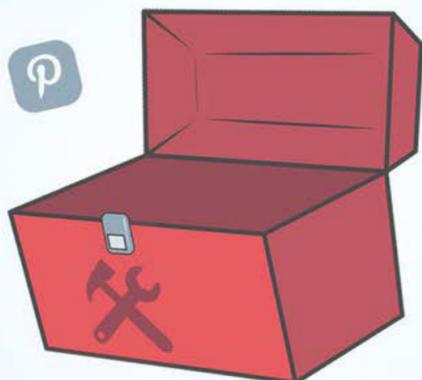


the CHARITY SOCIAL MEDIA TOOLKIT



BY ZOE AMAR & DAVID EVANS
INTRODUCTION

THE CHARITY SOCIAL MEDIA TOOLKIT - A COMPREHENSIVE GUIDE TO SOCIAL MEDIA

WHY WE WROTE THIS GUIDE

Social media is evolving by the week and for charities it can be hard to keep up with the dazzling new platforms while remaining effective. The good news is that there are some fundamental elements to success that are unlikely to change such as understanding your audience, setting your goals and defining your strategy. There are many guides to digital and social media. From Dummies guides to video tutorials, it's all out there. What we wanted to do with the Charity Social Media Toolkit was to not just provide a grounding in the fundamentals and tactics - We also wanted to share inspirational case studies from across the not for profit sector - without mentioning the Ice Bucket Challenge...



WHO IS THIS GUIDE FOR?

We wrote this guide for everyone, from all-hands-on-deck small charity workers to experienced digital managers in need of inspiration. Most of all, we want you to finish reading this guide bursting with ideas, strategies and tactics for your organisation. Keep your eye out for the *Health Social Media Toolkit* from Skills for Health coming soon.

FOREWORD

FOREWORD FROM NCVO

NCVO (National Council for Voluntary Organisations) are champions of the voluntary sector, offering help at all levels from getting into volunteering to guidance on organising your charity's board. We are proud to have a forward to the Charity Social Media Toolkit from **Megan Griffith Gray** - Head of Digital and Communications at NCVO.



[TAKE ME TO THE FOREWORD ->](#)

CHAPTER 1

YOUR SOCIAL MEDIA STRATEGY

Snapchat or Instagram? Should you use Periscope? Social Media is evolving rapidly and it can be confusing for charities to know where to focus their limited resources. The good news is that despite technological innovation, the fundamentals of strategy development remain the same. In this chapter, **Zoe Amar** demonstrates how setting the foundations can help you avoid distractions and get the right results for your charity.



[TAKE ME TO CHAPTER ONE ->](#)

CHAPTER 2

PUTTING SOCIAL INTO ACTION

You've written your social media strategy, so how do you put it into action? In this chapter, you'll find out how to plan your content day to day while balancing the need to respond to your audience. But how do you craft the right content? You'll also find tips on how to use storytelling techniques and imagery to boost your social media impact. This chapter features contributions from **Kirsty Marrins** and **Madeleine Sugden**.



[TAKE ME TO CHAPTER TWO ->](#)

CHAPTER 3

HOW TO GROW YOUR SOCIAL NETWORK

Once you have your strategy and content plan in place, your audience growth may start to grow, but how do you ensure you're connecting with the right people? This chapter provides tips on how to connect with charity bloggers, how to reach out to stakeholders and how to manage online communities. This chapter features contributions from **Zoe Amar**, **Lizzie Carter (Clic Sargent)** and **Kirsty Marrins**.



[TAKE ME TO CHAPTER THREE ->](#)

CHAPTER 4

HOW TO CAMPAIGN & FUNDRAISE WITH SOCIAL

For many charities, raising awareness of campaigns and fundraising will be key goals associated with social media. In this chapter, you'll find a wonderful case study which demonstrates how any charity can raise awareness with a social media campaign. You'll also find advice and tips on how to maximise fundraising through social media activities. This chapter features contributions from **Sam Smethers (Fawcett Society)** and **Ross McCulloch (Third Sector Lab/ Be Good Be Social)**.



[TAKE ME TO CHAPTER FOUR ->](#)

CHAPTER 5

SOCIAL MEDIA STYLE & CONSISTENCY

This chapter explains why it's vital that all contributors to a charity's social feed are clear on their charity's voice - whether this is the tone of tweets, the choice of content or the imagery used. In this chapter, you'll also discover how internal digital champions can help create this consistency and how getting all this right can help you when a crisis hits. This chapter features contributions from **Sarah Fitzgerald**, **Zoe Amar** and **Cheri Percy (Breast Cancer Care)**



[TAKE ME TO CHAPTER FIVE ->](#)

CHAPTER 6

SOCIAL ANALYTICS & ADVERTISING

More than any other channel, social media lends itself to a test and learn approach, so you need to ensure you are measuring the right things to check progress. In this chapter, you'll learn what to measure and how to measure it. You will also learn how paid-for social media advertising is essential to extend reach. This chapter features contributions from **Bertie Bosredon** and **Donna Moore (SearchStar)**



[TAKE ME TO CHAPTER SIX->](#)

CHAPTER 7

EMPLOYEE SOCIAL MEDIA ADVOCACY

In this chapter, you'll learn how Joseph Rowntree Foundation encouraged all employees to get behind campaigns. This has an amplifying effect on the charity's presence online as well as helping to dissolve organisations boundaries. This chapter is written by **Lisa Jeffery** from Joseph Rowntree Foundation.



[TAKE ME TO CHAPTER SEVEN->](#)

CHAPTER 8

THE FUTURE OF SOCIAL MEDIA FOR NON PROFITS

In this Chapter, **Beth Kanter** shares her insights into the future of social media for charities. Generation Z, a digital savvy generation of young people will be setting the agenda going forward. Beth provides some top tips on how to reach out to this audience and prepare your organisations for the future.



[TAKE ME TO CHAPTER EIGHT->](#)

the CHARITY SOCIAL MEDIA TOOLKIT



FOREWORD

BY MEGAN GRIFFITH GRAY - NCVO

In the wake of the referendum result, the charity sector in the UK faces many challenges. There's significant potential for economic volatility, leading to cuts to funding and increased demand for services. In this kind of climate, charities need to look at strategies and tools that will help them navigate an uncertain period. We can all still achieve our goals if we work smart, be creative and become more agile. Charities need to seek out guidance and advice wherever available, whether it's the support NCVO give members or resources such as this toolkit

The focus must, more than ever, turn to our audience and those we are trying to help. What do we know about them? [76% of all internet users are using some form of social media](#). More than one-third of people already prefer using social media rather than the telephone for customer support, and [most expect a response within an hour – if not faster](#). This trend is only likely to grow. Charities both large and small will need to scale up their communications at time when they have less resources. Social media is one answer to that challenge.

The Skills Platform Charity Social Media toolkit is an excellent resource which can help charities to ramp up their social media and maximise the results from these channels. It covers everything from the basics of how to develop a strategy, manage social media day to day and measure success. It also includes tactics such as fundraising on social media, storytelling and crisis comms. It features experts such as Zoe Amar, Beth Kanter and Ross McCulloch. And it also includes many brilliant case studies from charities such as The Fawcett Society, Breast Cancer Care and the Joseph Rowntree Foundation. I defy anyone to read it and not be inspired by how much you can achieve with social media.

I hope you find the toolkit as useful as I have and wish you all the best with developing your social media strategies.

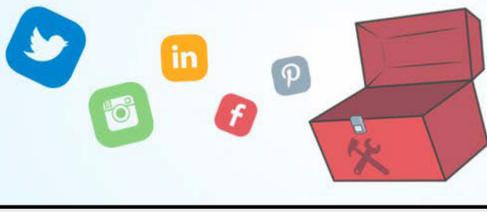
Megan Griffith Gray - Head of Digital and Communications NCVO



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the CHARITY SOCIAL MEDIA TOOLKIT

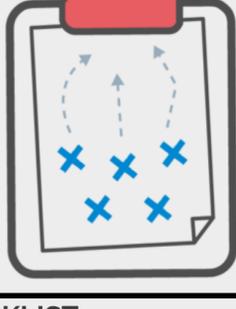


CHAPTER 1 YOUR SOCIAL MEDIA STRATEGY

With social media, it can be tempting to pile straight into the latest tools or do things simply because your peers have suddenly started using Snapchat.

