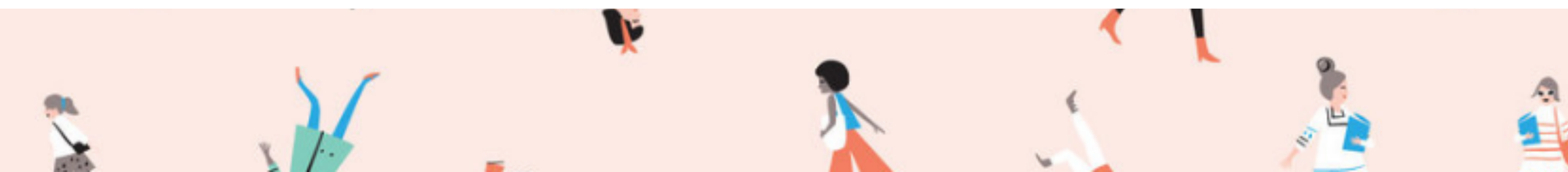




# EXPANDING OUTREACH:

*Social Media Skills + Strategies for Telling Your Story*



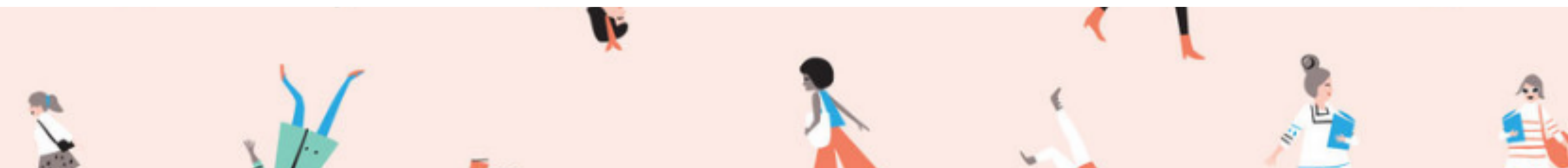
# Why is Social Media So Important?



- *81% of Americans use social media*
- *57% of all non-profits spend 6+ hours a week on social media*
- *96% of non-profits are on Facebook and other visual platforms*
- *70% of non-profits say social media is a powerful way to fundraise, gain new volunteers, share their message and collaborate with their community*
- *76% of non-profits post multiple times per week*



SO HOW DO YOU GET STARTED?





# START BY TELLING YOUR STORY

- *Who are you?*
- *What is your mission?*
- *How are you different?*
- *Are there aspects of your story that are timely or relevant to your target demographic?*
- *Do you have well-known members or frequent volunteers? Let people know!*
- *Where can people find you?*





# EMPHASIZE YOUR HISTORY



- *What are the most memorable moments in your organization's history? Consider telling these stories from the perspective of former volunteers and members.*
- *Are there any memorable quotes that would make for strong posts or content ideas?*
- *Are there stories and adventures you can tell that let you show how much your organization has grown and changed?*

# TELL YOUR STORY VISUALLY

- **Categories of visuals:** logos, team photos, interior and exterior project photos, before & afters, community get togethers.
- **Branding:** what do you want your feed to look like? Aim high!
- Don't forget **older photos** that show history and lineage.
- **SHOW** the impact of your work. These images will be more powerful online than words and numbers.







*The internet loves stories  
of change and evolution!  
Don't be afraid to go  
retro!*





# RESPECTING CLIENT PRIVACY

*How do you tell your stories while still honoring client privacy?*

- Focus on stories from team members and community members
- Use pull quotes from local organizations that connect with client communities
- Use first names/initials (only when clients are comfortable)
- Use creative photography to focus on angles and details that convey human stories without identifying factors

# WHAT STORIES SHOULD YOU TELL?

- Founder stories
- Volunteer stories
- Project stories
- Before & After stories
- Stories of challenges facing your community and why you need community support
- Behind the scenes looks at your team, your work and the effects of your work within the community (including your team's experiences)
- Events (but do not lean too heavily on event postings)

Always be sure to balance between posts about NEEDS vs. Information

# EXAMPLES: *Events*



Family of Woodstock Inc shared an event.

April 16 at 9:04pm · 🌐



Join us tomorrow at the Hodge Center!



APR

17

**Volunteer Orientation for Local H...**

Tue 12 PM · Everett Hodge Center · King...

