



Audit Your Nonprofit Social Media Efforts

Presented By: Erica Linguanti, Achieve
Wednesday, July 21, 2021 | 2:00 – 3:00 p.m.



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!



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**Donation Forms | Event Registration
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ACHIEVE

**Digital Marketing | Social Media
Nonprofit Web Design | Web Support**

Today's Speaker



Erica Linguanti | Director of Marketing, Achieve

Erica passionately believes that the emergence of social media has created an opportunity for organizations to innovate and engage with donors in entirely new ways. Erica leads the strategy and execution of all marketing initiatives at Achieve, with an emphasis on helping nonprofits tell their stories digitally. By combining the unique needs of nonprofits with experience from working closely with major “for profit” brands - including Hilton, Marriott, Hyatt, Preferred, and IHG - she has developed unique tactics to drive interest for causes (and convert that interest into action). Erica holds a BSBA in Marketing from the University of Central Florida.

Presented by:
 ACHIEVE

Audit Your Social Media Efforts and Avoid Common Mistakes



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

achievecauses.com/qgiv

Erica Linguanti
Director of Marketing

A close-up photograph of a beagle dog shaking its body to remove water. The dog's head is in the center, looking slightly to the right. Its fur is a mix of tan, white, and black. A dense cloud of water droplets is 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).