Taking the time to set your social media strategy at the beginning can dramatically improve your outcomes. It's easy to get busy on social media, but being effective? That takes a little bit of planning.

In this section, Zoe Amar outlines how you can develop your social media strategy, understand your audience and get crucial buy-in from senior managers.



YOUR SOCIAL MEDIA STRATEGY CHECKLIST

BY ZOE AMAR



Many people feel a little overwhelmed when they are asked to put together a social media strategy. This is inevitable as there are so many choices to be made. I've broken it down into simple steps which will make it more manageable.

- 1. Before you start writing your strategy, familiarise yourself with your charity's strategic plan.** What are the most important goals and how could social media help achieve them?
- 2. Map out the opportunities and risks facing your charity.** The good news is that you will have this information in your business plan or corporate strategy. There will probably be a SWOT/PEST or another framework which sets out the main challenges and opportunities for your charity, whether external or internal. Take another look at it. How could social media help maximise the opportunities and mitigate risks? You could summarise the most relevant ones. For example, if reputation is a concern, how could you manage this proactively and reactively on social channels?
- 3. Set your goals.** Be as specific as you can here. Saying that you'll 'raise the charity's profile' or 'increase followers on Twitter' is not enough. If you set goals which are SMART (i.e. specific, measurable, achievable, realistic and timebound) you will be much more likely to achieve them.
- 4. Know what you want to say.** What are your key messages? These should be in your comms or marketing strategy. The main things that you want people to remember about your charity should be the bedrock of your social media content.
- 5. Who is your audience?** Map out who you want to reach, with as much demographic or sector information as possible. Who are the priorities and how could you use social media to engage them?
- 6. Positioning.** How do you want your charity's brand to be regarded, and what are its USPs compared to competitors? If you haven't done so already, benchmark your social media presence against others working in the same space, looking at content, tone of voice, analytics and engagement. How does yours compare? How could you make it stand out?
- 7. Evaluation.** What do you need to measure to see if your strategy has succeeded? Go back to the goals you set out earlier and work out what metrics you will need to assess them, and what you need to put in place to do it.



TOP TIPS

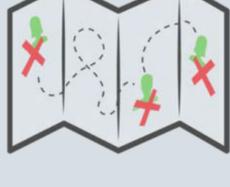
- Go through your charity's strategic plan. How can social media help achieve your goals?
- Understand the key challenges and opportunities your charity must manage, and how social media can help
- Set clear goals and know how you will evaluate them regularly

FURTHER READING

- Ready Set Go! - Social Media Fundamentals ([Third Sector Lab](#))
- Institute of Scotland [Social Media Strategy](#) (For inspiration only - this document may not be reproduced)
- Alliance Scotland [Communications Strategy](#) (via Ross McCulloch)

MAP & UNDERSTAND YOUR AUDIENCE

Audience, audience, audience. It's one of my mantras and it's equally true of everything you do on social media. Not only does social media afford brilliant opportunities to build stronger relationships with your supporters but, through social media ads, you can target exactly who you want to talk to right down to a very granular level. Developing your social media presence is a great reason to find out more about your audience and to talk to them, everyday. It's like doing market research in real time. Here's how to get started with understanding your audience:



Go back to basics. Run a session for your team where you look at who your ideal audience is. Build a detailed picture of them, including demographic information. You may have created personas as part of your digital work, so they would be a good place to start.

Now run these initial findings past a wider group (including those in senior, external facing roles) to sense check if there is anyone else you could include. Finally, compare these maps to the demographic information you have about your social media supporters (e.g. on Facebook insights). How do they compare? Are you talking to the right people?

Get to know your supporters. To really get to the bottom of your audience's interests and what they want and need you may have to commission some market research, such as focus groups or, if you're on a tight budget, an online survey using a tool like SurveyMonkey.

This will give you a much deeper understanding of supporters and you can then create and plan content that really works for them. The National Trust are a brilliant example of a charity who understand their supporters' interests.



This Facebook post from the National Trust shows they have researched how their supporters like to spend their spare time - outdoors!

Use social media for market research. Social media is great for taking the temperature on what your audience is thinking. So be ready to ask topical questions. And remember, these channels are a good way to continuously refine what you know about your audience.

Your analytics from both paid and organic campaigns offer useful insights into what is most important to them. Are you making the most of this data?

Pick the right channels for the right audience. There are no hard and fast rules with regards to the social channels that you should be on, but supporters might want to connect with you on the 'big two' of Facebook and Twitter, so certainly start here. It's better to think about which channels you want to be active on. If you're pushed for resources, there's no harm having a Twitter account that says - "We don't post here much, head over to our Facebook page" etc. Each social channel has their own quirks, but success will come from serving posts tailored to your audience regardless of the channel. Don't be afraid to experiment and test what works for your organisation. If you are a small charity and find that Facebook works wonders, but Twitter does little for you - then focus more time on what works. Sometimes a particular channel might suit your audience, or it may be down to your tone of voice working better on Twitter over Facebook etc. Remember, ultimately that Social media should not be seen as a separate channel, but be part of your digital mix including email and SEO as well as your offline activities such as print advertising.

Here's a quick overview of the various social media channels for charities:

[Read our quick guide to social media channels](#)



TOP TIPS

- Research who your audience is and how they are using social media by undertaking desk research and looking at your analytics
- Talk to your supporters, find out what their wants and needs are and plan your social content accordingly
- Use social media as a market research tool, whether by spontaneously posing topical questions to your followers or using social analytics.

FURTHER READING

- How to create users personas ([Usability](#))
- Why your charity's culture is critical for success ([Zoe Amar](#))
- Five simple ways to get everyone in your organisation passionate about social media ([Ross McCulloch](#))

GETTING BUY IN FOR YOUR STRATEGY



This is the most critical part of any social media strategy.

Unless you get the support you need from your executive team and board, then your strategy will not be the success it could be. This isn't just about the budget for the strategy- although of course that's vital. It's also about emotional investment. If you can get your leadership team excited about what you are trying to achieve then you'll be able to get the whole organisation behind it. Here are my top tips for getting buy-in.



Know your stakeholders. Who are the key people you need to convince internally? What do you know about these people? What drives them and what would motivate them to make a decision in your favour? For example, your finance director may be risk averse and big on attention to detail. Could you test your business case on someone who knows your FD well before they see it? And overall, whose buy-in is most critical?



Put yourself in their shoes. Negotiating with internal stakeholders can sometimes be frustrating when you don't get what you want. Yet never let yourself fall into a 'them and us' mentality. Start talking to your stakeholders as early as possible when you are planning your strategy. Asking for their opinion is really flattering and a good way to get them engaged with the process. If you need to involve other departments, what do you have in common? Focus on your shared interests and position the strategy as a way for both your departments to achieve their goals.



Be open. A good way to pre-empt negative feedback is to ensure that you're listening and to invite people to say what they think. If you sense they're to shy about anything, try to draw these issues out, and then demonstrate how you will deal with these issues. Involve other departments in planning. Now you've got initial feedback, keep your key stakeholders on board. For example, what do you need from finance, fundraising, or your comms team to get the strategy off the ground?



Keep your eyes on the prize. Inevitably you may find that someone isn't sure about your plan to undertake a social media strategy. Don't let that put you off. Stay focused on what you are trying to do. Know your business case and stick to it, and be polite, persistent and clear on how the social media strategy will help your charity its goals. If you can do that in a way that demonstrates value for money and how it will give your charity a competitive advantage then you might just be onto a winner.

LISTEN TO ZOE AMAR DISCUSS SOCIAL MEDIA STRATEGY

Open on SoundCloud

Skills Platform

The Charity Social Media Toolkit - Zoe Amar

SOUNDCLLOUD

Share

18:29

▶ 39

Audio Transcript Of This Discussion



TOP TIPS

- Understand your stakeholders and what drives them
- Involve them from the start and engage them by asking their opinion and making them feel valued
- Keep everyone focused on a common goal

FURTHER READING

- 7 ways to get buy in for your digital Strategy ([Zoe Amar](#))
- Why your charity's culture is critical for success ([Zoe Amar](#))
- Five simple ways to get everyone in your organisation passionate about social media ([Ross McCulloch](#))

[-<- TAKE ME TO THE FOREWORD](#)

[TAKE ME TO CHAPTER TWO ->](#)



Need More Help?

