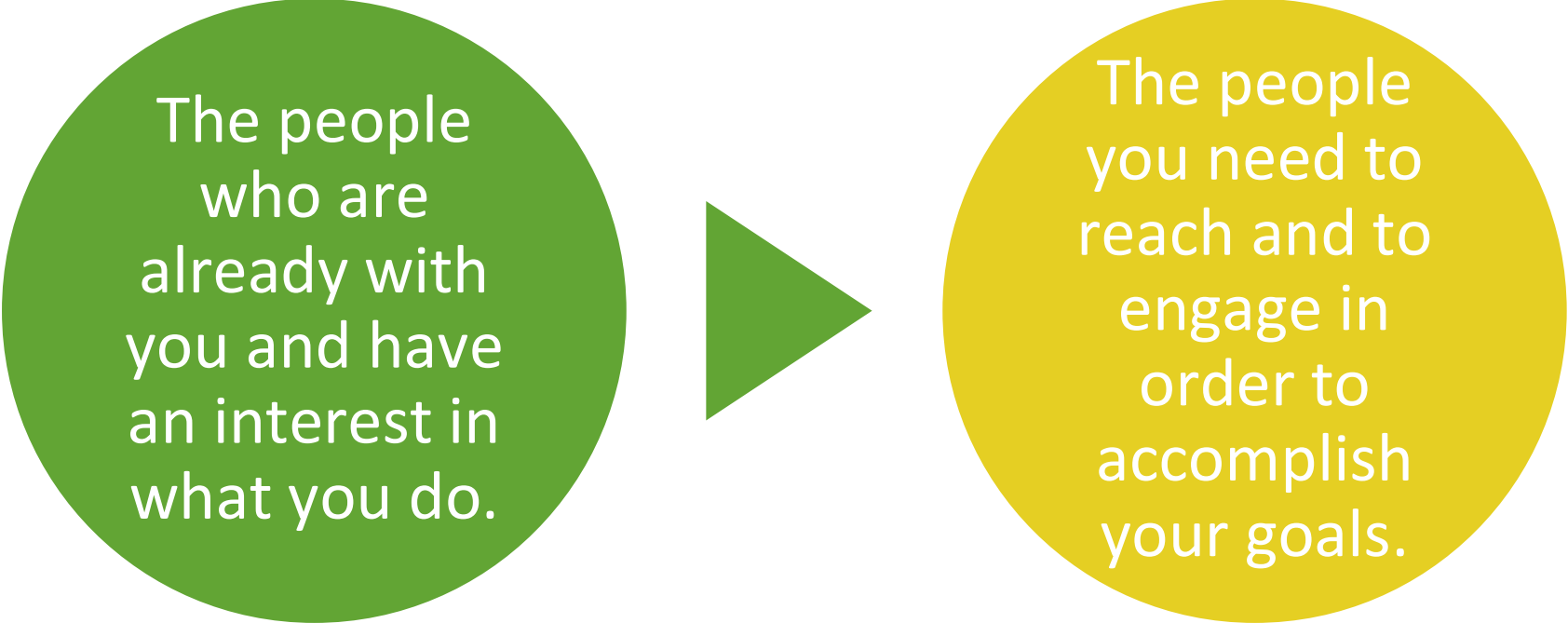
How will you know success?





KNOW YOUR
AUDIENCE(S).

TWO MAIN AUDIENCE SEGMENTS:

