

Nonprofit Montgomery_In Case You Missed It Lunch & Learn: Social Media for Nonprofits



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facebook

A good place to start. Facebook is now a powerful platform for calls to action, donations, and sales. It gives you a place to put all your information, events, photos, etc. [Facebook for Nonprofits](#) is a new section that has some great engagement tools for people to donate, and register for events.

Call to Action button: is a link to a campaign (you want people to write a letter, sign a petition. You can use it so people can register for an event – link to your event page. You have control over where the link is in a post.

What's Facebook Insights? Once you get 30 likes, you can get Insights – information about users. It's on the Manager page.

How to deal with Facebook clutter. You can create a dashboard so at a glance you can get a lot of info.

Facebook advertising. You can pay for advertising and buy boosted posts. Small amounts of money can make a difference as a boosted post. Make sure your reach is big enough before buying a boosted post. It is to solidify reach, not increase numbers. So don't start here. Suggested posts are paid for (mostly).

How to get followers. Reach out to people with a Facebook link and ask people to look, like, etc. For optimum exposure – post between 9am and 2pm.

How do you convert Facebook followers to an email list? Depends if they (followers) want you to. Have a link – go here to sign up for our email list. Websites are secondary. Social media is more important. Link website to social media. Go to other pages and make comments on what they are posting and tag people/groups.

twitter

Send out messages and connect with important people. Follow people and groups on Twitter and connect and share. Never repeat a message – but you can re-tweet.

How do you get people to pay attention? Use hashtags and hashtags and @ use to identify an account. Hashtag is about an issue, @ identifies who.

Hashtags? Search for hashtags. Look up what common ones are. Hashtags only have power if a lot of people are using them. Instead of Rainbow Place, try homeless women.

Attention entropy. The longer you leave it alone....the less people will pay attention. Harping. Has to be different each time.

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Instagram

Instagram is an image hosting site. A great way to build excitement. Photos, but can include narrative and video. Use it correctly and you can get people emotionally involved and excited about your work.

Snapchat

Snapchat is for immediate interaction – almost no paper trail – all messages disappear. It's a tool for person to person or in a group.

You can use **Snapcash** to facilitate donations. Money transferring supported by Square. Transfer money from one person to another. Good platform for events & live donations.

COMMON QUESTIONS

How do you craft a good post? This is the art of social media – twitter rule of 140 characters is a good one. Shorter posts. Not too much text. Posts that have video or picture (link to Instagram account).

How should I use photos? Never stock photos – use your own pictures that show something or people. Grammar must be 100% correct. Posts reflect the best possible fact of the organization – [Grammarly](#) is a service that checks your posts and stuff you do on your computer.

Should I use live video? You can live stream an event, but make sure it's interesting! Facebook and Instagram have the ability to post live videos. You can broadcast directly to Facebook. People receive alerts on phones that say "this person is live." You can stream as a post on your page and connect to a donation page. Live streams should be no longer than five minutes. Disclaimer – live events are not edited.

THINGS TO THINK ABOUT

REACH: how far your message gets out and who gets it. For example, Twitter is like using a microphone – you cant tell who can hear you.

ENGAGEMENT: how many people are responding to the message you sent (like on Facebook, put your picture on Instagram and like it, etc.)

CONVERSION: People who shared your message, become members, donated, volunteered, etc. The messages received and people get involved by sharing etc.

REMEMBER: all social media platforms work together. You can have tweets and Instagrams show up on Facebook. There's also LinkedIn and Pinterest. Don't use your personal accounts as an administrator for work!