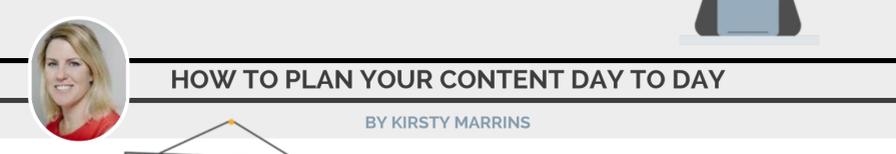
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the CHARITY SOCIAL MEDIA TOOLKIT

CHAPTER 2 PUTTING SOCIAL INTO ACTION

You've developed your social media strategy, now it's time to put it into action!

In this section, we enjoy expert insights from content specialists Madeleine Sugden and Kirsty Marrins. You'll learn how to plan your activity, how to pick the right images and how to tell a story.



HOW TO PLAN YOUR CONTENT DAY TO DAY

BY KIRSTY MARRINS



One of the most common questions we hear from charities is, 'How should I manage social media every day?' Social Media can be far more time consuming than anticipated, especially when it comes to balancing day to day work with being responsive to your users. Here's how to help manage that balance.

Create a simple system for sourcing content. Put together a content calendar, whether it's in the form of a Google doc or a spreadsheet. Whether you're a large or small charity, this is a good way to get people to think collectively or holistically about content and ideas and will help break down silos. People don't realise what useful information they're sitting on!

When selecting the right content and source images - it must speak to your audience and resonate with them (and remember, doesn't always need to be your own content).

Get buy-in. Whichever content planning system you use, it won't work unless your colleagues support you and understand the benefit to them. You need to open up the channels of communication and get colleagues excited about how it can help them and the charity.

Find smart ways of working. Charities need to be responsive- and quick to do so- on social media. It's fine to schedule your content, and you could even do so up to a week before, however **you still need to go into your social media feeds several times a day** to respond to comments.

I also recommend downloading the apps on your phone and checking in frequently to see if everything is okay. This will also give you ideas for topical content when you see what others in your sector or your supporters and beneficiaries are talking about.

Measure success. Get a feel for what works through looking at [your analytics](#). By understanding what kind of content your audience likes, you'll **save time in planning**.

DECIDE HOW OFTEN YOU WANT TO POST

Charities should be aware of how much time they have to devote to social media.

Twitter - Ideally, you should aim to post at least three proactive tweets a day, and two reactive.

For Facebook, some charities post once a day, some three times a week.' Above all, charities should focus efforts on really great content and prioritise **quality over quantity**.

TOP TIPS

- Create a system for sourcing content and get buy-in for it from your colleagues
- Do schedule content, but make sure you pop into your social media channels several times a day to respond to your audience
- Use your [analytics tools](#) to learn on the go about what content works for your audience

FURTHER READING

- How to build a social media content calendar with template ([CoSchedule](#))
- 11 productivity hacks for content creation ([Matthew Barby](#))
- How to use a content editorial calendar ([CoSchedule](#))
- [Social media planning guide](#) for voluntary sector organisations (via Ross McCulloch)

HOW TO USE STORYTELLING TECHNIQUES

BY MADELEINE SUGDEN

As competition for air-time increases on social media, your content is having to work even harder to be read, shared, liked or clicked on.

Social media isn't the place for long paragraphs of carefully written content

Content which works best has an emotional impact which people can relate to and instantly connect with. Well-produced stories can help to explain why your cause is important, show how the work you do makes a difference, explain about difficult topics, change attitudes and give a voice to those you help - from their perspective.

A good story can share the detail of a moment or can show transitions or a bigger picture. Stories can be shocking or funny or sad or happy. **They should bring the person or situation to life.** They should be interesting, start with impact and end with an action for the reader (share / vote / help etc).

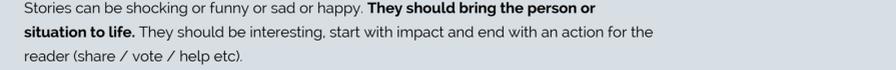
Storytelling on social media can take many forms - from a single tweet, image or quote, to a written case study, personal video blog (vlog), podcast or video.

INNOVATIVE STORYTELLING EXAMPLES

Case study-type storytelling is widely done, generally written about the person rather than by the person.

Take a look at [MINDA's Shortened Stories campaign](#) for an example of storytelling told in the first person with creative visuals.

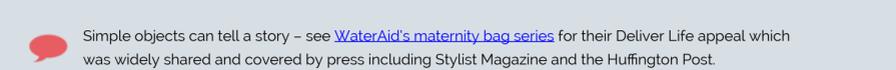
Simple objects can tell a story - see [WaterAid's maternity bag series](#) for their Deliver Life appeal which was widely shared and covered by press including Stylist Magazine and the Huffington Post.



Live storytelling can be lots of work but good for big stories - see [Marie Curie](#) who followed some of their staff across the UK on International Nurses Day. They used social media to share images and stories as well as posting them into a live blog.

Housing charity Shelter often use live tweeting to show the variety of work they do using the hashtag #ShelterStories. This example shows a day of dealing with repossession cases at [Accrington County Court](#).

User-generated stories bring additional authenticity as they are in the words of the people telling them - see [NHS Organ Donation's Facebook](#) where they re-post stories shared by their community.



Creative storytelling can be interactive. See [Kelly's story](#) from Crisis which used a graphic novel style and [British Red Cross' Disaster Island](#) which is an interactive video using lego.

It can be hard for organisations to source stories but everyone (staff, volunteers, trustees, beneficiaries, even the office mascot) has a story to tell. Think about how to build a culture of story sharing in your organisation.

TOP TIPS

- Talk to your colleagues, staff, beneficiaries and volunteers to source stories and then plan how you can use them on social media
- Think about how your approach will enhance the content you share, and how this could work on different channels. Will you use images, live storytelling, or do something creative and innovative?
- Ultimately, your stories should serve a purpose and demonstrate your charity's impact. How will you achieve this?

FURTHER READING

- How to tell your impact story ([Knowhownonprofit](#))
- How to develop case studies ([Knowhownonprofit](#))
- Storytelling overview ([Madeleine Sugden](#))
- 6 Non profit story types ([Getting attention](#))

USING IMAGES IN SOCIAL MEDIA

BY MADELEINE SUGDEN

For a charity it can be challenging to source, manage and use images. With little or no budget, hard to illustrate causes or sensitive subjects, it can feel like an easier option to do nothing. But on social media **images are key to raising your profile and building engagement**.

On text-based social media channels (such as Twitter, Facebook or LinkedIn) images are increasingly needed to draw people in. In someone's busy feed, eye-catching images will inspire someone to pause, read, click, share, comment or act. Images are not just window dressing. They can be used to tell a story, give information, raise awareness and/or entertain.

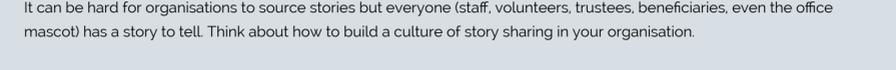
Image-based channels such as Instagram are well used by big charities who use the channel to share great images and stories. For some great examples, see [six charities getting Instagram right](#). 300 million people now use Instagram everyday (source: [Social Media Today](#)).

What makes an engaging photo or eye-catching graphic? What is your 'housestyle'? Social media is more informal than other digital communication methods so you can be more playful and show more personality. However, this works better for some brands than others. For example, [St John Ambulance used Game of Thrones](#) to share first aid tips. This might not have worked so well for NHS England.



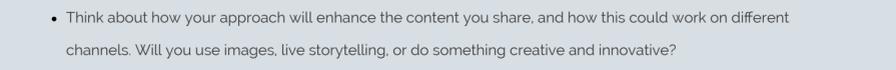
USING IMAGES FOR FUNDRAISING - TIPS

- Use images of community or challenge fundraising such as happy people running marathons, cake sales and seasonal events.
- Be creative to say thank you - see GiveAsYouLive's cute puppy and Marie Curie's hand-drawn thanks.
- Use images (and stories) of beneficiaries - see [Shelter's stories](#).
- Avoid pictures of giant cheques (if you can)!



USING DATA IMAGES - TIPS

- Maps, infographics and totalisers work well on social media - the [Big Issue Foundation](#) regularly share this data. For their impact.
- Be creative with how you present data. For example make a pie-chart out of an actual pie, jelly babies to show numbers of people, or hand-drawn images. See [BHF's portion size guide](#).



