



# Social Media 101

Prepared for:



By:

Progressive  
Multiplier

# What we'll cover

Importance of social media

Grow your audience

Storytelling through social to build deeper relationships [with prospects and donors]

Partnerships & Collabs with Influencers

Channel best practices

Opportunities



JORDAN LEE DOOLEY, 2X BEST-SELLING AUTHOR & HOST OF SHE PODCAST:

**"Social media is the canvas on which we paint the stories of our times, a symphony of voices that together compose the narrative of our shared humanity."**



### **What is social media?**

Imagine social media as bustling town square. Voices from all over the world converge, offering a unique chance to not only listen but to engage in meaningful conversations.

### **Why is it important?**

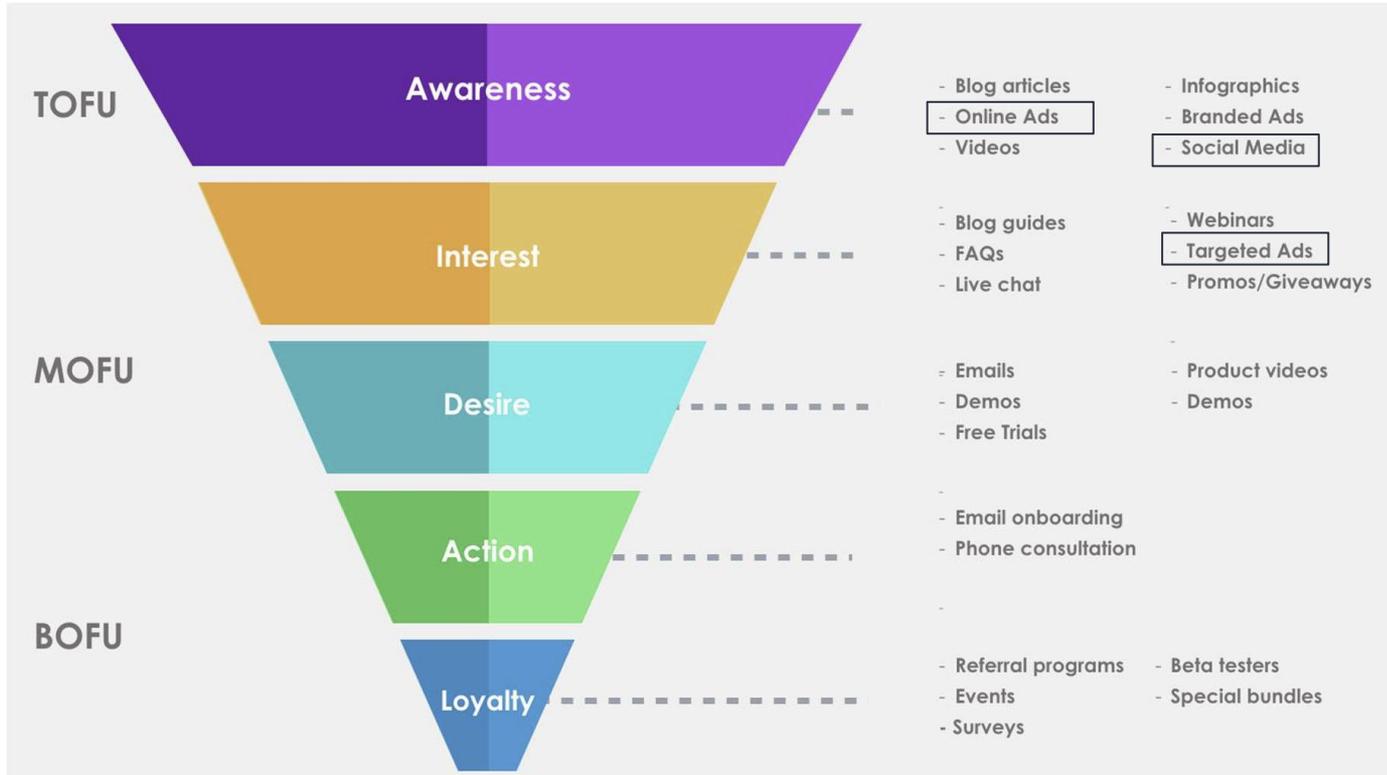
Enhances visibility & credibility

