



# THE 4 PILLARS OF SOCIAL MEDIA MANAGEMENT FOR FUNDRAISERS

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# WHO ARE THE NONPROFIT NERDS?

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## DOES SOCIAL MEDIA MATTER FOR NONPROFITS?

**YES,**

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

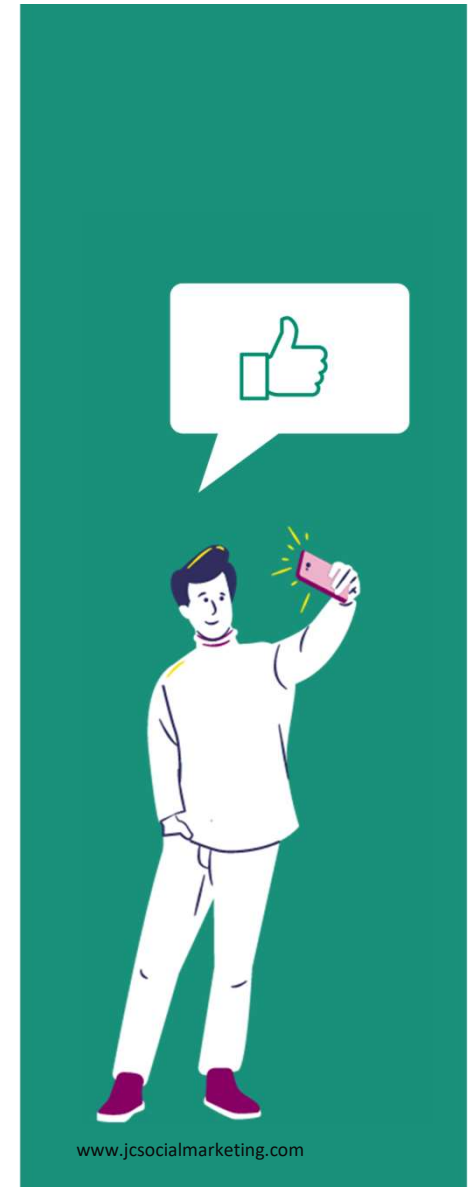
**YES,**

**30% 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](#)).

Social Media drives 57% of traffic to fundraising campaign pages ([Classy](#)).



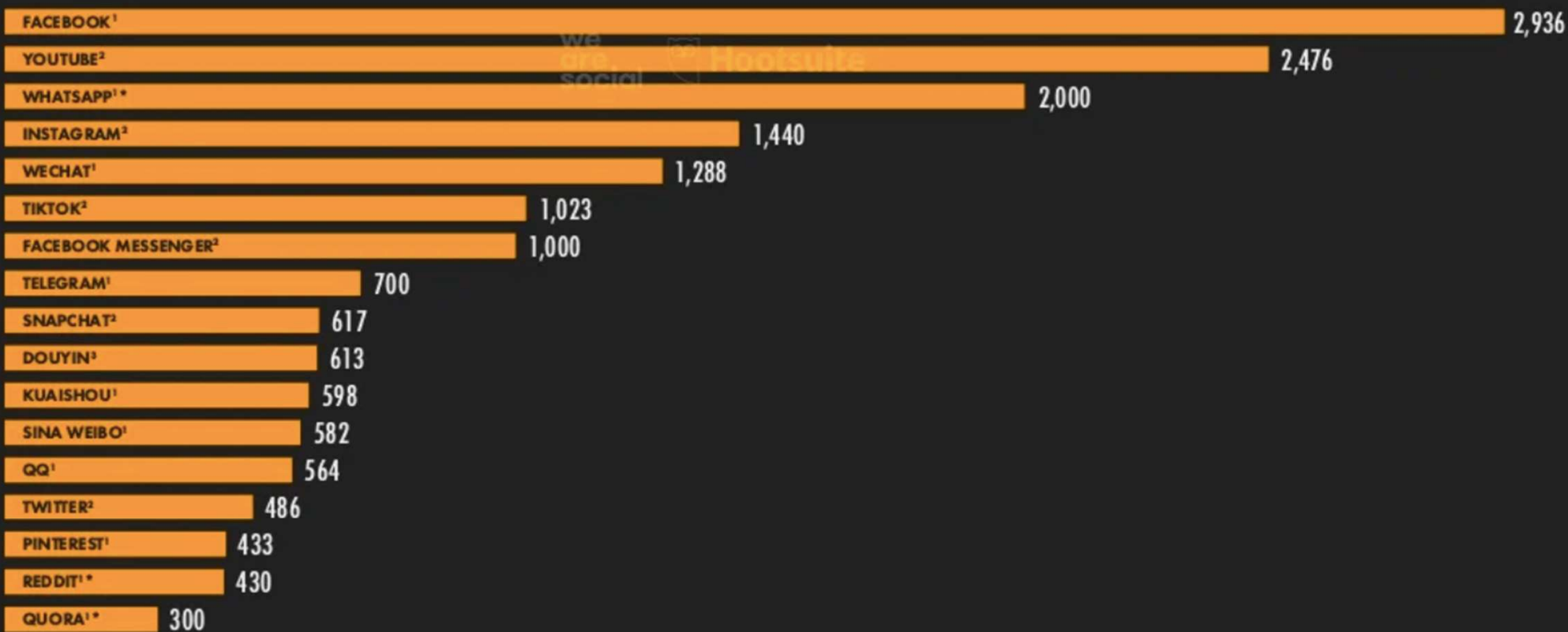
JUL  
2022

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) IMEDIA POLARIS. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES; DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

## TikTok Has Been Downloaded 3 Billion Times



TikTok's growth has rapidly increased. Its **worldwide user base** surged by **1157.76%** only between January 2018 and July 2020. Aside from Facebook, TikTok is the first app that attained the milestone of having **3 Billion** downloads.

(Source: SensorTower)

 NEAL SCHAFFER

## Twitter is the third most popular social media network for daily use



# 55%

Of users log into  
Twitter each day

Source: Statista

[sproutsocial.com/insights](https://sproutsocial.com/insights)

**sproutsocial**

TECHNOLOGY

# *The Atlantic* The Age of Social Media Is Ending

It never should have begun.