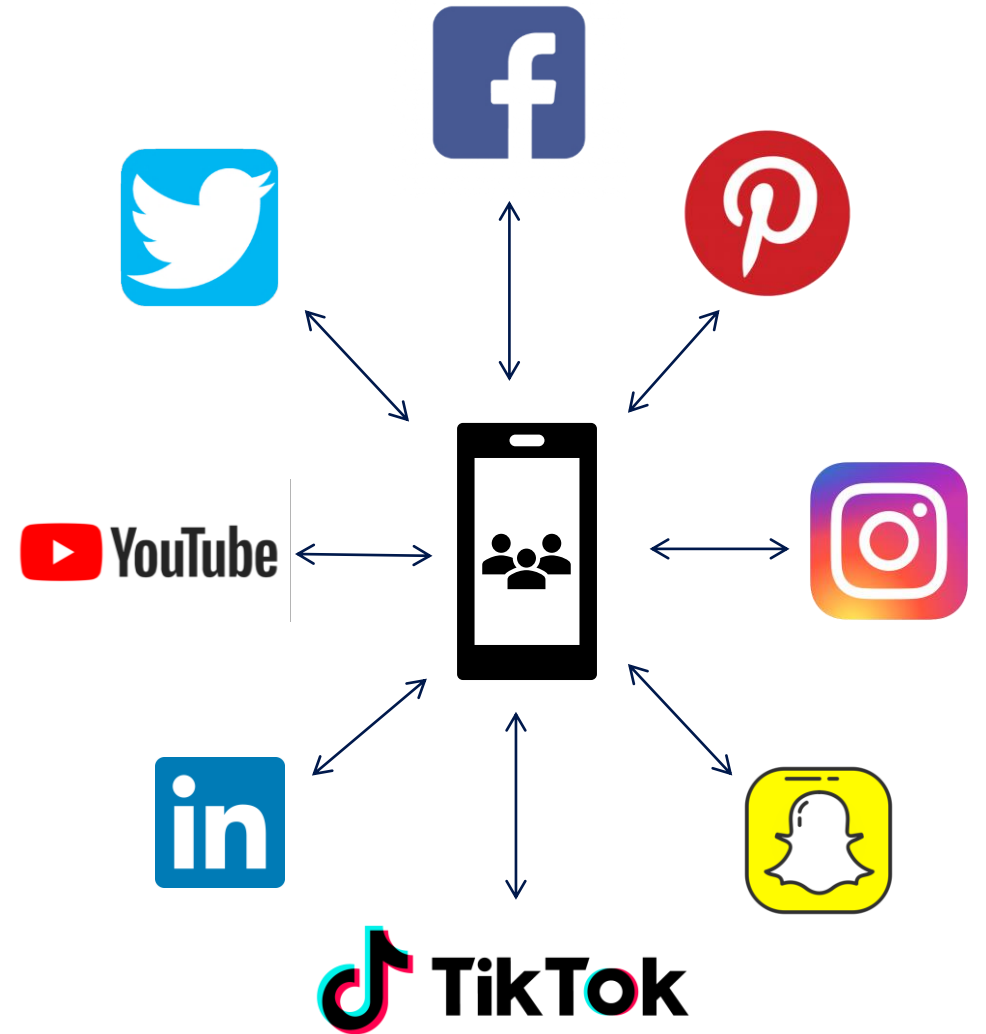


**Let's take inventory of
your social channels.**



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?



The background is a solid blue color. On the left side, there is a grid of 16 blue paper airplane icons, arranged in 4 rows and 4 columns. On the right side, there is a single blue paper airplane icon. A dashed white line starts from the bottom left, curves upwards and to the right, and ends near the single airplane on the right.

