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Committed to nonprofit fundraising success.

JB+A
Social Media Communications Guide
for Nonprofits

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THE JB+A SOCIAL MEDIA COMMUNICATIONS GUIDE



Jeffrey Byrne + Associates is committed to nonprofit fundraising success. We understand that as nonprofits, you must rely on a wide variety of relationships with supporters, Board members, volunteers, those you serve and the greater community to achieve fundraising success. We understand these unique relationships and we encourage our client partners to develop and strengthen these relationships. We are excited to share this JB+A Social Media Communications Guide to do just that.

Why should your organization consider social media? Social media is a big part of how the world communicates today, and its usage continues to grow at an exponential pace. Social media is the "modern-day bulletin board." A quick and easy way to reach a lot of people, social media is another opportunity for nonprofits to connect and communicate with volunteers and supporters. Studies indicate strong growth in nonprofits' use of social media and strong growth in their audiences. Social media is also a way to engage donors, and nonprofits are utilizing this strategy successfully: as individuals make gifts to and support various nonprofits, they act as catalysts for others within their network to do so as well.

We hope you will find this Guide helpful in utilizing a social media strategy most appropriate for your organization: telling your story and ultimately inspiring philanthropy.

CREATE YOUR SOCIAL MEDIA CAMPAIGN



DEFINE YOUR GOALS + OBJECTIVES

It is important to set goals and/or objectives that will keep your organization on track and focused as you start planning for your social media campaign:

- What action do you want your audience to take?
- Are you trying to gain visibility for your organization as a whole or are there



specific projects you want to build visibility around – or both?

- How many people do you hope to engage?
- Are you trying to raise funds? If so, how much?
- How do you want to increase advocacy/awareness for your organization?
- Timing: is your social media campaign an ongoing effort, or should it be for a finite period of time to support a specific project/goal/objective?

DEFINE YOUR METRICS = SHOWING RESULTS

You will want to be sure that your organization's social media activities produce results...and that they are measurable. How are you going to track progress? And if you are utilizing social media for a fundraising campaign, the volunteers, advocates, prospective donors, donors and other individuals who participate will want to be informed of results. Be sure to track your metrics throughout the month, quarter and/or year. This will help you understand the return on your investment in social media (and make adjustments to your strategies and plans if necessary). For fundraising campaigns, "tracking metrics" will give participants real-time updates on your progress and will make it easier to provide a more detailed recap later.

What metrics do you want to track?

- Social media and email
 - Number of social media shares, likes, comments or tweets
 - Open rates
 - Click-through rates
- Donations
 - Track within the timeframe of your fundraising campaign (if you are utilizing a Crowdfunding site for your fundraising such as Indiegogo or Kickstarter, the site will track fundraising progress and post it, so use this data)
 - Total amount raised
 - Number of donors (total)
 - Number of new donors (for the fiscal year)
 - Average amount raised per donor
- Resources used
 - Time spent by staff and/or volunteers to execute the social media campaign
 - Hard costs, such as fees for using a Crowdfunding site or fees for photography and/or video production

DETERMINE YOUR AUDIENCE + MESSAGING

Knowing your audience is key. Will you primarily be reaching those constituents who are already engaged with you? Will you be attempting to reach out to new people?

Who are you trying to reach?

- Existing supporters
- New supporters
- Community Partners
- Members
- Friends

What is your message to each group?

What are you going to try to do to cut through the noise? What will make your message stand out?

What is your call to action? What do you want your audience to do?

How do you plan to respond as people engage with you?

DETERMINE YOUR RESOURCES + STAFFING

What resources will you need to leverage for your social media campaign? Defining roles is critical – it will be important to delegate tasks such as monitoring and updating social media, creating content and staying on track with your timeline. And remember, time is money.

Some resources to consider:

- Staff
- Volunteers/Ambassadors
- “Celebrity” spokesperson
- Press
- Website
- Email
- Social media channels
- Technology

Who will "own" the social media campaign? Who is the main point person for coordination and oversight?

Who will be responsible for specific tasks? How will they manage these tasks on top of their current workload?



OTHER CONSIDERATIONS

Where Social Media Fits in your Organization's Overall Communication Plan: How does using social media meaningfully tie into your organization's other forms of communication?

