

ClassACT 

WED. 2/21

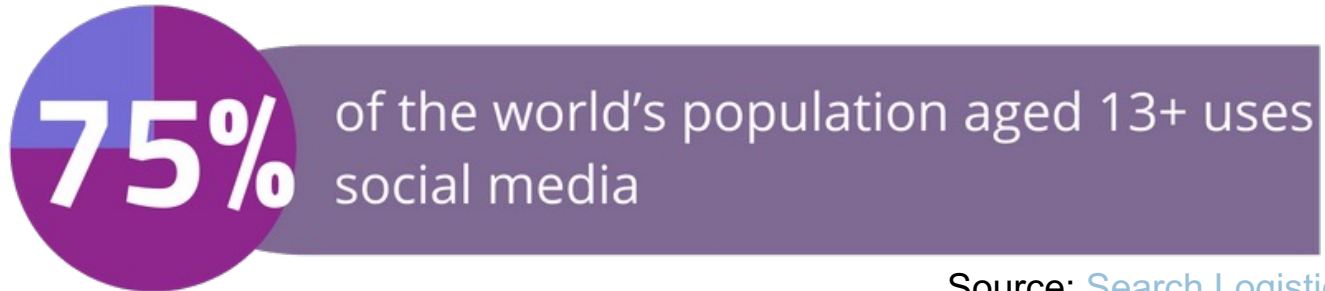
CLASSACT HR73 WEBINAR SERIES

6 Steps To Promote Your
Nonprofit on Social Media

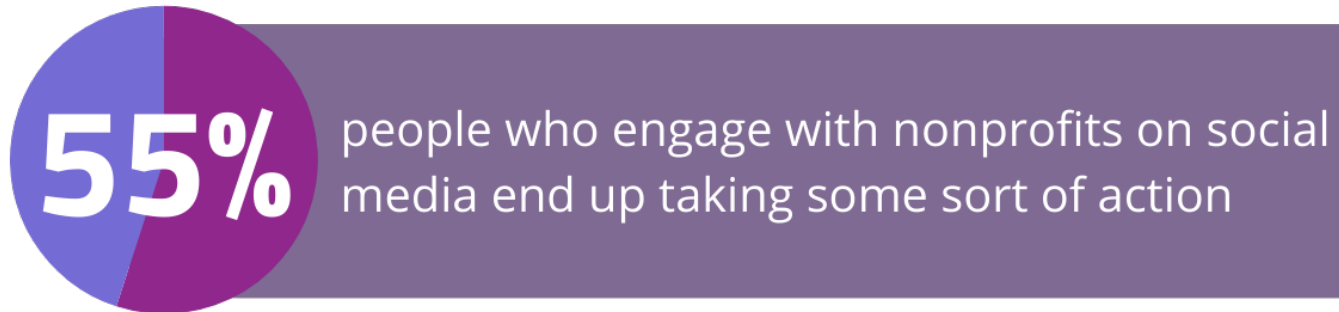
With Katie Marinello



Why Social Media?



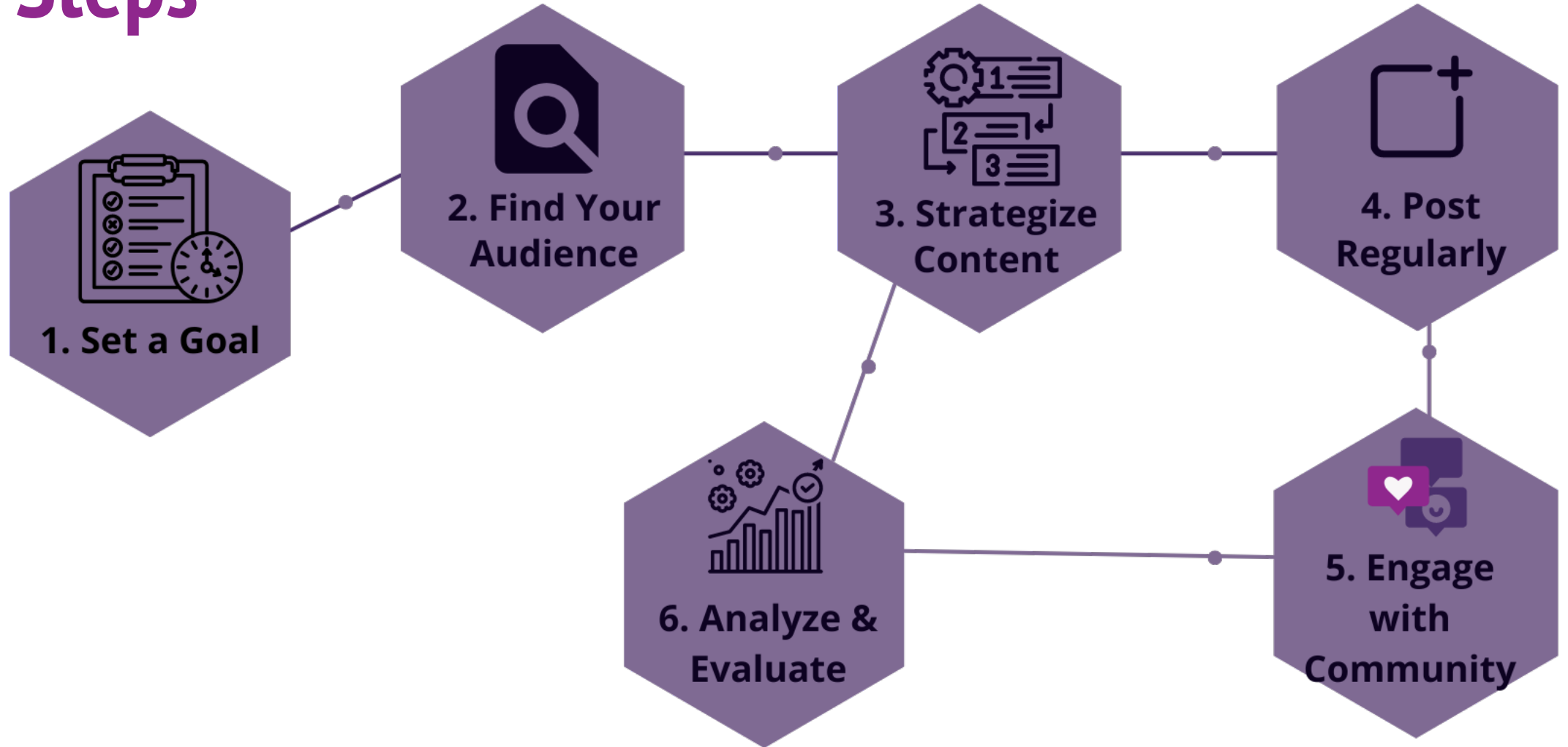
Source: [Search Logistics](#)



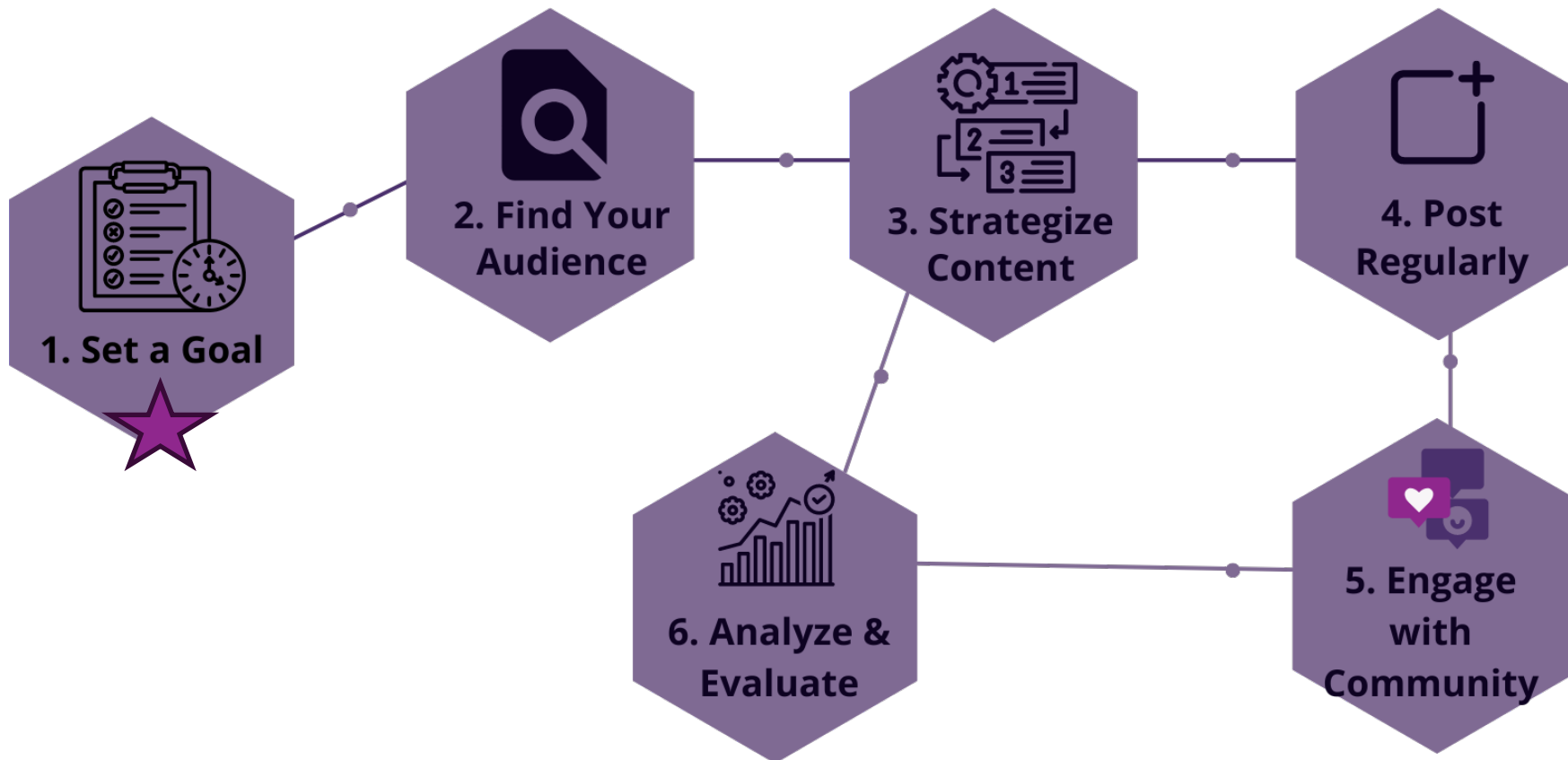
Source: [Nonprofits Source](#)



