



Social Media 101: How to Create the Perfect Content Calendar

Presented By: Erica Linguanti, Achieve

Tuesday, October 25, 2022 | 2:00 – 3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.





FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



We know the value of relationships and are proud to connect you with Achieve, a member of our partner network.

Powerful Fundraising Technology + Storytelling, Web Technology and Digital Marketing



Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



**Digital Marketing | Social Media
Nonprofit Web Design | Web Support**



As a Qgiv Strategic Partner,
Achieve offers exclusive
discounts to Qgiv users:

AchieveCauses.com/QGIV

Erica Linguanti
Director of Marketing



**If social media has
you feeling stressed...**



**...let's get you to
calm, cool, & collected!**



Today We Will...

- Talk about why it's **worth investing** in social media.
- **Take inventory** of your existing channels.
- Build a social media **strategy based on your goals**.
- Discuss ways to **kick it up a notch**.
- Review **next steps**.
- Ask questions (and **get some answers**).





**Why should you invest in
a social media strategy?**

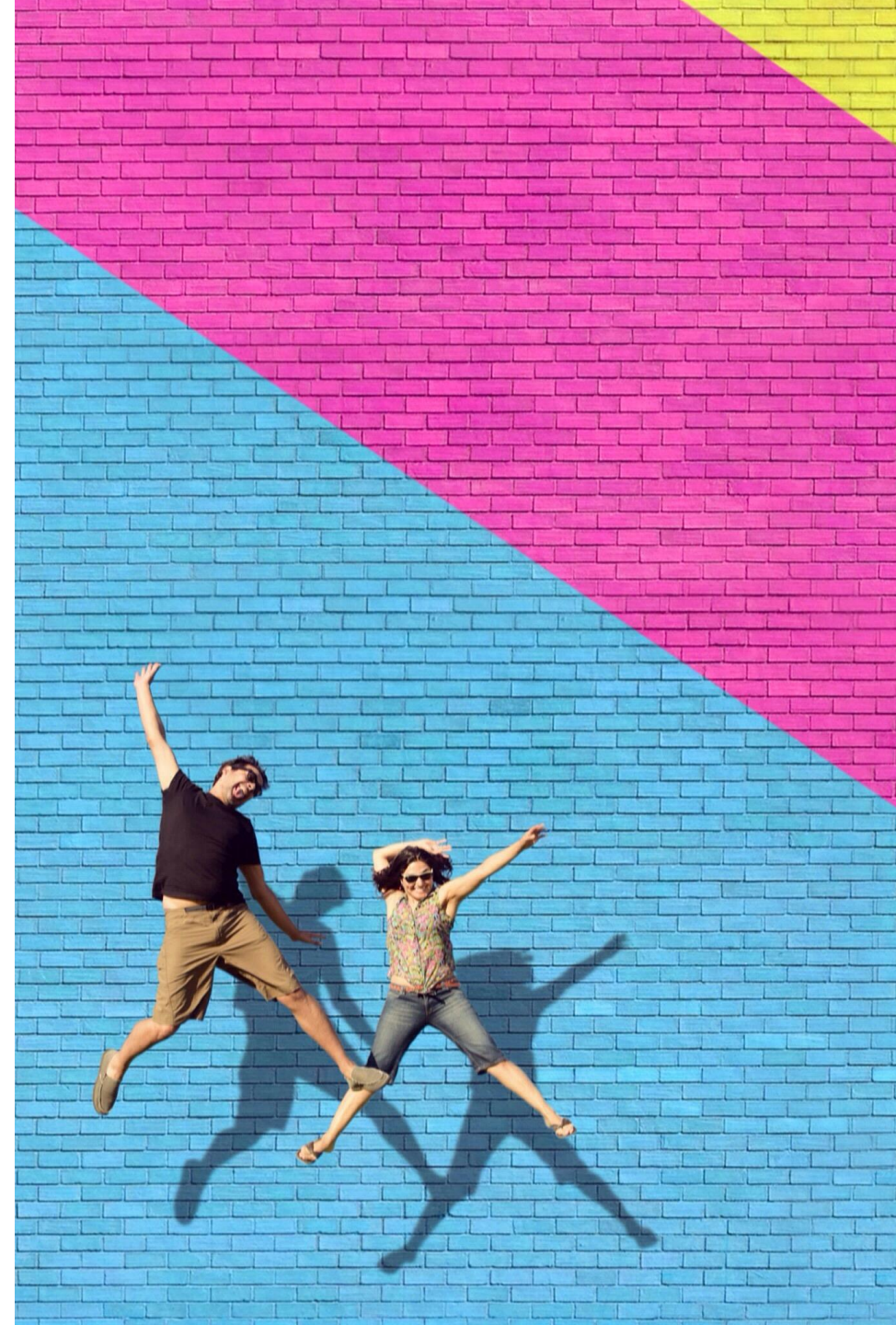


Your people are there...

72% of Americans use social media.

On average, Americans spend **over 2 hours PER DAY** on social media.