Beth McLendon invited you

★ Interested



Like



Comment



*Event posts should be used as calls to action, but also as ways to get people involved. Be sure to address accessibility in these posts.*



# EXAMPLES: *Event Recaps*

*Event recaps are always a fun way to highlight people who have participated in your community events and to get those people to tag and share your posts.*



Family of Woodstock Inc

Page Liked · April 11 ·



dutchessoutreach • Follow

Mid-Hudson Civic Center

dutchessoutreach WHAT A DAY. THANK YOU to the more than 30 volunteers who made our FREE Farm Stand re-opening a major success. More than 190 people came by to take advantage of the offerings. Thank you to the @midhudsonciviccenter for hosting us. We'll be back on Friday, March 16! #DOFarmStand #feedthepeoplearealfood #dutchessoutreach #poughkeepsie #hudsonvalley #foodsecurity #community #DOgood #donate #goodwork



57 likes

FEBRUARY 24

Add a comment...

# EXAMPLES: *Community Events*

*Part of balancing post content types is drawing attention to related community events, in addition to your own.*

*This is a great example of drawing attention to like-minded events.*





# EXAMPLES: *Info Sharing*



Kingston YMCA Farm Project shared a post.

April 21 at 6:23pm · 🌐



This spring we've been working with [Hudson Valley Bee Habitat](#) and the youth farm crew on a pollinator project. The native pollinators provide our farm with the incredible free service of pollination and we are thankful for them! We're working on expanding a pollinator habitat this year right next to the farm. 🦋🐝🐌🐛



*Keeping people invested in your organization's cause and key issues is about keeping them informed of information around your main cause. So share articles and infographics that keep them informed of how your core issues connect to the world at large.*



# EXAMPLES: CTAs



DutchessOutreach @DutchOutreach · 17 Jul 2017

Join us THIS FRIDAY at the FARM STAND OPENING! Ready to VOLUNTEER?  
Go here; [dutchessoutreach.org/how-you-can-he...](https://dutchessoutreach.org/how-you-can-help/) THANK YOU! #DOFarmStand



2



3



*Using posts to target specific calls to action is key. These can be volunteer opportunities or fund raising or signing up for training or signing petitions. People like when you give them **DIRECT** requests and simple “click here” directions.*

# EXAMPLES: *Introduce your team!*



*Show us your team's smiling faces! Online audiences want to know that volunteering with your organization is a fun activity with friendly people of all ages, backgrounds and identities (be mindful of representation in these moments).*

# EXAMPLES: *Highlight positive feedback*



Donna Valea Rodriguez

★★★★★ · August 20, 2017

CCE is amazing! The best fitness/dance place I have ever attended. My daughter and I are both excited to be here. DXF is an awesome fitness program like no other! My daughter takes dance class and lov...

[See More](#)



Tara Pace

★★★★★ · January 11, 2017

This is a special place! Truly! I've been working out all my life. Not because I have to, I love to, but we all need physical activity to be healthy. The CCE REALLY makes being active fun & the energ...

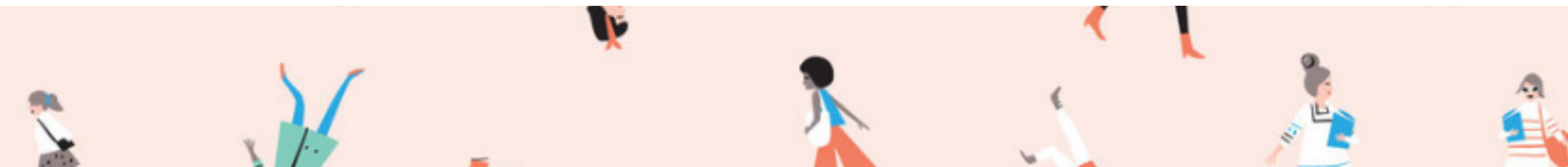
[See More](#)

*Thank community members  
and volunteers that have  
left positive comments  
about events or  
participation. This makes  
people feel like joining in  
and that they can trust it  
will be a great experience.*