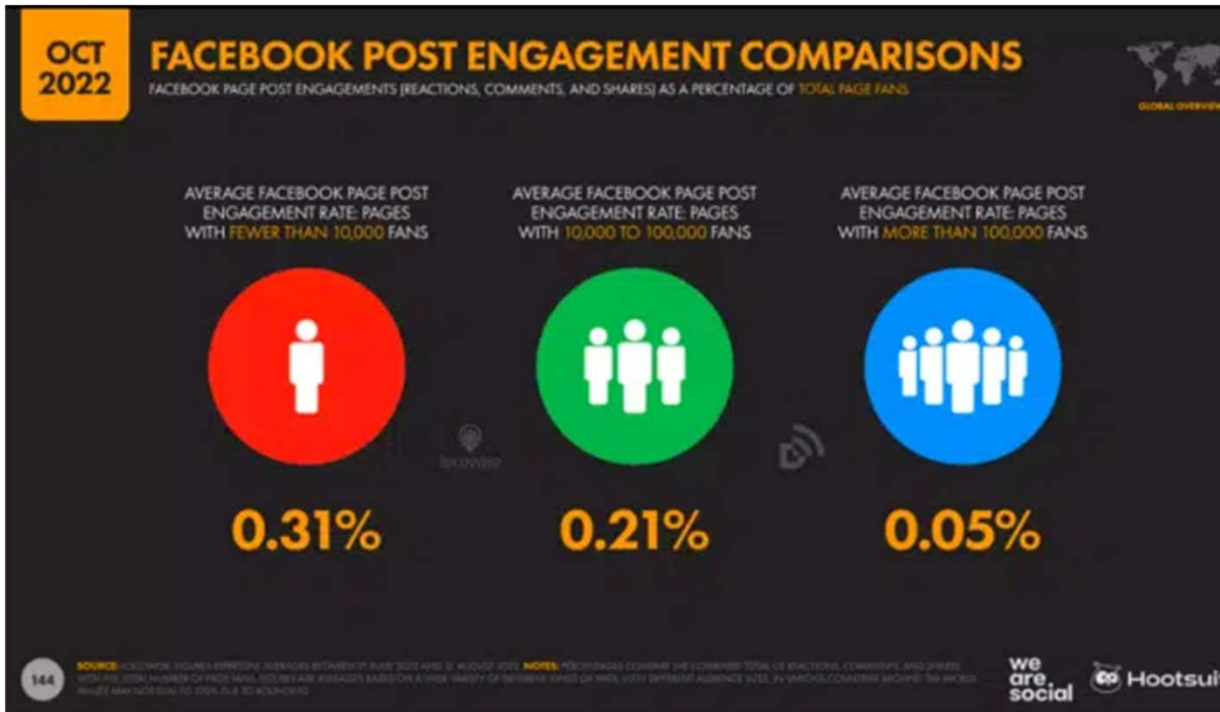
By Ian Bogost

*“The terms social network and social media are used interchangeably now, but they shouldn’t be.*

*A social network is an idle, inactive system—a Rolodex of contacts, a notebook of sales targets, a yearbook of possible soul mates.*

*But social media is active—hyperactive, really—spewing material across those networks instead of leaving them alone until needed.”*





The average engagement rate for a Facebook Page post is 0.07%

Photo posts get the highest engagement at 0.12%, followed by:

- Status posts: 0.11%
- Video posts: 0.08%
- Link posts: 0.04%

Engagement rates also vary significantly based on the number of page followers, with small pages getting the highest engagement.

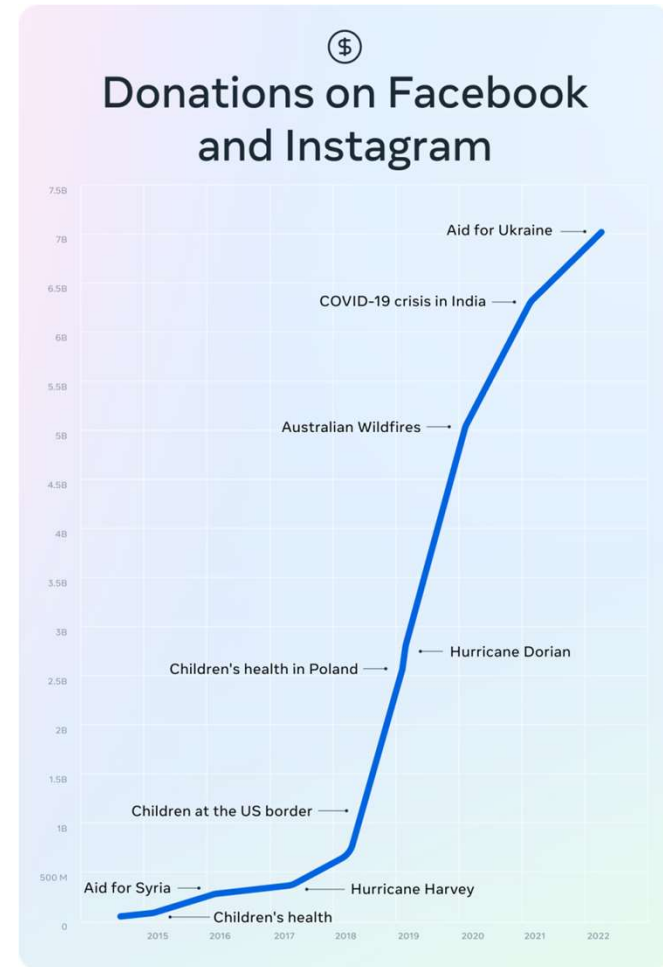
# ORGANIC REACH IN 2023



# \$7B

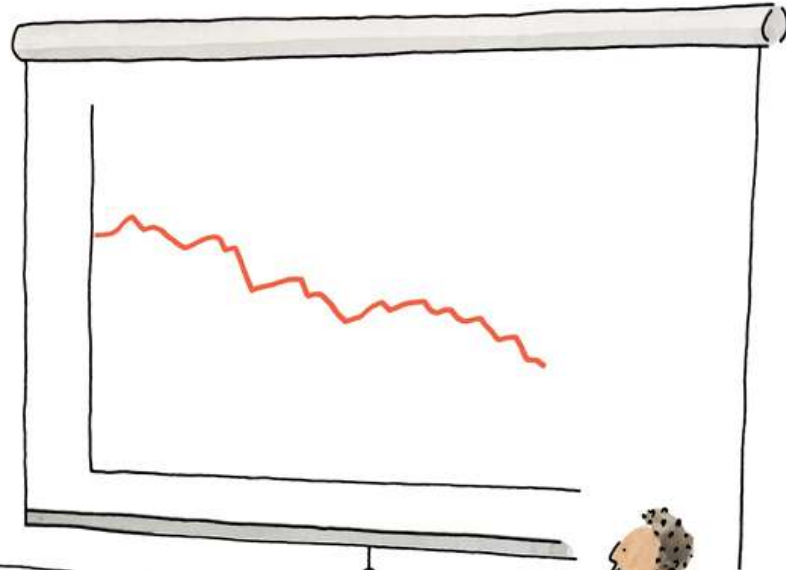
GLOBAL DONATIONS

People have raised over \$7 billion through fundraisers on Facebook and Instagram



<https://about.fb.com/news/2022/11/fundraise-for-nonprofits-giving-season/>

WHY ISN'T SOCIAL MEDIA  
MAGICALLY SOLVING ALL  
OF OUR PROBLEMS?