In a month, the average social user will visit **7 or more social platforms.**





...AND they spend money!

Last year, **1 in 3 Facebook users made a purchase** on the platform.

It is estimated that **ecommerce from social media will exceed \$790 billion** by 2025!

Over \$5 billion has been raised from Facebook & Instagram fundraising tools.

*Source: eMarketer, Global Social Commerce Market Report 2021: COVID-19 Implications and Growth, & Facebook





**Don't miss out on
these opportunities!**

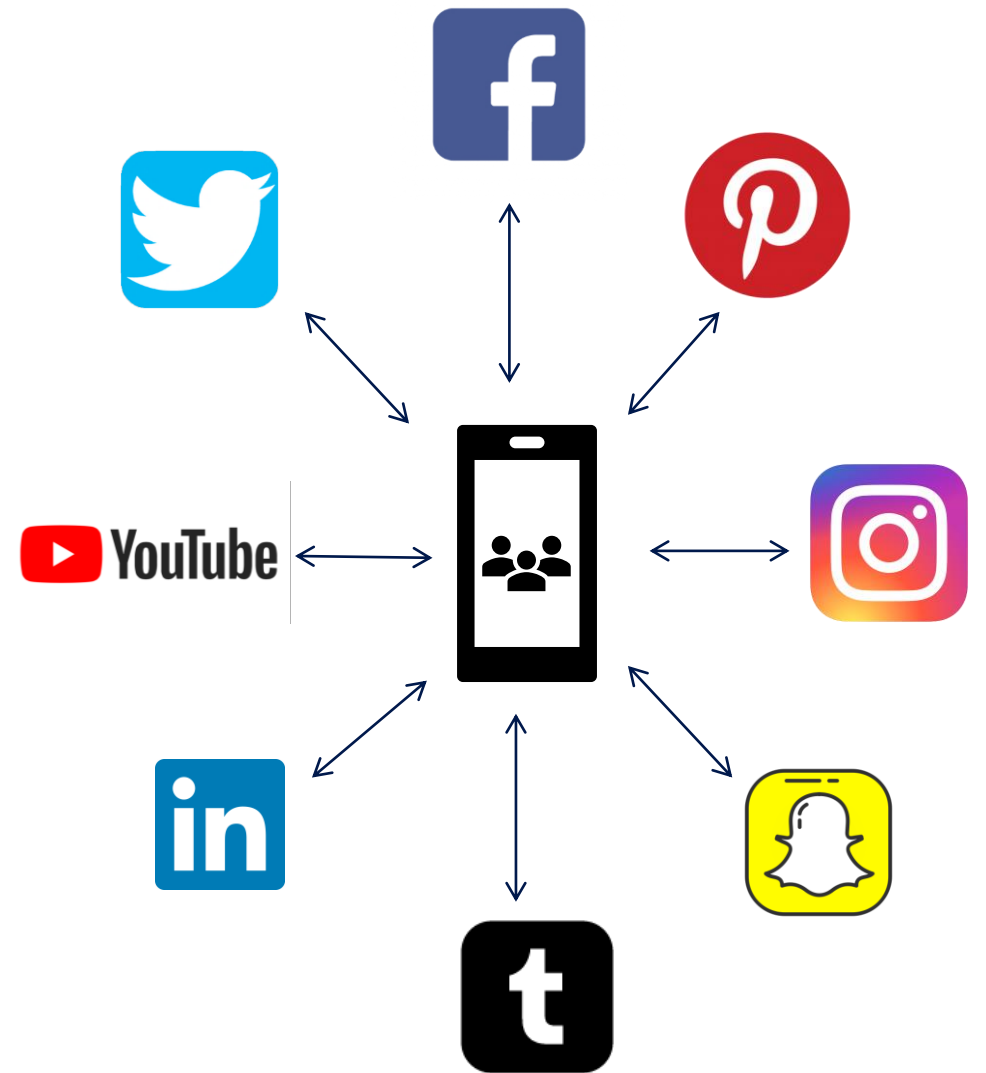
A large crowd of people is shown from a high angle, with many individuals holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. In the center, the text "Let's take inventory of your channels!" is written in a clean, white, sans-serif font. The text is split across two lines: "Let's take inventory of" on the top line and "your channels!" on the bottom line. The background shows a dense group of people, with their hands and phones raised, creating a sense of a busy, social event.

**Let's take inventory of
your channels!**



Take a step back...

- What **social channels** are you on?
- How **often** are you posting on each channel?
- How many **followers** do you have on each platform?