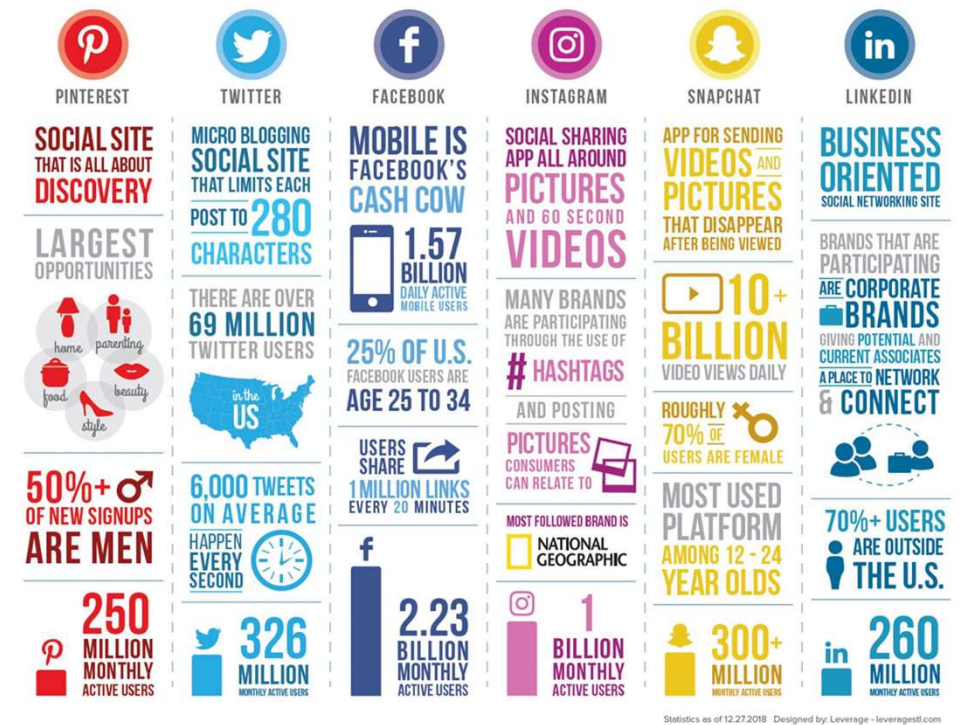


The people
who are
already with
you and have
an interest in
what you do.

The people
you need to
reach and to
engage in
order to
accomplish
your goals.

CHOOSE PLATFORMS STRATEGICALLY.

The platforms you choose should help you achieve your goals and engage your target audience(s).



CREATE CHANNEL-SPECIFIC STRATEGIES

What is our goal for using PLATFORM?

Who is our audience on PLATFORM and what are they interested in seeing from us?

Who should we follow and interact with on PLATFORM?

When should we post and how often?

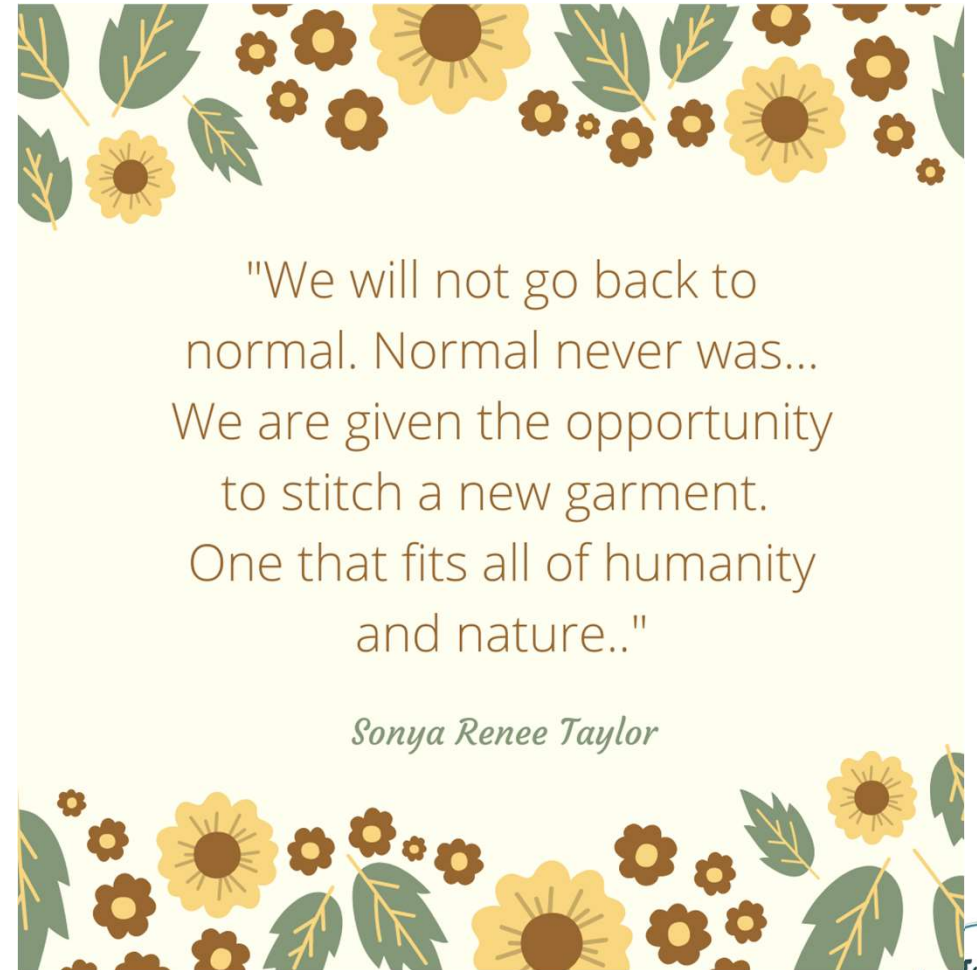
How should we specifically create content that works on PLATFORM?