TOM  
FISH  
BURNE

An opportunity to reach a wider audience



A place to get real time feedback



A chance to make connections with your community where they spend a lot of their time

**WHAT SOCIAL  
MEDIA IS:**

# SOCIAL MEDIA IS PERFECT FOR NONPROFITS!

We can:

Shed light on complex, difficult issues.

Advocate for our work and our impact.

Address myths and misconceptions around the populations we serve.

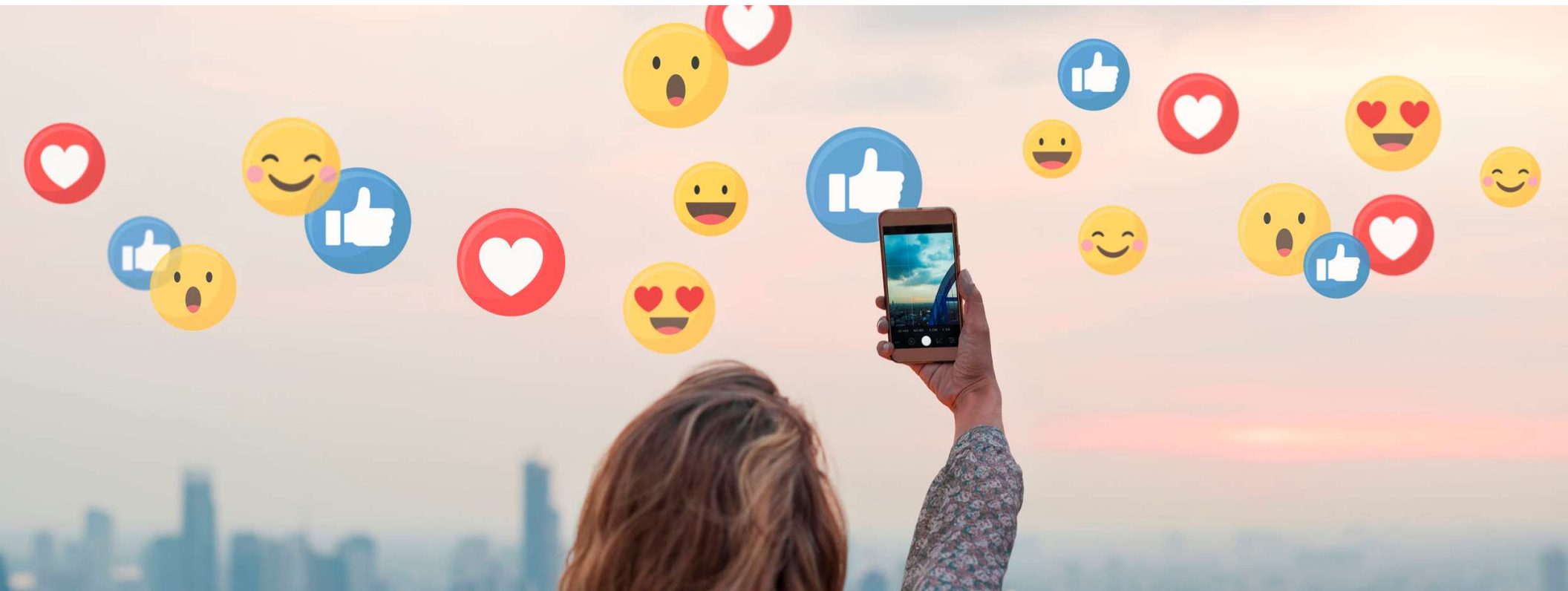
Educate and enlighten.

Fill knowledge gaps.

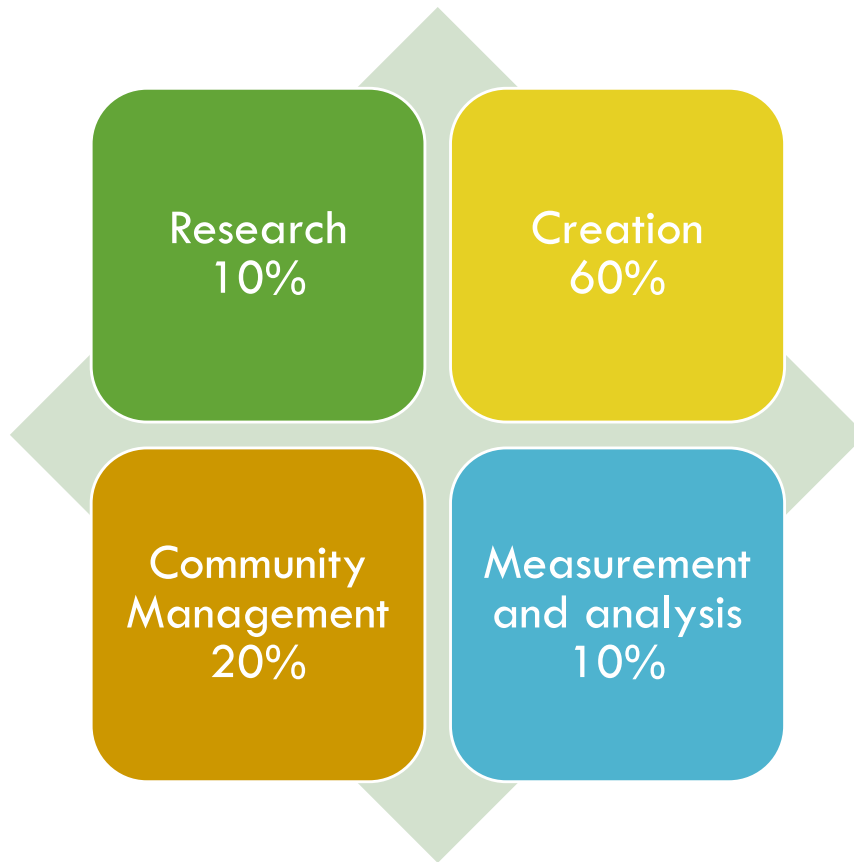
Keep people inspired by, and active in our work.