Benchmark Alert: Social Followers



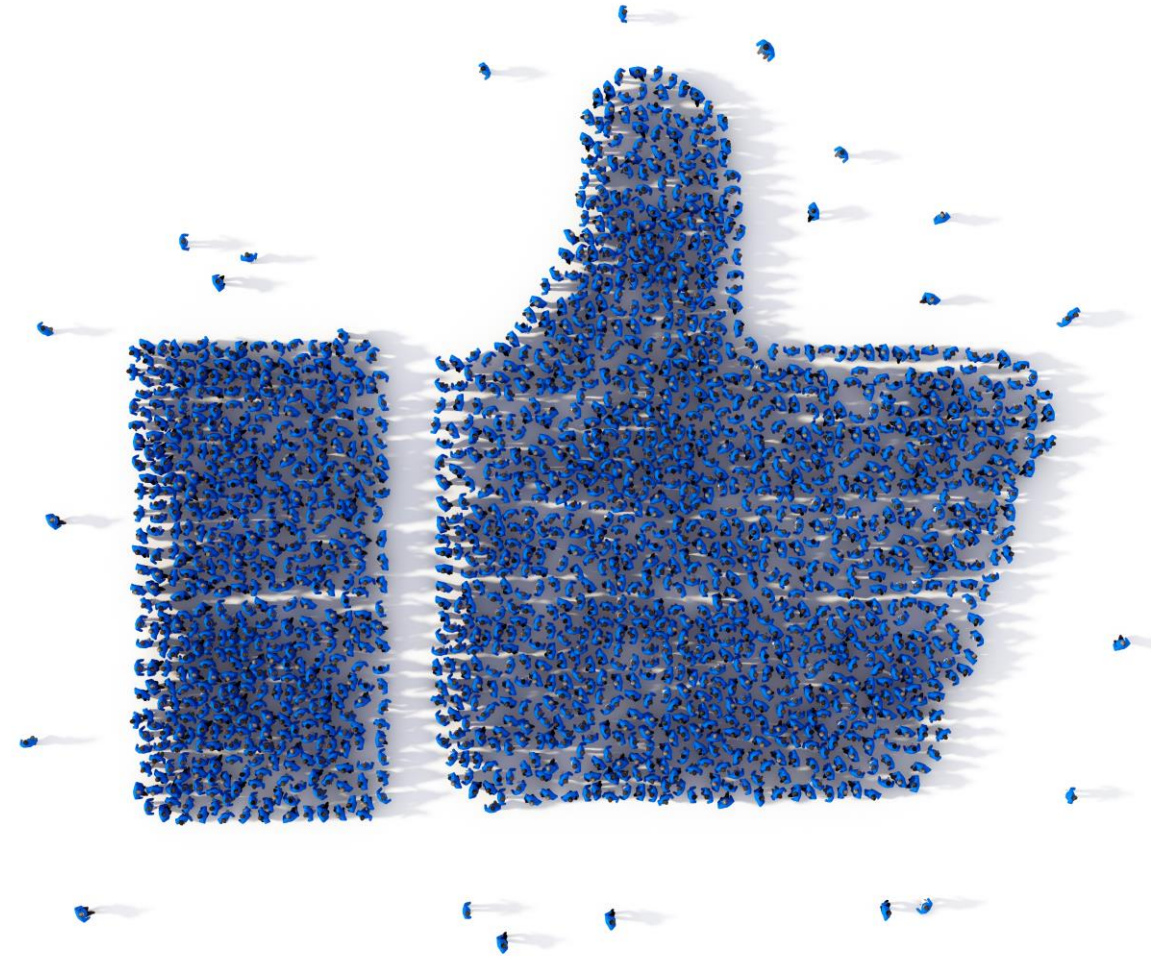
For every 1,000 email subscribers a nonprofit has, they average:

- 736 Facebook followers
- 229 Twitter followers
- 141 Instagram followers



What's your baseline?

- What is your average **engagement rate**?
- What are your **top 3-5 posts** from the last month? Your worst?
- What do your top posts **have in common**? What about your worst?





Find Your Engagement Rate

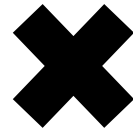
$$\text{Engagement Rate \%} = \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \times 100$$



