



# East Bay Gives 2017 Social Media Boot Camp





# Agenda

- Benefits
- Strategy
- Facebook
- Twitter
- Social Media Tactics





# Value of a Social Media Presence

The “pie factor”- there are many more nonprofits today than 10 years ago vying for the same piece of the fundraising dollar pie. BUT social media savvy allows you to reach people near and far- people who can become your best cheerleaders, volunteers and, if you play your cards right, donors.





# Value of a Social Media Presence

The explosion of outlets and sheer numbers of people on the various social media outlets. 10% of the world's population is on Facebook- that's a staggering number! If you're not there, you almost don't exist... Social media needs to be included in your overall PR & fundraising efforts now. I wouldn't wait- you could be leaving quite a lot of money on the table.





# Raising money on Social Media

When the “big boys” do social media campaigns- it works. But that’s because they’ve built up a huge, loyal following. Want to raise funds eventually through social media? It’s all about being authentic, humorous, engaging people, cultivating relationships and only then taking it to next level. People want to know the person behind the nonprofit’s social media logo.





# Lack of Strategy

You have to be all in. Your organization has to be willing to invest time (and possibly a little money) in creating and implementing a social media strategy: what outlets to be on, who will be responsible, what to tweet/post and more.





# Lack of Strategy

Too many times I see NPO's where it's obvious someone said, We need to be on this outlet, they opened an account, posted a few times and then abandoned it when they didn't see immediate results.

Patience, grasshoppers.



# Me Me Me Me, Like us on Facebook



That's all that's posted. Sure, your biggest "cheerleaders" want to hear more about the orgs. work. But the average social media user? Not so much. There's a place for "pat on the back" material- but not every tweet or status update. It gets real old, real quick.







# Using Social Media

In the end, social media is about building ROE (Return on Engagement)- you engage new people who never heard of you, you build brand awareness, you use it to expand existing programs, recruit volunteers and down the road- launch campaigns.



# Strategy



- Identify target audience(s)
- Identify social media coordinator.
  - designate the task to a volunteer or divide tasks among your team
- Create social media calendar
  - Sharing EBG
  - Create own to promote events & campaigns for your giving day
- Implement Strategy



# Facebook



- Use to connect with your existing network
- Expand your network by “liking” NPOs participating in East Bay Gives
- Share newsworthy information about your organization
- Post three to five times per week



# Target



- Staff
- Volunteers
- Board of Director
- Donors
- Friends
- East Bay Gives participants





The screenshot shows the Facebook page for 'East Bay Gives 2017' (@EastBayGives2017). The page header features a red banner with the text 'EAST BAY Gives' and 'MAY 4, 2017' along with the website 'www.eastbaygives.com'. The left sidebar contains navigation options: Home, Posts, Videos, Photos, About, Likes, and Manage Tabs, with a 'Promote' button at the bottom. The main content area shows a post with a 'More' dropdown menu open, listing options such as 'Create Ad', 'Edit Page Info', 'View as Page Visitor', 'Pin to Shortcuts', 'Create Event', 'Invite Friends' (highlighted), 'Suggest Page', 'View Insights', 'Block Page', 'Share', and 'Create a Page'. Below the post, statistics for 'This Week' are displayed: 923 Post Reach and 67 Post Engagement.

Invite your friends  
to like your page  
(as a page  
administrator)





www.eastbaygives.org

Liked Following Share More Sign Up Message

Featured For You

Get in touch with East Bay Gives 2017

Get updates

Event

Search for posts on this Page

Invite friends to like this Page

103 people like this and 104 people follow this

Invite your friends to like your page (as a supporter)



# Promote Your Posts



**East Bay Gives 2017** at [John F. Kennedy University](#).

Published by Na Than (?) · Yesterday at 12:20pm · Pleasant Hill ·

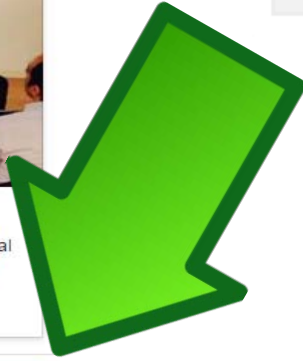
We just had another successful Orientation. Thanks JFK University for hosting. Make sure you sign up for an orientation before it is too late. There are only 5 left!



## East Bay Gives

The East Bay Community Foundation is a leading resource for mobilizing financial resources and community leadership to transform the lives of people in the East Bay with pressing needs.

[EASTBAYGIVES.ORG](http://EASTBAYGIVES.ORG)



6 people reached

[Boost Post](#)



**Boost Your Page for \$5**

Reach even more people in United States

[Promote Page](#)





**East Bay Community Foundation**

Published by Na Than [?] · Yesterday at 7:30am ·

Our Senior Program Officer, Debrah Giles is at the White House sharing Oakland's commitment to My Brother's Keeper. EBCF is proud to support mentoring and helping youth succeed! #IamMBK

# #IamMBK

Students with mentors are 52% less likely than their peers to skip a day of school.