Engage with a wider audience

Amplify thought leadership

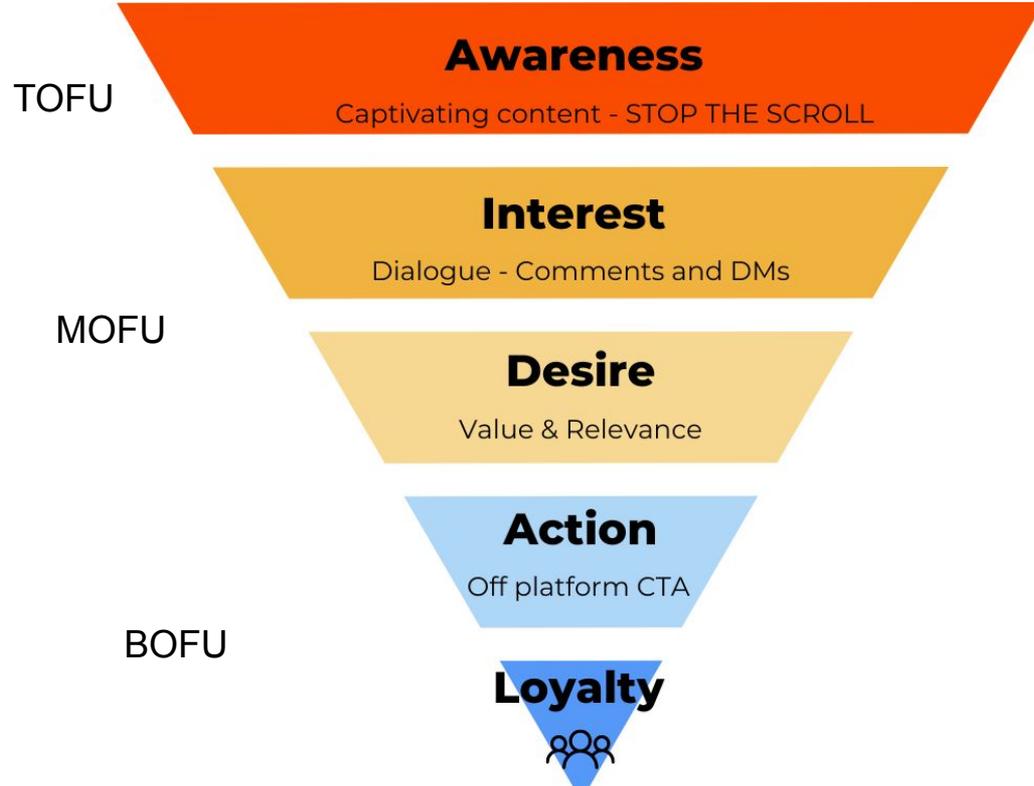
ELIAS ST. ELMO LEWIS' FUNNEL

# Marketing to your audience



## SOCIAL MEDIA FUNNEL

# Let's look at this through a social lens





GETTING EXCITED?

# GOOD! Because let's get clear on the objective

**You want to understand the goal behind your social media presence, whether it's to influence policy, educate the public, foster community discussions, or something else entirely.**

**WHAT'S YOUR SOCIAL MEDIA GOAL?**

NOW THAT WE RECOGNIZE THAT WE HAVE...

**An unparalleled  
opportunity to magnify  
the impact of what you  
are doing through  
social media channels.**

Let's jump in...





LET'S LOOK AT HOW WE CAN

# Grow your audience

- Strategies for increasing followers
- Content planning and scheduling
- Utilizing analytics for optimization