Engagement Rate Example

464 Engagements

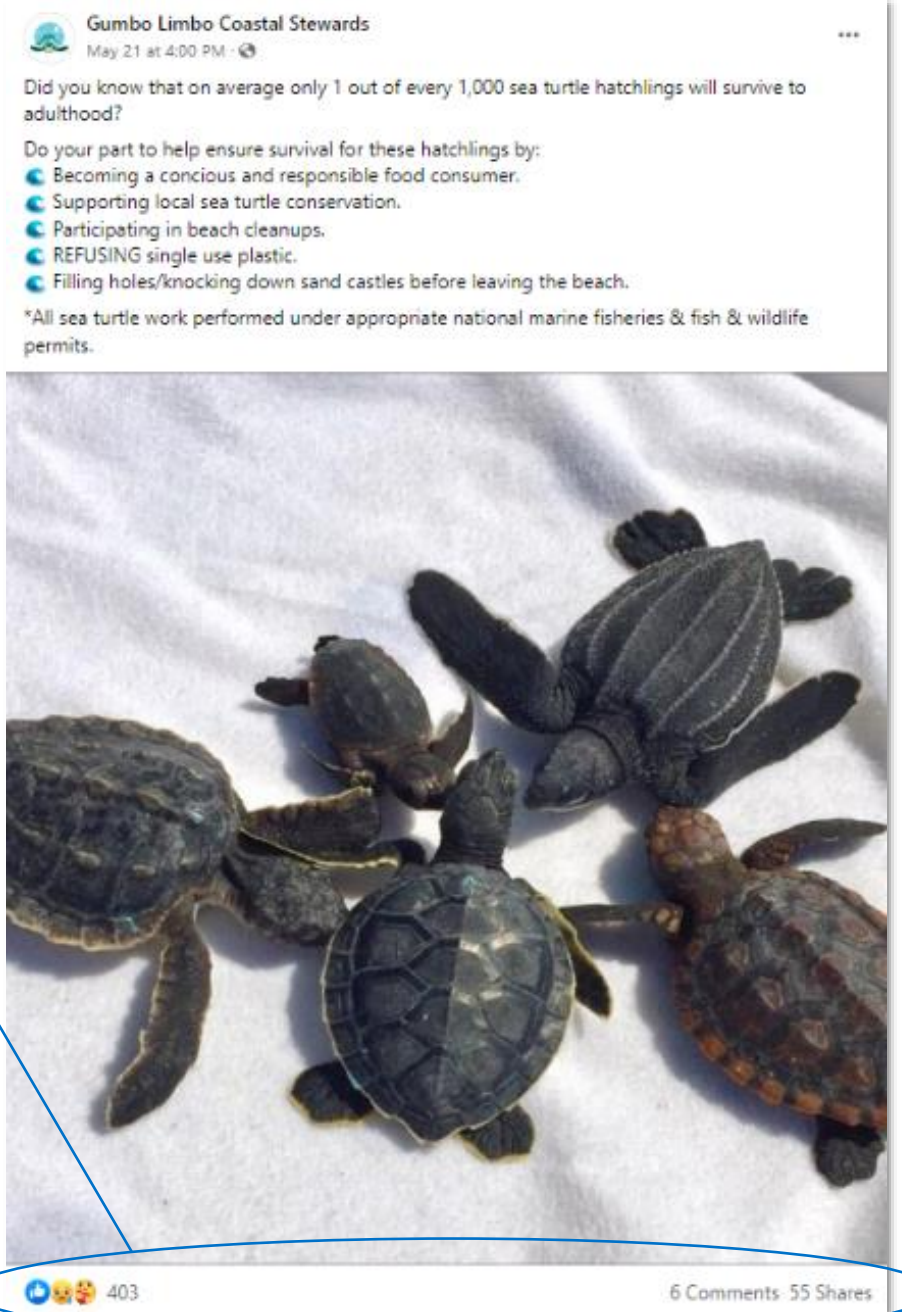
606 Followers



100



76% Engagement Rate



Scope = Time + Money





Let's build a social media strategy based on your goals.



HOMework ALERT!!!

**Create Your Perfect Content
Calendar Worksheet**



What are your goals?

Examples:

- Educate general public about our mission.
- Raise awareness for our services.
- Increase engagement from our volunteers.
- Provide impact updates to our donors.
- Garner donations for urgent needs.
- Influence policy/changemakers.
- Showcase corporate partnerships.





Who do you need to reach?

- What **audience(s)** do you need to talk to?
 - Donors
 - Volunteers
 - Clients
 - Corporate Sponsors
- What **platforms** are they on?
- How can you tailor your content to be **ABOUT THEM?**





Do your current channels align?

Facebook	Instagram	TikTok	LinkedIn	Twitter
<ul style="list-style-type: none"> • 2.9 billion users • Average user spends 19.6 hours/month • Over 23% of users are over 45 • Despite some negative press, Facebook remains the most used social network in the world 	<ul style="list-style-type: none"> • 1.5 billion users • Average user spends 11.2 hours/month • Over 60% of users are between 18-34 • Compared to other social networks, Instagram is perceived as a more “positive” platform 	<ul style="list-style-type: none"> • 1 billion users • Average user spends 19.6 hours/month • Almost 50% of users are under 30 • While the largest user base is 10-19 years old, 40% of Gen Z report being influenced by brands they see on TikTok 	<ul style="list-style-type: none"> • 810 million users • Average user spends 17 minutes/month • Over 80% of US users are 25-54 • This platform is great for B2B with many decision makers reporting they validate organizations through LinkedIn 	<ul style="list-style-type: none"> • 211 million users • Average user spends 5.1 hours/month • 42% of users are between 18-29 • More than 70% of users identify as male • Only 22% of Americans use Twitter

TIP: Look at your existing audience insights on each of your channels!



What is your editorial vision?

- What is your target audience?
- What will you provide them?
- What is your ideal outcome?





Next identify your content pillars...

Content pillars act as a roadmap for your social media content calendar!