Six Steps



Step 1: Set a Goal



Set a Goal

Social Proof: What others say about you and your organization

Digital Goals Categories:

- Brand Awareness
- Engagement
- Drive website traffic
- Grow your audience



Business Goals

Communication Goals

Digital Goals



- Find Adopters for 90% of my Foster Kittens
- Raise awareness of fostering and rescuing cats
 - Increase online following by 20% by the end of the year
 - Engage 300 new accounts a month

Business Goals

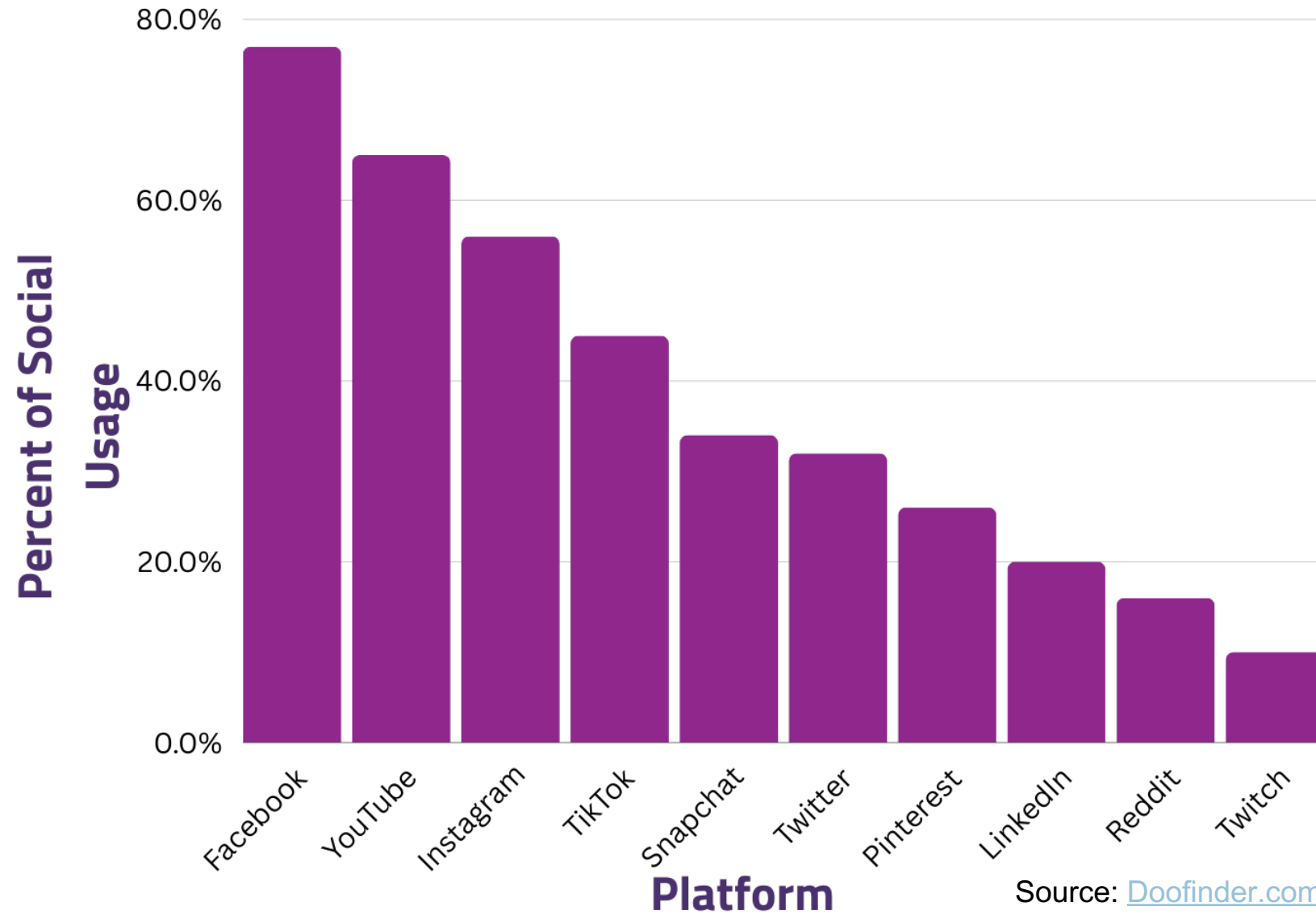
Communication Goals

Digital Goals

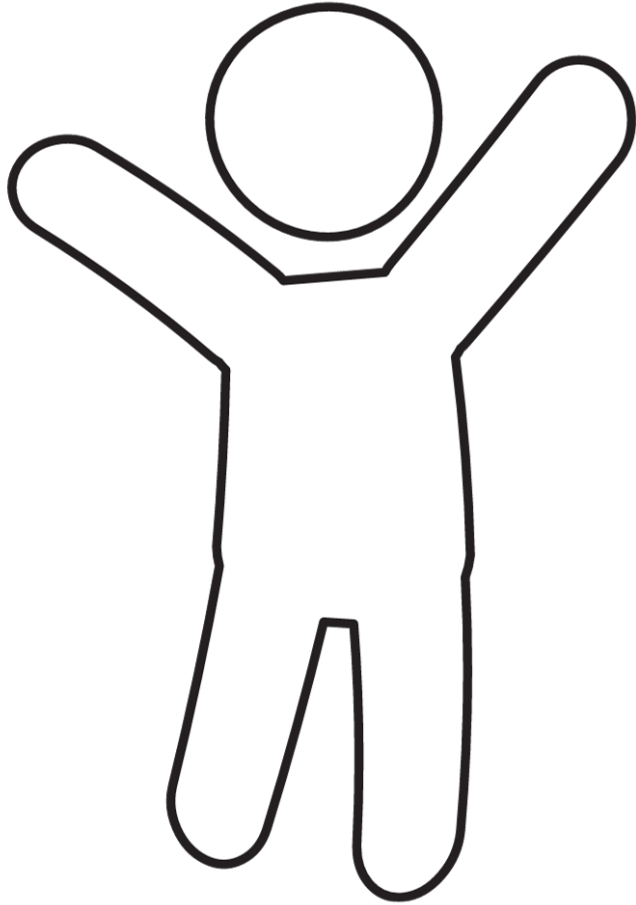
Step 2: Find Your Audience



Top Social Media Platforms in the US (2024)











Buyer/Donor/Constituent Persona



- Age
- Marital Status
- Children
- Education Level
- Income level
- Lifestyle
- Needs
- Problems
- What are their interests?
- What do they value?
- What are they buying/hiring?



Demographics

							
3 billion active users	2 billion active users	2.5 billion active users	1 billion active users	541 million active users	265 million active users	445 million active users	875 million active users
Largest age group: 25-34 (49.3%)	Largest age group: 12-34	Largest age group: 15-25	Largest age group: 18-24	Largest age group: 30-49	Largest age group: 13-34	Largest age group: 25-34	Largest age group: 46-55
44% female, 56% male	48% female, 52% male	46% female, 54% male	53% female, 47% male	37% female, 63% male	58% female, 42% male	60% female, 40% male	43% female, 57% male
News and current events; research companies; keep in touch with friends	Follow or research brands and products; post or share photos or videos.	In the U.S., 19% of internet users visit YouTube daily; 92% weekly; 98% monthly	Entertaining and relaxing content; news & current events;	Most popular social platform for news and current events	Sharing photos & videos; messaging family & friends	Inspiration for trying new things; purchases; start a new project	Networking; job applications; business to business communications

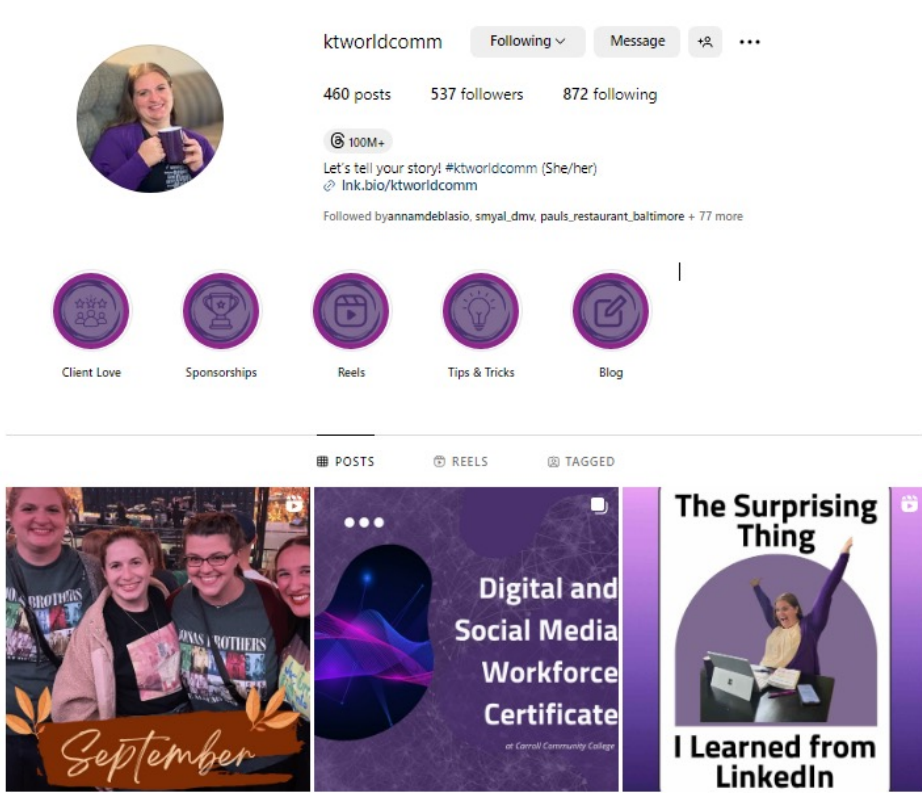


2. Find Your Audience

Creating a Profile...