USING IMAGES TO ILLUSTRATE YOUR CAUSE - TIPS

It can be hard to illustrate their work if your cause is a sensitive or a sensitive subject. However, there are ways around this:

- Close-up or personalised images.
- Graphics, cartoons or illustrations.
- Images showing the detail of what you do - e.g. the equipment you use, images from your location or written documents - see [Citizens Advice's #BadJobAdOfTheDay](#).
- Images from beneficiaries - see [NHS Blood Donation's Facebook](#).



CREATING IMAGES - TIPS

There are lots of free tools to help you create images ([such as Canva](#)). If you have a smart phone, why not take the photo you need yourself? A good picture on social media:

- Is clear and easy to understand.
- Tells a story or shows something happening.
- Is uncluttered and in focus Isn't dark or gloomy.
- Can be cropped in closely.
- Can be moving / shocking / funny.
- Can be creative.

TOP TIPS

- Know what kind of images will suit your brand and how they work on different social channels.
- Think about what you want people to do after they have seen the image. What is your call to action and how will you communicate that?
- Make sure you allow time to source or create images as part of your content creation process

FURTHER READING

- A guide to using images on social media for charities ([Madeleine Sugden](#))
- The always up to date guide to social media image sizes ([Social Sprout](#))
- Psychological insights for building powerful images ([Quick Sprout](#))



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CHAPTER 3 HOW TO GROW YOUR SOCIAL NETWORK

In the new selfie age, it is easy to focus on the latest snazzy social tools and forget that the likes of Facebook were originally referred to as **social networks**. They are a place to connect with other individuals and for charities, this offers a wonderful opportunity to engage with stakeholders, supporters and community users.



In this section, Zoe Amar outlines how you can expand your network by engaging with bloggers, Lizzie Carter explains how to reach out to key stakeholders and Kirsty Marrins explains how to grow your community.



HOW TO CONNECT WITH BLOGGERS

BY ZOE AMAR

I'm writing this with my blogger hat on.

Every day, many emails arrive in my inbox from charities, corporates and public sector organisations, all asking if I can feature their latest news. I've also been on the other side of the fence when advising charities how to work with bloggers. Many are keen to do this as the right influencers can boost traffic, improve SEO and generate income.

Here's what more bloggers, including myself, would like charities to do:

1. Make your approach informal. Bloggers are not journalists and unless your press release chimes with specific interests of ours, a press release can feel a bit impersonal. We love it when organisations send us an informal email or tweet with an idea for content. Many bloggers set up their social media presences as a personal passion project, so anything which shows how you share our values is great.



Blogger **Kathy B** often blogs about charities and causes that interest her

2. Listen to us. We might well have questions or need more information, or images to go with our piece. If you're able to provide those quickly then it's more likely we'll write a good blog.

3. Spread the love. If you're able to retweet our blog about your charity or send us a quick thank you email that is always appreciated.

4. Build a long term relationship. Many of my best blogs have come from getting to know charities over months or even years, and then approaching me or vice versa about a story. We want to build relationships with good organisations and we like to approach them as partnerships.

5. Get to know us individually. Following on from my last point, know that many charities worry about the time needed to develop strong relationships with bloggers. I'm not going to lie- it can be labour intensive. That's why I always recommend getting to know a select handful who will resonate with your audience, rather than 100s.



For more insights into blogger outreach see [my blog for JustGiving](#).

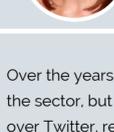


TOP TIPS

- Go through your charity's strategic plan. How can social media help achieve your goals?
- Understand the key challenges and opportunities your charity must manage, and how social media can help
- Set clear goals and know how you will evaluate them regularly

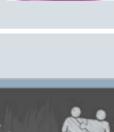
FURTHER READING

- Blogger outreach guide ([Just Giving](#))
- Identifying and building relationships with industry influencers ([Matthew Barby](#))
- Blogger outreach - my advice for charities ([Charlotte Louise Taylor](#))



HOW TO BUILD RELATIONSHIPS WITH KEY STAKEHOLDERS

BY LIZZIE CARTER - CLIC SARGENT



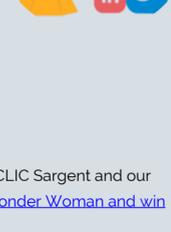
Over the years CLIC Sargent has secured some of the best corporate partnerships in the sector, but recently the team noticed other organisations engaging with clients over Twitter, reaching out to new customers on Facebook and chatting with suppliers on LinkedIn.

Our team was already using social media in a personal capacity, but when talking about using it in our day jobs, the room fell silent. Why weren't we doing that? And what opportunities were we missing out on by ignoring these channels of communication in our work?



WHAT DID WE DO?

- **Got buy in from the wider organisation.** We demonstrated that doing this now would help us generate more new business, as well as retaining current partnerships.
- **Agreed a clear vision.** We wanted the culture in the team to shift so everybody saw using digital media as a key way to communicate with partners and prospects.
- **Assigned a Digital Champion** to lead on making the vision a reality.
- **Took baby steps.** We encouraged the team to use personal social media channels to understand what worked best and why. This helped us understand our training needs.
- **Had some training** to address our areas of weakness, particularly around LinkedIn and content that works well with different audiences.



WHERE ARE WE NOW?



- The team regularly post blogs on LinkedIn to shout about CLIC Sargent and our partnerships. These have included topics like '[Stand like Wonder Woman and win pitches](#)' and '[Is fundraising fatigue real?](#)'
- We have fun and experimenting with different tools, recently running a team competition for best Canva Twitter post and using vine videos for recruitment.
- We use social media for research and to engage with new prospects. **It was through a tweet that conversations began with our fabulous partner, Metcalfe's Skinny.**
- We thank individual fundraisers publicly over social media.

WHERE NEXT?

The digital world moves so fast that it is important to be agile. We want to be braver about using digital media channels for both cold new business approaches and communicating with our partners. We need to find new ways to monitor the success from this and want to move with the times, looking at how we can use things like Buzzfeed, Instagram, Snapchat and be a trendsetter in these areas. We know that this is a long game but worth investing the time in.

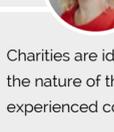


TOP TIPS

- Be specific about which key stakeholders you are trying to use and understand which social media channels they are on.
- Get training and guidance about the best ways to reach them.
- Ensure you have buy-in across teams for your approach.

FURTHER READING

- 3 ways to enhance stakeholder engagement with social media ([Standing partnership](#))
- How charities can make the most out of LinkedIn ([Guardian](#))
- How LinkedIn could be every charity's secret link ([Just Giving](#))



HOW TO MANAGE COMMUNITIES

BY KIRSTY MARRINS



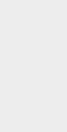
Charities are ideally placed to build communities around their social media presences, given the nature of their causes and the services they provide. Kirsty Marrins, digital freelancer and experienced community manager, has plenty of advice for how charities can do this.



Know what it is. Social media is, in many ways, synonymous with community management. To do it well your charity needs to understand who your audience is and foster an open and warm environment where they can talk about things, have an opinion and feel that it's a safe place. **You will never build a community if you only broadcast.**



Understand which channels work best for your charity. It is easier to build communities on Facebook, than on Twitter as you can create bespoke groups, such as a group for your volunteers. Have a think about the channels you have and how could you use them to encourage your audience to talk to each other



Let your community guide your content. You will only have a community if you give people what they need. Look at the top 5 pages on your website or your community, or run a Q and A using your charity's experts. If you want a community, you have to invest in one. You have to give people a reason to comment.



Cancer Research UK have invested in community management on their social channels.



Think about your communications style. Charities need to be ready to do handholding, and to respond quickly and be empathetic on social media. You can be warm and friendly on social media and still be professional, but there needs to be a boundary. Also know your limits - if you are unable to help directly, you should signpost your members to useful resources.



Charities need to be ready to do handholding, and to respond quickly and be empathetic on social media. You can be warm and friendly on social media and still be professional, but there needs to be a boundary. Also know your limits - if you are unable to help directly, you should signpost your members to useful resources.



Be realistic about your resources. Some charities monitor their social media accounts out of office hours and over weekends, whilst others just devote whatever time they can. Supporters are fine with delayed responses as long as you set expectations, such as pinning community guidelines to the top of your page. To keep it manageable, communities can be small, for example, a closed Facebook group for marathon runners.



Have a crisis process. Sometimes things can go wrong so it's important to have a crisis management process in place.