**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

200 Engagements

1,498 Followers



100



13% Engagement Rate

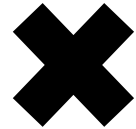




Focus On Engagement Rates

1,711 Engagements

445 Followers

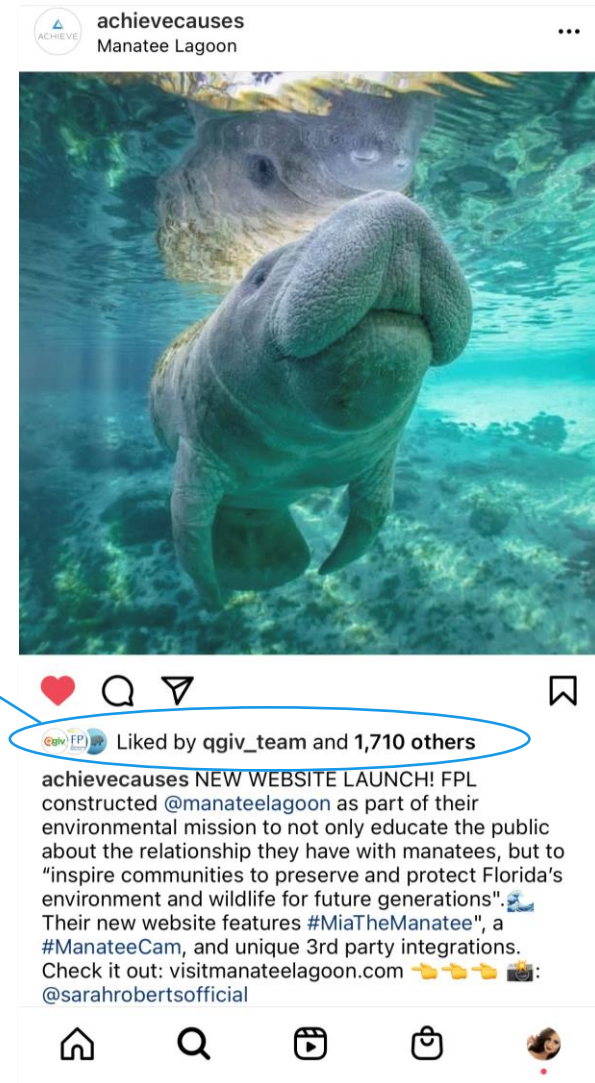


100



384%

Engagement Rate





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



Pre-Scheduled Content

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

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



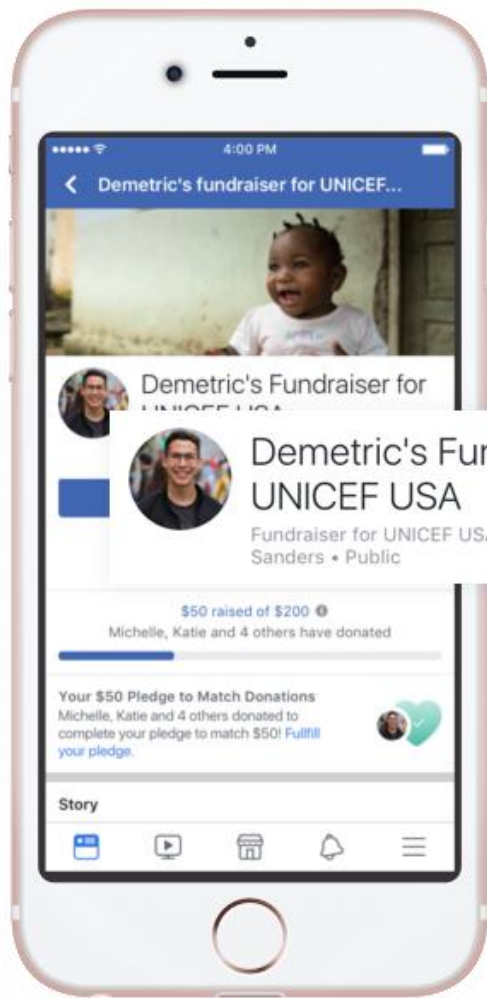
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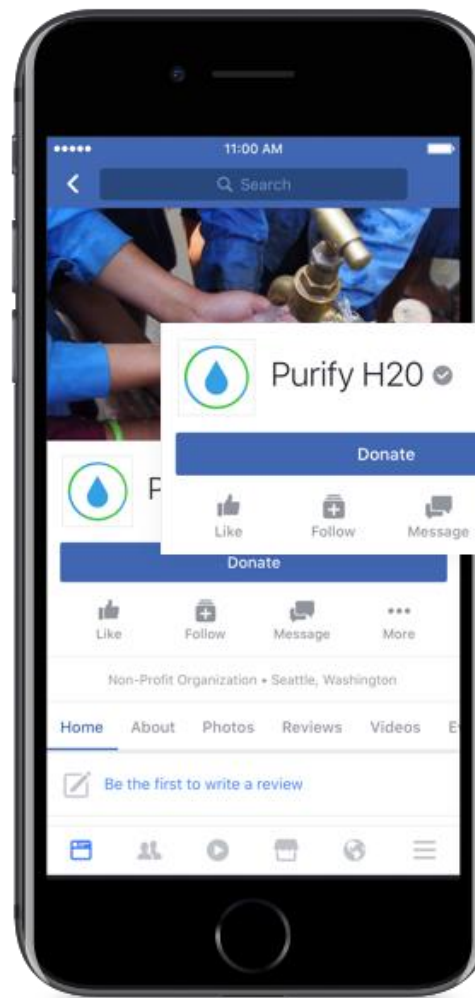
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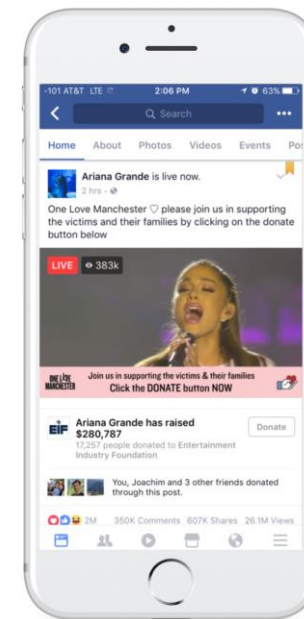
Facebook Giving Tools