Facebook Business Page, managed from your personal Facebook and/or Meta Business Suite



Convert Instagram Profile to Business or Creator Profile



KT World Communications
 Let's tell your story!
 Advertising Services · Westminster, Maryland · 126 followers · 2 employees

Anna & 102 other connections follow this page

[Following](#) [Learn more](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

About

Face it: The world of social media and digital communications can be confusing and frustrating. What works one day may no longer reach your target audience the next, due to ever-shifting algorithms and social trends. Don't get lost in the sea of noise—let KT World Communications be your guide! ... see more

LinkedIn Business Page, managed from your personal LinkedIn



Studio Search across your channel

Channel dashboard

Latest YouTube Short performance

Hard Pill
 192 views, 0 likes, 0 comments

Channel analytics
 Current subscribers: 9

Summary
 Last 28 days

Views	307
Watch time (hours)	0.8

Top videos
 Last 48 hours · Views

Hard Pill	192
House of Blues	1
Reasons You Should...	1

News 1 / 4

Ideas for you 1 / 2

Regular account, attached to a Gmail





KT World Communications
@ktworldcomm 48 Followers 147 Likes

Analytics

View more >

Last 7 days Last 30 days Last 90 days

New followers	New likes	New profile visits	New video views
0 0 (+0.00%)	0 -2 (-100.00%) ↓	1 -1 (-50.00%) ↓	68 32 (+88.89%) ↑

Scheduler

Schedule in bulk

Week Month

February 2024

< Today >

Sun 18	Mon 19	Tue 20	Wed 21	Thu 22	Fri 23	Sat 24
		10:45 AM 6 ❤️ 1				
		9:45 AM 651 ❤️ 2				

TikTok for Business



Home

Explore

Notifications

Messages

Lists

Bookmarks

Communities

KT World Communications
1,399 posts



Edit profile

KT World Communications

@KTWorldComm

PR, Marketing, and Social Media. Let's tell your story! (she/her)

Westminster, MD <https://t.co/qhSChdt5rr>

Joined October 2018

4,443 Following 343 Followers

Search



You might like



Unlock a suite of tools available exclusively to Professionals

Professional Accounts allow businesses, brands, creators, and publishers to have a unique and clearly defined presence on the platform and the ability to grow and strengthen their presence on Twitter. Professional Accounts are a gateway to a wide range of tools not available to non-professionals, which include:

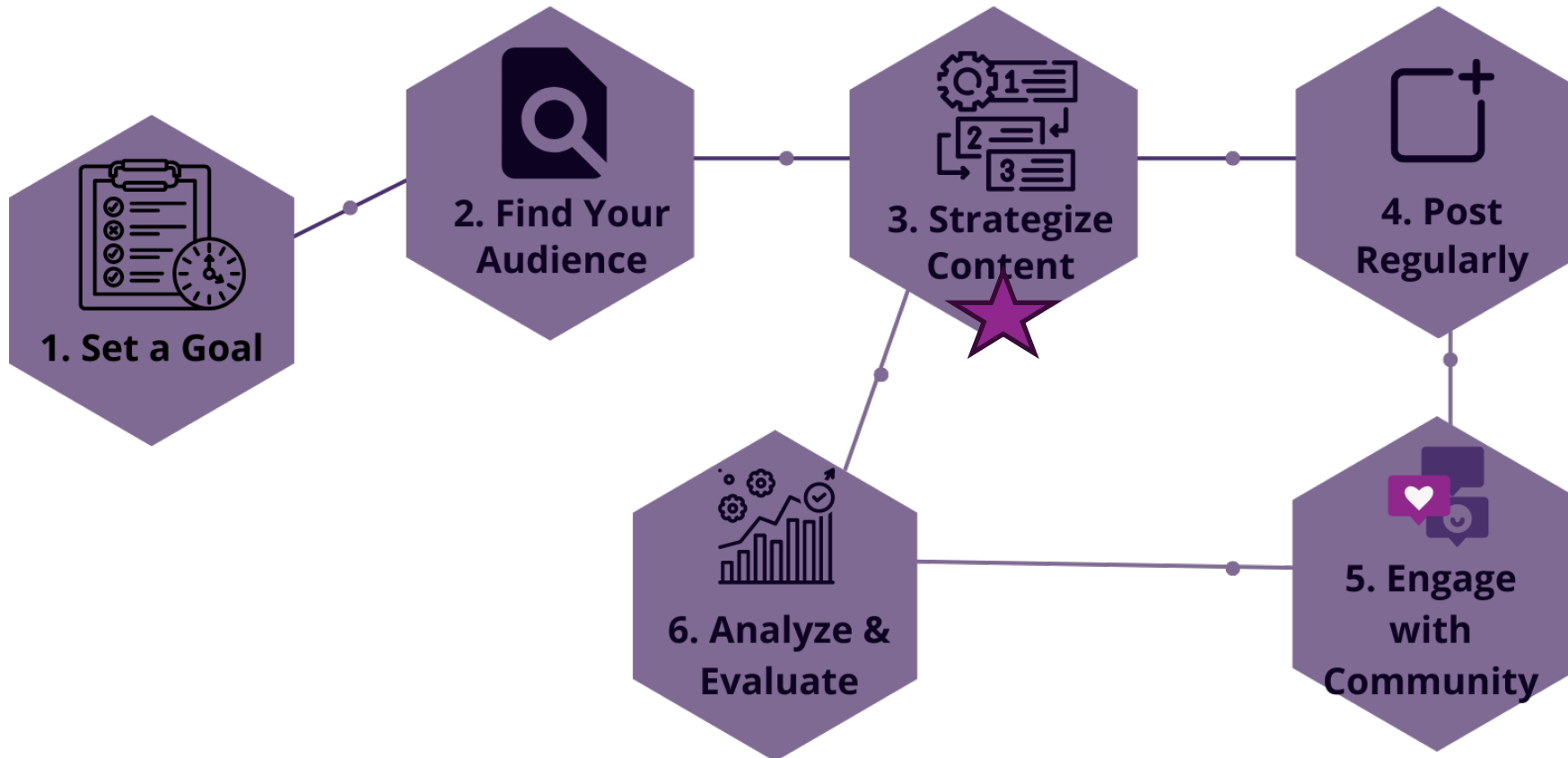
- **Professional Home**, a centralized dashboard that gives professionals the ability to track performance, discover product offerings, tap into additional resources and drive performance.
- **A Professional Category**, which allows professionals to showcase what kind of professional they identify as directly on their profile.
- **Profile Spotlights**, a dedicated space on a professional's profile to showcase what's most important to them (more details about Profile Spotlights below).
- **Twitter Shopping**, a suite of products available to professionals who want to sell their goods directly on Twitter.
- **Twitter Ads and Quick Promote**
- **And more to come!**

X (formerly Twitter)

Business Profile available but unnecessary



Step 3: Strategize Content



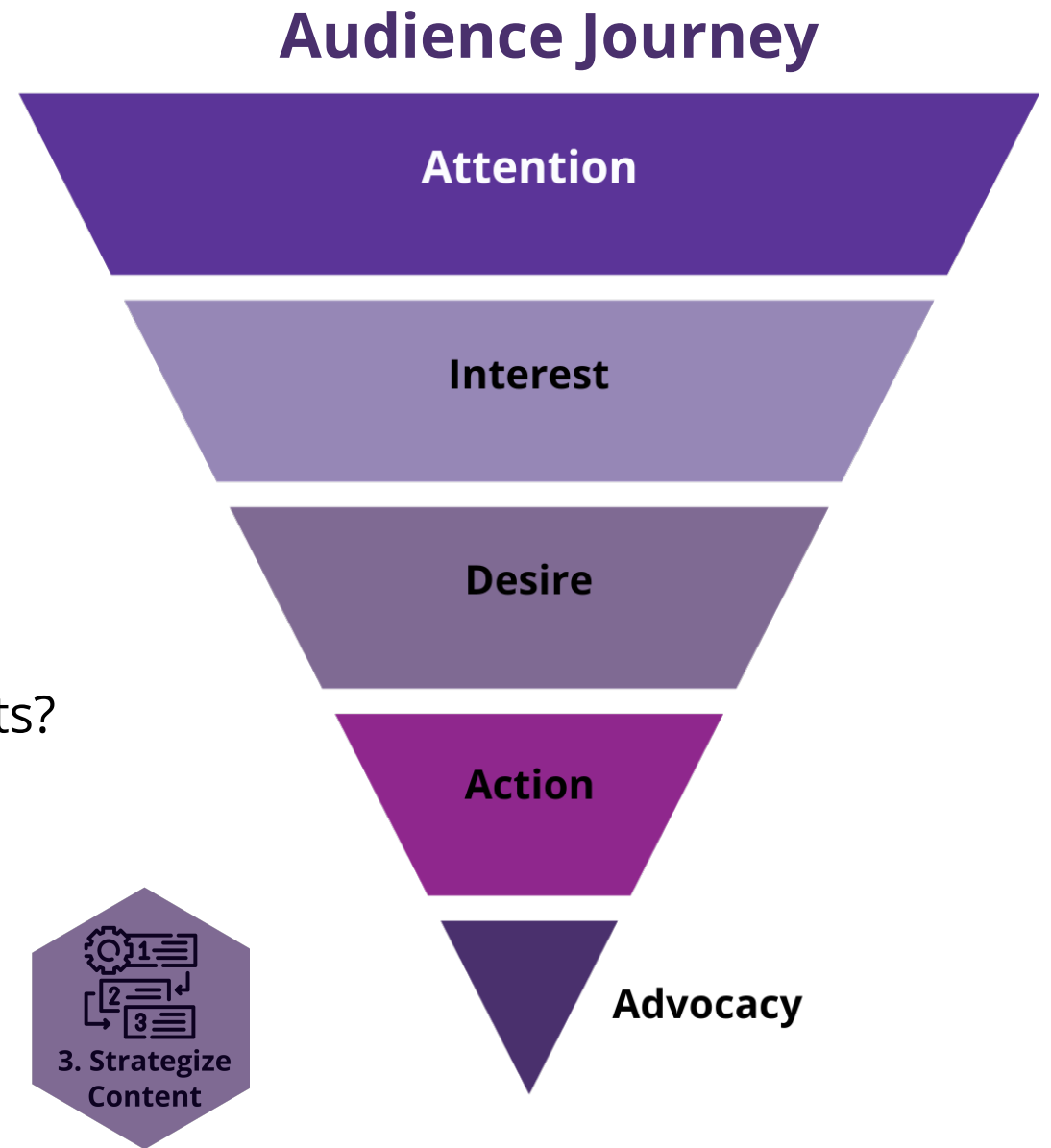
Step 3: Strategize Content

Guiding Questions

- What is the *value* your brand offers?
- What is the *tone* of your brand?
- What key points do you want to get across?
- What, if anything, should you *not* say?