TOP TIPS

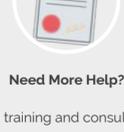
- Community management doesn't happen in a vacuum- it's an intrinsic part of what you do on social media.
- Listen to your community for content ideas.
- Be pragmatic about how much time you have to devote to it.

FURTHER READING

- Social media crisis management template ([Hubspot](#))
- What charities can learn from GiffGaff on community engagement ([Guardian](#))
- Engage your online community and they will love you back ([Charity Comms](#))

[-< TAKE ME TO CHAPTER TWO](#)

[TAKE ME TO CHAPTER FOUR >>](#)



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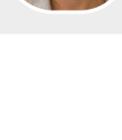
the CHARITY SOCIAL MEDIA TOOLKIT

CHAPTER 4 CAMPAIGNING & FUNDRAISING WITH SOCIAL MEDIA

Social media can help amplify a successful campaign, but charities are having to contend with a crowded space after the break out success of the Ice Bucket Challenge.

Charities need to be smart and targeted if they are to get the most out of social channels for campaigning and fundraising.

In this section, Fawcett Society Chief Executive Sam Smethers shares her insights from the successful #FawcettFlatFriday campaign. Ross McCulloch, director of Third Sector Lab provides some top tips on fundraising using social media.



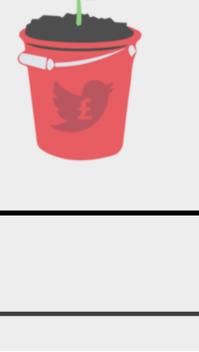
#FAWCETTFLATFRIDAY - HOW TO CAMPAIGN USING SOCIAL MEDIA

BY SAM SMETHERS - FAWCETT SOCIETY



When Nicola Thorp, an employee of agency Portico, was sent home from work at PwC for wearing flat shoes instead of heels, the Fawcett Society saw the opportunity to make a serious point in a humorous way. Here's what we did and why it worked.

- **It was opportunistic** – we were prompted by one of our supporters who is also a fundraiser, Sarah Taylor Peace, who saw the story and messaged me on Twitter saying, 'Fawcett has got to capitalise on this'. We quickly came up with #FawcettFlatFriday. We are small enough to put good ideas into action relatively quickly, so within 24 hours we were using the hashtag and trailing the day.



The Fawcett campaign was simple and easy for people to get involved with.

- **It was simple** – the idea was to ask people to tweet photos of themselves wearing flat shoes at work on Friday and send the (rather obvious, but necessary) message that a woman doesn't need to wear heels to do her job. We also had men tweeting photos of themselves in high heels or with painted toenails. It gave everyone a fun action they could take that would send a strong message.
- **It was fun** – by the time Friday came we were already seeing lots of indications that people were going to join in but then it really took off. It was a great Friday activity and mushroomed through the day, trending throughout. By Friday evening we were trending #1 and had had 4 million impressions. It was important to us to show that this serious feminist organisation has a sense of humour and that we can deploy that to good effect to make a point.



The campaign received secondary attention via PR channels

- **It was positive** – and enabled PwC staff to participate on the day. We weren't telling them what they did wrong but simply inviting them to laugh at the ridiculousness of a dress code which stipulated women should be in high heels.
- **It was easy** – well, required a bit of hard work actually with three of us tweeting and re-tweeting, responding to tweets all day, but it was a relatively easy way to do it.
- **It was cheap** – always important for a small charity. We didn't need a big campaigns budget, just a good idea and a good understanding of how to use social media.



The campaign featured in various news channels online and offline

- **It was clever** – to get Fawcett into the #FawcettFlatFriday hashtag. We were promoting our charity as well as making the point. Even mainstream media headlines on the day used it.
- **It was successful** – the media pick up and the support it gave to Nicola's online Government petition means the legality of enforcing high heels is now under inquiry with the Petitions Committee and the Women and Equalities Committee, and the agency Portico immediately changed its policy to allow female staff to wear flat shoes. A win not only in defeating outdated sexism, but also for women's feet across the country!

We want to do it again... just working on another great idea.

TOP TIPS

- Be ready to respond quickly to a topical campaign idea.
- Make it easy for people to get involved and participate, e.g. by providing great content and images.
- If your social media campaign is strong, do look at opportunities for press coverage

FURTHER READING

- 5 more social campaigns that have boosted fundraising ([Reason Digital](#))
- 5 great charity campaigns for 2015 ([Just Giving](#))
- How to run a campaign using social media ([Knowhownonprofit](#))



HOW TO FUNDRAISE ON SOCIAL MEDIA

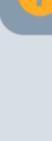
BY ROSS McCULLOCH - THIRD SECTOR LAB & BE GOOD BE SOCIAL

Online giving grew by 9.2% last year [according to Blackbaud](#), it is vital that charities get to grips with the role their website, apps and social media have to play in driving fundraising. Here's a few of my thoughts on how you can start thinking strategically about digital as a channel to take casual supporters on a journey to becoming strong advocates who give to your cause:



UNDERSTAND THE CORE PRINCIPLES

There are plenty of guides out there on the fundamentals of fundraising and [how to use social media as a channel to achieve organisational objectives](#). Make sure you understand these core principles before ploughing ahead with social media as a fundraising tool - you'll save lots of time and money.



"The National Autistic Society has a strong online presence. During the launch of our Too Much Information we had a daily Facebook reach of more than seven million. Our sensory overload film has been viewed more than 56.4 million times worldwide. The challenge for us now is converting that engagement into giving, we're really excited about the possibilities that using social media to fundraise could hold for our charity."

Jo-Anne Hamilton Head of campaigns and media - National Autistic Society



National Autistic Society Sensory Campaign

TIMING IS EVERYTHING

11% of annual giving occurs on the last three days of the year and **29% of annual giving occurs in December**, according to the [Network for Good Digital Giving Index](#). As well as understanding the seasonal nature of when your supporters choose to give it is vital to react quickly as opportunities present themselves. This Facebook Post call to action from Children 1st came out the same day [Stephen Fry made comments about child abuse victims](#).



Children 1st's Campaign worked because of its timeliness

GO WHERE YOUR AUDIENCES ARE

This is one of the most underused fundraising tactics - with a little planning it can pay dividends. If you have a road cycling fundraising event planned, spend time engaging with potential supporters in road cycling Facebook Groups, forums, Twitter hashtags and beyond. Pay for promoted posts and ads specifically targeting road cyclists. Don't expect them to come to you.

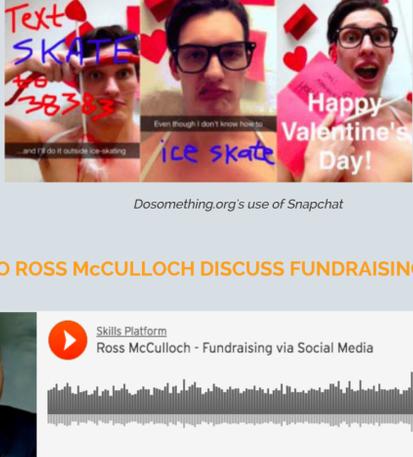
MAKE ONLINE GIVING FIENDISHLY SIMPLE AND MOBILE FRIENDLY

65% of all social media activity happens on a smartphone and 51% of people who visit your website do so on a [mobile device](#). Responsive donation pages result in **34% more donations** than non-responsive pages. If your website and online giving tools aren't simple to use and mobile friendly it's time to change that.



FUTURE PROOF YOUR ORGANISATION

While email and Facebook may be the two big online giving channels for your organisation right now, it is worth having oversight of the ever changing social media landscape. For example, various charities are [starting to utilise Snapchat as a fundraising tool](#) and Instagram has proven successful for many non-profits. Are your supporters on those channels? Can you tell your stories on there and drive online giving as a result?



Dosomething.org's use of Snapchat

LISTEN TO ROSS McCULLOCH DISCUSS FUNDRAISING USING SOCIAL



Audio Transcript Of This Discussion

TOP TIPS

- Go where your audience is on social channels and make sure you are reaching them at the right time with the right content.
- Make it easy for people to donate, including via mobile.
- Plan ahead by keeping abreast of the trends in how other charities are using social media to fundraise

FURTHER READING

- How to achieve fundraising success on social media ([Guardian](#))
- How to fundraise using social media ([Knowhownonprofit](#))
- A guide to #fundraising on #socialmedia ([Social Misfits](#))

[-< TAKE ME TO CHAPTER THREE](#)

[TAKE ME TO CHAPTER FIVE ->](#)



Need More Help?