GROW YOUR AUDIENCE

# Strategies for growing your audience

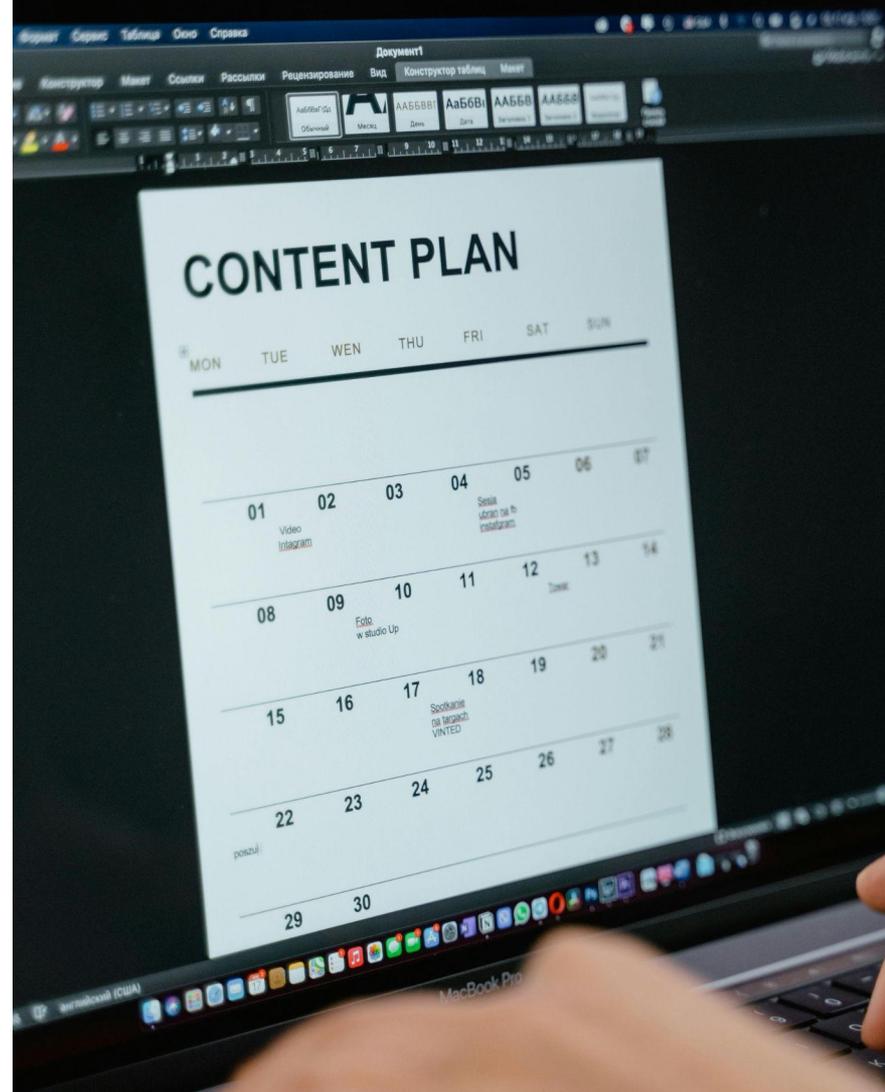
- Craft Share-worthy content
- Engage authentically
- Use [hashtags](#) and trends
- Consistently update your content across your platforms
- Collaborate and cross pollinate



GROW YOUR AUDIENCE

# Content planning & scheduling

- Know the environment
- Map out the content
- Have the right tools
- Mix up the content types
- Schedule time that you will engage with your followers





GROW YOUR AUDIENCE

# Analytics for optimization

**Questions to consider when diving into analytics:**

Which types of content resonate most with your audience?

What times and days yield the highest engagement?





NOW THAT YOU'VE GROWN YOUR AUDIENCE...

# Let's build deeper relationships through social media

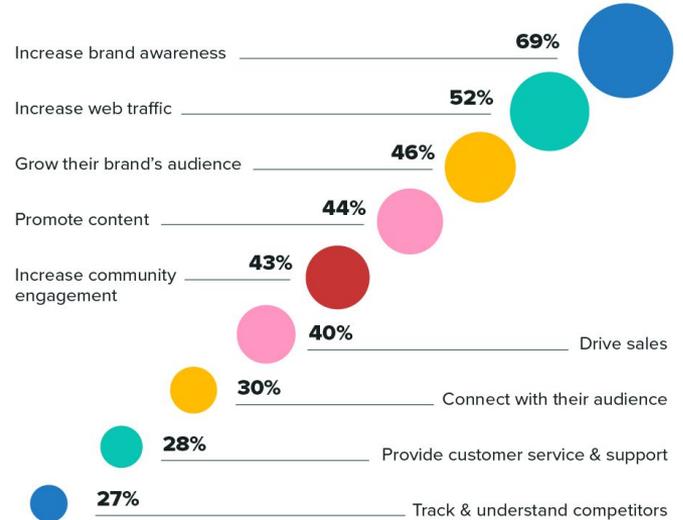
- Storytelling
- Crafting impactful narratives
- Engaging with supporters through authentic content

🚩 Social is a great place to build relationships & engage, not necessarily get revenue!