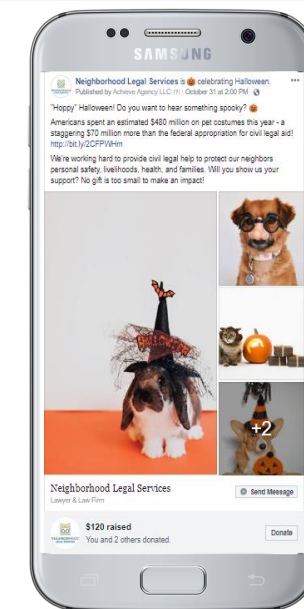
Fundraisers



Donate Button



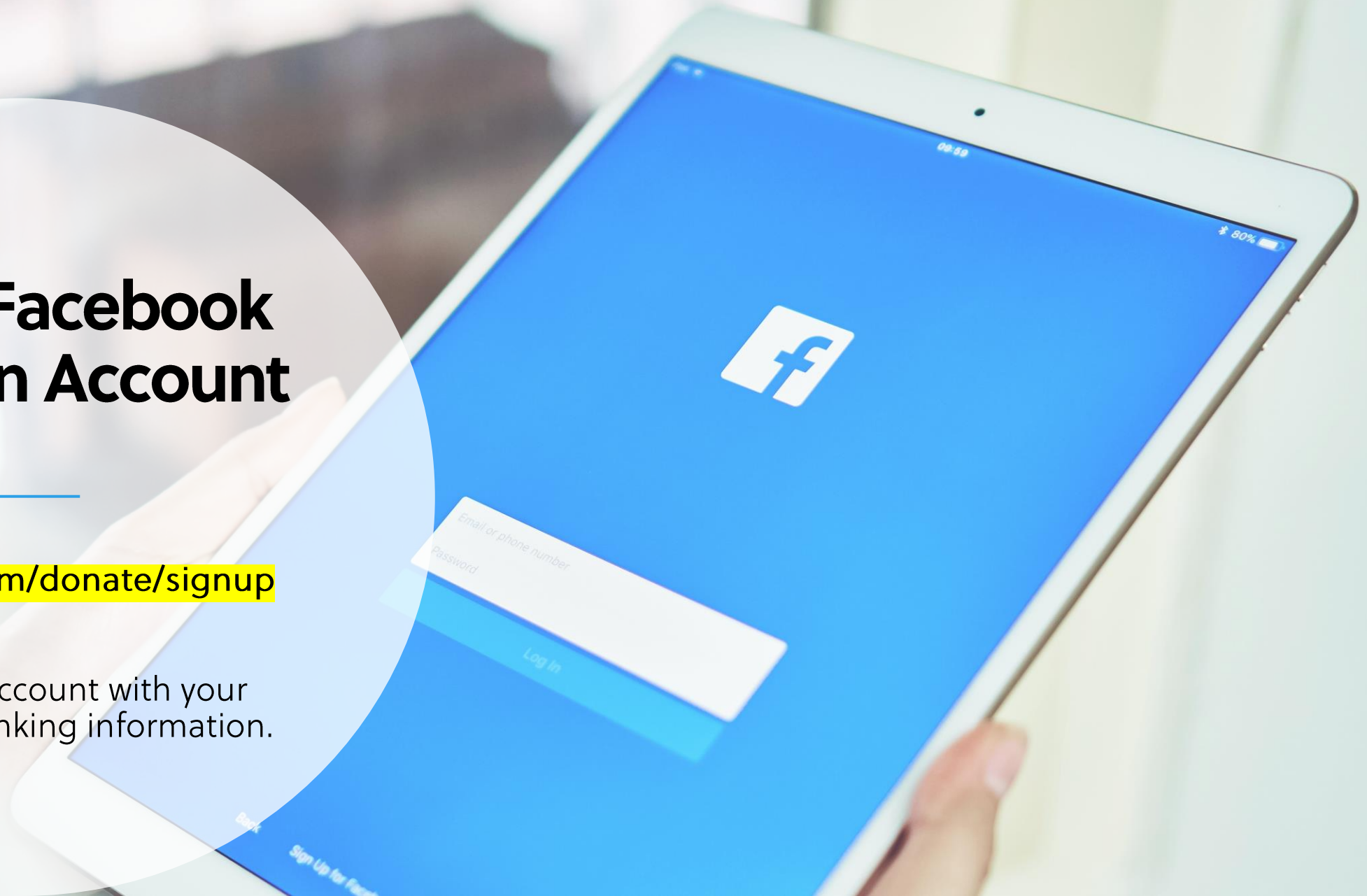
Live Streams



Posts

Create Facebook Donation Account

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

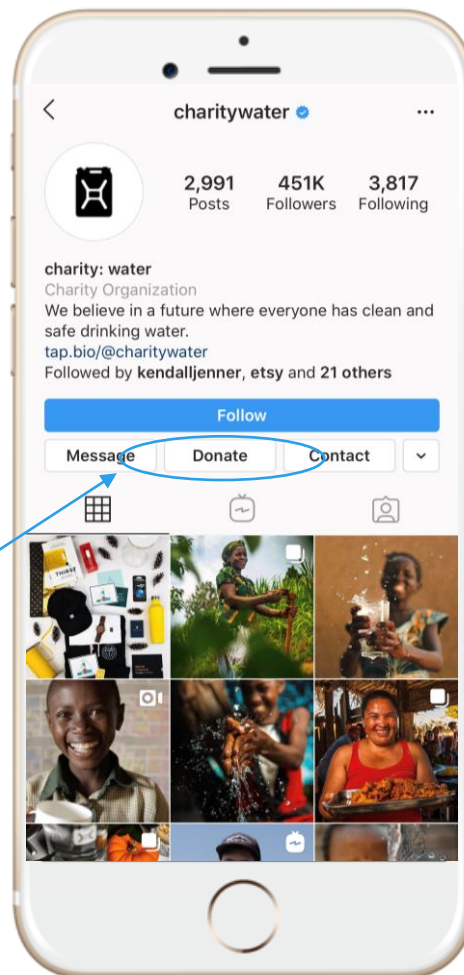




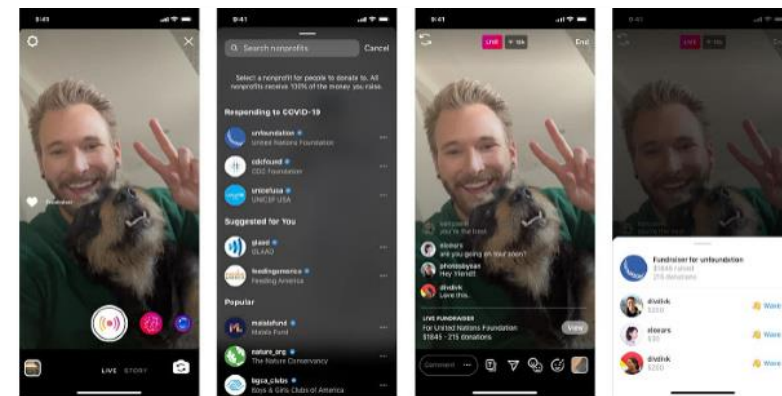
