

How to Boost Engagement on Facebook for Nonprofits

Cinammon Davies

Agenda

How to Boost Engagement on Facebook for Nonprofits



My Inspiration



Free Tools



Insights from NCET



Next Steps



The Basics

My Inspiration

Founder & CEO: Amanda McLernon of McLernon & Co



Hi.

At McLernon & Co, our social media obsession is to #KeepSocialMediaSocial. There are so many brands that focus on beautiful photos and perfect captions. But, underneath those glossy photos and authentic-ish captions are followers from a bot. That's not real, and it's definitely not social.

#KeepSocialMediaSocial means we focus on building real, honest connections with people through innovative social media strategy. We create and encourage conversations that build engagement among your network of followers and friends.

#KeepSocialMediaSocial means we keep it genuine and social. It's not about selling a product—it's about connecting.

#KeepSocialMediaSocial means we focus on the final word in that hashtag: Social. Being social comes from creating authentic connections and engagement with an audience, not just counting the number of followers an account has.

ENGAGE WITH US ON SOCIAL



SO MANY CHANNELS!!!





It's easier to pick your favorite donut...



The Top 4 Channels



According to Most Marketers

Quick Facebook Stats

How Many People Use Facebook?

Facebook monthly active users (MAUs) – MAUs were

2.80 BILLION

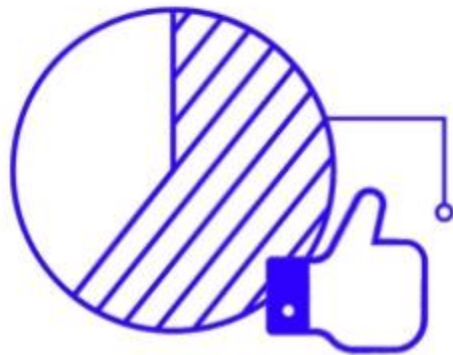
Facebook daily active users (DAUs) – DAUs were

1.84 BILLION



(Facebook, 2021)

Facebook - The King of Social Media



Facebook is the leading social platform, reaching

59.0%

of social media users.

(eMarketer, 2020)

Facebook Users Choose Mobile over Desktop

98.3%

of Facebook users access the social media app via their mobile phones.

(DataReportal, 2021)



Average Time Spent on Facebook



Users spend an average of

19.5 HOURS

on the Facebook app each month.

(DataReportal, 2021)

Insights from NCET

NCET: Nevada's Center for Entrepreneurship and Technology



NCET.org

Nonprofit Organization



Liked

[Learn More](#)

ncet.org



Cinammon, Kelly, Katie and 2,887 others like this

[Videos](#) [Events](#) [Posts](#) [Groups](#) [Community](#)

2,890

Total Likes

3,243

Total Follows



Invite Friends to Like This Page

Help more people discover this Page by inviting friends to like it.

[Invite Friends](#)

[Page Transparency](#)



NCET.org

Nonprofit Organization

Page History

Changed name to **NCET.org**
December 3, 2013

Page created - **NCET Nevada's Center**
February 15, 2012

Name changes can help you see if the Page's purpose has changed over time. If Page merges have occurred, that means that the Page has combined its followers with another Page.

Ads From This Page

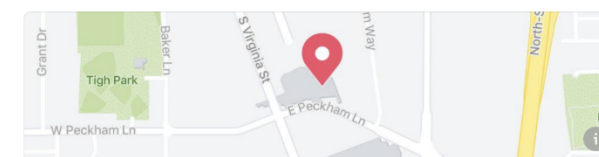
This Page is not currently running ads.
[Go to Ad Library](#)



NCET.org



[Home](#) [About](#) [Photos](#) [Reviews](#) [Videos](#) [Events](#)



Reno, NV 89511

[GET DIRECTIONS](#)

(775) 453-0130

info@ncet.org

<http://www.ncet.org/>

NCET is a member-supported nonprofit organization that produces educational and networking events to help people explore business and technology.