1. Identify the topics you want/need to include in social content
2. Group them into 3-5 buckets
3. Prioritize 1-2 buckets that are the most important





Content Pillars Example

Brand



- Mission/About Us
- Press/Media
- Awards/Accolades
- Staff Highlights
- Past Work
- Fundraisers
- Sustainability/Impact

Stores



- Store Locations
- Outfit Inspiration
- Home Décor
- Testimonials
- Sales/Promotions
- Goodwill Box (online)
- Giveaways
- UGC

Jobs



- Job Placement
- Job Training
- Digital Accelerator Program
- Employee Spotlights
- Testimonials/Impact
- Manufacturing
- Shipping Fulfillment

Community



- One-Off Content
- Community Highlights
- Sponsors
- Board Highlights
- Holidays
- Events
- Thank You's
- Volunteer Opportunities

**This should make up 50-75% of your organic content.*

**Now you're ready to
build your calendar!**





Step #1 – Timeline

- What **date range** are you building your calendar for?
- How often do you plan to post on each channel?

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	November 2022		



Step #2 – Identify inflexible posts

- Are there any **holidays** you want to include?
- Do you have any content that is **time sensitive** (events, deadlines, etc.)?

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	Veterans Day	12
13	14	15	16	17	18	19
20	21	Giving Tuesday (1 week away)	23	Thanks-giving	25	26
27	28	Giving Tuesday	30	November 2022		



Step #3 – Create placeholders for “must haves”

What are **your priorities**?

- Do you need posts to support your fundraising campaign?
- Do you want 1 post per week to include a call-to-action?
- Do you participate in a weekly hashtag?
- Etc.

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	#
6	7	8	9	10	11	#
13	14	15	16	17	18	#
20	21	22	23	24	25	#
27	28	29	30	November 2022		



Step #4 – Use your content pillars

- Fill in the remainder of your calendar with topics from your content pillar buckets!
- Be sure to **vary your posts** and avoid being overly promotional.
- Make your content about your target audience, not you!

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		P1	2	P2	4	5
6	P1	8	P3	10	11	12
P4	14	P1	16	P2	18	19
20	21	22	23	24	25	26
P1	28	29	30	November 2022		



Step #5 – Source creative for each topic

- Once you've identified topics/goals for each post – **source your creative!**
- Messaging should ALWAYS come before design.

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	November 2022		



Where can I find creative assets?



FREE Stock Photo/Video

pexels.com

pixabay.com

unsplash.com

stocksnap.io

burst.shopify.com

reshot.com

gratisography.com

freestocks.org

picography.co

focastock.com

picjumbo.com

kaboompics.com

skitterphoto.com

lifeofpix.com

jaymantri.com

picspree.com

isorepublic.com

styledstock.co

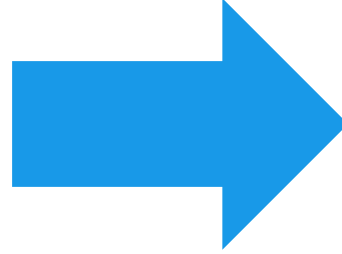
nos.twnsnd.co

littlevisuals.co

Most of these options offer stock without copyright restrictions or are licensed under creative commons public domain dedication. However, **some photos may require attribution, so pay attention to parameters regarding licensing on the respective sites.*



BEFORE



AFTER

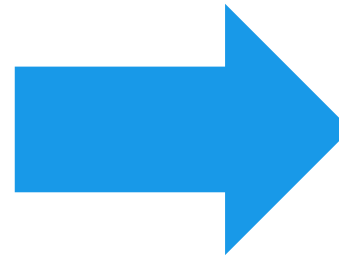




3 likes

goodwillsfl Why wait for Christmas day when you can treat yourself now with something amazing at your local Goodwill.

Visit any of our 34 #soutflorida locations and start celebrating the holiday season!



474 likes

goodwillsfl No matter your style, shopping sustainably is possible thanks to our 34 stores in Miami-Dade and Broward counties!

The best part of shopping secondhand is the unique pieces you can find among the racks.