Instagram Giving Tools



Instagram Stories



Donate Button



NEW Live Stream

Setup Instructions:
bit.ly/IGDonateButtonSetup

NEW Instagram Live Stream:
bit.ly/InstagramDonations

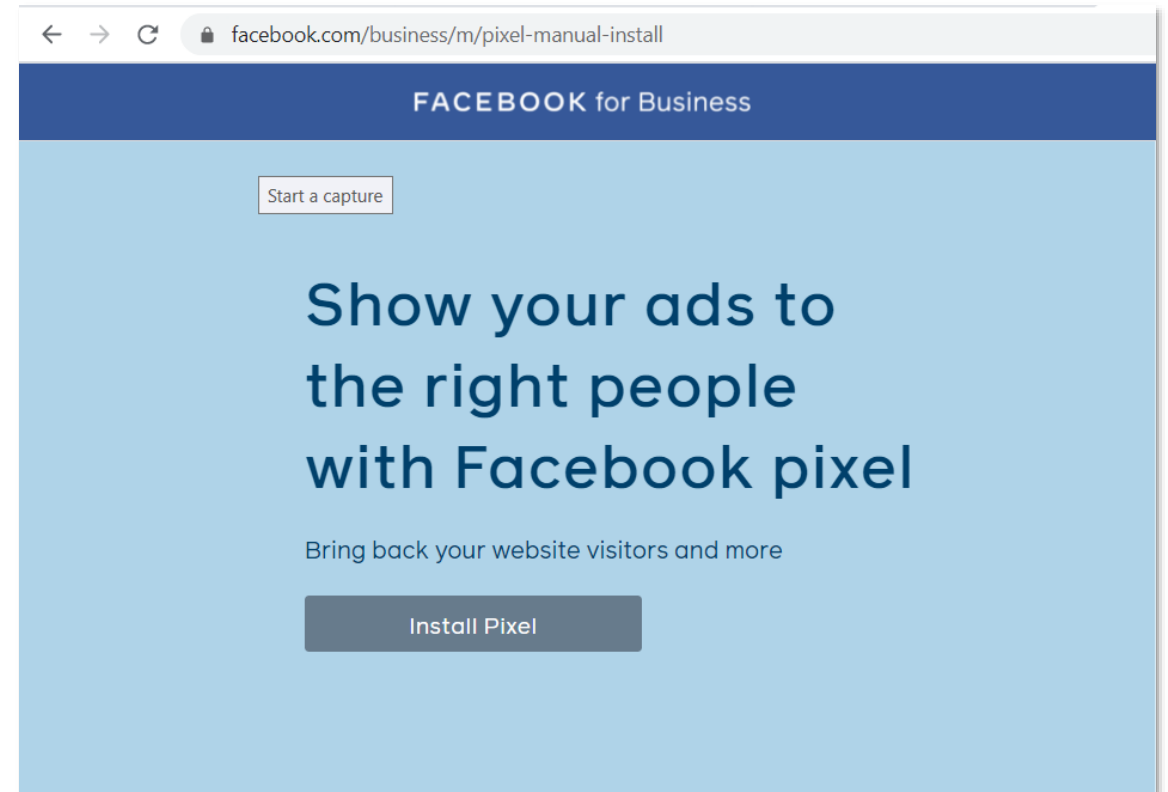




Facebook Pixel

*"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."