[Nonprofit Organization](#) · [Information Technology Company](#) · [Education Website](#)

See what NCET.org is doing in Messenger
[Get Started](#)

NCET is an independent award-winning member-supported 501(c)(3) Nevada nonprofit organization that produces educational and networking events to help people explore and use technology. NCET's programs include the annual NCET Small Business Expo and NCET Tech Awards, and the monthly Tech Bite, Tech Cafe, and Tech Wednesday events.

NCET is funded by membership, sponsorship,

[Learn More](#)



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Follower Growth Patterns



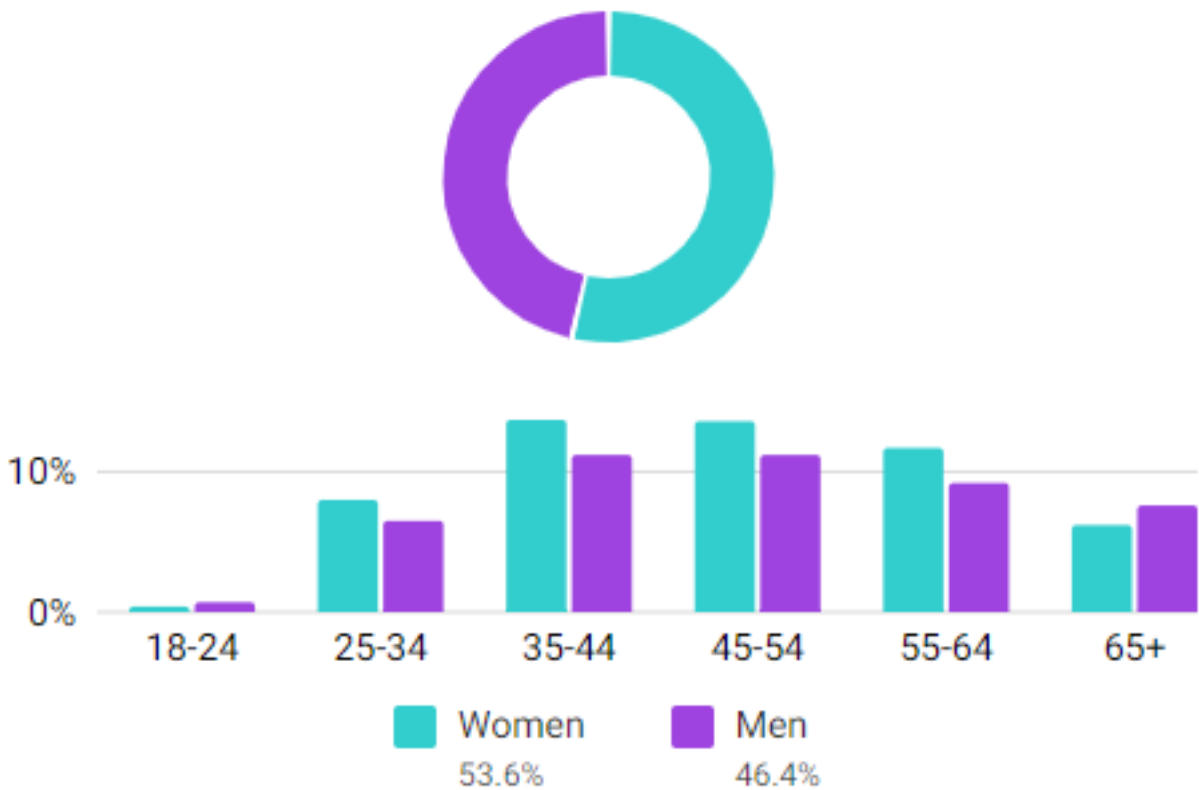
Audience Demographics

Current Audience Potential Audience

Facebook Page Likes ⓘ

2.9K

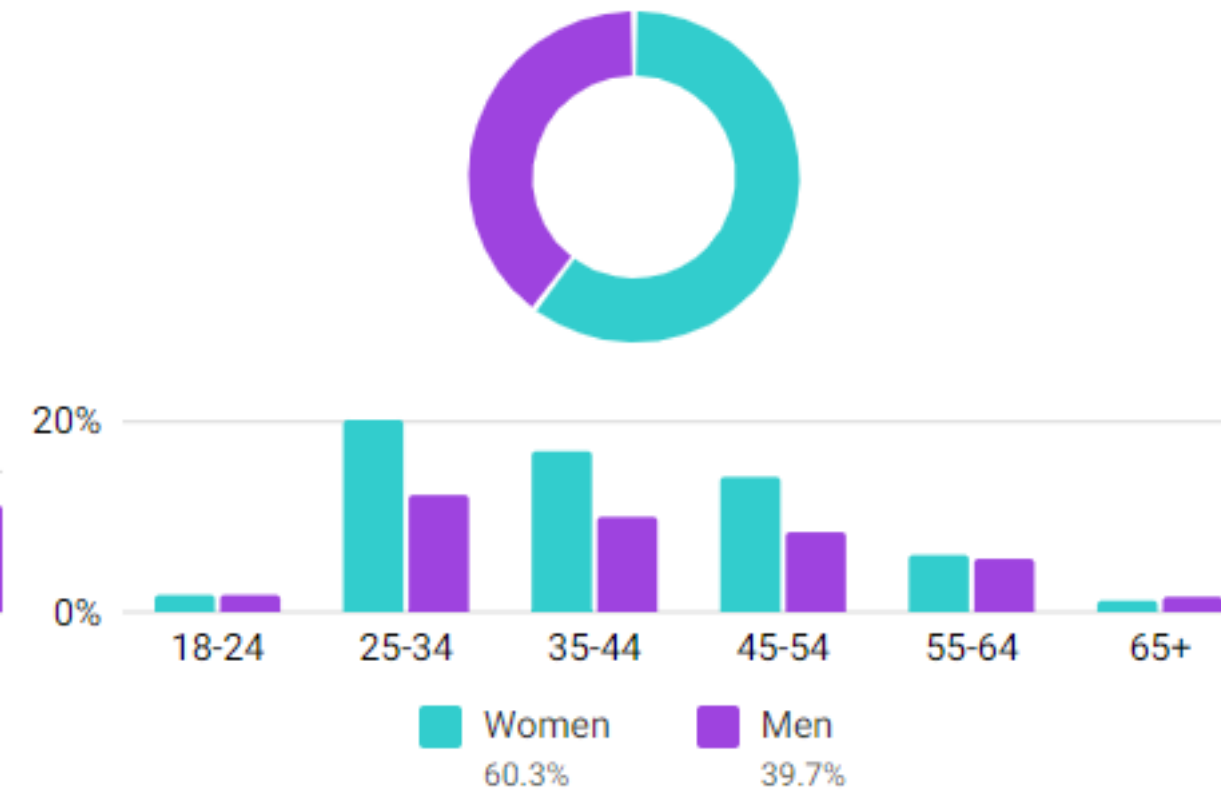
Age & Gender ⓘ



Instagram Followers ⓘ

1.4K








Age & Gender ⓘ














Did you know Facebook “throttles” your exposure?

<input type="checkbox"/>	Posts	Reach	Clicks/Actions
<input type="checkbox"/>	 Photos provided by Dave Siegel at InsightStudioInc.com 775-355-1511 –	180 	24 
<input type="checkbox"/>	 NCET.org updated their cover photo.	83 	0 
<input type="checkbox"/>	 #WinnersWednesdays 🤔🤔 NCET 20th Anniversary Gala and Tech Awards	209 	20 
<input type="checkbox"/>	 2019 #Preview for NCET Small Business Expo - Atlantis Grand Ballroom	129 	6 
<input type="checkbox"/>	 The “Biggest Little City in the World” is doing its part to help stack the odds in	515 	40 
<input type="checkbox"/>	 Tray Abney is a managing partner of the Abney Tauchen Group, which offers a	321 	20 
<input type="checkbox"/>	 Wondering whether your LinkedIn profile is catching eyes in the business world?	128 	4 

Unless you can drive #Engagement!