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CHAPTER 5 CHARITY SOCIAL MEDIA STYLE & CONSISTENCY

Even small charities might have multiple people involved in social media to certain degrees, making it important that you have your policies and tone of voice mapped out for consistency.

In this section, we enjoy expert insights from Sarah Fitzgerald, Zoe Amar and Cheri Percy. You'll learn how to set your tone of voice, create a crisis plan and develop your charity's social skills.

YOUR TONE OF VOICE ON SOCIAL MEDIA

BY SARAH FITZGERALD - SELF COMMUNICATIONS

A strong social media presence means paying attention not just to what you say, but also how you say it. Here are five ways to make sure your tone of voice builds trust and inspires.

- 1. Be consistent** - Your corporate accounts should always 'speak' with a similar voice, even if you have different people posting content. You want enough consistency to maintain trust with your audience, while leaving room for staff or volunteers to come across as real people.
- 2. Define your core voice** - If you haven't already defined your brand personality, try this:
 - i) Make a list of your main social media audiences. Against each one, list adjectives describing the way you want the charity to come across to this audience: it may be compassionate, heroic, irreverent, learned, bold, cool, or something else. Steer clear of descriptors that are generic, like warm, friendly or informal.
 - ii) Pick the top two or three words that recur across most audiences - these make up your core social media voice. Have them in mind whenever you're writing or speaking on social.
- 3. Dial up the emotion** - You're looking to evoke feelings in our audiences - make them care about something or want to act - but social media tends to flatten emotional tone. **So up the ante:** where you'd be 'concerned' or 'pleased' in print, you may need to be 'very troubled' or 'elated' on screen. Whatever elements you choose for your core voice, experiment to find ways of writing and speaking that cut through.
- 4. Relax** - Social media is where people play out their social, personal and business lives. So if you want to engage, experiment with ways of expressing yourself that match your audience's own approach - that means informal language, acronyms, one-word replies, irreverence and hashtags.
- 5. Flex your voice** - Once you're comfortable you've nailed your core social media voice, you can work out how far to flex it between different channels. Look at what type of content each channel favours, and how this aligns with the elements of your core social media voice.

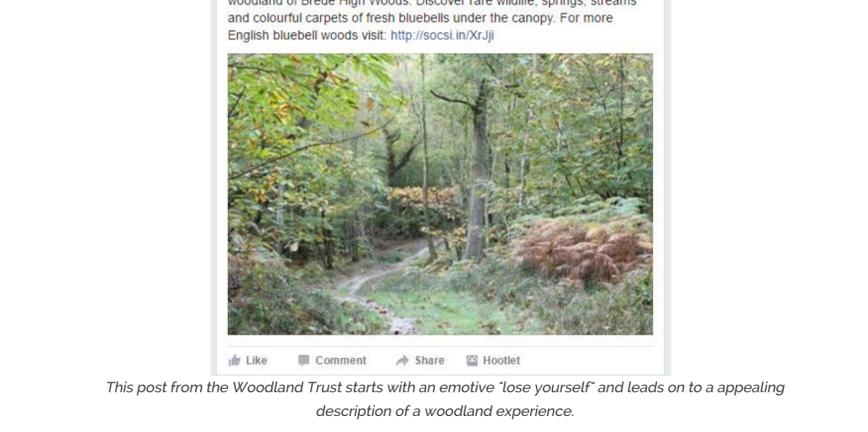
STRONG CHARITY TONE OF VOICE EXAMPLES

vinspired



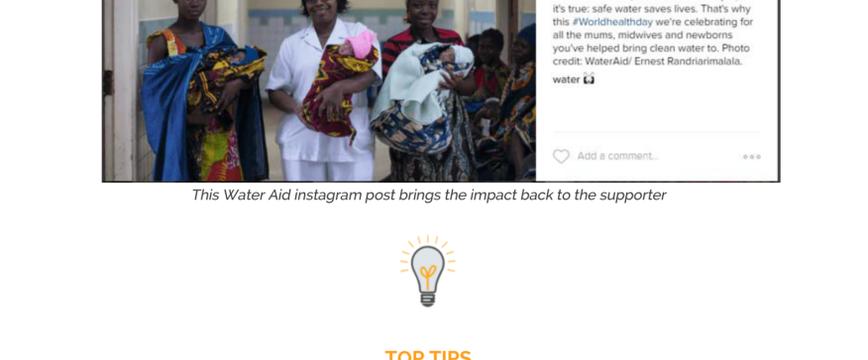
This Tweet from vinspired has a lovely mix of humour and informality.

The Woodland Trust



This post from the Woodland Trust starts with an emotive 'lose yourself' and leads on to a appealing description of a woodland experience.

Wateraid



This Water Aid instagram post brings the impact back to the supporter

TOP TIPS

- Use a consistent tone of voice across all your social channels.
- Think about how the language you use can enhance your tone of voice and help you stand out across all the noise online.
- Be prepared to experiment and see what works and would enhance your content.

FURTHER READING

- Five tone of voice examples from Innocent ([Charity Comms](#))
- Expressing Mind's values through tone of voice ([Charity Comms](#))
- How to find your social media marketing voice ([Buffer](#))

HOW TO MANAGE A SOCIAL MEDIA CRISIS

BY ZOE AMAR

Many charities have faced criticism recently and social media will often be the first line of defence. Done right, it can help manage your reputation, turn a negative conversation into a positive one and strengthen relationships with stakeholders. Here are 6 things you can do to prepare for a crisis situation.

6 WAYS TO MANAGE A CRISIS WITH SOCIAL MEDIA

- 1. Pre-empt difficult situations.** The best way to manage a crisis is to be prepared. You won't always know what is round the corner but there may be common scenarios that you've seen before. What do the negative comments that your charity receives- both on and offline- tend to focus on? What are the possible responses?
- 2. Don't underestimate tone of voice.** This is often forgotten in a crisis but it can really influence how you make people feel, and how they interpret what you say. I would plan this out as part of preparing for potential criticism. What tones of voice could you use for different situations?
- 3. Run a simulation.** The best way to stress test your crisis comms process is to try it out. Get someone to facilitate a made up negative story playing itself out on social media and preferably in the press and other channels too. You'll learn a lot from the way you and your team react. Use the key findings to refine your process further, ensuring that everyone understands what they need to do when a crisis breaks.
- 4. Make sure your leadership team know their role.** I've seen senior stakeholders get involved in a crisis online and make it worse. On other occasions, I've seen them stay silent when they need to speak up. As part of the simulation process, brief your executive team and board on what they should and shouldn't do on social media during a crisis.

5. Update your social media policy and share it. Make sure your staff are trained up in this. If you don't have a policy, get one.

6. Know when you need to take the criticism offline. A public spat on Twitter won't do anyone any favours. Move the conversation to DM, email, phone or face to face as soon as you can.

Finally...**Don't panic!**

Being in the middle of the crisis is a test, but if you've followed the steps above you can be confident that it will eventually blow over. Hold your nerve and keep everyone focused on what they need to do.

TOP TIPS

- Look at the types of negative comments you receive on social media and brief your team on how to respond, and what tone of voice is appropriate.
- Ensure that everyone- including your board and leadership team- know what they need to do in the event of a crisis.
- Know when you need to take criticism to direct message or offline.

FURTHER READING

- Social media and crisis communication ([OECD](#))
- 5 tips to manage a social media crisis ([Charity Comms](#))
- Crisis management ([Knowhownonprofit](#))

CREATING THE RIGHT CULTURE & SKILLS FOR SOCIAL MEDIA

BY CHERI PERCY - BREAST CANCER CARE

Here's a thought: **digital shouldn't just sit with a charity's digital team.**

It's integral to the work of all teams, from fundraising to how you contact people using your services direct to their inbox. This is one of the primary reasons we looked to the Digital Culture Programme, creating and inspiring a network of **Digital Champions** across the organisation.

This was delivered through a series of classroom-based theory alongside more practical 1:1 skills training. So whilst teams are monitoring their own website page copy or newsletters, your digital experts are then able to do what they do best and improve your digital offer

IT'S ALL ABOUT THE TOOLS

Tools like **Hootsuite** and **Trello** have worked to support these new processes between the team and the newly-dubbed Champions. Hootsuite gives us the ability to seat teams within certain specific workspaces and curate their access levels accordingly. Content is then submitted and approved by the digital team but led by the campaign experts.