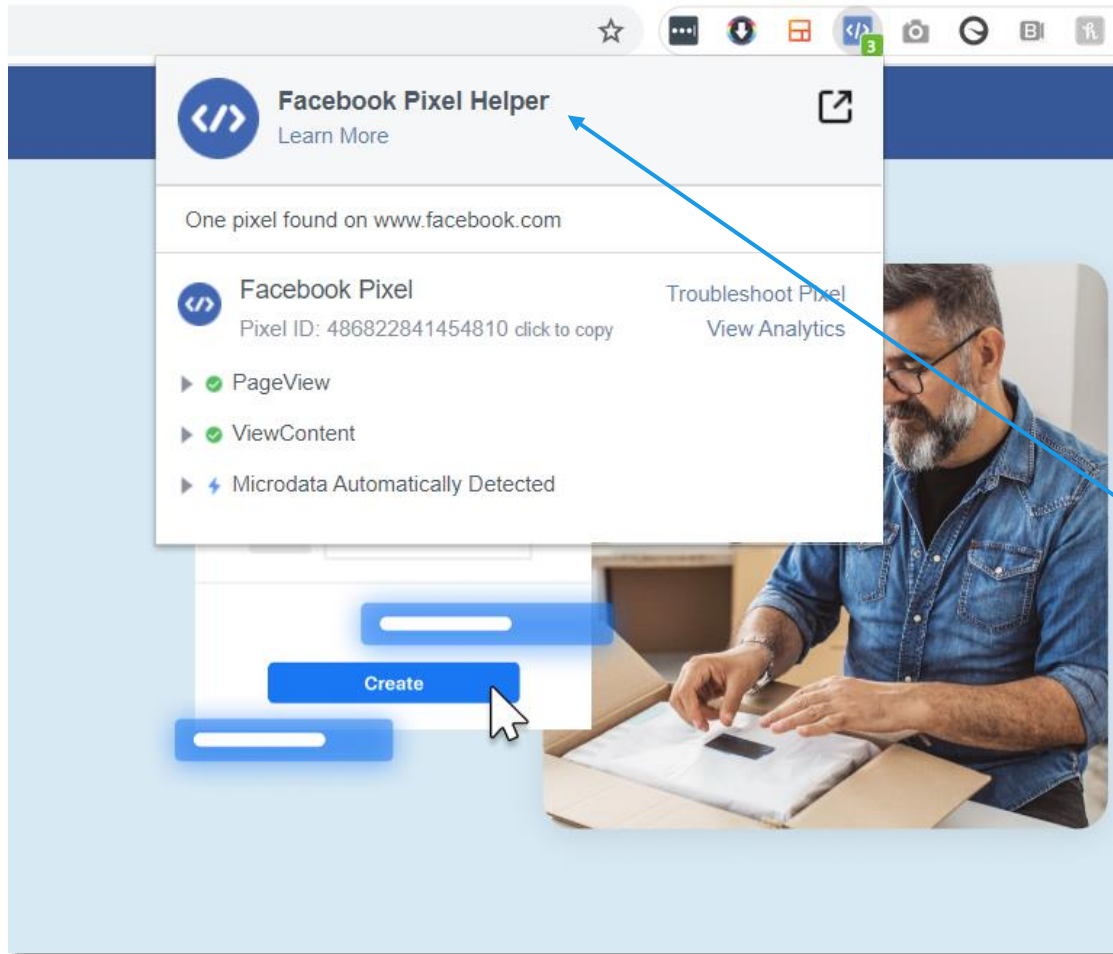


Learn more at:

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



The background is a solid blue color. On the left side, there are three light bulbs hanging from cords, rendered in a lighter blue, semi-transparent style. On the right side, there is a large, dark blue arrow pointing upwards, also in a semi-transparent style. The text is centered in the middle of the image.