What should we measure?

DON'T "CUT THROUGH THE CLUTTER".

A better question:

How do we cultivate, nurture, and inspire a wildly passionate group of supporters that actually care about what we do?



CREATE
CONTENT
PEOPLE WANT
TO READ,
WATCH,
CONSUME.



Women's Lunch Place @WLPBoston · Jul 14

...

"Volunteering makes me feel good. Putting my heart and soul into helping people. What keeps me coming back every time is just to see the guests, the other volunteers, Chef Sherry—she makes it a very happy place. She makes sure that you're ok."

-Brendan, WLP Volunteer since 2012



1




4




"I continue to do this work after twelve years **because of hope**. It's not just inspiring hope in those we serve, but the hope they inspire in me: hope that even in the darkest times, **change is available to us and it is possible.**"

-G.J.
Intake Coordinator at CRC



 **Susan G. Komen Florida** was live.
April 7 at 9:59 AM · 🌐

For breast cancer patients, the COVID-19 pandemic presents new risks to treatment. This leaves patients with a difficult choice — deciding what is more perilous, delaying chemo treatments or venturing out to receive them and risking contact with the disease. Join Dr. Iyengar from Florida Cancer Specialists & Research Institute for a discussion on chemotherapy for breast cancer patients during COVID-19.



Meet a Iyengar Kate Watt

Watch together with friends or with a group Start

7:38 📶 🔋

← **Amirah, Inc**
2,463 Tweets

Tweets Tweets & replies Media Likes

 **Amirah, Inc** @AmirahInc · 19 Nov
Hey Amirah community 🦋 Tomorrow, November 20th at 12:30, our CEO Stephanie and CIO Mary are going LIVE on our social media! Tune in on Instagram or Facebook to hear about everything that happened at Amirah this year!

Friday Nov. 20th
LIVE at 12:30
[#live](#) [#seeyouthere](#) [#greatnews](#)



Exciting news from Amirah

Who to follow

Amirah, Inc follows

 **Stephanie Clark**
@StephClark82
Hope-filled realist, author, speaker, activist


Road Scholar

July 16 at 8:15 AM ·

Today is the anniversary of the birth of Ida B. Wells, journalist, educator, and an early leader in the civil rights movement. Learn more about Ida: <https://bit.ly/38hZ031>. #Thanksladies

“The way to right things is to turn the light of truth upon them.”

Ida B. Wells

Journalist,
educator,
civil rights leader

#ThanksLadies












 686

5 Comments 196 Shares


8:37



Museum Social Media Managers

P Mortimer Jones · 1h ·

Anyone else doing this
#MuseumAtNightChallenge ?