Similarly, Trello allows us to oversee all upcoming projects and input into our channels and edit and amend this easily via its drag and drop functionality. For consistency, this has also been a great way to support our Champions with checklists and templates for each activity i.e. social media post or creating and sending an email campaign.

This process has also helped to even the spread of content distributed through our channels with a service focused message versus a fundraising ask. I've heard a number of other charities also speak out on the **10:4:1 ratio** when it comes to sharing content which can also work to thwart Facebook's less than helpful organic algorithm. Following the ratio has already led to a real increase in engagement on our side.

THE 10:4:1 RATIO

- The ratio encourages **10 posts** from third party sources,
- Four** from your own services, campaigns or blogs,
- and one** with a direct ask of that person.

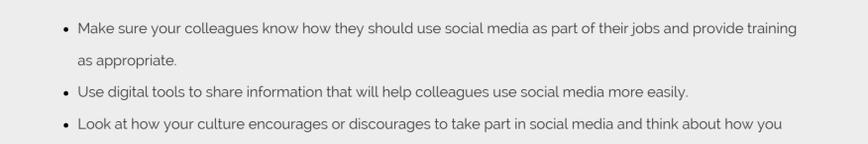
MAKING YOUR ONLINE & OFFLINE CHANNELS RESILIENT

Social media has become such a reactive space that we need to be conscious of any potential conflicts or respond to relevant breaking news. At Breast Cancer Care, the Digital team works closely alongside our Press team to establish a **rota of weekend support between the teams**. Those people covering are then briefed for any expected statements and the process for escalating in a crises situation.

This was certainly the case last march when the terrorist attacks hit Paris in the lead up to the England and France game which would be hosted at Wembley Stadium by our charity partner, the FA. Instantly, we had a team actively monitoring any comments or concerns and could support our press statement through our digital channels.

In this day and age, digital is often people's first point of contact. Does the digital culture in your charity mean someone is on the other end to respond to them?

LISTEN TO CHERI PERCY DISCUSSING USING DIGITAL CHAMPIONS



TOP TIPS

- Make sure your colleagues know how they should use social media as part of their jobs and provide training as appropriate.
- Use digital tools to share information that will help colleagues use social media more easily.
- Look at how your culture encourages or discourages to take part in social media and think about how you can develop it accordingly.

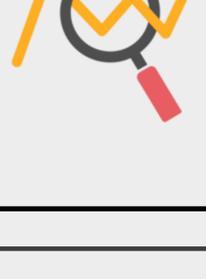
FURTHER READING

- NAVCA & ICT Champions [social media guidelines](#) (via Ross McCulloch - scroll to page 17)
- BBC social media guidelines for staff ([BBC](#))
- CIPR [social media best practice guide](#) (via Ross McCulloch)

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CHAPTER 6 SOCIAL ANALYTICS & ADVERTISING

Measuring your social media activities and having clear goals for success are the cornerstones of successful charities using the medium. Social media can be an amazing tool, it can also be limited. It is not a magic bullet - it is after all just another channel that needs to be assessed just as you would measure the impact of any direct mail or outbound campaigns. Linked to this, 'organic' reach (the amount of people who see your posts without you paying) on social media is declining, making social advertising a crucial component of your strategy.



In this section, we enjoy expert insights from Bertie Bosredon and Donna Moore. You'll learn how to measure success and set the foundations for social advertising.



HOW TO MEASURE SUCCESS

BY BERTIE BOSREDON

Before we start - I will assume you already have a presence on social media. If not, you should first list the reasons why your organisation is not yet on what is now a 10 year old essential channel.

CHECK YOUR ANALYTICS

Review where traffic is coming from in [Google Analytics](#) (Acquisition> Channels). Most charities are getting more traffic from social media than from email. The average social media traffic in the UK charity sector is around 5%. Getting them to visit your website should not be the ultimate objective... more on that later.



How to find your traffic breakdown within Google Analytics

Although it's likely that most of your social media traffic will come from Facebook and Twitter, LinkedIn is now the third source of social traffic for UK charities. Other platforms like YouTube, Pinterest or blogging platform Tumblr are bringing far less visits but are still worth considering.

SET UP YOUR OBJECTIVES

If you think of the traditional fundraising supporter pyramid, social media adds a few layers below the base of the pyramid: becomes aware of the organisation, reads a post, follow/like, share or retweet, visit the website... I recommend five simple objectives:

- Increase awareness of the organisation.
- Grow relevant social media audience.
- Promote our core services/products.
- Increase referral to our core services/products.
- Increase internal engagement.

REPORT BACK

Here's my fairly long list of recommended metrics to report on at least monthly

- ### SOCIAL MEDIA EXTERNAL GOALS
- Percentage of traffic from referrals
 - Top 5 referring websites
 - Percentage of traffic from social media
 - Social media channel bringing most traffic
 - Percentage of traffic from Twitter
 - Percentage increase of followers on Twitter
 - Twitter replies
 - Twitter retweets
 - Subject matter of the 5 most successful tweets
 - Percentage of traffic from Facebook
 - Percentage increase of followers on Facebook
 - Facebook likes
 - Facebook shares
 - Facebook comments
 - Subject matter of the 5 most successful posts

Specific channels have their own analytics tools (Facebook Insights, Twitter Analytics, YouTube Stats...), that's a personal preference but I don't use these tools to report on an overall activity. I find them more useful for specific campaigns or to explain to one team how a specific message performed.

Often forgotten, it is essential to **measure staff engagement** to demonstrate the impact of their participation in the digital activity of the organisation.

- Total Tweets created
- Total Facebook posts
- Total videos produced and posted (e.g. on YouTube)
- Total number of presentations uploaded on Slideshare
- Number of tweets from staff personal accounts
- Interesting stories / results shared by staff
- Number of social media champions across all department
- Number of internal social media training sessions delivered

CONCLUSION

Once a year, you should have a short workshop with your social media champions, discussion successes, learnings, key stats they can share with their teams. It is also an opportunity to review new channels. Social Media is here to stay, although channels are evolving just like every aspect of digital. The key to an effective presence is think, plan, measure, and review.



TOP TIPS

- Use your analytics to learn as much as you can about how your audience is engaging with you on social.
- Set clear goals.
- Test, measure, report and learn regularly with your team.

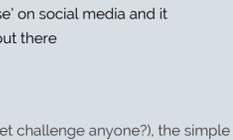
FURTHER READING

- A six step guide to tracking social media in Google Analytics ([Hootsuite](#))
- Google Analytics guide to social analytics ([Google](#))
- How to measure social media ROI in Google Analytics ([DBI](#))
- How to suck at social media ([Avinash Kaushik](#))



SOCIAL ADVERTISING

BY DONNA MOORE - SEARCHSTAR



As a charity, you can't avoid the potential of raising awareness or funds from the likes of Facebook and Twitter. However, over the last 18 months, organic (free!) reach on mainstream social media sites has decreased massively leaving charities with a much smaller audience base from which to gain new fans/followers. The latest stats quote a reach on Facebook of 2.6% of your audience and a 10% reach on Twitter.

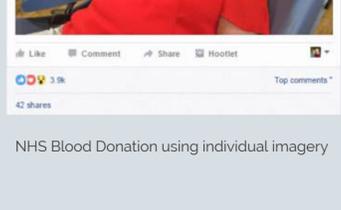
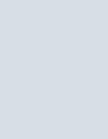
Put simply, if you've an audience of 1,000 on each platform **an average Facebook post will be seen by 26 people each Tweet by 100**. Combine that with ever-increasing amounts of 'noise' on social media and it doesn't make you feel great about getting your charitable love out there

How can you improve your reach?

Outside of having the next big viral charity campaign (ice bucket challenge anyone?), the simple answer is paid advertising. Before you spend anything on paying your way to publicity, as with all marketing campaigns, **the secret to success is making sure your objectives are defined and your creative execution is excellent.**

Setting your objectives

Start by understanding where your audience is and how/when/why they engage with that channel - it's no good advertising on Twitter if your audience simply isn't there. Once you know where your audience is, decide what you want from them. Are you looking for email addresses so you can enrol them into your CRM programme, are you looking for direct action like event signups, donations, or do you simply want more likes/followers to improve the reach of any organic campaigns?