<input type="checkbox"/>	Posts	Reach	Clicks/Actions
<input type="checkbox"/>	 Are you on our list of #exhibitors? If not, you're missing an opportunity to reach up	193 <div><div></div></div>	6 <div><div></div></div>
<input type="checkbox"/>	 Photos provided by Dave Siegel at insightstudioinc.com Based in Reno,	415 <div><div></div></div>	28 <div><div></div></div>
<input type="checkbox"/>	 Did you #SaveTheDate? Marco Romero invites you #BizCafe! Biz Cafe is	157 <div><div></div></div>	9 <div><div></div></div>
<input type="checkbox"/>	 NCET.org updated their cover photo.	89 <div><div></div></div>	0 <div><div></div></div>
<input type="checkbox"/>	 #Protecting the #essentials in your #business, whether it be the safety of	180 <div><div></div></div>	7 <div><div></div></div>
<input type="checkbox"/>	 #WinnersWednesdays 🤖🤖 NCET 20th Anniversary Gala and Tech Awards	302 <div><div></div></div>	30 <div><div></div></div>
<input type="checkbox"/>	 #Cars are driving themselves. Elon wants to develop #brain #implants to enable	229 <div><div></div></div>	6 <div><div></div></div>

Meet the 1K+ Organic Exposure Club!

<input type="checkbox"/>	Posts	Reach	Clicks/Actions
<input type="checkbox"/>	 #ALERT! #SPECIAL #ANNOUNCEMENT! 🍌🍌🍌 NCET.org	1K 	78 
<input type="checkbox"/>	 Jason Downing is the Team Leader over the Sales/Retrofit Department at Sierra	1K 	243 
<input type="checkbox"/>	 #GAMCO's Mario Gabelli has named #Reno as one of the country's "#hotspots"	1.3K 	80 
<input type="checkbox"/>	 Debbie Torres McCarthy, better known a About Town Deb, has spent the last	2.3K 	431 
<input type="checkbox"/>	 Governor Steve Sisolak and the Nevada Governor's Office of Economic	1.2K 	60 
<input type="checkbox"/>	 NCET Biz Cafe: Rachel Gattuso – Business Giving Habits That Change	1.1K 	101 

#MembersMonday



NCET.org
February 25 · 🌐

Eric Lerude, the #Owner and #Director of the #races, and Kelly Corrigan, the Director of #Marketing, #Runner & Sponsor Relations (pictured in the photo), are the two people who handle most of the details behind Race178. Race178 is a #race production company in #Reno that puts on endurance events that showcase the Reno-Tahoe area. Both Eric, a Reno #native, and Kelly are avid runners; you will see them running on the streets and trails around Reno all the time. Eric and his wife Stephanie started Race178 in 2004, and Kelly joined the company in 2014. Whether you are brand new to running or are a seasoned veteran, Race178 puts on the right race for you. To learn more about our race schedule and sponsorship opportunities, please visit our website at race178.com. Or contact Eric at eric@race178.com or Kelly at kelly@race178.com. See you at the races!

NCET.org is full of talented, invested members, like Eric Lerude & Kelly Corrigan looking to make a difference in our community. Join us today to become a part of our growing community: www.NCET.org

#NCETMemberProfiles
#MembersMonday!



Performance for Your Post

2,573 People Reached

193 Reactions, Comments & Shares ⓘ

167 👍 Like	34 On Post	133 On Shares
16 ❤️ Love	2 On Post	14 On Shares
7 Comments	3 On Post	4 On Shares
3 Shares	3 On Post	0 On Shares

436 Post Clicks

31 Photo Views	5 Link Clicks	400 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

#Marketing
#Runner
#Races
#Race
#Reno
#Native

@Eric
@Kelly
@Race178
@NCET

The Basics

ANYONE Can Start with a Smart Phone



5 Simple Ingredients to Get Started!



A Level Headed Team



The Freedom to Experiment



A Content Calendar



Create Events



Analyze your Analytics

A Level Headed Team

Social Media Manager
(The Strategist)

Content Creator
(Your Creative Dreamer)

Community Manager
(Listener/Responder)

Advertiser Manager
(If you have the budget)

Analyst
(To know what works!)