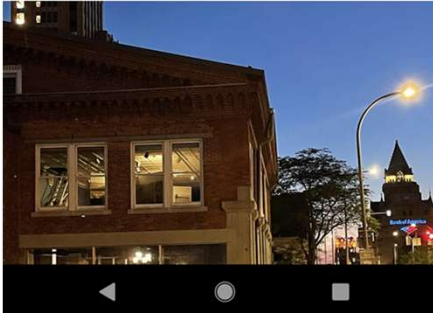

Erie Canal Museum

5d ·



Last week we were invited by our friends [Chittenango Landing Canal Boat Museum](#) to participate in the #MuseumatNight challenge. So here it is, our historic 1850 Weighlock Building and a few other Syracuse icons... at night.

We'd be curious to know what [Schoharie Crossing State Historic Site](#), [Buffalo Maritime Center](#), and [Finger Lakes Boating Museum](#) look like!





buildOn

August 18 · 🌐

Because of your support, we've built more than 1,500 schools around the world, including 247 schools in Nepal. Thank you for helping to increase access to education and literacy across the globe!



👍❤️ 108

4 Comments 7 Shares



Generosity.org
@generosityorg



A few community leaders finishing installing a well in the Oyoko community of Ghana that now serves 250 people.

♡ 2 2:50 PM - Oct 22, 2014

👤 See Generosity.org's other Tweets



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Christina Lizaso Retweeted



Denise M. Brown @caregiving · 2h

Today's Tip: Create a simple get-together for the family caregiver and caree:
ow.ly/XTbts

29 Ways to Show Family Caregivers the Love



Today's tip:
Host the Happiest of Hours.

Caregiving is incredibly isolating.
Hosting a fun, simple event energizes
and comforts the caree and
the family caregiver.
It truly will be a happy hour.



Daily Tips in February
on CareGiving.com



Stand Up To Cancer

2 hrs · 🌐

How will you Stand Up To Cancer today?

Today, I will
Stand Up To Cancer
by _____.

S↑2C
#StandUpToCancer



28

11 Comments 4 Shares

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Amirah, Inc.

21h · 🌐

...

Happy Monday everyone! We wanted to start out the work week by sharing some exciting news with you. One of our participants is chairing an AA meeting. Working through sobriety is a massive part of the recovery work at Amirah, and we are so happy for our participant as she leads others to do the same!

Thank you, Amirah community, for making moments like these possible!

[#Amirah](#) [#Hope](#) [#Milestone](#) [#Monday](#)



Amirah, Inc.

13h · 🌐

...

A woman has begun her healing journey at Amirah in one of our residential recovery safe homes. After exiting the cycle of exploitation and stepping into recovery, she is embarking on a difficult, but powerful road to liberation and hope. We are honored that she chose to journey with us.

Leave a welcome note for her in the comments! And thank you, Amirah Community, for continuing to support us to make moments like these possible.

[#HopeLivesHere](#) [#recovery](#) [#roadtoliberation](#) [#fullofhope](#) [#milestonemonday](#)