Change the world we live in for the better. #takebackdigital





SOCIAL MEDIA IS NOT SOMETHING  
TO CHECK OFF YOUR TO DO LIST. |



# THE 4 PILLARS OF SOCIAL MEDIA FOR FUNDRAISERS

# RESEARCH – 10% \*(ESTIMATE)

1

Keeping eyes on the “competition” and partners.

2

Listening to leaders in your industry.

3

Following trends and keeping up with relevant and timely topics.

4

Maintaining a library of assets and ideas.

# HOW TO DO EFFECTIVE RESEARCH:

Follow hashtags on Instagram and on Twitter.

Follow relevant and interesting accounts.

Subscribe to industry newsletters and put in a separate email tab.

Sign up for Google Alerts <https://www.google.com/alerts>.

Keep a Google Drive/Dropbox of screen shots and ideas.

I have a ton here: <http://www.bit.ly/JuliaExamples>



# CONTENT CREATION & CURATION — 60% \*(ESTIMATE)

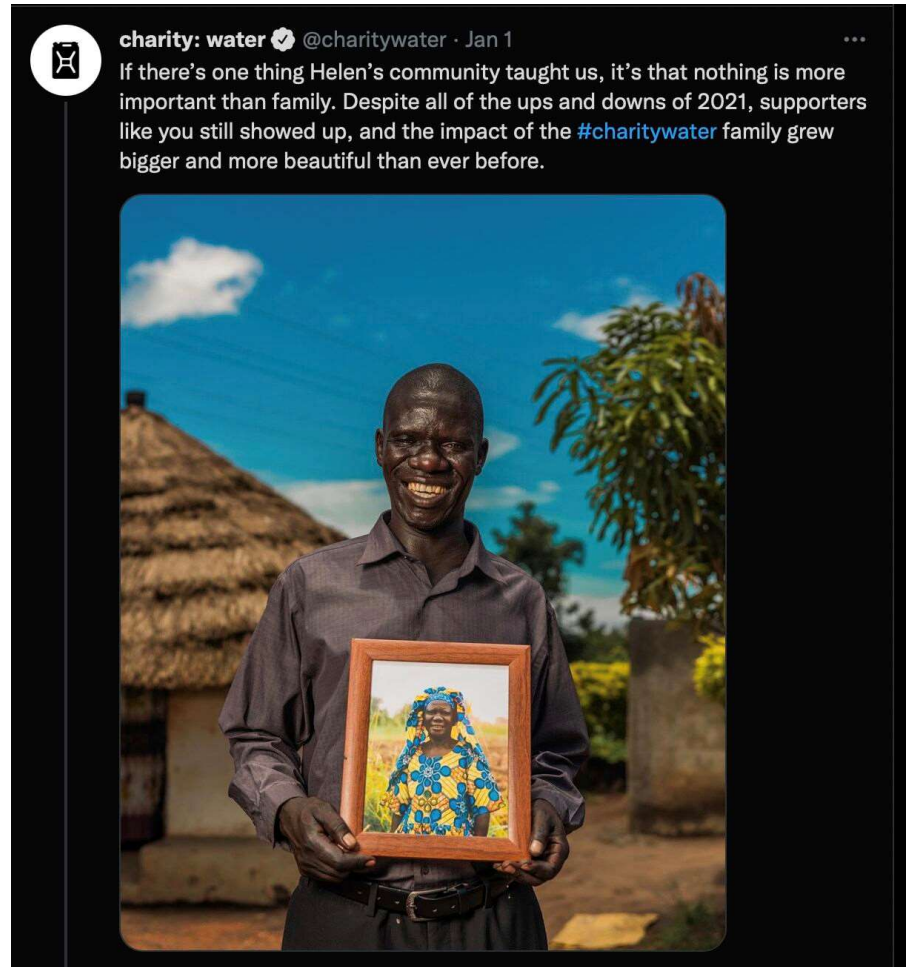
Crafting the posts.

Writing the copy.

Creating graphics.

Making videos.

Updating the Content Calendar.

