Strategies for Stepping Up Your Social Media Game

May 19, 2020
Housekeeping

● Everyone will be placed on mute to reduce audio noise
● Please submit questions via Chat Box. We welcome questions!
● Recording and slides will be emailed out as well as available online at https://www.cfgcr.org/covid-19-resource-hub.
Speakers Today

Maile Barcelon  
CEO & Creative Strategist  
MB Media Agency

Jonathan Richardson  
Communications and Special Projects Officer  
Community Foundation
Agenda

● Review Social Media Trends
● Tips for Staying Organized
● Share Resources and Best Practices
● Open up for Chat and Discussion
Question for Everyone

What is your comfort level with social media?
How COVID-19 Has Changed Social Media

- Increased Usage since Shelter at Home Orders
- More People Seeking Engagement and Connection Opportunities
- Ideal Post Times according to Sprout Social
  - Facebook: Monday, Wednesday and Friday from 10 –11 a.m,
  - Instagram: Monday, Tuesday and Friday at 11 a.m. and Tuesday at 2 p.m.
  - Twitter: Friday between 7 – 9 a.m.
  - LinkedIn: Wednesday at 3 p.m, Thursday at 9–10 a.m. and Friday from 11 a.m.-noon.
  - Check your analytics to see your audiences’ most engaged times
- Average Posts per Day changed specific to Industry
  - Media, Entertainment, and Healthcare Up
  - Retail, Tourism and Sports have gone Down

https://sproutsocial.com/insights/covid19-social-media-changes/
Adjusting Social Media during COVID-19

1. Adjust your messaging, but don’t stop posting
2. Inform people of your needs, Encourage Giving
3. Leverage trending hashtags
4. Going Live to Have Conversations
5. Connect with Influencers
6. Hosting Virtual Events
7. Ask for Stories

https://www.classy.org/blog/social-media-tips-covid/
Define Your Audiences

- Potential donors and partners
  - Media
- Board
  - Current donors and partners
- Community Members
- Clients and beneficiaries

Increased Influence → Increased Benefit
Customize Per Platform

Community Foundation’s Platforms

- Facebook: Nonprofits and Donors
- LinkedIn: Professional Advisors and Corporate Partners
- Instagram: Scholarships
- Twitter: Media and Capital Region Influencers
Create a Theme Schedule

Habitat for Humanity Example

<table>
<thead>
<tr>
<th>Day:</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday or Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme(s):</td>
<td>#MeettheteamMonday #MondayBlues #MotivationMonday</td>
<td>#Transformation Tuesday #TipTuesday</td>
<td>#Wisdom Wednesday</td>
<td>#Thankful Thursday</td>
<td>#Impact Friday or #FeelGoodFriday</td>
<td>No Themes</td>
</tr>
<tr>
<td>Goal:</td>
<td>Highlight Staff/Board, Regular volunteers or promotional</td>
<td>Highlight work done in communities or share homeowner tips</td>
<td>Awareness and brand building</td>
<td>Thanking donors*, sponsors and volunteers</td>
<td>Highlighting Accomplishments or Sharing Homeowner stories</td>
<td>Spark activity on weekends</td>
</tr>
</tbody>
</table>

*Ask if you can tag people with their permission
Utilize Scheduling Tools (All Free Options)

- Facebook Publishing Tools (Also can post on Instagram)
- TweetDeck
- Hootsuite
- Buffer
- Later
FREE DESIGN TOOLS FOR SOCIAL MEDIA

- Explore what tools work best for your organization
- Some resources only available via mobile device
- Canva available for both desktop and mobile
- Design tools allow you to customize infographics and photos for your social media posts and InStories
- Upgrade features available for most apps that allow you to unlock fonts, filters, and more
WHY USE THEM?

- Create professional graphic designs with amazing fonts
- Feature creative animation
- Put your logo on your own designs
- The more creative and the more YOU, the more engagement you will attract
- Showcase content and images that are professional and help to get your message across to your audience
- Design your content and branding across all platforms
- Save time & manage your social media tasks ahead of time
INSTAGRAM BEST PRACTICES TO INCREASE ENGAGEMENT

- Time your posts - know when is the best time of day to post
- Use #Hashtags to gain more followers, likes, and to reach a broader audience
- Use the right caption in your posts to increase engagement - a written description or explanation about the Instagram photo to provide more context
- Use Instagram Stories & its features
- Engage in Videos
- Hold contests & giveaways
- Utilize existing content to build your social media presence - blogs, website, etc.
INSTAGRAM STORIES FEATURES TO INCREASE ENGAGEMENT
Questions or Comments?
Thank you!

Maile: mbmediaagency@outlook.com

Jonathan: jrichardson@cfgcr.org