

# Social Media Superpowers

Fundraising Alchemy: The Science and Art of Integrated Campaigns  
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# Facebook

## Superpower

- It's where your donors and prospects are
- Precision targeting, tracking, budgeting

## Why Use It

- Engagement rate of 0.11% for nonprofits<sup>1</sup>
- Median = 0.064%

## What Works

- Photos + Videos<sup>1</sup>
- Start a conversation
- Facebook Fundraising Tools (\$34 avg. gift)<sup>2</sup>



# Instagram

## Superpower

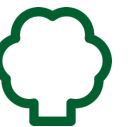
- Younger audience, but managed through the same Business Suite as FB
- 24% say it's more impactful than FB<sup>1</sup>

## Why Use It

- Instagram Fundraising Tools
- You have celebrity/influencer friends

## What Works

- Carousels<sup>2</sup>
- Hashtags, emojis, "link in bio"
- Multi-step stories



# Twitter

## Superpower

- A unique, fast-moving ecosystem
- Granular targeting and analytics available

## Why Use It

- High potential to recruit new, vocal advocates
- Lowest cost per click of all platforms<sup>1</sup>

## What Works

- Links=86% more retweets<sup>2</sup>
- Schedule evening and weekend tweets



# LinkedIn

## Superpower

- More real people, fewer trolls
- Longer shelf life for posts

## Why Use It

- Demonstrate thought leadership
- Steward corporate partners, engage board members' networks

## What Works

- Longer posts with an image
- Nothing after 5pm<sup>1</sup>



# TikTok

## Superpower

- Engagement
- Creator Tools

## Why Use It

- Young, fun
- Connect with mission, programs

## What Works

- 15-60s videos
- Trend Co-opting