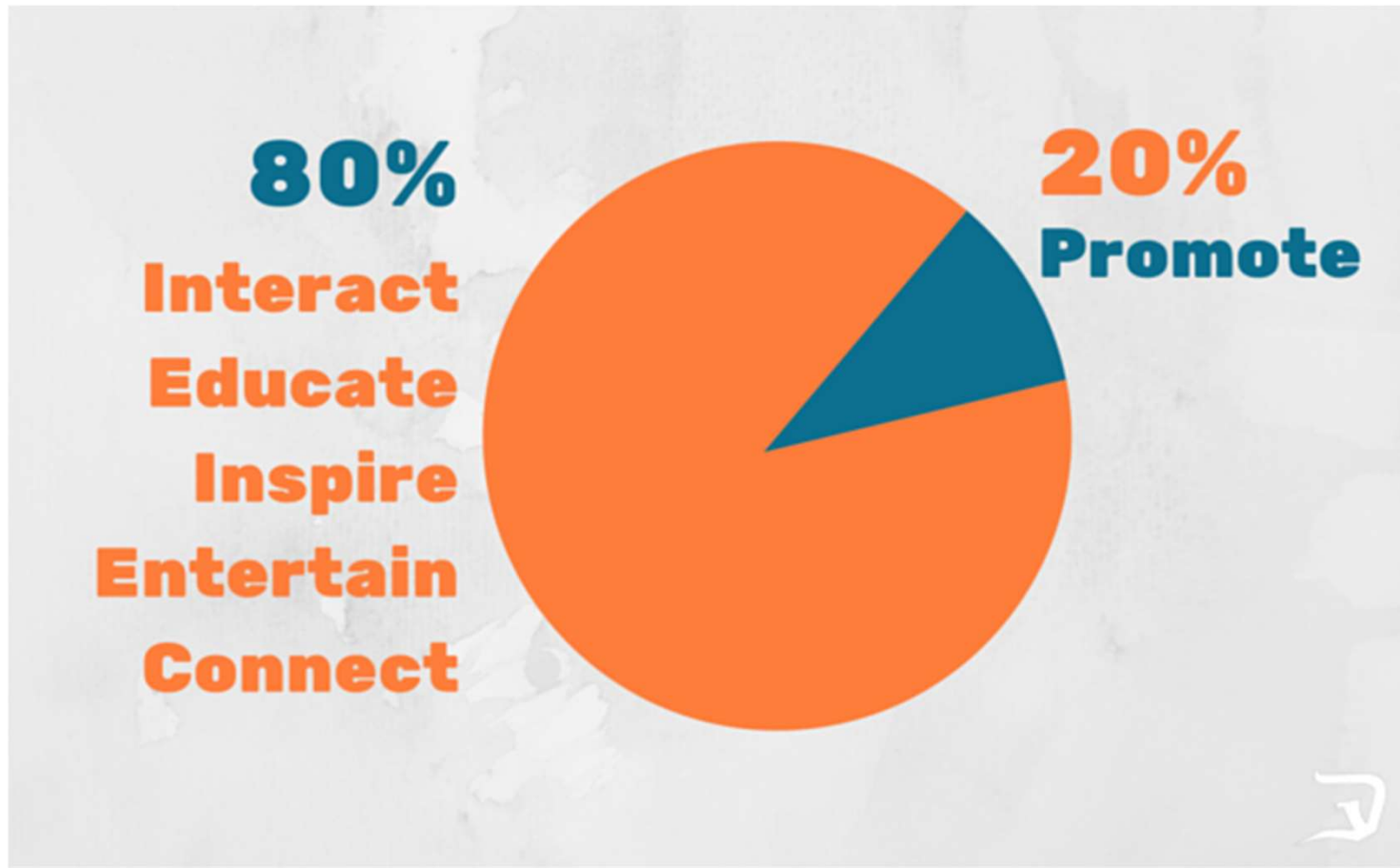


# CONTENT CREATION AND CURATION PRINCIPLES

Two most important content principles:

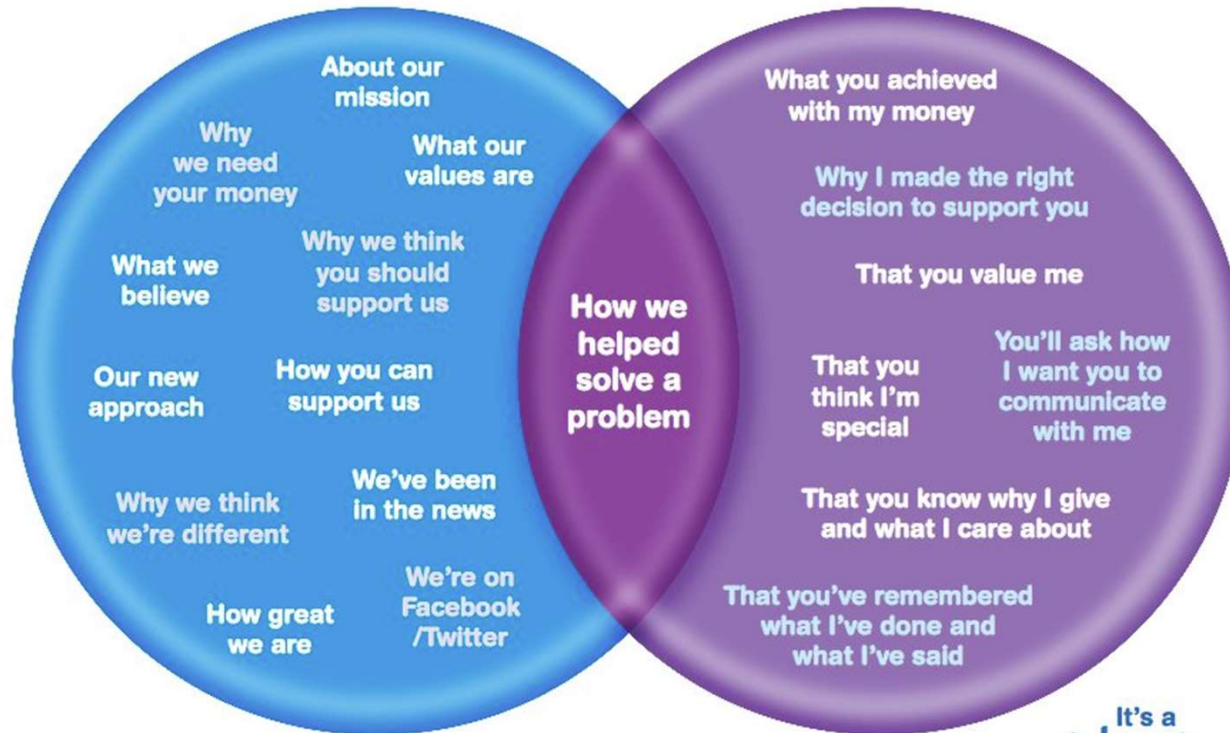
Make it all about your audience and who you want to attract.

Design it for the platform where you are posting.  
YouTube is different than TikTok, LinkedIn, etc.!



**Things that a charity  
wants to tell a donor**

**Things that a donor wants  
to hear from a charity**





## HOW TO CHOOSE?

Which online platforms will help us reach our target audience and get them to take the action we desire?

Those are the platforms and channels that you focus on.

Don't be afraid to break up with social media platforms that aren't working!



PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**50%+ OF NEW SIGNUPS ARE MEN**

**250 MILLION MONTHLY ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS**

**THERE ARE OVER 69 MILLION TWITTER USERS**



**6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND**

**326 MILLION MONTHLY ACTIVE USERS**



FACEBOOK

**MOBILE IS FACEBOOK'S CASH COW**

**1.57 BILLION DAILY ACTIVE MOBILE USERS**

**25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34**

**USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES**

**2.23 BILLION MONTHLY ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC**

**1 BILLION MONTHLY ACTIVE USERS**



SNAPCHAT

**APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED**

**10+ BILLION VIDEO VIEWS DAILY**

**ROUGHLY 70% OF USERS ARE FEMALE**

**MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS**

**300+ MILLION MONTHLY ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**70%+ USERS ARE OUTSIDE THE U.S.**

**260 MILLION MONTHLY ACTIVE USERS**

Statistics as of 12.27.2018. Designed by: Leverage - leverageit.com



# MINI-STRATEGY FOR EACH PLATFORM

---

Why are we using this platform specifically – what do we hope to gain?

---

What types of content are we going to share that will work on this platform?

---

Photos, video, graphics, links

---

What voice will we have? Casual, friendly, serious?

---

What will we measure so we know progress and/or success?

# COMMUNITY MANAGEMENT – 20% \*(ESTIMATE)

Follow other accounts (at least 5 per week).

Answer questions.

Address comments.

Thank community members.

Be human!