**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 (November 30, 2021)
 - Relevant days/weeks/months
 - World Suicide Prevention Day (September 10th)
 - National Women's Health Week (May 9th - 15th)
 - 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.

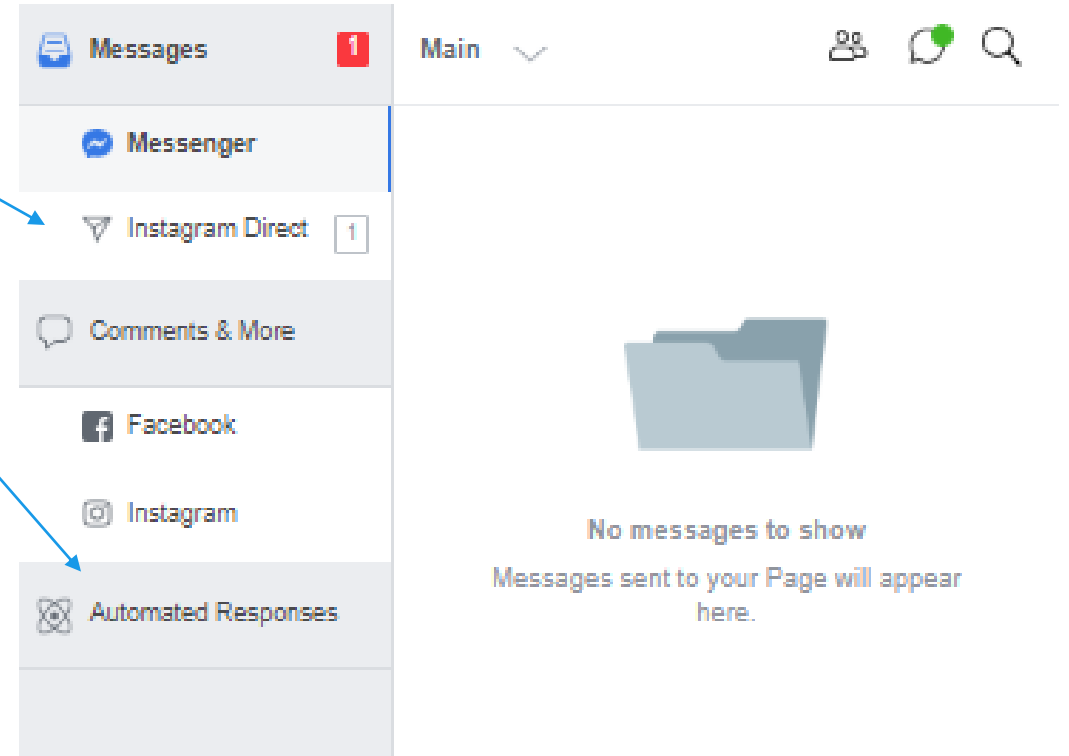
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-Amy Jo Martin, Founder and CEO of Digital Royalty