Social Strategy

What do you wish people knew about Soroptimist International of Truckee Meadows?

Community Contributions

- Women's Scholarships
- Youth Scholarships
- Misc. & In-Kind Donations

#Crafters of #SITM

- Crocheted Afghans for Elderly & Families
- Bracelets for Cancer Patients
- Additional Craft features as appropriate

STEM Education for Girls

- Featuring partner schools
- Featuring student projects
- Featuring volunteers that run this project

Additional Outreach

- Education for Girls in Nepal
- Support for Local Nonprofits
- Seminars for Unemployed & Underemployed Women

The BEST Content Calendar is the One You Will Actually Use



Facebook gives you a scheduler for #FREE!

business.facebook.com/latest/posts/published_posts?asset_id=153761481409924&nav_ref=pages_classic_isolated_section_inbox_redirect

Apps SF Business Manager OKTA RLCS Blog Membership- Gene... POET SHM AdMall Ecounts RLHC EXPENSES NCETem VP NCETWP BEST OF DB VFM Cin copy >> Other bookmarks Reading list

Posts & Stories | NCET.org

Create Story Create Post

Posts

Stories

Feed & Grid

Facebook Photos

View posts in your calendar

You can schedule new posts and view all previously published and scheduled posts in your calendar.

Go to Calendar





Published Scheduled Drafts

Search by post ID or caption

Shared to: All

Lifetime: Mar 31, 2019 – Aug 23, 2021

Customize Columns

<input type="checkbox"/>	Posts		Date Published	Reactions/Likes ⓘ	Comments ⓘ	Shares ⓘ	Reach ⓘ	Engagement ⓘ	Impressions	
<input type="checkbox"/>		Milena Regos is a rebel entrepren...	Boost Post	August 23, 2021 at 7:02 AM	6 Reactions	0 Comments	1 Shares	214 People Reached	9 Post Engagements	215 Impressions
<input type="checkbox"/>		Milena Regos is a rebel entrepren...	Boost Post	August 23, 2021 at 7:01 AM	6 Likes	0 Comments	--	71 People Reached	--	--
<input type="checkbox"/>		Looking to buy or sell a Nevada b...	Boost Post	August 20, 2021 at 7:02 AM	0 Reactions	0 Comments	0 Shares	91 People Reached	5 Post Engagements	93 Impressions
<input type="checkbox"/>		Looking to buy or sell a Nevada b...	Boost Post	August 20, 2021 at 7:02 AM	3 Likes	0 Comments	--	131 People Reached	--	--

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Posts & Stories | NCET.org

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Schedule Posts Ahead Of Time For Your Own Sanity!













The screenshot displays the Facebook 'New Post' creation interface. On the left, the 'Placements' section shows 'NCET.org' and 'ncetreno' as selected locations. The 'Text' field contains the message: 'Cinammon Davies gives her victory speech for Technology Advocate of the Year at the #NCETTechAwards'. Below the text, the 'Media' section shows a photo of a woman at a podium with a 'TECH AWARDS' sign. The 'Call to Action' section has 'Get Messages' turned off. The 'Link Preview' section is optional and currently empty. At the bottom right, the 'Publish' button is highlighted, and a dropdown menu is open, showing the 'Schedule Post' option with a clock icon and the 'Save as Draft' option with a document icon. The background shows the Facebook mobile app interface with the 'Posts & Stories' tab selected.

#Boundaries

They are
REALLY
important!