# Aligning business goals and medium

Social media isn't a transactional channel like email; it's designed to get people to know you and drive transactions happening other places - so that you can tell **your** story.

## Marketers' primary goals for social media





# Why we storytell

**Melinda Partin, Sr. Dir. of Marketing & Digital Strategy,  
UW Medicine**

“At its very core, marketing is storytelling. The best advertising campaigns take us on an emotional journey — appealing to our wants, needs, and desires — while at the same time telling us about a product or service.”

**Steve Jobs, Co-Founder, Apple**

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come.”

**Robert Rose, Chief Strategy Officer, The Content Advisory**

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.”

## BUILDING RELATIONSHIPS

# Crafting impactful narratives

Each post is an invitation to your audience to tell your story and deepen your relationship, build trust, and demonstrate the value you bring.

- Build trust through transparency
- Foster emotional engagement
- Encourage knowledge sharing\*



# What makes up a content strategy?



Why are we communicating right now?	What channel-appropriate form is our communication taking?	With what intensity are we communicating about it?	What are we saying about what we're talking about?	How are we saying it?
Content Categories	Content Assets	Content Mode	Messaging Frames	Messaging Lenses
All of your content will be one of these three categories – evergreen, franchise, moment-in-time	The actual asset you use to convey your message	How you mix your content categories together over time – steady state, promotional push, takeover	These four frames help you address your audience's' questions and needs – information, impact, risk, action	The lens lets you tell the same story from different angles to meet audience need – one, many

## CONTENT STRATEGY

# Content Categories

## Evergreen

- Steady beat
- Explains what you do and why it matters
- Of interest to all, but especially new supporters
- Reflect the brand north star and impact paths (can turn the emphasis up and down)

## Franchise

- Specific to a theme, season, or audience
- Echoes and compliments Evergreen platform

## Moment-in-Time

- Time limited
- One-and-done
- News-driven



## CONTENT ASSETS

# Words & images

- Must be created with publishing channels in mind
- Create assets that can be used for multiple purposes
- A baseline library to support Evergreen
- Get creative
  - Apps to create easy social graphics
  - Illustration/art
  - Unscripted video
  - Animation



## CONTENT MODE

# The recipe to mix your categories

## Steady state

- 70% of content Evergreen/20 Franchises/10 Unplanned (to accommodate for Moment-in-Time)

## Promotion

- 50 Primary Franchise/20 Other Franchises/20 Evergreen/10 Unplanned

## Takeover

- 90 Franchise or Moment/5 Evergreen/5 Unplanned
- A day or a few days
- Can be moment-in-time driven or the crescendo of a franchise



## MESSAGING FRAME

# Answering the audience need

## Information Frame

- What's the issue?

## Impact Frame

- How are you solving for it?
- Can be program or impact focused

## Risk Frame

- Why should I care and what happens if I don't?

## Action Frame

- How can I help?