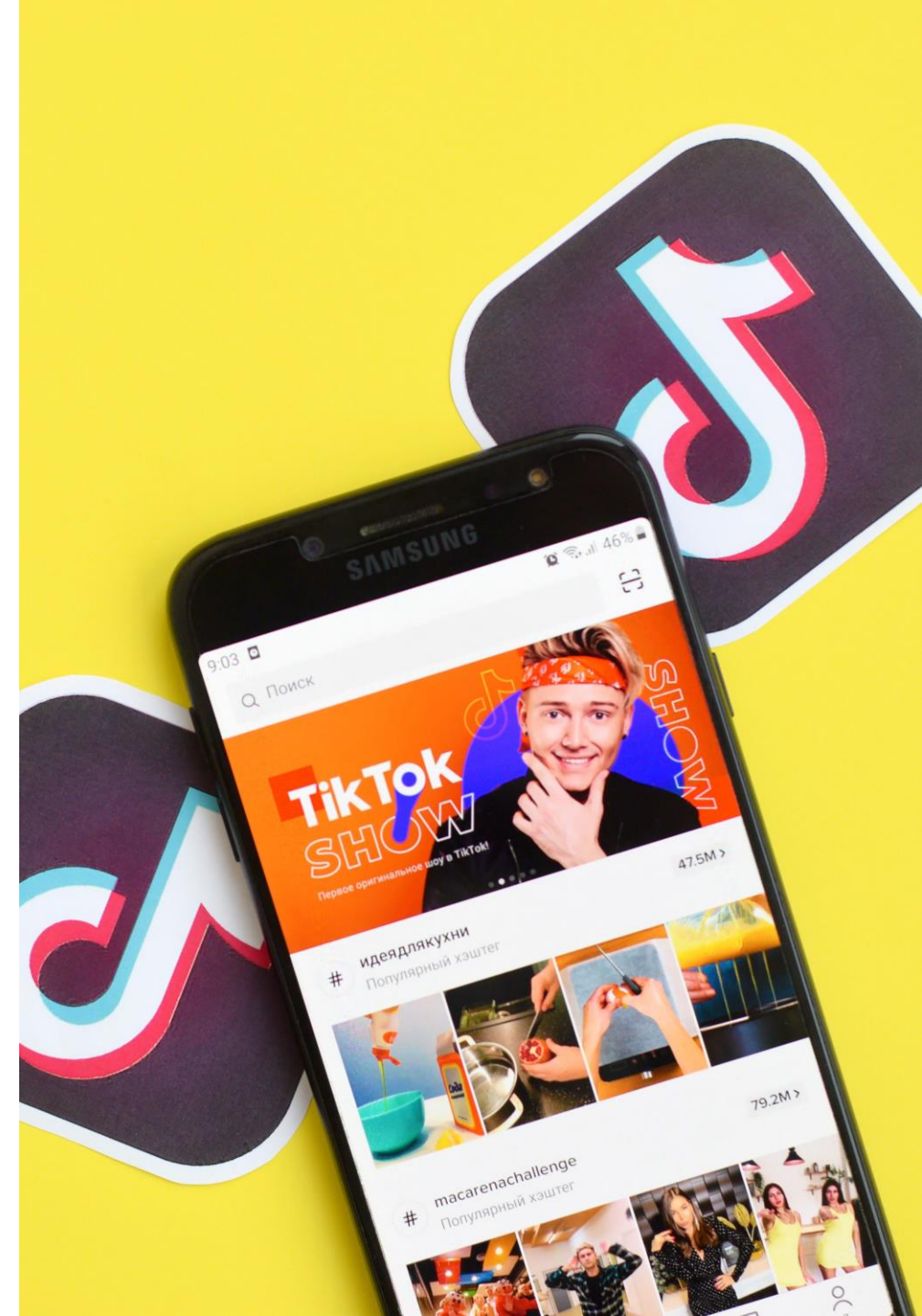
Find Your Store: #LinkInBio



TikTok Creative Center

- Get inspired by trending songs, hashtags, videos, and more!

ads.tiktok.com/business/creativecenter





Pre-Schedule Content

- Pre-scheduling content can help your messaging to be **proactive** vs. reactive.
- Take advantage of social media **schedulers**:



PLANOLY



 **Loomly**



social studio



Hootsuite[™]



A large crowd of people is shown from a high angle, with many individuals holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. In the center, white text is superimposed over the scene.

**Let's discuss ways to kick
your social up a notch!**



***You should be tracking where your traffic is coming from!**

- *Facebook Pixel(s)*
- *Google Analytics*
- *Google Tag Manager*
- *Tracking Links*
(bit.ly, Google URL Campaign Builder, etc.)

Create Facebook Donation Account

facebook.com/donate/signup





Benchmark Alert: Facebook Fundraisers



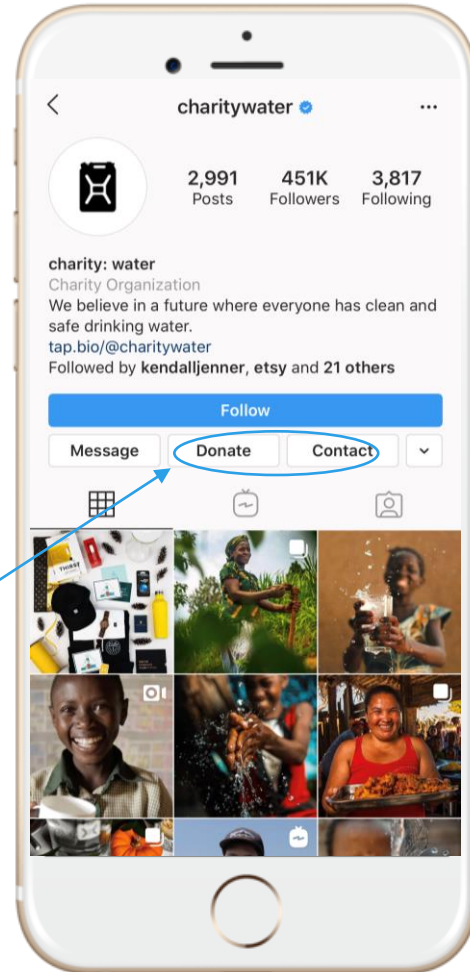
On average, Facebook Fundraisers generate **5 gifts** with an average gift size of **\$35**.