Examples of Event Analytics

Event	Budget Spent	Reach	Responses	Tickets Clicks ▾
  NCET Biz Bite: What People Really Need From Leaders Reno-Sparks Convention Center Wed Feb 27, 11:00am	Not boosted	2.1K	76	11
  NCET Biz Cafe: Shameless Self Promotion! Rounds Bakery Wed Feb 20, 3:00pm	Not boosted	584	27	6
  NCET Tech Wed: Click Bond 2205 Arrowhead Dr, Carson City, NV 89706-0459, United States Wed Feb 13, 5:30pm	Not boosted	613	19	2
  The Pricing Creativity Cocktail Hour Noble Studios Wed Feb 6, 5:30pm	Not boosted	2.1K	93	18
  Pricing Creativity - A Keynote Presentation with Blair Enns Atlantis Casino Resort Spa Wed Feb 6, 11:30am	Not boosted	5.1K	216	87
  NCET Special Event: Legislative Preview - Impact on Business Atlantis Casino Resort Spa Thu Jan 24, 11:00am	Not boosted	2.3K	101	32

Top Performing Event: 27,500 people reached organically!



AUG

16

2019 Bowers Mansion Bluegrass Festival

Public · Hosted by Bowers Mansion Bluegrass Festival and Northern Nevada Bluegrass Association

✓ Going ▾

...

🕒

Aug 16 at 7 PM – Aug 18 at 12 PM
about 3 months ago

📍

4005 Bowers Mansion Rd, New Washoe City, NV 89704

104 Went · 1.5K Interested

See All



Russel, Annie and 2 other friends went

Details

Mark your calendar for the "Biggest Little Bluegrass Festival in the World!" and #SaveTheDate!

Tickets On Sale Now! <http://nnba.org/bowers-mansion-festival.html>

Did you know 2 free concerts "book-end" the Bowers Mansion Bluegrass Festival? One happens Friday night and the one happens Sunday morning. Both are FREE, and both take place at the Davis Creek Amphitheater.

Saturday is the main festival day, and is a ticketed event. Tickets can be purchased online at www.nnba.org

Don't forget to keep checking back for updates on line-ups and for additional information leading up to the festival.

See More ▾

Music

Schedule

Friday, August 16, 2019

●

7:00 PM

Free Concert at Davis Creek Amphitheater

Saturday, August 17, 2019

●

9:00 AM


Main Festival Day: Tickets on SALE Now!

Sunday, August 18, 2019

●

10:00 AM

Free Concert at Davis Creek Amphitheater




18 posts in the discussion

See Discussion

INSIGHTS


See More



27.5K

People Reached


+0 last 7 days



1.7K

Responses

+0 last 7 days



299

Ticket Clicks

+0 last 7 days

Audience

Women 35-44

20% of ticket clicks

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Top Performing Event: 27,500 people reached organically!