## MESSAGING LENSE

# One versus many

## One Lens

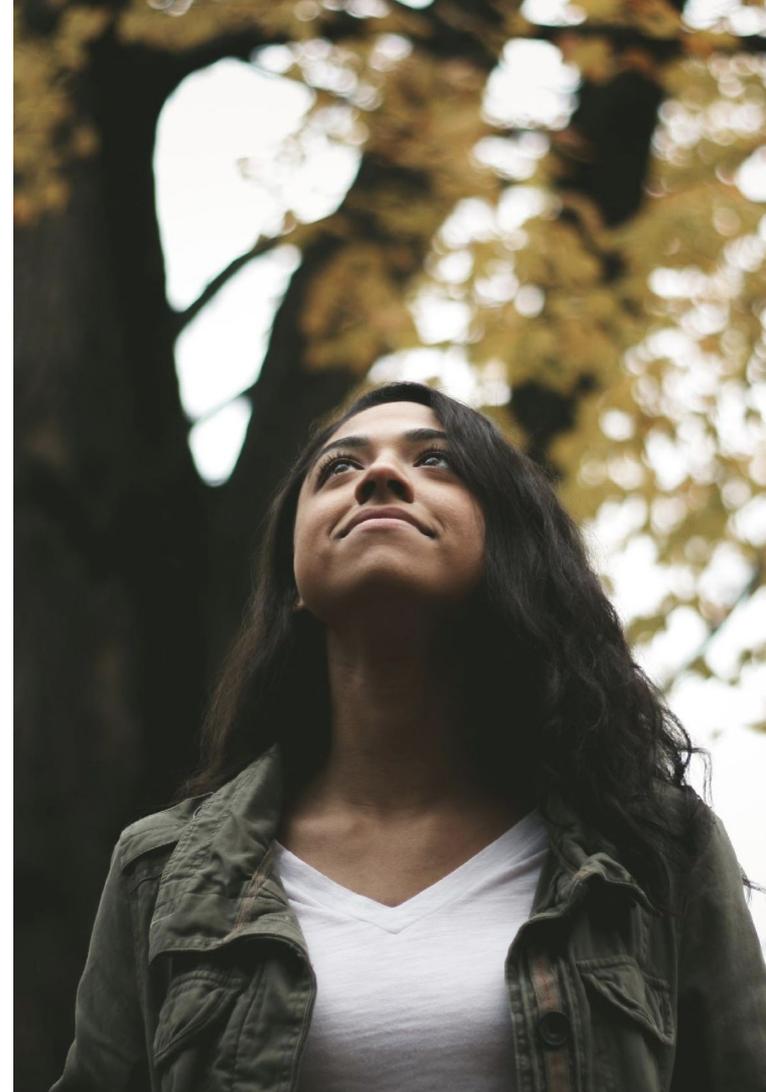
- Tell an individual story
- Get personal

## Many Lens

- Tell the full picture story
- Use impact numbers
- Make systemic connections

Stack these lenses over your narrative arc

- Tell an individual story in one installment, then tell how that person fits into the many story in a subsequent installment or vice versa



# Example

When in Steady State mode, around 70% of content should be dedicated to Evergreen content category. For these communication touches, the information, impact, and risk messaging frames should be used evenly and the action frame about half as often.

If you're using Instagram and plan 10 total posts for month, 70% or 7 posts should be from the Evergreen content category

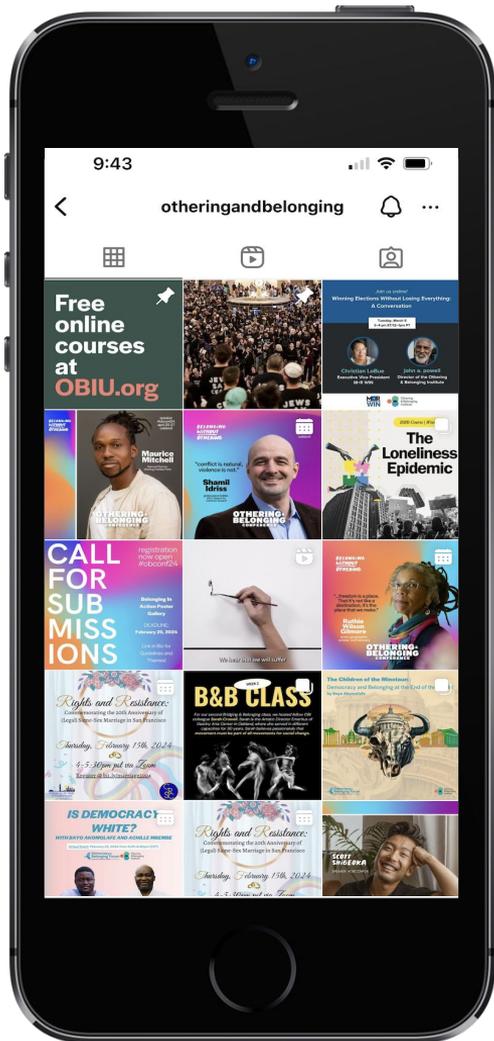
Based on the four Messaging Frames:

- 2 should speak specifically to issues facing your cause today (1 one, 1 many lens)
- 2 should speak to how you are solving for those issues (2 programmatic, 2 impact focused - a on and a many lens for each)
- 2 should make the audience care (1 one, 1 many lens)
- 1 should call audience to action and tell them how to engage

There are no hard rules, adjust the ratios to what gets the best engagement from your audience

Adjust the balance of the frames for your promotional and takeover needs.