Golden Rules of Content

- Is it something that the audience needs or wants?
- Does it solve a problem?
- Does it teach them something?
- Does it improve their life in any way?
- How does it appeal to their emotions?





Content Pillars

- Themes or topics that you consistently create content around

Awareness &
Education

User
Generated

Entertaining

Promotional

Branding

- The process of creating a distinct identity for a business in the mind of your target audience and consumers
- “Look & Feel”
 - Logo
 - Colors
 - Fonts
- Messaging
 - Key points to repeat
 - Overall tone
 - What *not* to say





Design

- Follow branding guide
- Keep it simple
- Resize for appropriate platforms






Social Media Image Sizes 2024



					
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 1500	1128 x 191	N/A

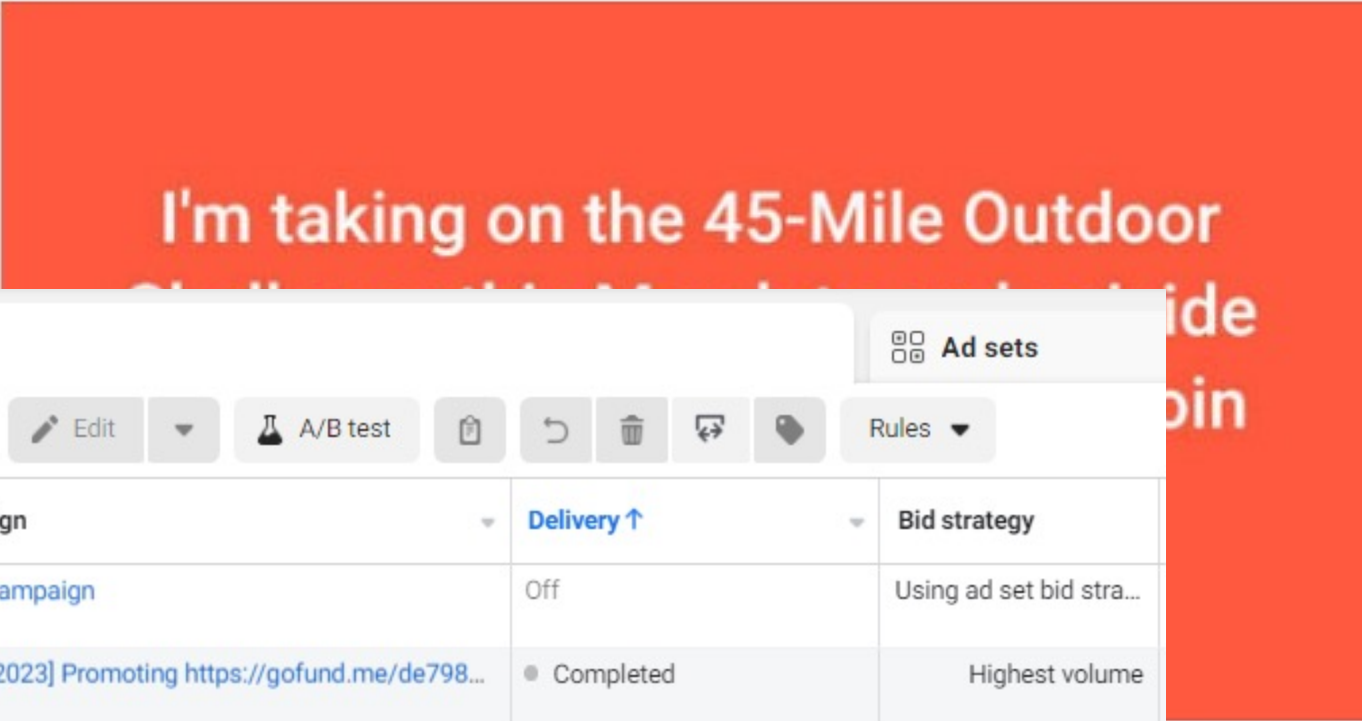
Hootsuite®

[Source: Hootsuite](#)

Paid Ads





 **The Trevor Project** 
Sponsored · 

 Get outdoors and complete 45 miles your way this March!
 Raise life-saving funds to help us in our goal of ending suicide among LGBTQ+ young people.















I'm taking on the 45-Mile Outdoor


342 shares

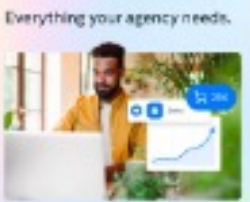
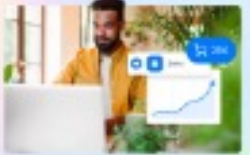
 LIKE  COMMENT  SHARE 


Campaigns


[+ Create](#)    Edit   A/B test      **Ad sets**  Rules 




<input type="checkbox"/>	Off / On	Campaign	Delivery ↑	Bid strategy
<input type="checkbox"/>	<input type="checkbox"/>	Travel Campaign	Off	Using ad set bid stra...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[12/09/2023] Promoting https://gofund.me/de798...	Completed	Highest volume
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Year Rover Bookings	Completed	Using ad set bid stra...

Results from 3 campaigns 


 Everything your agency needs.
 The ultimate agency hub
meta.com/business
All in one place.

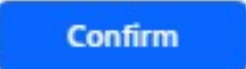

Your Pages and profiles 

 **KT World Communications**


-  11 Messages
-  Switch to Page
-  Create promotion

Friend requests [See all](#)

 **Amanda Clark** 20h

 **Confirm**  Delete

Birthdays

 **Lisah Aubergine and 3 others have**

Write it Down!



Content Calendar

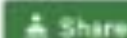
	K	L	M
2024 Social Media Content Calendar	October-December		
	Q4		
	OCT	NOV	DEC
OUR CONTENT PILLARS	Awareness & Education		
	Inspirational/Entertainment		
	Personal		
	Engagement		
Key Dates	11/3 Peach's Birthday		12/20 Katie's Birthday
	10/31 Halloween	Thanksgiving Day 11/23	Christmas 12/25
	Giving Tuesday		
Social Media Holidays	10/29 National Cat Day		
Our Marketing Campaigns	Thankful Thursdays		Donation Marathon for Katie's Birthday

Social Media Calendar

Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post
Instagram	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif		N/A	https://www.instagram.com/
LinkedIn	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif	https://drive.google.com/	N/A	https://www.linkedin.com/
Twitter	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif	https://drive.google.com/	N/A	https://www.twitter.com/
Facebook	Monday	Scheduled	1/2/2022	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.com/	https://www.youmailingwithfriends.com/	
Instagram	Monday	Scheduled	1/2/2022	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.com/	https://www.youmailingwithfriends.com/	
TikTok	Wednesday	In Progress	1/4/2022	12:00 PM	Employee Testimonial	Journaling for 2023 #Jyp #foyou	Video	https://drive.google.com/	N/A	
Twitter	Wednesday	In Progress	1/4/2022	3:00 PM	Research	We found that 99% of people who write	None (Text Only)	N/A	https://www.youmailingwithfriends.com/blog/	
Facebook	Friday	Planned	1/6/2022	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.com/	https://www.youmailingwithfriends.com/blog/	
Instagram	Friday	Planned	1/6/2022	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.com/	https://www.youmailingwithfriends.com/	
LinkedIn	Friday	Planned	1/6/2022	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.com/	https://www.youmailingwithfriends.com/	
TikTok	Sunday	Planned	1/8/2022	3:00 PM	Customer Testimonial	Watch this creative genius at work	Video	https://drive.google.com/	N/A	
Twitter	Sunday	Planned	1/8/2022	2:00 PM	Product Promotion		None (Text Only)	N/A		

Source: Semrush

A	K	L	M
2024 Social Media Content Calendar	October-December		
	Q4		
	OCT	NOV	DEC
OUR CONTENT PILLARS	<i>Awareness & Education</i>		
	<i>Inspirational/ Entertainment</i>		
	<i>Personal</i>		
	<i>Engagement</i>		
Key Dates		<i>11/3 Peach's Birthday</i>	
			<i>12/20 Katie's Birthday</i>
	<i>10/31 Halloween</i>	<i>Thanksgiving Day 11/23</i>	<i>Christmas 12/25</i>
Social Media Holidays		Giving Tuesday	
	10/29 National Cat Day		
Our Marketing Campaigns		<i>Thankful Thursdays</i>	<i>Donation Marathon for Katie's Birthday</i>



100%



A1:K1

Week 1

	Week 1										
	Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post
3	Instagram	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif		N/A	https://www.instagram.com/lin
4	LinkedIn	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.linkedin.com/linkt
5	Twitter	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.twitter.com/linktop
6	Facebook	Monday	Scheduled	1/2/2022	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image		https://www.jou	
7	Instagram	Monday	Scheduled	1/2/2022	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.c	https://www.jou	
8	TikTok	Wednesday	In Progress	1/4/2022	12:00 PM	Employee Testimonial	Journaling for 2023 📅 #fyp #foryou	Video	https://drive.google.c	N/A	
9	Twitter	Wednesday	In Progress	1/4/2022	3:00 PM	Research	We found that 99% of people who write	None (Text Only)	N/A	https://www.jou	
10	Facebook	Friday	Planned	1/6/2022	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image		https://www.jou	
11	Instagram	Friday	Planned	1/6/2022	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	
12	LinkedIn	Friday	Planned	1/6/2022	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	
13	TikTok	Sunday	Planned	1/8/2022	3:00 PM	Customer Testimonial	Watch this creative genius at work 🤖	Video	https://drive.google.c	N/A	
14	Twitter	Sunday	Planned	1/8/2022	2:00 PM	Product Promotion		None (Text Only)	N/A		