AUG 16 2019 Bowers Mansion Bluegrass Festival
Friday, August 16, 2019 at 7:00 PM

Event Performance

Since Jan 5, 2019



27.5K
People Reached

+0 last 7 days



1.7K
Responses

+0 last 7 days



299
Ticket Clicks

+0 last 7 days

Audience

Ticket link clicks▼

Women 35-44
21% of tickets clicked



Reno, Nevada
46% of tickets clicked



Free Tools

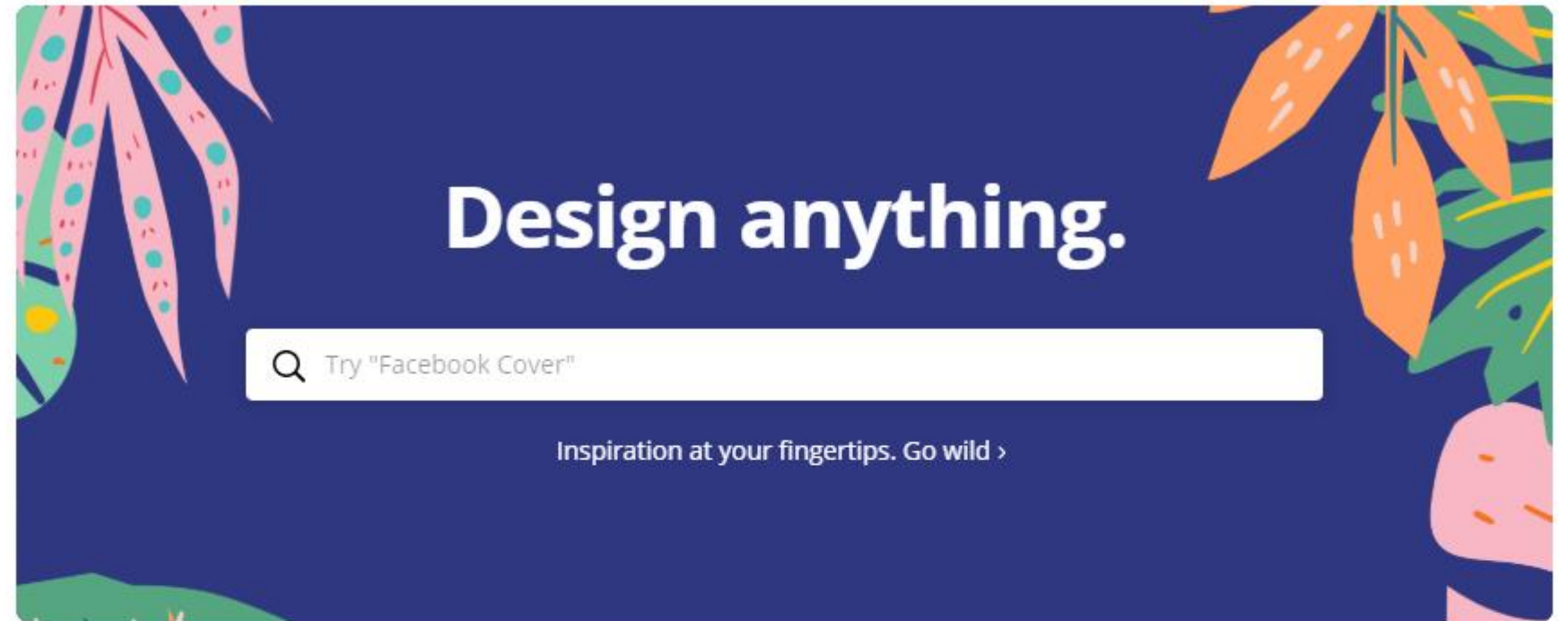
Free Tools I Like

Canva
www.canva.com

Google
Yes, you can really ask it
ANYTHING!

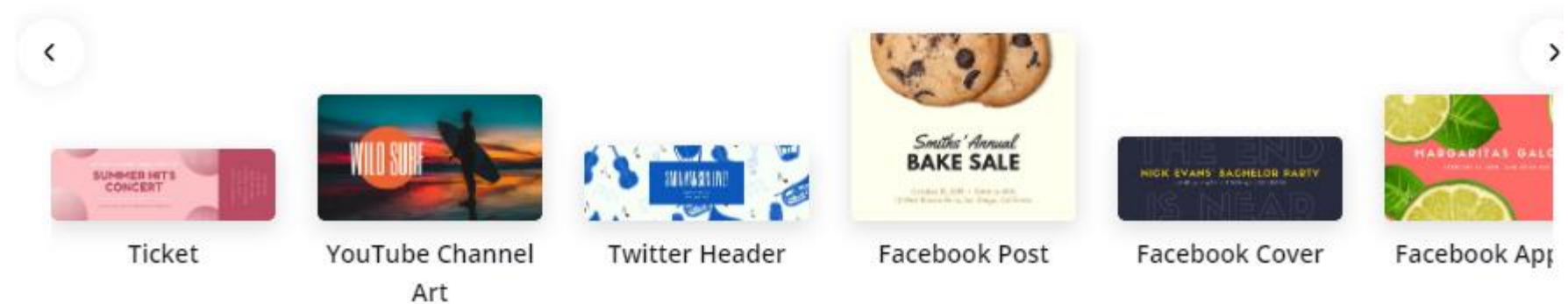
G Suite
Free for Nonprofits
www.google.com/nonprofits/

YouTube
Learn “How To” Anything!



Create a design >

Custom dimensions



Next Steps:

**What can you #Create?
Who can you #Recruit?**

Questions?



Cinammon Davies
cdavies@LOCALiQ.com
775-399-2101

Thank you