# COMMUNITY MANAGEMENT TIPS:

We aren't Taylor Swift. <https://www.instagram.com/taylorswift/?hl=en>

Social media is a two-way street. Open the can of worms and you have to play!

In terms of addressing those rare negative comments:

Yes, you have to address the comments, publicly.

No, you can't just delete (all of) them.

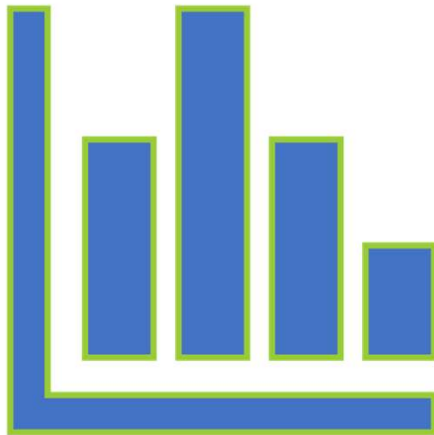
SAMPLE  
LANGUAGE TO  
DEAL WITH  
NEGATIVE  
COMMENTS:

“Hi NAME, I’m sorry that you had a bad experience and that you are feeling this way.



Can you send me a DM so that I can get more information from you and discuss next steps? Thank you.”

# MEASUREMENT — 10% \*(ESTIMATE)

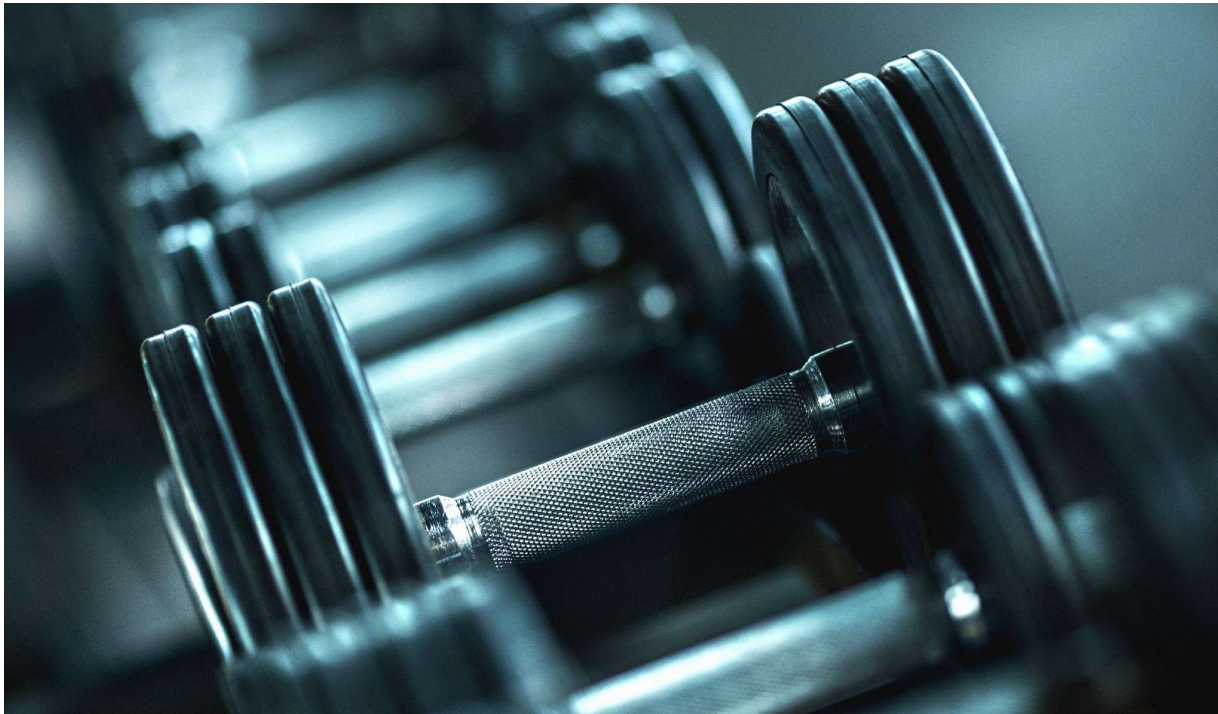


Choosing relevant metrics to track each month (based on your goals).

Running reports.

Reporting out to supervisors and others.

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



**IF YOU ONLY HAVE 100 MINUTES  
PER WEEK:**

Research 10% - 10 minutes

Creation 60% - 60 minutes

Community Management  
20% - 20 minutes

Measurement & Analysis  
10% - 10 minutes

2:44 LTE

facebook

**The Greater Boston Food Bank**  
Sponsored ·

Help Feed Families Today

**It's Hunger Action Day!**

GBFB.org



GROWING HEALTHY FUTURES

Sponsored by MathWorks

**HUNGER ACTION MONTH** FEEDING AMERICA

my.gbfb.org  
Please be generous  
Not affiliated with Facebook

Donate now

31 6 shares

Fundraiser 39w

**#GiveLoveCampaign**



**Help Us With Our International Humanitarian Activities:**

- We are partnering with other nonprofit organizations to support our human family around the world
- Community development, orphanage construction, prison fellowship, support victims of torture
- And much more


**SWIPE UP TO DONATE**

See More

**Black Dog Institute**  
Sponsored  
ID: 902932450376158

It's never been harder to grow up mentally healthy. And it's only getting worse.

1 in 4 young Aussies are struggling with their mental health right now. Sadly, young people avoid asking for help due to cost, stigma and trouble finding the right services.



**Let's Build A Mentally Healthy World**

DONATE TODAY

**Black Dog Institute**

[SUPPORTERS.BLACKDOGINSTITUTE.ORG.AU](https://supporters.blackdoginstitute.org.au)  
NOT AFFILIATED WITH FACEBOOK  
**Let's Grow Up Mentally Healthy**  
Support ongoing research.

Donate now



FEEDING AMERICA **feedingamerica** • Follow

**feedingamerica** "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." - Deborah. To support families like Deborah's, visit the link in our profile.

cillasflowers 🙏  
kickstartnonprofit ❤️❤️❤️  
quickwitsocial 🙌🙌

👍 💬 ↗️ 📌

317 likes  
AUGUST 23

Log in to like or comment. ...



**British Heart Foundation**



Sponsored · 🌐

Did you know that we rely entirely on our supporters to power our research? We need you.

That thing you do? Do it to beat heart disease. From bake sales to swims, every fundraiser helps us keep saving lives. Order your free kit. Get inspired.