SAMPLE

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

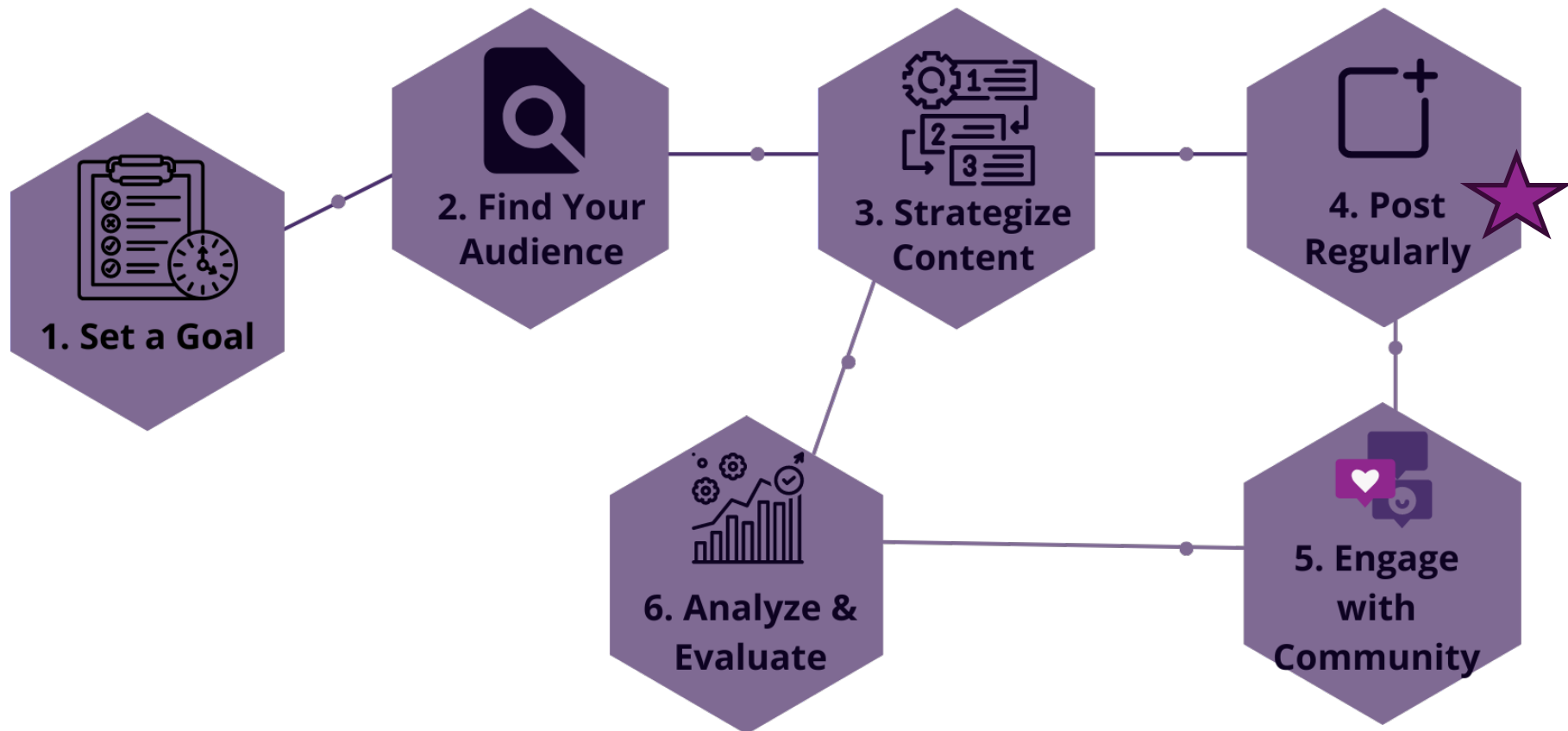
OCT

▶



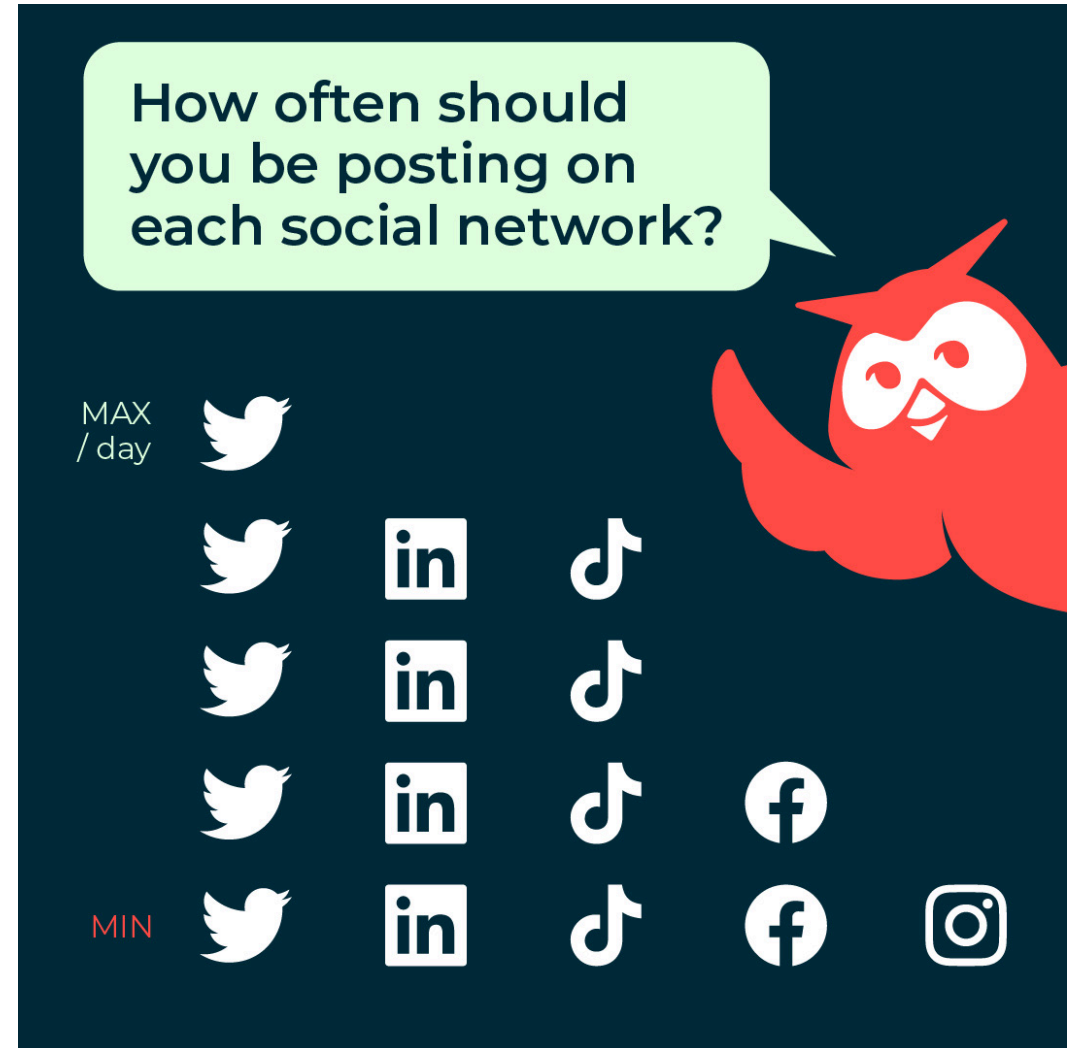
Export

Step 4: Post Regularly



Scheduling

- Consistency is key!
- Be realistic



Source: [Hootsuite](#)

Anatomy of a Post

- Hook
- Body
- Call to Action (CTA)



ClassACT HR73

Published by Cloud Campaign January 27 at 3:07 PM



From our Justice & Civic Engagement Committee's latest article, "Georgia's On Our Mind"

The 2020 election was a political earthquake in Georgia, as a Democratic Presidential candidate carried the state for the first time since 1992 and Georgians elected two Democrats as Senators. However, Georgia has a long history of voter purges and voter suppression, and the election triggered a strong counter-reaction.

Written by Ryan O'Connell

Edited by Marilyn Go, Jim Harbison, and Jacki Swearingen

At the link, read the full news article and find out what you can do whether you live in Georgia or not.

Georgia's electorate growth since 2000

Georgia eligible voter population change, 2000 to 2019, in thousands

	2000	2019	Change, '00 - '19	% of total increase
Black	1,552	2,472	+920	48%
White	3,879	4,374	+495	26
Hispanic	114	382	+268	14
Asian	62	214	+152	8

SHARE

ClassACT HR73 - Georgia's On Our Mind



3. Strategize Content

Types of Content

Created

Original content that you/your business makes based on your expertise



Curated

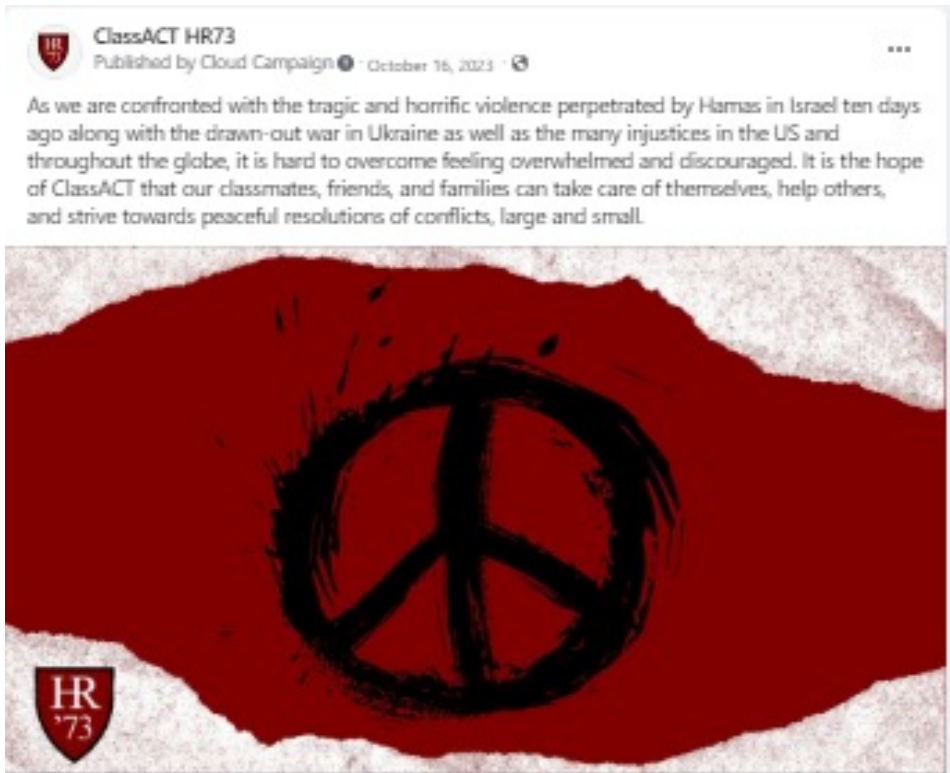
Sharing content that is related to your organization/niche that is created by someone else