# ACCESSIBILITY



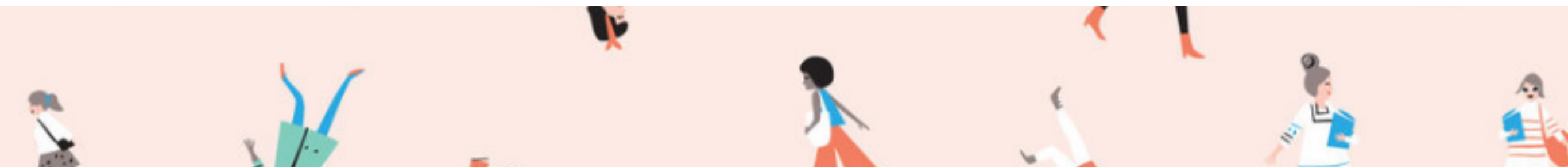
# ACCESSIBILITY

- *Let people know the ways in which your organization is inclusive and accessible.*
- *Emphasize how you support and provide opportunities for those with greater accessibility needs (For example: ASL interpreters, language interpreters, ADA compliance and support, providing childcare or providing family-friendly projects, etc.)*
- *Share images and stories of ways your organization has supported a wide range of projects AND volunteers from different identities and with different accessibility needs. Make sure these images and this information is provided in a format that is friendly for those who are hearing or visual impaired.*





# DEFINE YOUR GOALS!





# WHAT DO YOU WANT TO ACHIEVE?

- *Define your long-term goals (Greater membership? Better awareness? National press?)*
- *Define your short-term needs (Funding for specific projects? Volunteers for a seasonal project?)*
- *Create a list of calls-to-action (CTAs) for each that you can spread throughout the year with defined financial goals*
- *Make clear how you will work toward these goals on each platform*



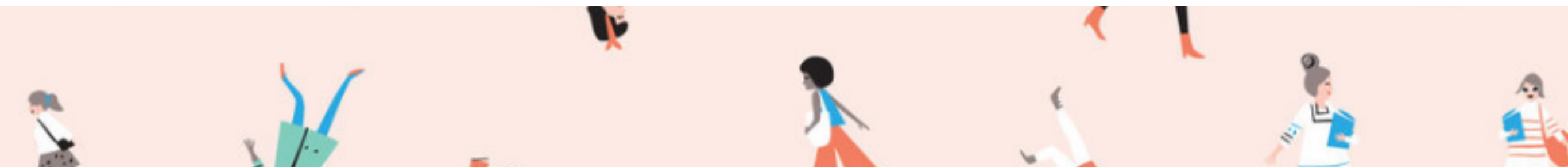
# WHAT DO YOU WANT TO ACHIEVE?

- *Plan types of posts for each goal (video, live, image posts, pull quotes, volunteer images, throw-back moments)*
- *Plan frequency of posts and a schedule that is realistic (who will be in charge?)*
- *Batch-write your posts for at least one month to test what works and what doesn't.*





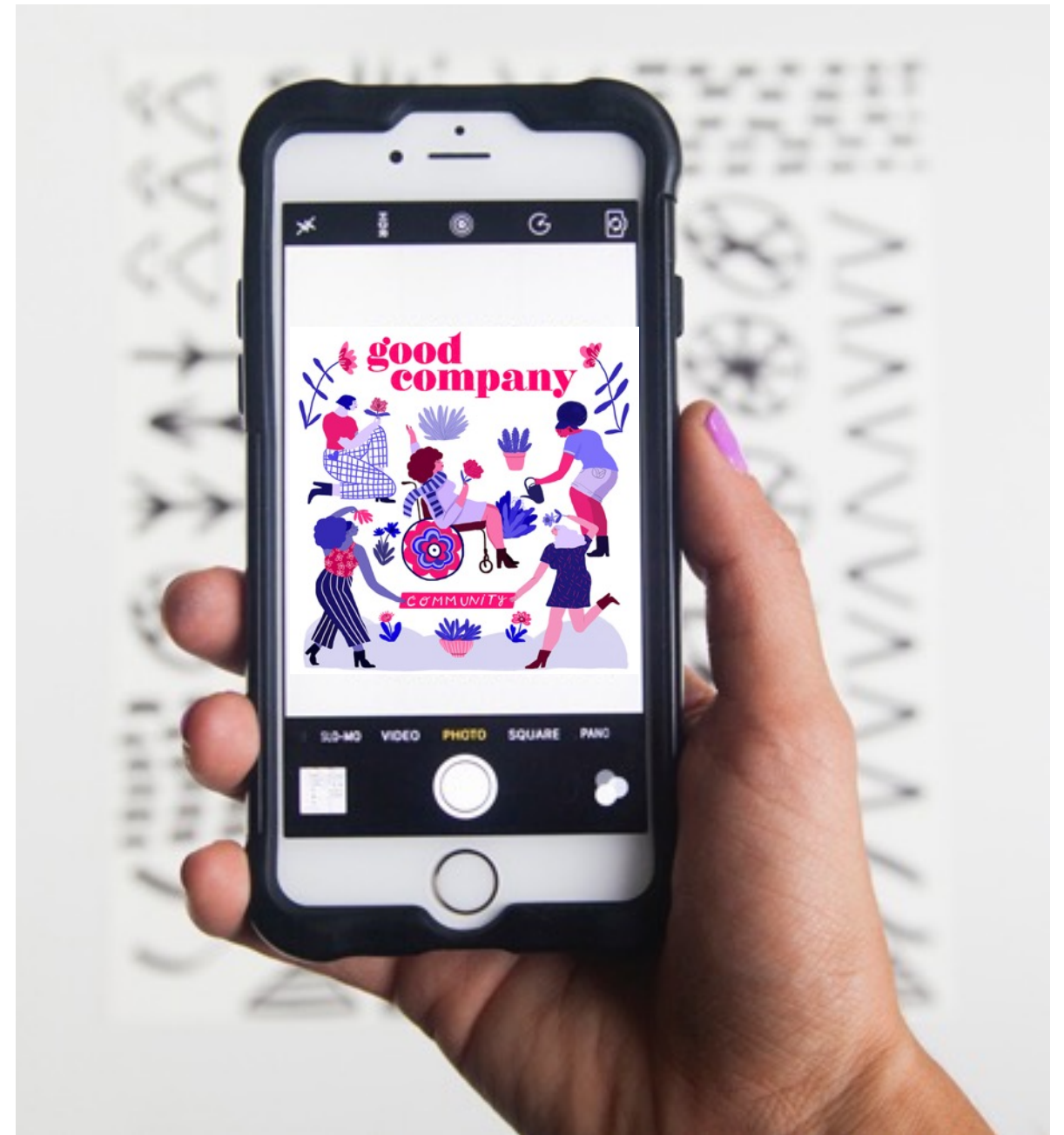
GOING LIVE!!