Visit [Mentor.gov](http://Mentor.gov) to make a difference.

MBK Day of Action September 14, 2016



481 people reached

[Boost Post](#)

Like

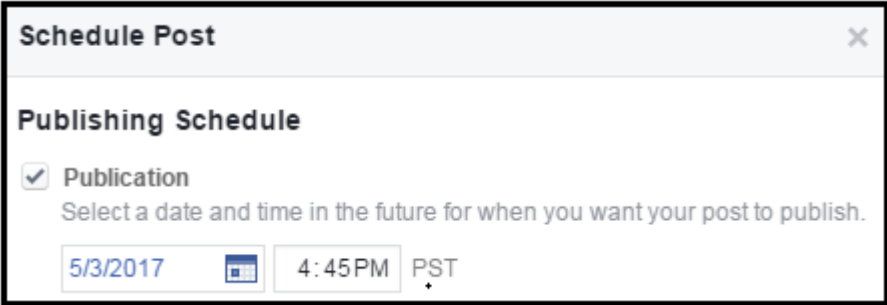
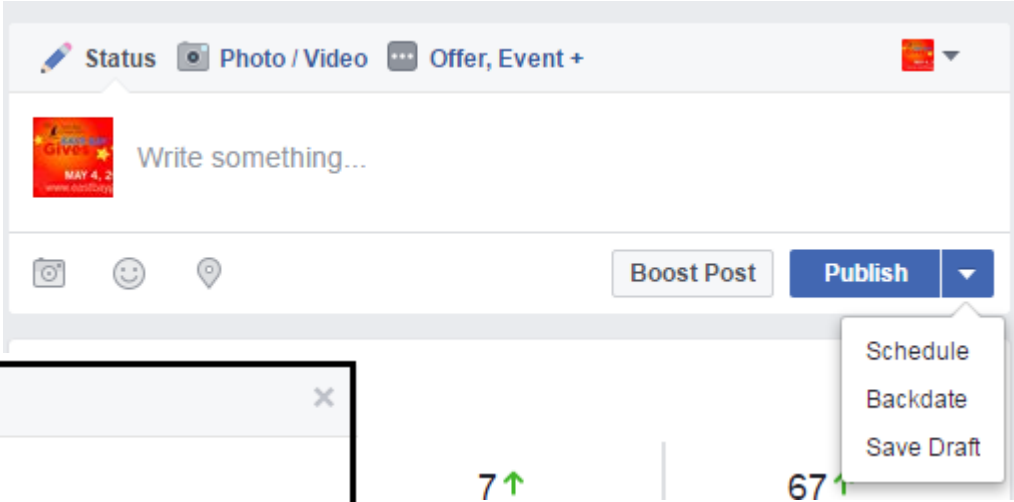
Comment

Share

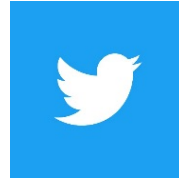




# How To Schedule Posts on Facebook



# Twitter

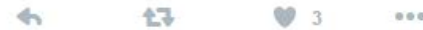


- The terms are “Follow” and “RT” (Re-Tweet)
- Follow everyone participating in East Bay Gives! RT items from us or that are relevant to your mission.



East Bay Comm Fndn @eastbaycf · 30 Nov 2016

ATTN Nonprofits: Join us today for an #EastBayGives orientation session! [bit.ly/EastBayGives20...](http://bit.ly/EastBayGives20...)





# Engage Followers on Twitter

- Follow to be followed (but balance)
- Retweet (RT) and reply (Be a part of the conversation)
- Use Popular (Relevant or Trending) Hashtags  
#eastbaygives



# Use Website to Gain Likes & Follows



- Make sure social icons appear on your home page
- Put East Bay Gives on your home page and talk about what you want to achieve

A screenshot of the East Bay Community Foundation website. At the top is a navigation menu with buttons for Home, Establish a Fund, Fund Holders, Professional Advisors, Grant Seekers, and Public. Below the menu is a yellow banner with the heading "Leadership & Expertise" and "East Bay Gives Registration Open Now". The banner text says: "East Bay Gives 2016 registration is open now. Don't miss out on this popular annual event. Nonprofits must attend an information session to register. [Learn More>>](#)". To the right of the text is a red and yellow graphic with the "EAST BAY Gives" logo, the date "MAY 3, 2016", and the website "eastbaygives.org".