4. Post Regularly

Types of Content

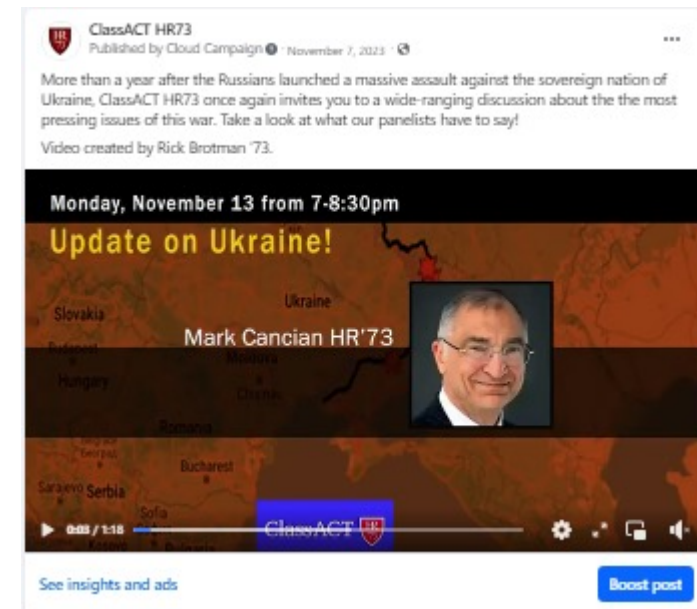
Graphic



Photos



Video



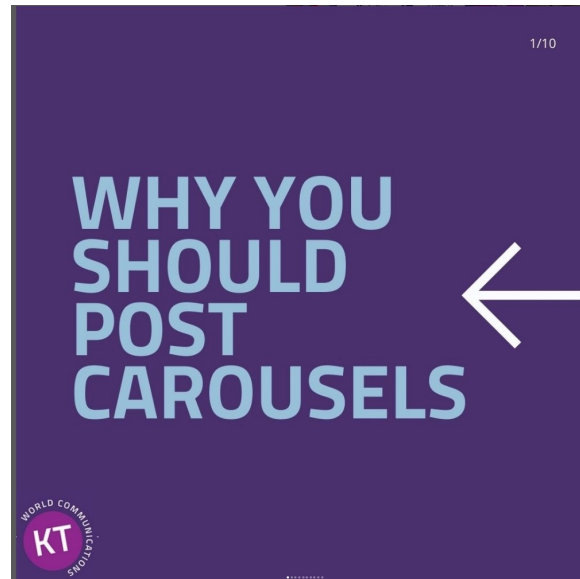
Types of Content



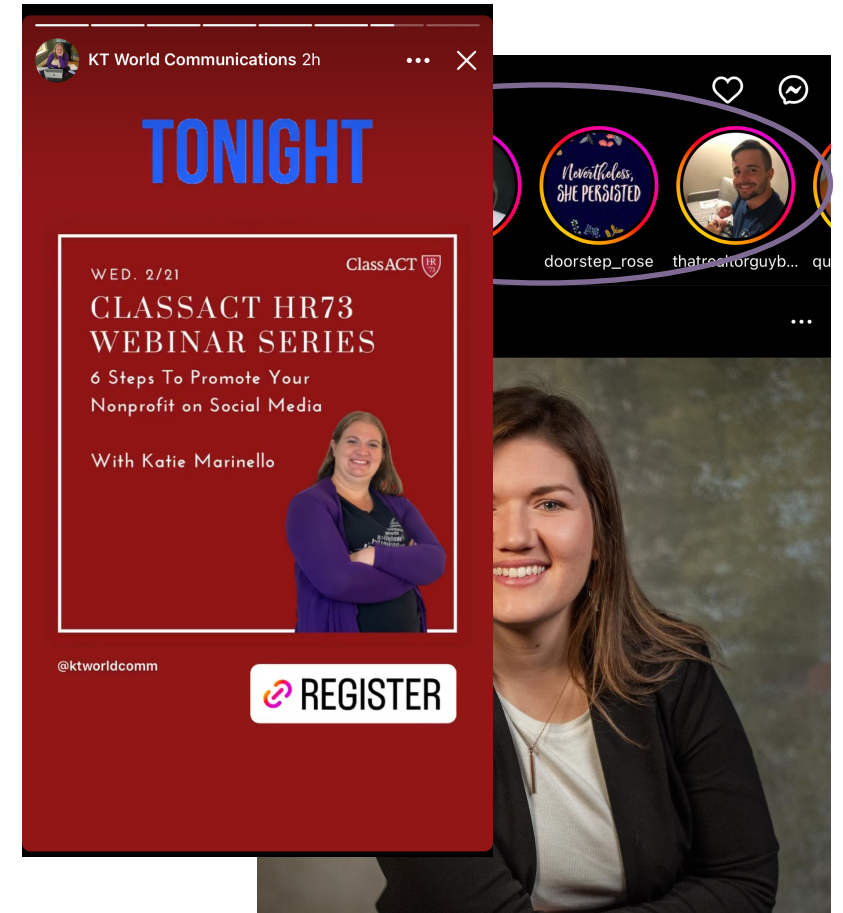
IG Reel/TikTok/YouTube Short



Carousel



Story



Types of Content

Links

ClassACT HR73
Published by Cloud Campaign · 1d · 🌐

In these difficult days, it's hard to focus on love. There is much in this world, our nation, our local communities and even Harvard to be deeply concerned about. Will the Middle East conflicts become a conflagration? Will our country heal the divisions? What will happen to Harvard and other higher education institutions?

ClassACT HR73 is dedicated to promoting positive change and fostering respect and positive relationships within our community of classmates and all others... [See more](#)

DREAM BIG **YOU ROCK** **XOXO**

ClassACT HR73
Achieving Change Together

SHARE
ClassACT HR73 - HOME
It's not too late to change the world.

Event

ClassACT HR73
Published by Katie Marinello · Just now · 🌐

It's not too late to register!

WED. 2/21
CLASSACT HR73 WEBINAR SERIES
6 Steps To Promote Your Nonprofit on Social Media
With Katie Marinello

THIS WEDNESDAY AT 7 PM
6 Steps To Promoting Your Nonprofit on Social Media
2 Going · 0 Interested

Text

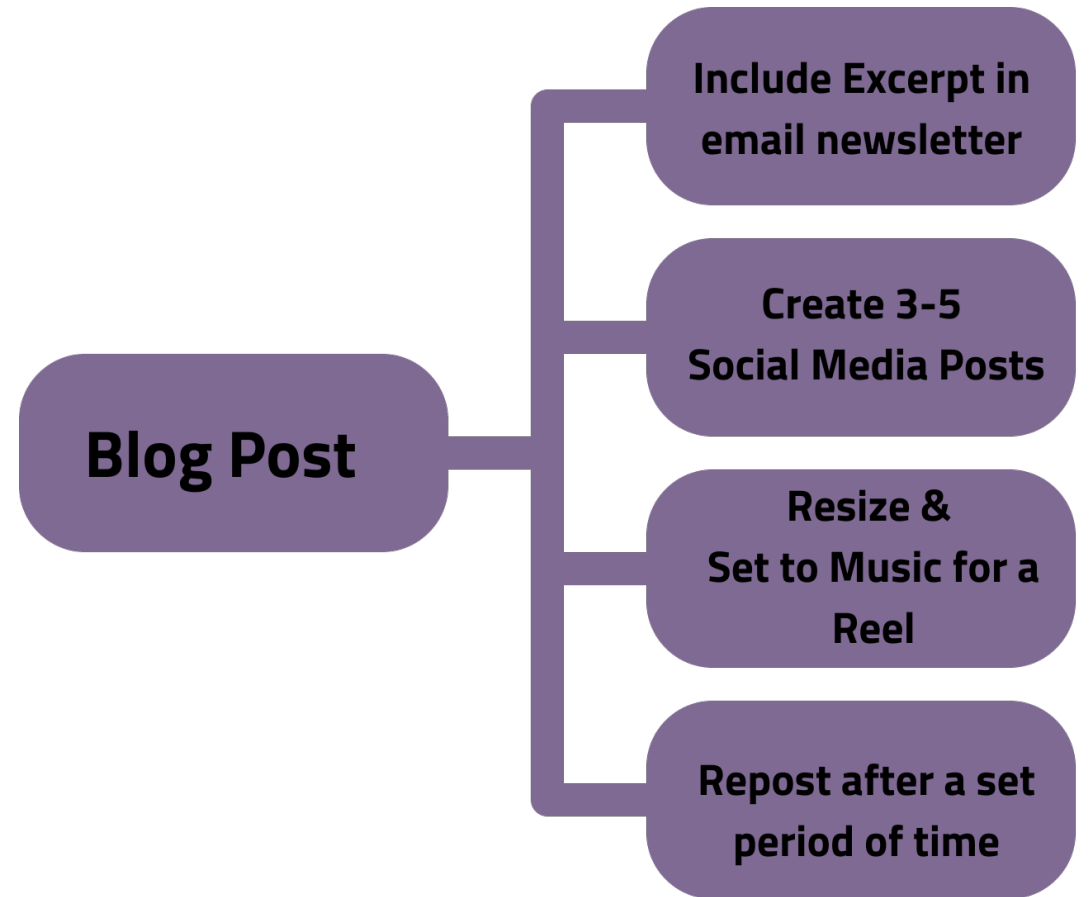
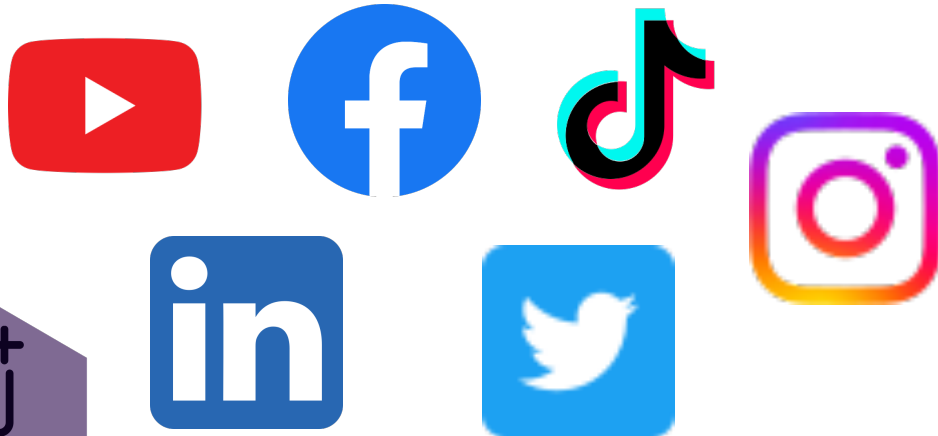
classacthr73 @ClassACTHR73 · Jan 17
When looking for a lawyer, you need to find someone who can do the paperwork properly and are familiar with the bureaucratic backup. [#ClassACTHR73Forum](#)