# WHAT TO DO FOR LAUNCH:

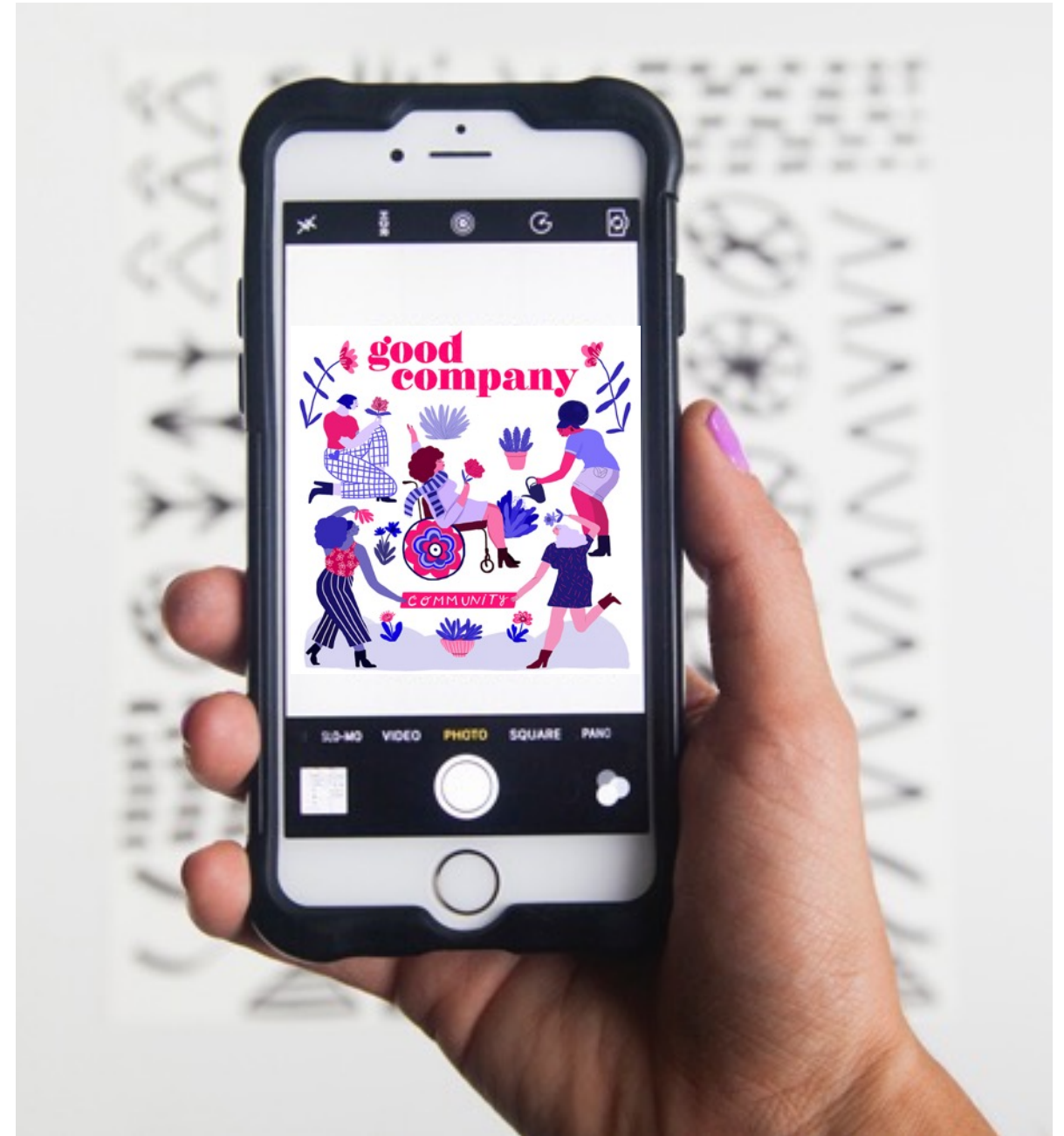
- *Ensure your company's name, handle and logo are clear and easy to see*
- *Make sure all links are live and working on your website and social platforms (especially for CTAs!)*
- *Schedule your posts and stay on schedule! (Hootsuite is a great resource for scheduling and analytics)*
- *Embrace LIVE video*
- *Know your #hashtags*