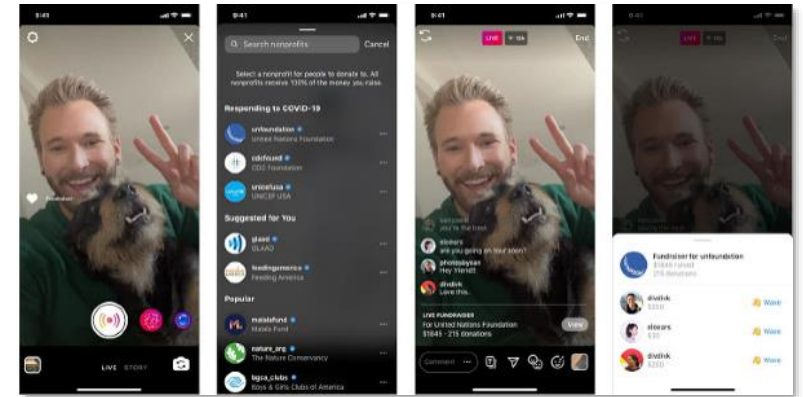
Instagram Giving Tools



Instagram Stories



Donate Button



NEW Live Stream

Setup Instructions:
bit.ly/IGDonateButtonSetup

Instagram Live Stream:
bit.ly/InstagramDonations





TikTok Donations



[TikTok Donate Button](#)

To be eligible for TikTok's donate feature, your nonprofit will need to:

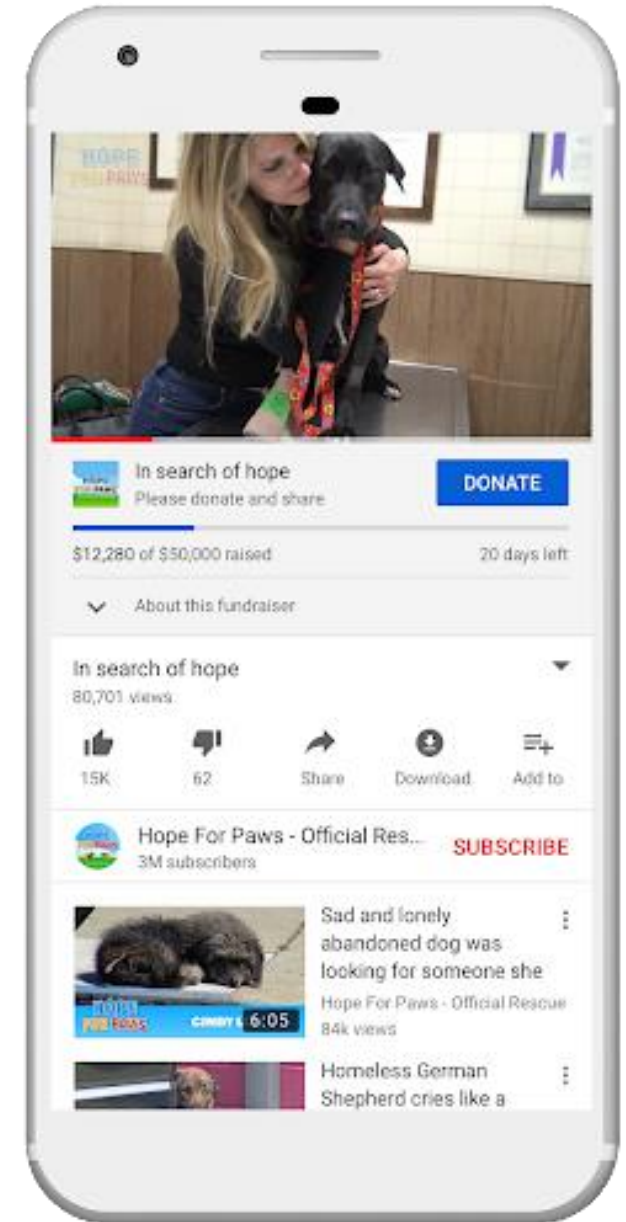
1. Build a nonprofit presence on TikTok.
2. Sign up for Tiltify AND be approved.
3. Register your organization with Benevity Causes.
4. Set up Stripe on Tiltify.



YouTube Giving

To be eligible for YouTube Giving, your channel must:

1. Have a minimum of 10K subscribers.
2. Be in the YouTube Partner Program.
3. NOT be designated as “made for kids”.



YouTube Donate Button



Amplify With Paid Spend

It's a pay-to-play game!

- A few years ago, most of your fans saw your posts in their feeds.
- With the introduction of Facebook advertising and algorithm updates, this has dramatically changed.
- By paying for Facebook advertising, you can ensure content reaches your audience

Only 1-4% of your Facebook fans will see your content without paid spend





Paid Spend Best Practices

As Facebook's ad revenue grows each year, they also grow their capabilities.