# Use Your Email Signature



**Nathan Dennen | Donor Services Associate**  
**EAST BAY COMMUNITY FOUNDATION**

De Domenico Bldg | 200 Frank H. Ogawa Plaza | Oakland, CA 94612  
(510) 836-3223 Main | (510) 208-0808 Direct  
[ndennen@eastbaycf.org](mailto:ndennen@eastbaycf.org) | [www.ebcf.org](http://www.ebcf.org)



# How Often Should We Post?



## Minimum Posting Frequency

Facebook: Minimum 3 times a week

Twitter: tweet/retweet daily

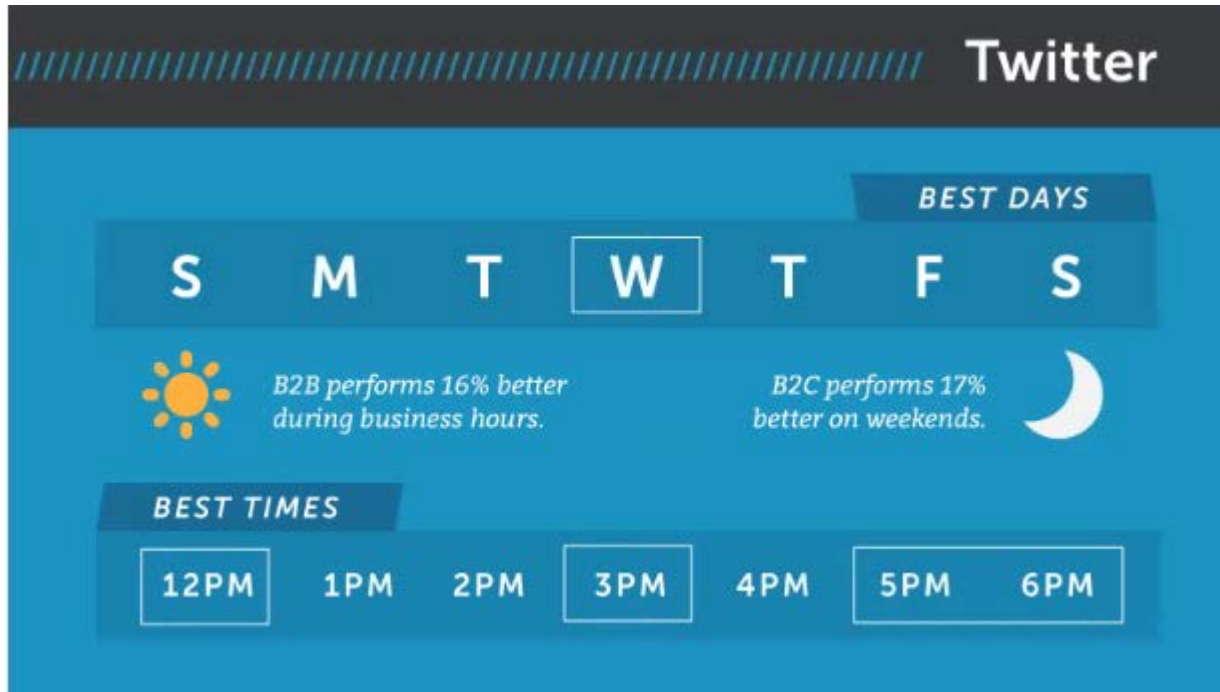
- If you aren't posting with these minimum frequencies, you don't have a presence on social media
- More is okay as long as your content is interesting to your audience



# When Should We Post?



# When Should We Post?





# Mind the Character Count



## Facebook

Ideal length of a status update: 40 characters

Ideal length of a video: 30–45 seconds long

## Twitter

Tweet: 140 characters max.

Ideal Hashtag Length: Under 11 characters; shorter if you can. Use 1–2 hashtags per tweet.

Video Duration in a Tweet: Up to 30 seconds long.



# Monitor & Respond(appropriately)!



- Monitor the direct messages your page receives as well as comments on posts, page and post likes, and tweet likes and retweets.
- Be sure to respond to comments and messages as needed to ensure your supporters know you care about them.



# Hashtags #



- Search for tweets or Facebook/Instagram posts that have a common topic
- East Bay Gives hashtag is **#eastbaygives**
- Use Hashtags for your organization, campaign, and key words



# Hashtags #



**2X**

Tweets with hashtags receive 2X more engagement than those without hashtags.

**21%**

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

**17%**

Tweets that use more than two hashtags actually show a 17% drop in engagement.



# You are not alone!



We are here to support you. EBCF will be providing Facebook and Twitter posts that you can share and re-tweet. Check East Bay Gives social media daily and the tool kit often.





# Resources

- The Handy Character Count Guide for Blog Posts, Facebook Pages & More Lindsay Kolowich [blog.hubspot.com/](http://blog.hubspot.com/)
- What 16 Studies Say About The Best Times To Post On Social Media Nathan Ellering [coschedule.com/](http://coschedule.com/)
- 15 Ways to Increase the Click-Through Rate on Your Tweets Mitt Ray [blog.bufferapp.com](http://blog.bufferapp.com)
- The Fund Raising Authority [thefundraisingauthority.com](http://thefundraisingauthority.com)