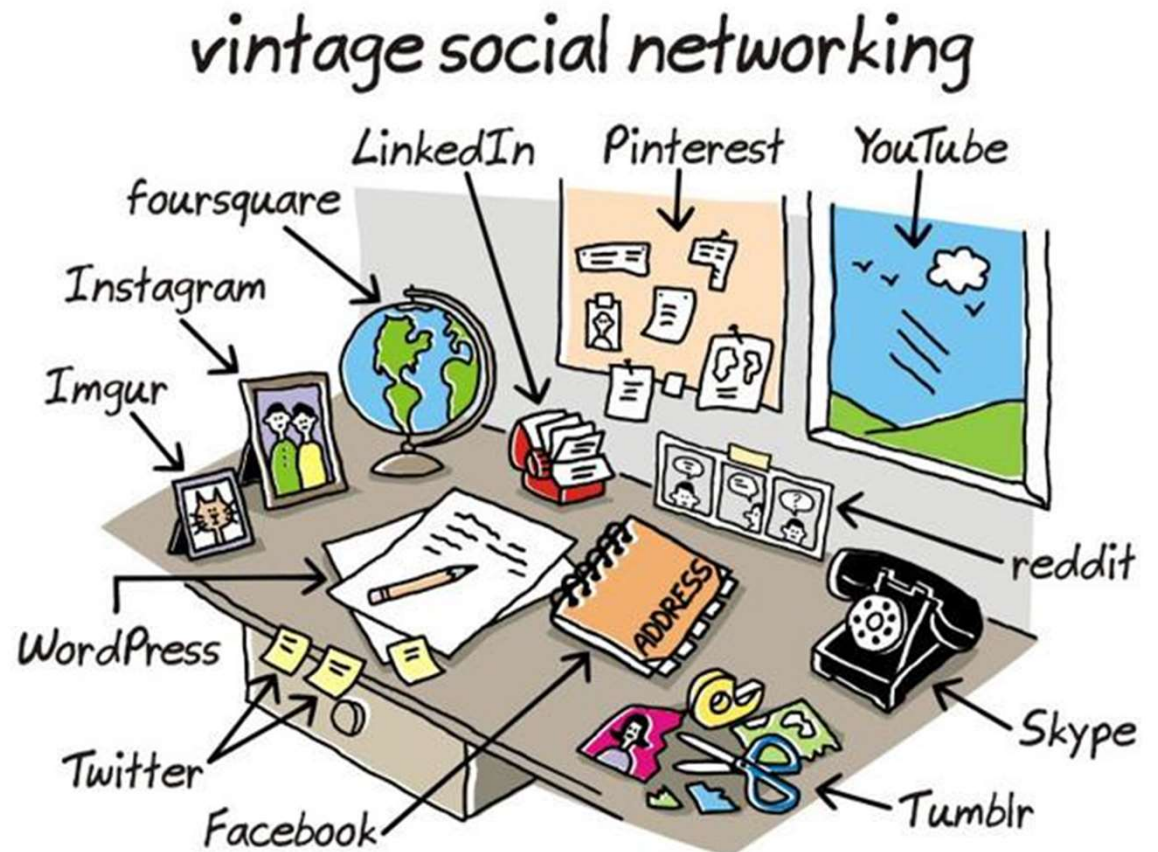
🍷🍷🍷 You and 35 others

10 Comments 3 Shares

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TRENDS
COME AND
GO



<http://wronghands1.wordpress.com>

© John Atkinson, Wrong Hands

Julia
Campbell



HOW TO FUTURE-PROOF YOUR SOCIAL MEDIA STRATEGY

Meet your donors where they are, not where you want them to be.

Make every interaction as frictionless (and clear) as possible.

Always think about your donors first when revamping your website, writing that email series, and sharing content on social media.



**DON'T GET OVERWHELMED
– YOU CAN DO THIS!**

The only constant in online marketing is that it's constantly changing.

Platforms come and go.

Focus on building a real community that will follow you no matter where you set up shop.

BATTLE-TESTED TOOLS

Canva –

https://about.canva.com/en_in/canva-for-nonprofits/

Animoto –

<https://animoto.com/business/non-profit>

Lumen5 –

<https://lumen5.com/pricing/>

WordSwag mobile app –

<http://wordswag.co/>



**30 QUICK WAYS TO SPICE
UP YOUR NONPROFIT
SOCIAL MEDIA ACCOUNTS**

www.jcsocialmarketing.com



BATTLE-TESTED TOOLS

Hootsuite –

<https://hootsuite.com/pages/landing/non-profit-discount-application>

Buffer –

<https://buffer.com/nonprofits>

Later –

<https://docs.later.com/billing-and-accounts/does-later-have-nonprofit-discounts>



ENDING THOUGHTS

The most important piece of advice I can give to a busy nonprofit professional is not to beat yourself up if a few tweets go unanswered, a blog post is a day late or a Facebook post has a formatting error.