Best practices to get the most out of your paid spend are:

- Prioritize supporting organic content. Amplifying paid posts will ensure your content is being seen.
- Facebook recommends a **\$5/day minimum** per campaign. Budgets go further when you focus on one goal (vs. being spread thin).
- Leverage your existing data (i.e. "warm audiences") to retarget and create "lookalike" audiences (i.e. "cold audiences") from your data.





**Facebook Blueprint
offers FREE courses!**



**How will you know if your
strategy is working?**



Reporting

- At least once a month, take time to analyze your results!
- What is working? What isn't?
- Use this data to **make informed decisions** about future content.

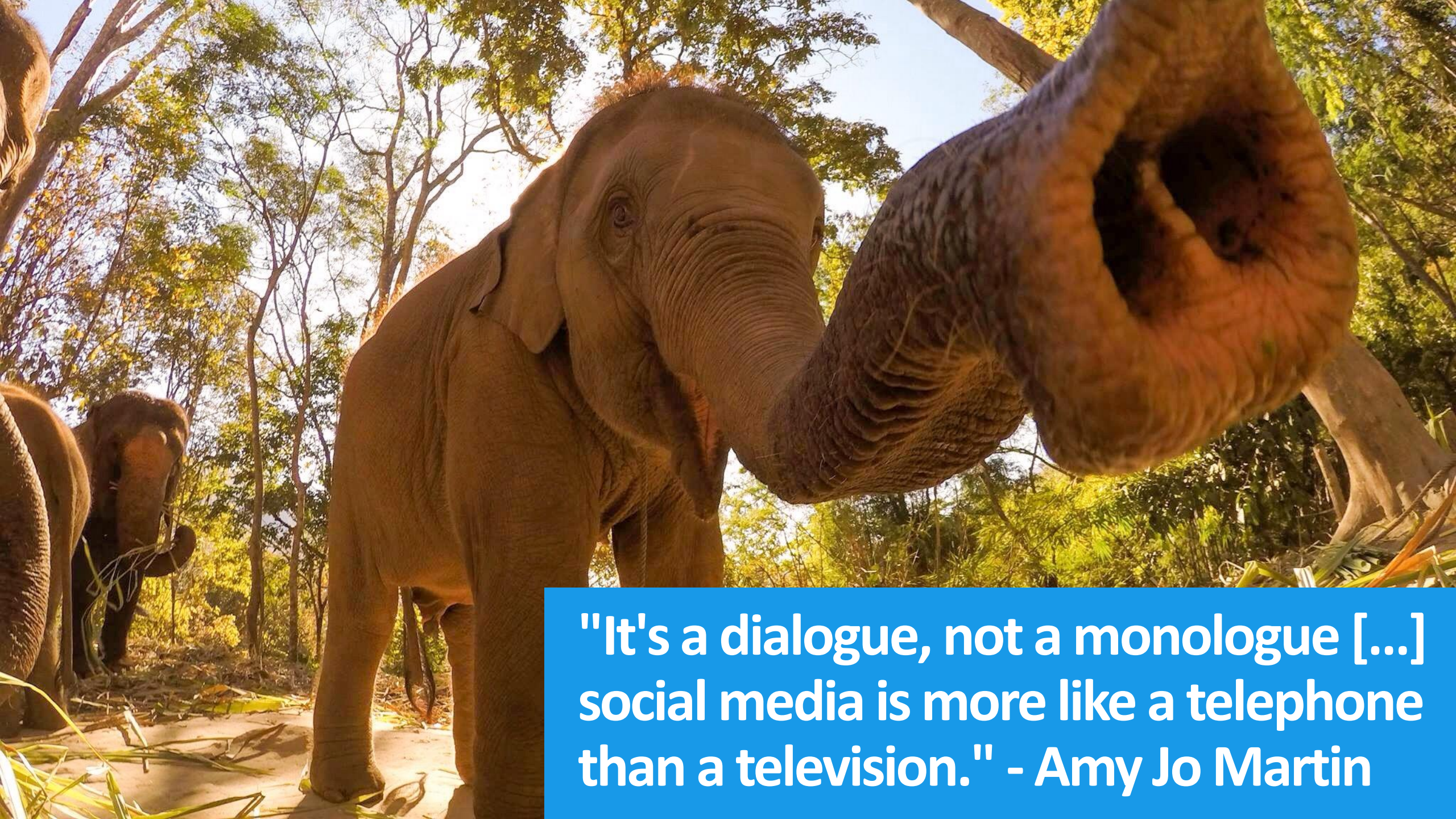




Don't be afraid to test-and-learn!

- Social media changes quickly!
Experiment and pivot as needed.
- Some KPI's to pay attention to include:
 - Engagement rates
 - Impressions
 - Reach
 - Follower growth
 - Web traffic from social
 - Increases in comments or messages





"It's a dialogue, not a monologue [...] social media is more like a telephone than a television." - Amy Jo Martin

Questions?
erica@achievecauses.com



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Achieve, contact:

erica@achievecauses.com | 561-412-3000



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