classacthr73 @ClassACTHR73 · Jan 17
Thank you for joining us for Creating a 501(c)(3): What You Really Need To Know, With Leonard Easter '73. Our next [#ClassACTHR73Webinar](#) will be 6 Steps To Promoting Your Nonprofit on Social Media with [@KTWorldComm](#). [classacthr73.org/6-Steps-To-Pro...](#)

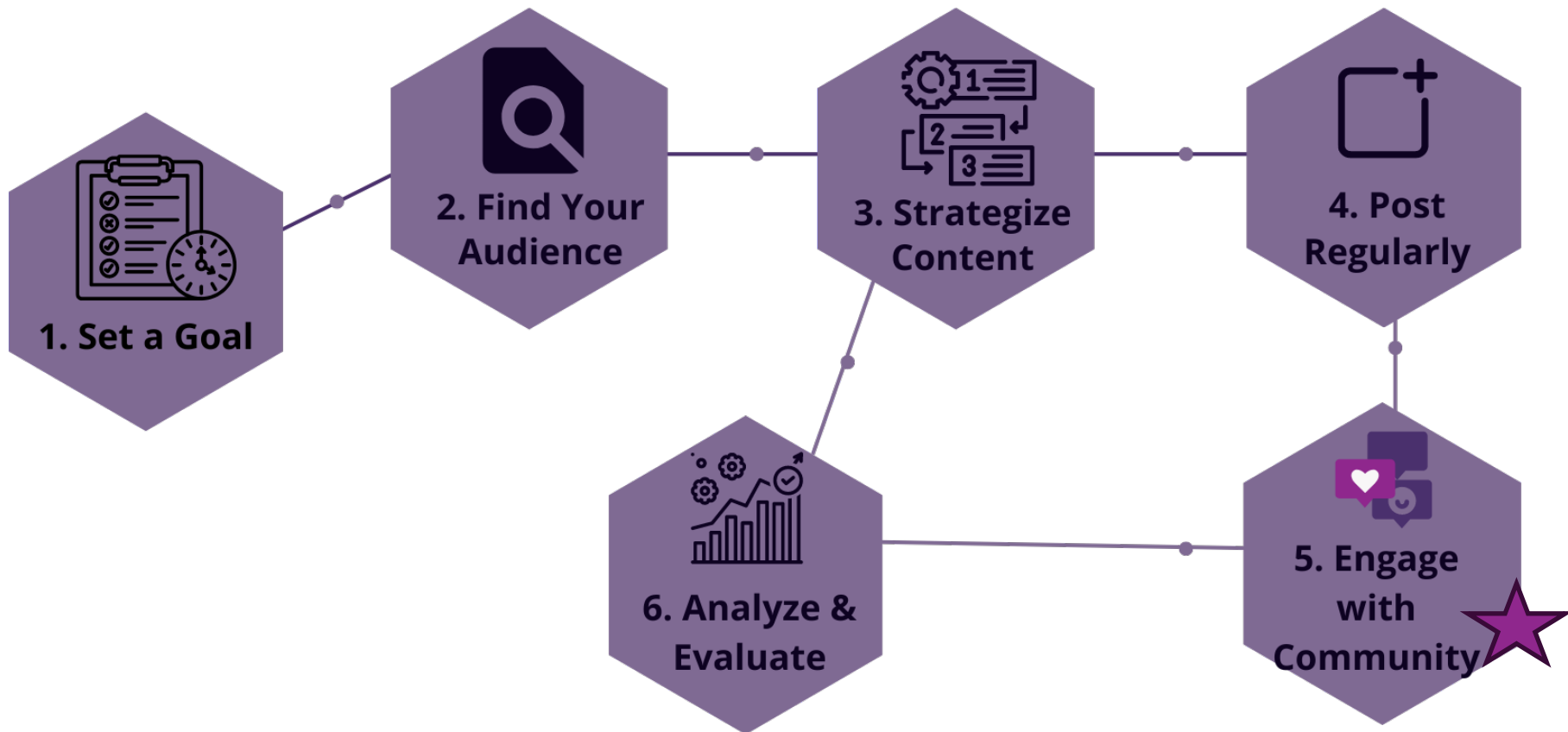


Social Media Scheduling

- Schedule time to create content
 - Batch creation
 - Reuse content
- Scheduling the content to post across platforms



Step 5: Engage with Your Community



Step 5: Engage with Your Community

- Engagement: actions that reflect and measure how much your audience interacts with your content
 - Likes and Favorites
 - Comments, Direct Messages, Replies
 - Shares, Retweets, and Reposts
 - Saves
 - Clicks
 - Mentions
- To increase engagement, you must engage!
 - Respond to comments and DMs on your account
 - Interact in comment section of big accounts
 - Engage with smaller accounts' posts
 - Comment on people you follow & who they follow
 - Visit hashtags in your niche
 - Participate in stories

**Be
authentic!**



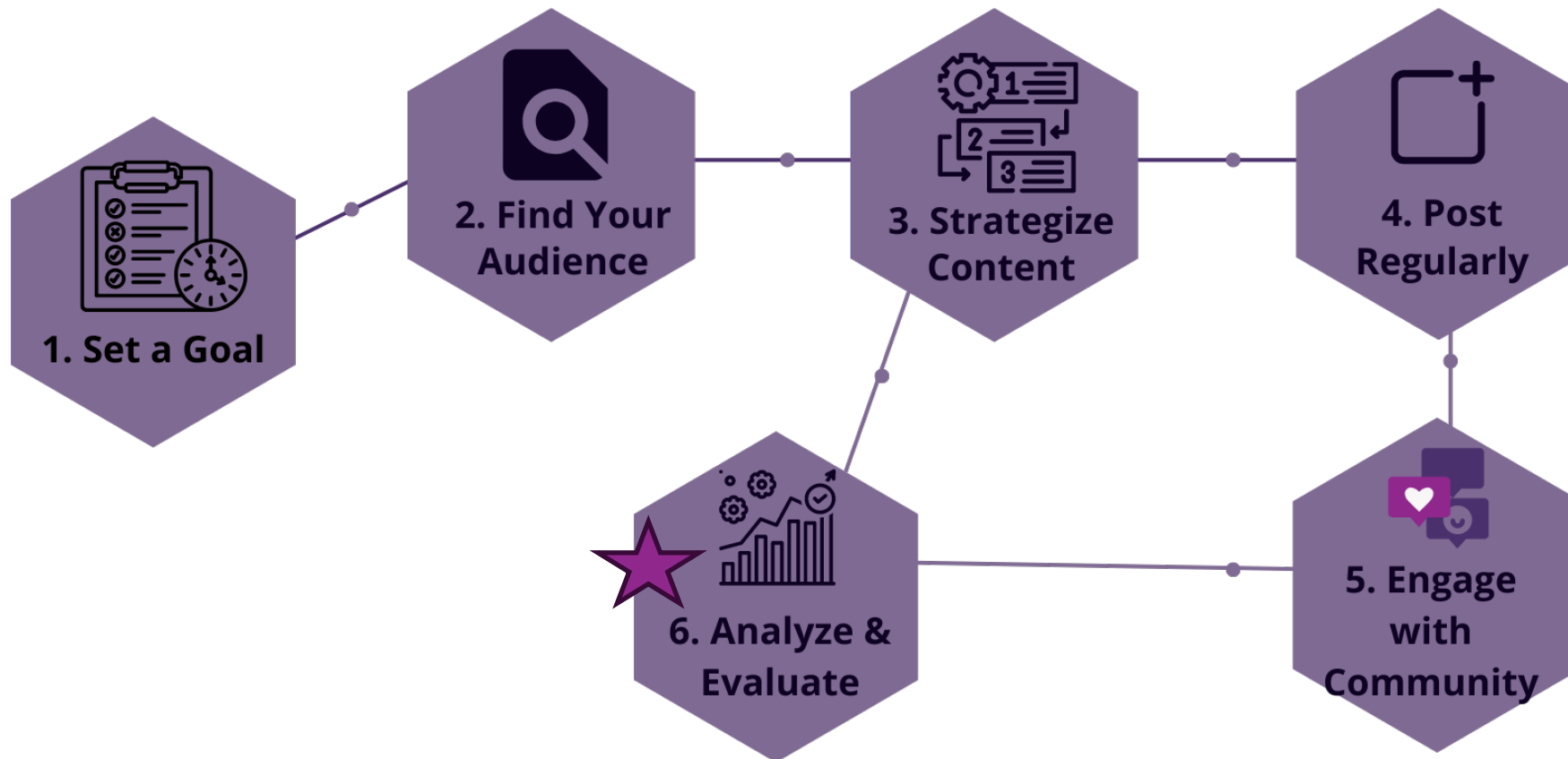
Engagement Types

- **Like/React**
 - Low-effort
 - Unlikely to get responses
- **Comment**
 - Much more likely to get responses
- **Share**
 - They will get a notification you shared
 - May be able to respond
 - Increases reach for their post
- **Save**
 - They'll see how many saves they have, but not who saved it
 - Good for curating content

Engaging with Your Audience

- Be polite
- Respect each person
- Address the issue not the person
 - Do it quickly
 - Stick to the issue at hand
- Don't feed the trolls
 - Don't argue
 - Quietly ignore them
- Refer back to core messages

Step 6: Analyze & Evaluate



Analytics/Insights

- Metrics: the raw data you collect to measure aspects of the product
- Analytics: the process of interpreting the data to gain insights and make data-driven decisions.