Things can be edited and cleaned up.

Tomorrow is another day.

Social media and nonprofit marketing work is important – but no one will get physically hurt if it gets done imperfectly or a little late.



Done
is better
than
Perfect

CONNECT WITH ME

www.jcsocialmarketing.com/blog

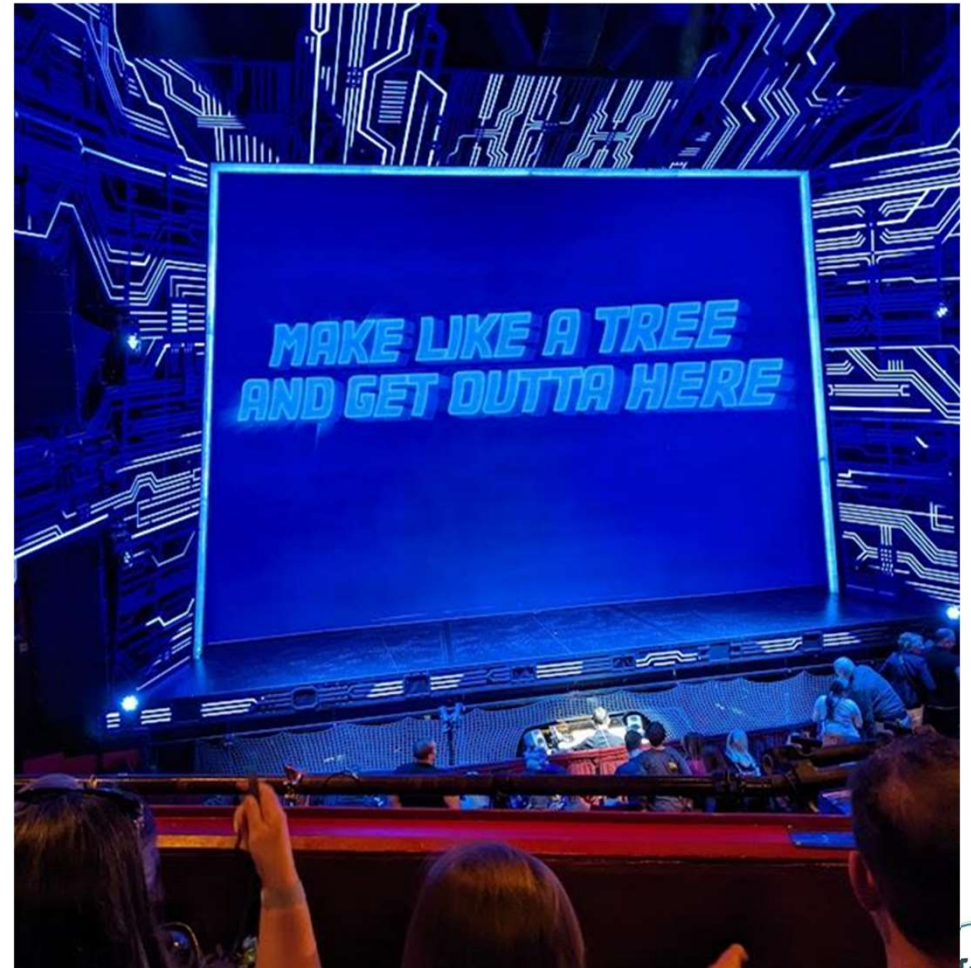
www.jcsocialmarketing.com/podcast

www.linkedin.com/in/juliacampbell

www.Instagram.com/juliacampbell77

Get my Nonprofit Social Media
Content Planner:

Text **PLANNER** to **33777**



Julia
Campbell



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www.onecause.com

888.729.0399

W E B I N A R

Say **ADIOS** to the Stuffy Gala

Going Beyond the Ballroom!



WED OCT 12th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

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Raise Nation Radio

The Podcast for Fearless Fundraisers