Social Media and your Larger Resource Development Plan: Social media fundraising can bring a boost to your fundraising efforts, but remember, it cannot replace other means of solicitation (such as printed appeals or personal, face-to-face interaction) or be the only means of raising funds (social media will not result in a successful major gifts program).

Flexibility: Will you be ready to adjust your strategy/tactics along the way?

Replicate: How will you build upon a successful social media campaign? What will you do to make your next efforts even more successful?

Policies: While social media can be a powerful tool, it still needs to be closely monitored. Unwanted or negative posts, tweets or pictures can be problematic and an organization needs to be willing and able to remove elements it feels are not in the best interests of the organization. Clearly defined social media policies as part of your overall communications policies will help set clear standards and expectations.

Stay Up-To-Date: Social media works best with fresh, consistently updated content. Don't let your posts or pictures go stale.

Social Media is Still Evolving: Social media is also a world of change: as one means begins to wane, another form is gearing up to take its place. If you're going to participate in social media, be prepared to stay on top of what means are popular and most utilized.

Not Ready to Jump into Social Media: Is your organization feeling overwhelmed with limited staff and countless responsibilities? Consider asking a social media-savvy volunteer to help. Or try monitoring social media to see how other organizations are successfully utilizing it and to also track what is trending with funders.



TWITTER

Twitter is social media's home: it provides organizations a rapid, real-time outreach option. Millions of users, many of whom are millennials, use Twitter as a way to connect to their world quickly and easily in 140 characters. If these users are following your organization on Twitter, you will have the ability to communicate with them through short messages, pictures or videos.

Create a unique hashtag to use consistently throughout the campaign:

- #YourOrganization
- #EndowmentFund
- #YourGoal

Terms to know: Retweet, Favorite, @, #

(The Hashtag)

What is this?

- Symbol in the social media universe that is used to instantly create a searchable term, which in turn creates a topic thread
- These topic threads include all of the other users using the same #
- Use # when you would like all of the entries to be gathered in one place

Tips for Twitter/# (The Hashtag)

- Do not overuse-the-hashtag-symbol
- Try to limit to three hashtags per post
- Limit use to unique hashtags you have developed
- Peer messaging carries more weight than a request directly from the organization. Encourage your followers to share

@ (Tweeting at other users)

What is this?

- Use when you want to get the attention of other users
- To use effectively, find constituents or donors close to your cause (or individuals you want to engage) and then tweet at them to prompt them to respond or to promote your cause

Tips for @ (Tweeting at other users)

- Limit the number of users you address in an entry to one or two



- For example: “@gatesfoundation help spread the word about our #MentorKidsInSchools fund helping the urban youth”

“Retweet” or “Favorite”

Tips for “Retweet” or “Favorite”

- Use these actions when someone has tweeted you and you want all of your followers to see what a user said about your organization
- For example, if the Gates Foundation tweeted your organization: “@organization so impressed by your #MentorKidsInSchools program that helps the urban youth!” You would want to “Retweet”
- AND “Favorite” that tweet!

FACEBOOK

Facebook is another highly effective way to reach out. Contact through Facebook will be less rapid-fire than Twitter, but posts can be more in-depth and detail-oriented.

Tips for Facebook

- Adjust your profile image during a specific social media campaign so others can use it to replace their picture
- Don’t forget a Call-to-Action!
- Peer messaging carries more weight than a request directly from the organization. Encourage your followers to share

INSTAGRAM

Tips for Instagram

- Instagram is picture and video driven. Connect your Instagram account to your organization’s Facebook and Twitter accounts.
- Share photos that best represent your organization; avoid stock photos if possible, and use photos unique to your organization
- Create a 30-second video about organization to post to Instagram and link to Facebook and Twitter.

YOUTUBE

While YouTube does not distribute its videos and you must drive people specifically to your video on the YouTube site, it is still a valuable social media tool: each day, 4 billion videos are viewed on YouTube.



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About JB+A:

Jeffrey Byrne + Associates, Inc. is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations. Led by founder and President + CEO Jeffrey Byrne, its team of consultants has successfully guided more than 300 nonprofit organizations through campaigns raising more than \$1,000,000,000.

Jeffrey Byrne + Associates is committed to nonprofit fundraising success and serves a broad spectrum of clients throughout the United States, across all subsectors of the industry: arts, culture + humanities, education, environment, faith-based, healthcare, senior living and social services. Visit FundraisingJBA.com for more information.