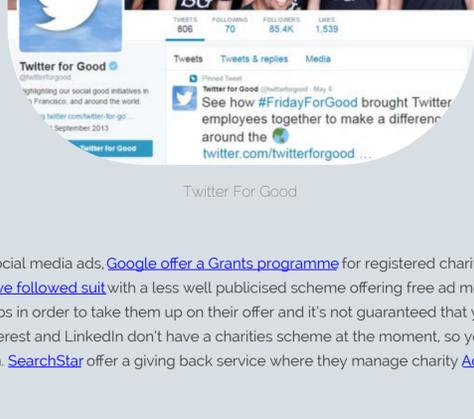
NHS Blood Donation using individual imagery

Being creative

Words alone don't cut it as you'll disappear into a sea of posts - use pictures or video to help get your message across. While beautifully chosen professional pictures are a great help, don't underestimate the power of crowd-sourced images - NHS Blood and Transfusion do this really well using pictures sent in from people donating blood. The key message with creative is to ensure that whatever you put out there is imaginative/engaging and tells people what you'd like them to do.

Choose your audience wisely

Audience targeting options on social media platforms allow you to be very precise about who you'd like your ad to appear in front of. Choose from simple demographic-type information, to other pages/charities they follow, to interests or hobbies. Narrowing down your audience based on the above will reduce the numbers you're putting your ad in front of, but it will make sure you're appearing in front of people who are potentially warm to your cause.



Twitter For Good

Grants for charities

While it doesn't help for social media ads, [Google offer a Grants programme](#) for registered charities giving them ads money for free. [Twitter have followed suit](#) with a less well publicised scheme offering free ad money, but you have to go through slightly more hoops in order to take them up on their offer and it's not guaranteed that you'll be accepted. Facebook, Instagram, Pinterest and LinkedIn don't have a charity scheme at the moment, so you have no option other than to part with your cash. [SearchStar](#) offer a giving back service where they manage charity [Ad Grant](#) (Ad words) accounts free of charge.

In Summary

As with any advertising campaign, make sure you track everything you spend, test your ads and track every action that is taken as a result of your campaign to make sure you understand the return on investment.

LISTEN FOR MORE TIPS ON SOCIAL ADVERTISING



TOP TIPS

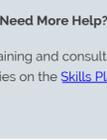
- Set clear goals and make sure you know what you want people to do after they've seen your ad.
- Be creative and use good images so that your ad stands out on social.
- Don't forget to test your ads, measure their success and learn from the process.

FURTHER READING

- A beginner's guide to social media advertising ([Hootsuite](#))
- The 7 hidden factors of successful social media adverts ([Buffer](#))
- 5 ideas for charities thinking of using twitter ads ([Technology Trust](#))

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CHAPTER 7

EMPLOYEE SOCIAL ADVOCACY

BY LISA JEFFERY - JOSEPH ROWNTREE FOUNDATION

Using social media to develop employee advocacy and achieve organisational aims is an area where **non-profits can punch above their weight**. But, how does this translate where you work? Is your digital strategy empowering your employee voice?

Organisations of all types have long talked about the importance of brand and of having employees as ambassadors to carry the word into the world beyond the walls of the organisation. In the networked world of today's social web, this is more important than ever.

Today, social networks effectively dissolve organisational boundaries and flatten traditional hierarchies as they amplify the employee voice through platforms such as Twitter and blogs. And it's this reach and impact that helps non-profits shine.



Claire Ainsley, Director of External Affairs and Communications at the Joseph Rowntree Foundation, uses social media as part of her role.

SOCIAL AS AN ENABLER

At the Joseph Rowntree Foundation, we use corporate social media and networks to raise awareness of our work. We also use social at an individual level as an enabler to a more networked and human organisation, because, as per the title of Euan Semple's classic book, 'Organisations don't tweet, people do'.

In 2015, almost 10% of our total website usage data as measured by sessions came through social (mainly Twitter). Having social employees helps us build relationships, increase our influence and bring in learning from outside the organisation.

"This is the first time that we have each had our own capacity to broadcast our ideas on a global scale in this way and for virtually no cost"

Euan Semple

OFFERING PERSONAL SUPPORT

We start by including digital in induction, highlighting how **'digital' is not so much about technology** as it is about a networked mindset where collaboration helps us all win. We share guidelines, including 'how tos' for key channels, and offer support on how to use social for personal and professional development.



Sharon Godwin sharing JFR's latest research

SHARING KNOWLEDGE & INCLUDING PEOPLE

It's vital to have social at the heart of your organisational objectives. So we suggest 'tweets of the day' to make sharing easy, if employees want to share, and we feedback on the impact of social in digital dashboards, including website stats. This shows people how they are helping to deliver our digital strategy.

MAKING NETWORKING WORK

We use an intranet blog and internal magazine to talk about digital. We offer 1-2-1 support on how social can support individual objectives, and show how to measure success. For example, our policy and research managers tend to use social differently to someone working in our housing services. We also have a corporate blog and, more recently, we have started exploring LinkedIn publisher and Medium.



Infographics and 'shareable' content make it easier for employees to become advocates

For brands, it's often said that employees are your most important asset. **So, are you making the most of social as an enabler to unlock the potential of your employees?**



TOP TIPS

- Run a session with your colleagues to decide how social media could help you in your roles. For example, do you want to increase reach, generate corporate partnerships or lobby MPs?
- Give staff clear guidelines and training on what they can and can't say.
- Share key analytics to show how staff's social media presences are helping achieve your charity's digital strategy.

FURTHER READING

- A kickstart guide to employee social media advocacy ([linkhumans](#))
- 7 ingredients for employee social media advocacy ([Convinceandconvert](#))
- A 6 step guide for creating an employee advocacy program for your business ([Hootsuite](#))

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CHAPTER 8

THE FUTURE OF NON-PROFIT SOCIAL MEDIA

BY BETH KANTER

I've seen the future of social media and **it's in the hands of Generation Z.**

This generation, born after the millennials, is defined by being a tribe of digital natives. They do not know a world without technology. To use these channels as part of everything they do is, for them, instinctive. It's estimated that there are approximately 2 billion of them, accounting for 27 percent of the global population. They are also characterised by having a large network of online friends, often from all over the world.

Your generation and mine **may think we invented tech for good, but for Generation Z it's their raison d'être.**



Abby Tomlinson meeting Ed Miliband

From [Isadora Faber](#), a Brazilian teenager whose blogs about her country's crumbling schools led to talk show appearances to discuss the issues she raised, to [Abby Tomlinson](#), a 17 year old girl in the UK who started the #Milifandom movement on social media to give young people a voice during the general election in 2015, Generation Z are campaigning for change using the smartphones in their hands and from their laptops in their bedrooms.

Rather than dreaming of being doctors and lawyers, they are aspiring entrepreneurs ([61% would rather be an entrepreneur](#) than an employee when they graduate). And according to a recent research survey of UK/US teenagers, 26% have raised money for a cause and [32% have donated their own \(pocket\) money](#)

HOW CAN NON-PROFITS APPEAL TO GENERATION Z?

- **Think creatively.** [My New Home by Plan International Sweden](#) is a virtual reality film about refugee children in Tanzania. Its interactive format enables you to explore the camp and meet the children there, some of whom have experienced violence or bereavement. This kind of immersive, sophisticated storytelling is very appealing to Generation Z.
- **In the US GivingTuesday** is reaching Gen Z through its [K-12 Philanthropy Curriculum](#). This includes lessons plans through which teachers can encourage their students to fundraise for local non-profits.
- If you work in the **international development sector**, BOND have produced an excellent report on [how to engage Generation Z using social media](#) and other channels.

TIPS TO ENGAGE GENERATION Z

- Appeal to their entrepreneurial nature.
- Collaborate with them and help them do so with others.
- Talk to them as adults • Help them create or collect things.
- Use images: emojis, symbols, pictures, videos.
- Communicate often using "snackable content".
- Tell your story across multiple screens.
- Optimize your search results (they do their Internet research)

Let me know how you are planning to appeal to them too.



TOP TIPS

- Produce content that helps Generation Z collaborate and communicate easily.
- Be creative. This is a busy, sophisticated audience.
- Keep pace with their use of channels. Why not bring together a panel of Generation Z stakeholders who you can kick ideas around with?

FURTHER READING

- Is your charity too old to barf rainbows? Guide to Snapchat ([Beth Kanter](#))
- The future of social media: Generation Z ([Beth Kanter](#))
- Philantroteens - The teenagers who use their pocket money to change the world ([Guardian](#))

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