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



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.

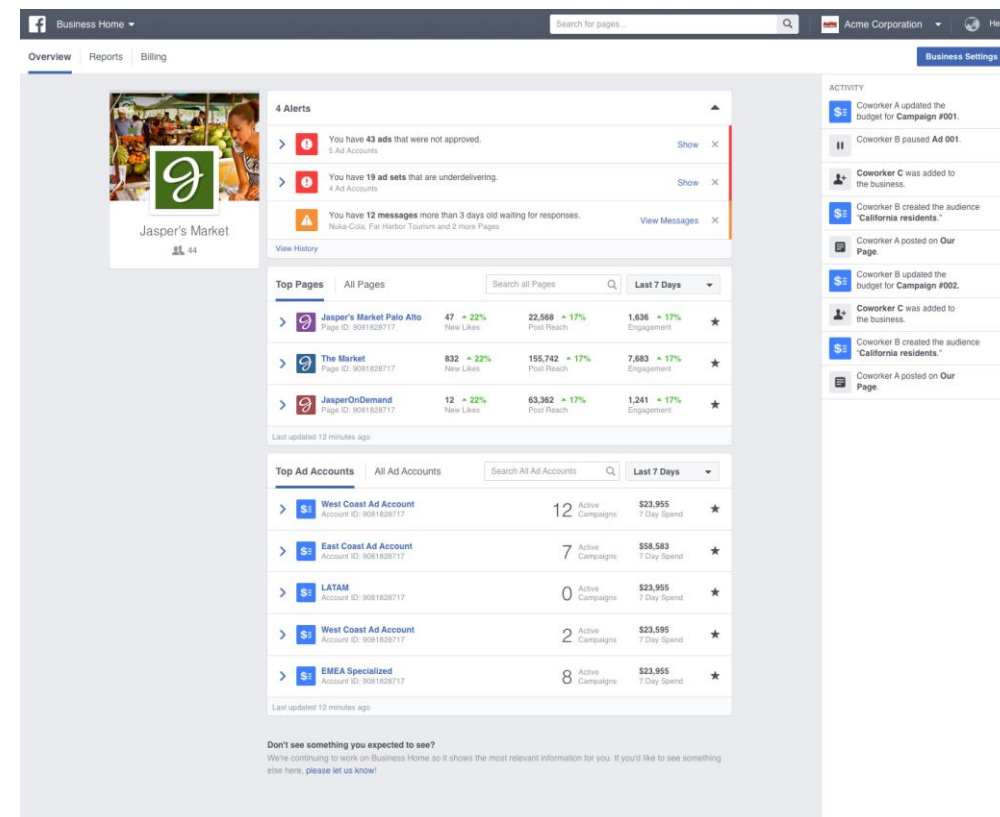
Best practices to get the most out of your paid spend are:

- 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



"Your social media efforts should be ladder^{ing} up to your goals."



Questions? erica@achievecauses.com



Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Achieve, contact:

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