Your free fundraising kit is waiting

[bhf.org.uk/fundraising](https://bhf.org.uk/fundraising)

Learn More

👍 ❤️ 😬 884 62 comments 136 shares

👍 Like    💬 Comment    ➦ Share



Let's reminisce! Tell us about a dear friend that you met through Road Scholar and still stay in touch or travel with!



Who said Instagram was just for kids? Let us know who you follow on social media in the comments section below.



NYTIMES.COM

### The Glamorous Grandmas of Instagram

The subversive cadre of women over 60 prove that "old" is not what it u

Like Comment Share Hootlet Buffer

83

Most Rele

18 Shares



"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







**Swords to Plowshares**  @vetshelpingvets · 17h 

Leon Winston arrived at Swords to Plowshares — a Bay Area **nonprofit** that serves homeless veterans — as a client, fresh out of rehab and in need of housing. Now, he is our COO and housing director. Read more about his story in this @usfca alumni feature. [bit.ly/2PamKfE](https://bit.ly/2PamKfE)



 1  11   21 



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



Rosie's Place

October 6 at 1:10 PM · 🌐

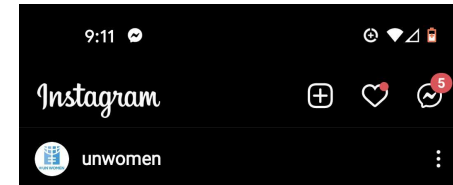


1 in 3 women have experienced some form of physical violence by an intimate partner. As the first women's shelter in the US, Rosie's Place has been a sanctuary for women like Evaliss for 46 years. If you or someone you know need help connecting with resources, visit [rosiesplace.org/covidresources](https://rosiesplace.org/covidresources) or call 617.318.0237 #DVAM2020 #DV #DVAwareness



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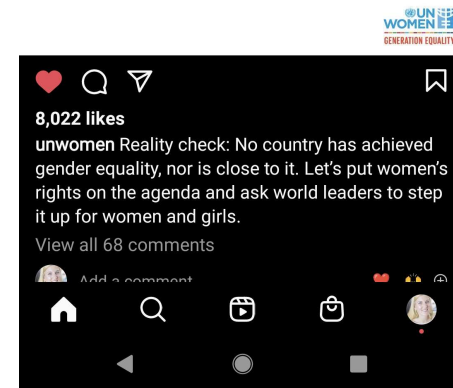




Top 10 countries that have achieved gender equality:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

There are none.





themarfanfoundation • Following ...



themarfanfoundation "Sometimes I look at others and I just can't stop myself from comparing. Different "whys" run through my head "why can't I be healthy", "why can't I look like this or that" "why don't I have the stamina to work harder for my dreams", "why was this the body I got" etc. I know, it all sounds so ungrateful and unkind to myself, but I think sometimes you have to let these thoughts run their course and leave your system.

It's a moment of discontent I have to work through I acknowledge these feelings and try to work out the real reason behind them. It might be a flareup of symptoms, internalized ableism, fear etc.



408 likes

AUGUST 9



Add a comment...

Post



goodwillnne  
@goodwillnne

Following

"There's so much that's not 'normal' about raising a kid with a disability. [Goodwill's LifeWorks] is something with a focus and routine he can do every day."

[gwnne.org/2TgAx95](http://gwnne.org/2TgAx95) #goodwill #disability #caregivers



11:13 AM - 26 Feb 2019

← Tweet



Mercy Ships  
@MercyShips

With her dual cataracts removed, nine-year-old Monique once again sits proudly at the front of the class she had to leave behind three years ago. The once shy and withdrawn little girl, who was slowly losing all ability to see, can now stare boldly into her future with a smile.



Replying to @MercyShips

Tweet your reply



GIF



Reply

WWW.JCSOCIALMARKETING.COM



## Going live and providing info and education



 **Greenpeace USA** was live.  
April 18, 2016 · 🌐

Live with Greenpeace Executive Director Annie Leonard at #democracyawakens, moments after being arrested to stand up for voting rights and get money out of politics. If you have questions for Annie leave them in the comments!

7.2K Views



**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.



Watch together with friends or with a group

Start

## Visual storytelling and using popular hashtags

 **The Greater Boston Food Bank**  
September 3 at 4:50 PM · 🌐

Joe found himself unexpectedly unemployed. Unable to feed his family, he turned to the Falmouth Food Pantry. Now back on his feet, he gives back to the community.

"When I walked through those sliding doors at the Service Center, the overwhelming feeling of being welcomed just hit me."

<http://bit.ly/StoryofHope-Joe>  
#HungerActionMonth



**HUNGER ACTION MONTH** | FEEDING AMERICA



 **water** • Following

 **water** Thanks to your support Sabina was able to get access to safe water at home – the water they need to survive. Now she doesn't have to pass the burden of water collection on to her son, and she's more prepared to safeguard her family from disease. 💧 This #MothersDay celebrate moms everywhere by empowering them with access to safe water and so much more – more health, more time, and more hope for their families. Give through the link in our bio or here: [Water.org/mothers-day](http://Water.org/mothers-day)