# WHAT TO DO FOR LAUNCH:

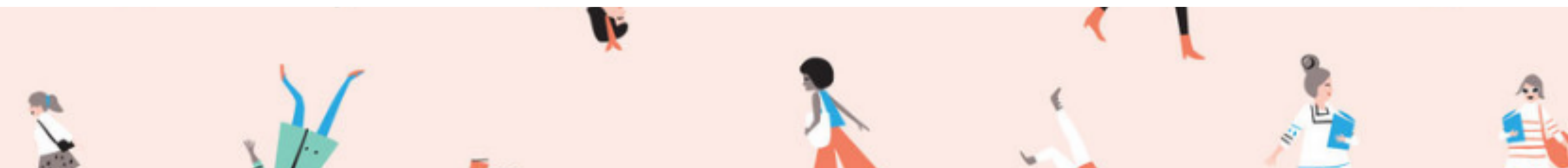
- *Hashtags to know for volunteer organizations: #forcharity #causes #donate #change #giveback #volunteer #activism #nonprofit #dogood #fundraising*
- *General hashtags to help: #motivationmonday #throwbackthursday #transformationtuesday #thankfulthursday #flashbackfriday #selfiesunday*

*\*\*The goal is to use between 3-6 (either in comment sections or the main post)*





# TIME TO ANALYZE





# HOW TO TELL WHAT'S WORKING (AND WHAT'S NOT)

- *Look over statistics and feedback on sites like Hootsuite, Google Analytics, Facebook, Instagram, and Twitter Analytics*
- *Are numbers growing?*
- *How is engagement?*
- *Do people respond, retweet and share?*
- *What forms of content get the most engagement?*



# NOW...COURSE CORRECT!

- *Change post schedule, type and frequency depending on social feedback.*
- *Do you need an assigned social media team member?*
- *Conduct a reader survey (and sweeten the deal with a gift) to find out what people want more (or less) of from your organization's feeds.*
- *Look at what similar organizations are doing and see if you can do your own version of what's working for them!*





# PROACTIVE CHANGES

- *Collaborate collaborate collaborate!*
- *Invite influencers! (Look at geo-tagging in your area)*
- *Encourage your community to share and spread the love. Sweeten the deal by offering regular (small) giveaways to devoted sharers.*
- *Celebrate YOUR organization's everyday superheroes!*





# ABOVE ALL ELSE, REMEMBER:

*The same way we engage in and support our local communities, we need to engage in and support our online communities of supporters.*

*Always remember to engage, respond, collaborate and be social! Online communities want to help and are **just as valuable** as our local resources for supporting organizations everywhere.*





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