Where to Find

Meta

The image shows two overlapping screenshots from the Meta Business Suite. The top screenshot displays the profile for 'kittensfromkatie', showing 234 posts, 348 followers, and 73 following. The bottom screenshot shows the 'Insights' dashboard for 'KT World Communications', featuring a weekly plan progress bar and reach statistics for Facebook (4,142), Instagram (1,182), and Paid reach (0%).

- 3 Sources of Meta Data:
 - Facebook Page
 - Instagram Profile
 - [Meta Business Suite](#)

LinkedIn

The image shows a LinkedIn Business Page for 'KT World Communications'. It features a profile picture, a cover image, and the text 'KT World Communications' with '124 followers'. There are buttons for '+ Create' and 'View as member'. Below the profile information, there are sections for 'Feed', 'Activity' (with a '20' notification badge), 'Analytics', and 'Edit page'.

- Business Page

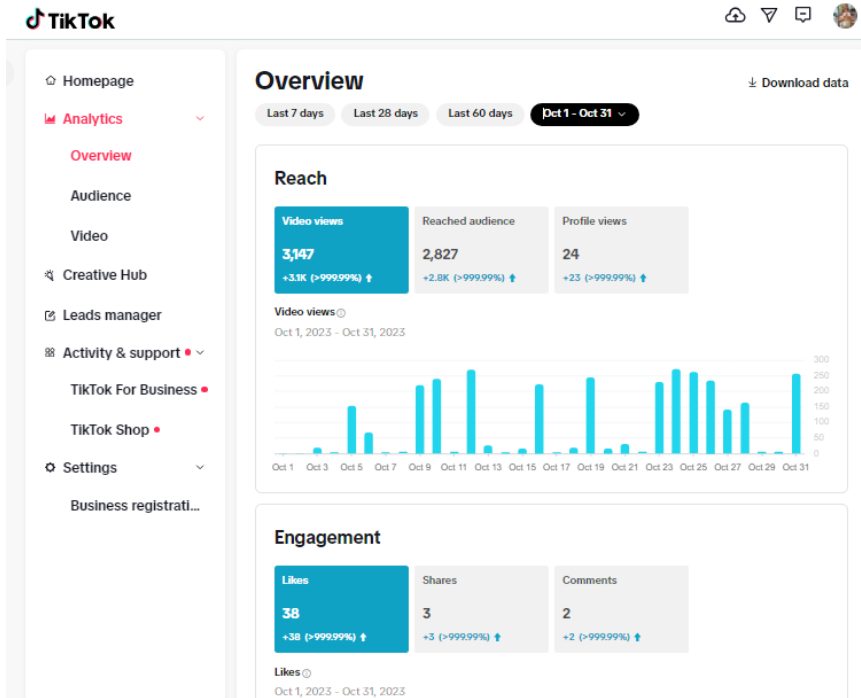
YouTube

The image shows the YouTube Creator Studio 'Channel analytics' page. It displays a summary of performance for the last 28 days: 'Your channel got 1,379 views in the last 28 days'. Key metrics include 1.4K views (177% more than previous 28 days), 3.9 hours of watch time (178% more than previous 28 days), and +2 subscribers. A line graph shows the view trend over time from Oct 22 to Nov 14, 2023.

- YouTube Creator Studio

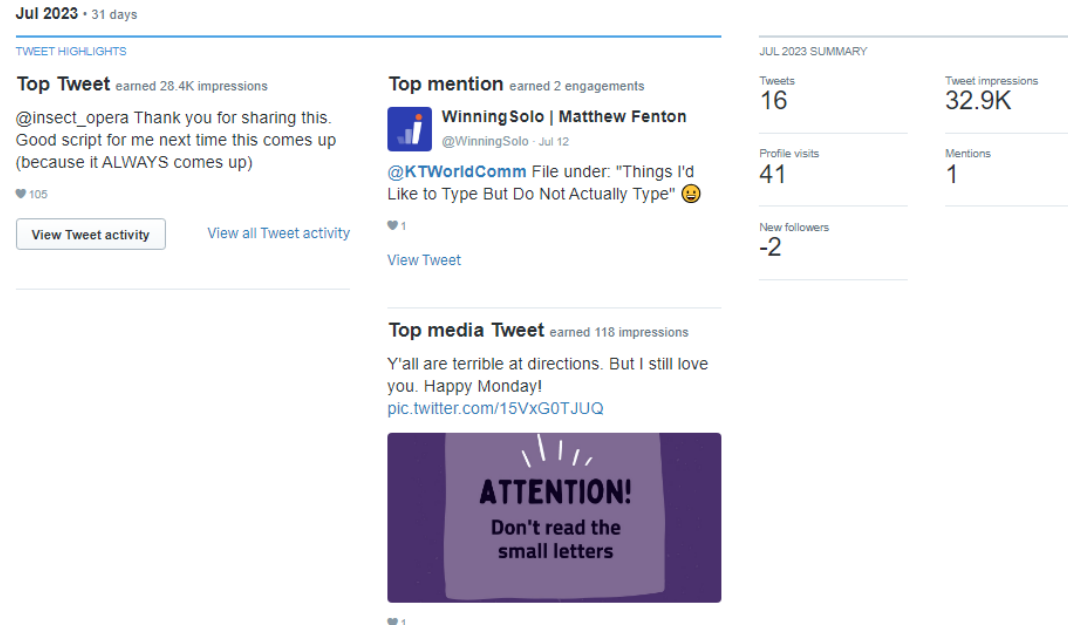
Where to Find

TikTok



● Creator Tools

Twitter



● "Under Construction"

Common KPIs

- Reach

- how many users come across your social media channels.

- Impressions:

- This is the number of times your post was visible in someone's feed or timeline.

- Followers

- The number of followers your social channel has at a set time

- Growth

- How many followers you're gaining

- Share of Voice

- how many people mentioned your brand, compared to the number of people mentioning your competitors



	CURRENT REPORT	CHANGE FROM LAST REPORT		CURRENT REPORT	CHANGE FROM LAST REPORT
TOTAL FOLLOWERS	247		REACTIONS	11	-15%
FOLLOWERS GAINED	3	+300%	COMMENTS	2	-66%
IMPRESSIONS	544	-63%	SHARES	0	-100%
REACH	524	-65%	LINK CLICKS	13	+44%

SUMMARY

While our impressions and reach were down, we gained followers and more of our followers clicked links.

- Engagement rate

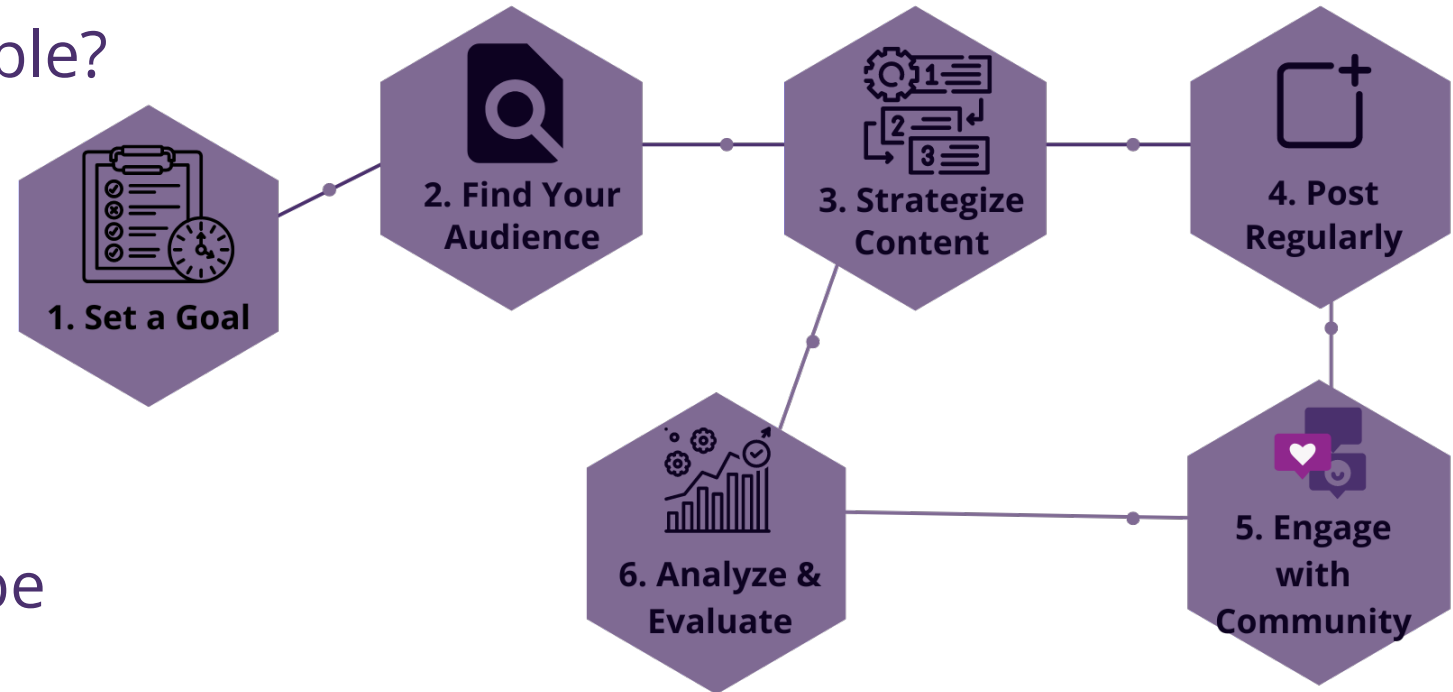
- How many likes, shares, comments, etc. divided by your number of followers

- Conversions

- Number of people who take action from your post (visit your website or landing page, subscribe to a mailing list, make a purchase, etc.)

Evaluate

- Based on the data...
 - Are we reaching qualified people?
 - Are we engaging qualified people?
 - How many of them are converting?
 - What's the best time to post?
 - What types of content are resonating?
 - Which platforms do I need to be focusing on?





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