9w

 **vishnuarjun0005** Save water 😊

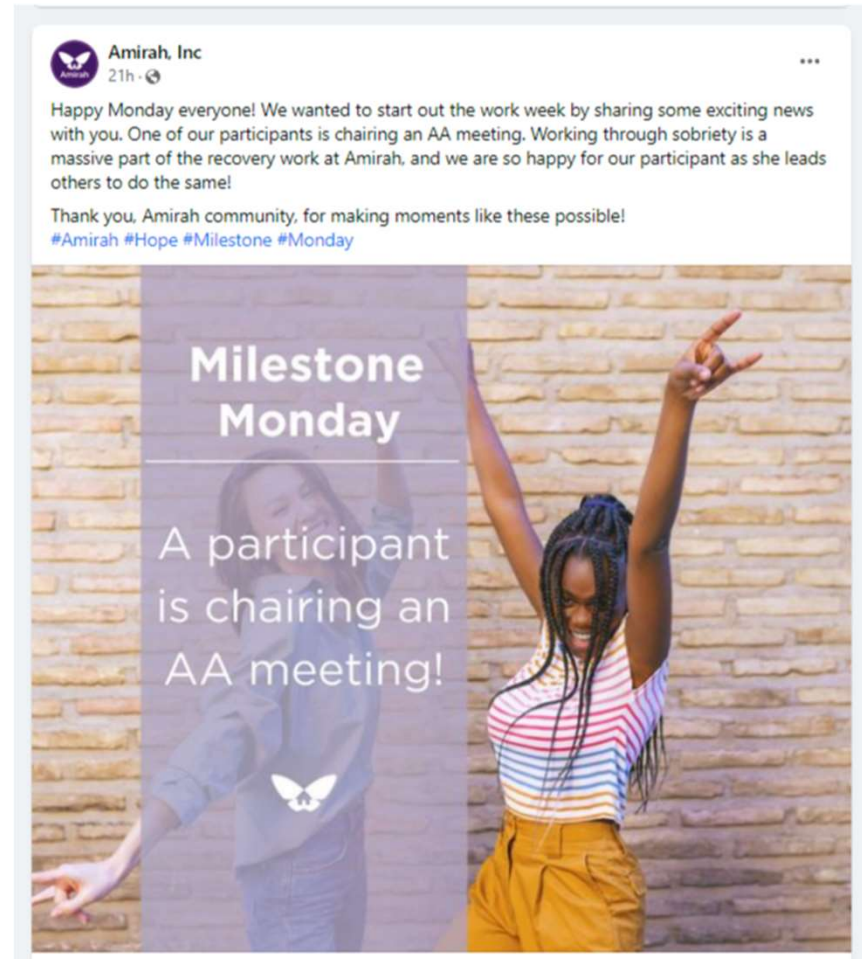
👍 🗨️ 📌

 Liked by 1dropwater and 1,519 others

MAY 7

Add a comment... Post

If you can't share client names & faces – get creative!









american\_heart\_01

Photo courtesy of AJ Chaney

**8 tips for a perfect hike with kids**

Send message

american\_heart\_01

Photo courtesy of Michael Peet-Gee

**Prioritize mellow terrain and safety.**

Send message

american\_heart\_01

Photo courtesy of Laura Cato

**Embrace water features or other distractions.**

Send message

american\_heart\_01

Photo courtesy of Arko Peas

**Scope out shade or structures.**

Send message

american\_heart\_01

Photo courtesy of Michael Peet-Gee

**Bring snacks.**

Send message

american\_heart\_01

Photo courtesy of Laura Cato

**Find an age-appropriate group.**

Send message

american\_heart\_01

Photo courtesy of Michael Peet-Gee

**Know your child's meltdown point.**

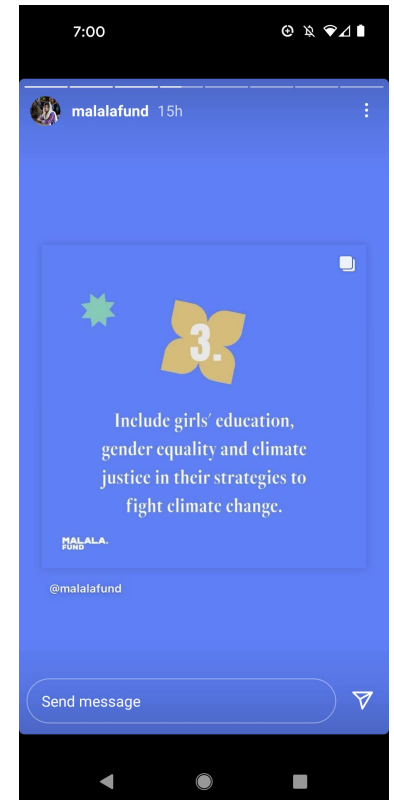
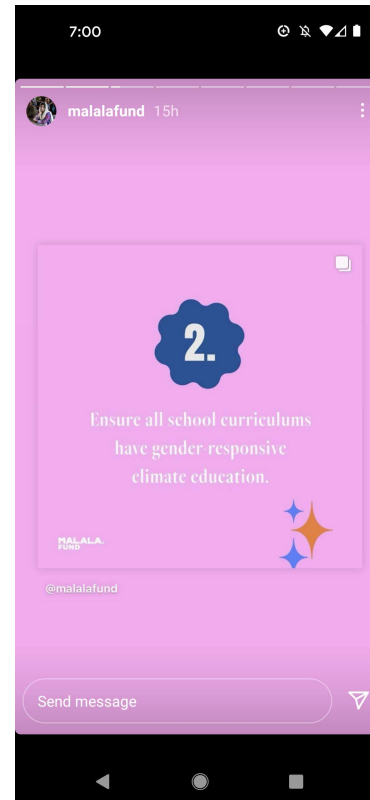
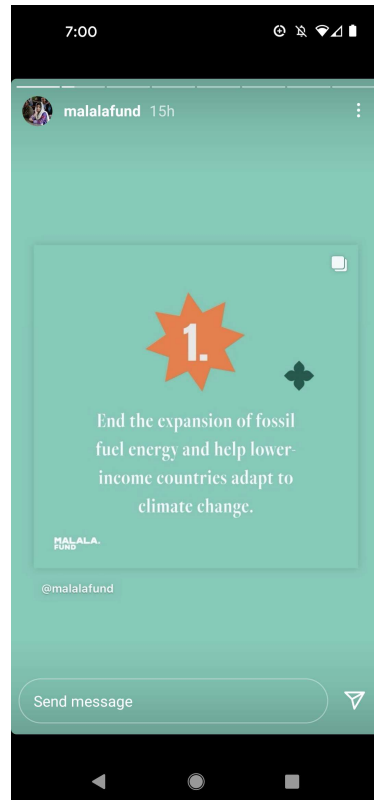
Send message

american\_heart\_01

Photo courtesy of Jason Douglas

**Stick with it.**

Send message



# BATTLE-TESTED TOOLS

Canva –

[https://about.canva.com/en\\_in/canva-for-nonprofits/](https://about.canva.com/en_in/canva-for-nonprofits/)

Animoto –

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

WordSwag mobile app –

<http://wordswag.co/>



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

[www.jcsocialmarketing.com](http://www.jcsocialmarketing.com)

[WWW.JCSOCIALMARKETING.COM](http://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>

BuzzSumo –

<http://buzzsumo.com/nonprofits/>



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# 3 KEYS TO SOCIAL MEDIA SUCCESS



Consistency – showing up regularly and being present



Content – that people like to watch, read, share, comment on



Confidence – in your voice, in taking risks, and in being yourself

# TRENDS COME AND GO

---





# 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.

Done is better than perfect.



Done  
is better  
than  
Perfect

# CONNECT WITH US!

Nonprofit Nation:

<https://pod.link/nonprofitnation>

Nonprofit Social Media Content Planner:

[www.nonprofitcontentplanner.com](http://www.nonprofitcontentplanner.com)