WHERE IT ALL COMES TOGETHER

# @Otheringandbelonging

Hits on all of the major buckets of what makes up a content strategy:  
 Content Categories, Content Assets, Content Mode, Messaging Frames, Messaging lenses

- ✓ who they are
- ✓ what they do
- ✓ where to go

[Link to post](#)

AUTHENTIC CONTENT

# Influencers & Collabs

- Help you tell a compelling story
- Create a dialogue
- Broaden reach
- Build trust
- Humanize your brand



# (The Medium Is) The Message





**“It is the framework  
which changes with  
each new technology  
and not just the picture  
within the frame.”**

— Marshall McLuhan, *The Medium is the Message*



## THE MEDIUM IS THE MESSAGE



### Nonprofit Tools

- To set up, go through Google for Nonprofits, YouTube Giving Fundraiser
- Provides a Donation Button (uses Network For Good and disburses between monthly and annually)
- Call to Action Overlays for videos allow you to ask for donations or send viewers to your website
- Live streaming allows for Live Chat donations

### Platform Best Practices

- Post video clips on other platforms to bring people to your video
- Use description area to add content and links to your website
- P2P opportunity - other YouTubers can fundraise for your org, add overlays, live chat, etc
- Caption your videos

[Tips for streaming YouTube lives](#)



## THE MEDIUM IS THE MESSAGE



### Nonprofit Tools

- Sign up for Charitable Giving Tools. Once approved, make sure your account is a Business account and link it to your Facebook Page.
- Add Donate Buttons to profile and livestreams, and Stickers to stories (through Facebook Pay).
- Allows nonprofits and users to post fundraisers lasting 30 days. **Viewable on mobile only, not desktop.**

### Platform Best Practices

- Profile, Logo & Bio: Make them compelling. Your logo is how people will see you most once they follow you—make sure it's crisp.
- Apply to get a Verified Badge and add Nonprofit to your profile category
- Tag partners and use Geotags. Use Link in Bio stickers or Link Trees

[Tips for increasing followers](#)



## THE MEDIUM IS THE MESSAGE



### Nonprofit tools:

- Sign up for a Facebook Page (not a personal profile), for Facebook Pay, and add a Donate button to your Page.
- Fundraisers feature promotes P2P (a good source of donor acquisition)
- Allows nonprofits and users to post fundraisers lasting 30 days. **Viewable on mobile only, not desktop.**

### Platform best practices:

- Page, Logo & About: Make them compelling. Your logo is how people will see you most once they follow you—make sure it's crisp.
- 70% should be value content, 20% should be shared content, 10% should be promoting your org.
- Live videos do best, and house videos natively.
- Spend more time engaging followers than creating new content. Like and comment on donations.

[Tips for outsmarting the FB algorithm](#)



## THE MEDIUM IS THE MESSAGE



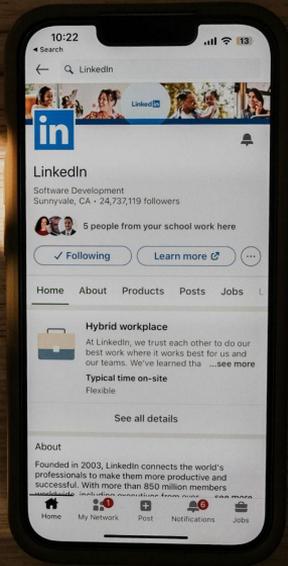
### Nonprofit tools:

- Set up a Professional Profile. Make sure it is well-designed with a good photo and header image, a bio that expresses clearly your organization's mission, a link to your website, a campaign hashtag, and even some emojis.
- Some features orgs can take advantage of: Twitter Space (Host live audio conversations), Twitter Lists (Organizes your feed and keeps track of other orgs), Polls (Gather feedback, opinions & preferences), Twitter Communities

### Platform best practices:

- Use the 3 components of a good tweet: Insight, personality, information.
- Use different media like Photos (do 35% better than text alone), Videos (no longer than 120 seconds), Polls (interactive), add links (86% higher tweet rate). No more than 3 hashtags per tweet.
- Follow back and engage with followers.
- 71-100 characters do best (280 is max)

[Using X communities to grow your brand](#)



## THE MEDIUM IS THE MESSAGE



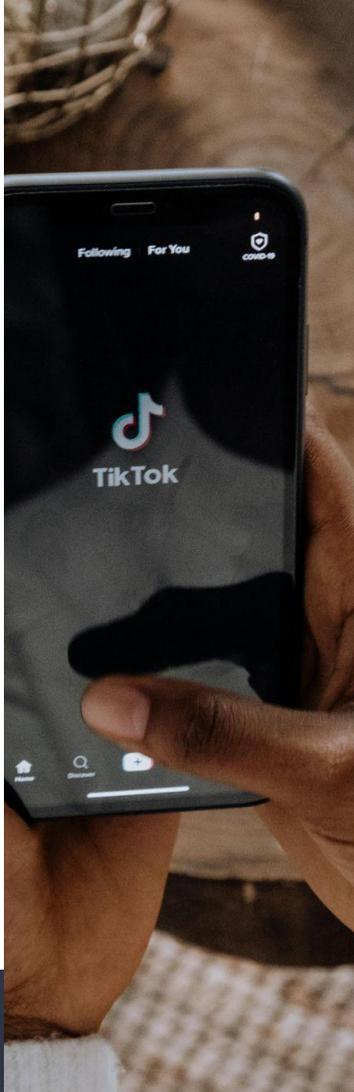
### Nonprofit tools:

- Set up a complete and up-to-date profile with a clear description and crisp logo. Use relevant keywords and phrases to make you findable.
- Use LinkedIn Content Suggestion Tool to help you discover trending topics and articles amongst your target audience.

### Platform best practices:

- Profiles that are filled out completely get 30% more weekly views.
- Posting daily gets you twice the user engagement..
- Longer posts do well, as do article links, and videos.

[How the LinkedIn algorithm works](#)



## THE MEDIUM IS THE MESSAGE



### Nonprofit tools:

- Use TikTok for Good for analytics and advice. Set up a Tiltify account with Stripe as your payment system. Register for Benevity Causes.
- Provides Donation Stickers to add to videos and live streams—can be used by nonprofits or any creator to direct fundraising to any organization. Fundraisers can also be placed on profiles.
- Allows nonprofits and users to post fundraisers lasting 30 days.  
**Viewable on mobile only, not desktop.**

### Platform best practices:

- Make your Profile compelling and your Logo crisp.
- Use Hashtags that are relevant to the video first, and currently trending, then to your organization.
- Look at suggested videos and see what you can recreate with your own spin. Use trending sound. Repurpose other pieces of content.

[Understanding how to leverage TikTok for Nonprofits](#)

# Let's talk... Tik Tok

## Important factors:

1. Generational presence- melting pot of ages and experiences
2. Global reach - spans the globe
3. Gender & identity representation - inclusive representation
4. Interests and passions - the algorithm
5. Engagement levels - interactive community of creators and observers

🚩 Must have a solid video content strategy ready if your org plans to have a presence. But remember, you can still have a presence via collaborator/influencer relationship





U.S population using it	Largest Age Group	Avg time spent per day	Formats	Best Time to Post	Hashtags
81%	15-35	48 Mins	Videos (Average 5-10 Mins, 12 Hrs Max)	10:00 AM on Tue, Wed, & Thurs	<a href="#">Youtube Hashtags</a>
45%	18-34	33 Mins	Ads, Stories, Posts, Reels, Livestream	Mondays 9:00 AM	<a href="#">Instagram Hashtags</a>
69%	25-34	30 Mins	Ads, Posts, Reels, Messenger	Mondays 9 AM	<a href="#">Facebook Hashtags</a>



U.S population using it	Largest Age Group	Avg time spent per day	Formats	Best Time to Post	Hashtags
9%	25-34	31 Mins	Tweets	Fridays 9 AM	<a href="#">Finding the right Hashtags</a>
28%	24+	7 Mins per visit	Posts, Ads, Comments & Networkings	Mondays 1 PM	<a href="#">Roundup for using Hashtags &amp; Keywords</a>
44%	16-34	53.8 Mins	Videos up to 10 Mins long	Sundays 1 PM	<a href="#">Using Hashtags on TikTok</a>



# Next Steps

1. Identify clear objectives
2. Know your audience
3. Engage in storytelling
4. Evaluate Opportunities & then act!
5. Leverage diverse content
6. Promote interactive dialogue
7. Educate and empower
8. Collaborate with influencers
9. Monitor trends and adapt
10. Evaluate and adjust
11. Stay true to your mission



# Questions?

# Thank you!

