



Introduction to Social Media and Digital Marketing Workshop Notes

Will Social Media Benefit Our Charity?

- Build your brand
- Making you more trustworthy and developing loyal followers (people who share content, get involved and engage with your brand)
- Can drive traffic to website
- Increase audience reach and gain new supporters and continue to grow as charity.
- Social media considered instant advertising.
- High content turnover keeps users up-to-date and can see all the work you are doing
- Huge opportunity to talk about your work and the good you're doing. People love reading about success stories as they invoke emotion which helps with the ask.
- Importantly it helps you to keep up to date on latest trends which helps to propel innovation – new campaign, donations, or starting a new trend or challenge.
- Internet as limitless as imagination

Where to start

Planning is really important!

Use SMART goals and make them specific.

What are your goals

- Without goals and targets you will find it hard to progress
- Set goals out clearly so whole team knows what you are setting out to accomplish
- Note everything you can think of down so you can develop these ideas. Start with a whole page of ideas and whittle this down to a few goals. Focus on the priority goals otherwise you spread yourself too thin and may concentrate on the wrong things.
- **Good example of a goal: *I want to increase donations by 20% over 6 months***



Specific – what do I want to accomplish, why this goal, who is involved, which resources or limits are involved?

- Example bad goal: *We want to raise more money than last year isn't good enough* as it is not specific enough.
- Example good goal: **Raise 20% more compared to last year over the next 12 months**
- You need a clear understanding of how much effort you'll have to put in to achieve that goal.

Measurable – how much, how many, when will it be accomplished, how can it be tested?

Achievable: goals need to be realistic and obtainable to be successful. It is easy to write goals and they should stretch your ability but remain doable.

- *How can I accomplish this goal, how realistic is the goal based on other constraints e.g. financial factors, time, resources etc.*
- Is 20% increase in donations realistic based on previous experience. Do you have resources? Can you afford more marketing to encourage engagement? Does the current climate affect your goal?

Realistic: ensuring that the goal matters to you and aligns with other goals that you have set.

- Remain in control, involve everyone, drive everyone forward.
- Is it a relevant goal – does this seem worthwhile? Is this the right time?

Timebound – every goal needs a target date and a deadline to focus on - a journey to head towards. This prevents everyday tasks taking priority over long term goals. What can I do six weeks, or six months from now vs what can I do today. Don't have too many goals so it takes a longer time to achieve.

Commit to achieving goals to the best of your ability.

Goal and KPI Summary

- Defining objectives and KPIS
- Go hand in hand together
- Quantifiable measurement focused on metrics to meet business goals.
- Monitor organisations health by measuring how you want to change.
- Analyse patterns –
- Make adjustments to help predict what happens what the future
- Simple, easy to understand.
- Use SMART strategy
- Can be done solo or as a team
- Share these throughout the organisation.



“The trouble with not having a goal is spending your life running up and down the field and never score”. It actually makes life harder as you can’t see what change is happening or how much of this is down to your efforts.

If you are small then there are a lot of free tools to help with digital strategy, schedule whole week and posted automatically.

Your Audience

Targeting a specific audience and segmentation of audience, branding and positioning, what makes the best content and when to post.

About Your Audience

- Do you know who your audience are?
- One post won’t necessarily capture everyone’s interests.
- Different people have different emotions and motivations.
- If you don’t have a target audience then strategy is lacking.
- Can’t engage with everyone- locate and define key audience makes it more easy to connect with those people who mean something towards your cause
- Prioritize audiences and focus on targeting primary audience – people you need the support of if you’re going to achieve your goals
- Most marketing and fundraising efforts will be focused on primary audience, but target these around 70% of the time.
- If you don’t know, then look at your database or CRM, or check spreadsheets and other sources of information to create a fictional persona for those audiences.
- Audience persona is a great place to start as this sets out what type of people will engage with your digital marketing, and the types of things they are likely to do.
- Survey your members for more info – how they found you, do they resonate with your mission, what social media do they use.
- Helps gather useful information to define goals, objectives and KPI’s, as well as develop audience segment
- Check out your competition – look at the different channels and note their method of branding, what is their USP, who do they target the most, are they successful? Useful to look how they started their engagement and if they’ve become more successful.
- Audience personas change as organisation goals change. As a charity grows, patterns of people change too so you need to go back and readjust these every couple of years.



Audience Segmentation

- Divides people into segments based on specific qualities.
- Orgs often end up with too many segments – you can't expect to reach everyone.
- Without segmenting you try and meet everyone's needs and that is too general in terms of content and doesn't ultimately meet anyone's needs
- Segmenting helps keep what is relevant to the right audience
- What personality does the prospective customer have?
- User journey, acquisition, engagement and retention are important factors when analyzing your engagements
- **Big Fish** – tends to be corporate sponsors and people with money.. Target companies directly and post about charities on those channels.
- **Socially aware** – more thoughtful but still impulsive. More likely to respond to merits of charity than being bombarded by sales-heavy marketing.
- **Not today thanks** – don't generally donate, unresponsive to marketing efforts
- **Ok as you asked nicely** – made up of those who don't donate but they are passive and compliant people. Have difficulty saying no and are consistent with giving but better reached through face to face interaction

Branding and Positioning

- Integrated step when determining your audience.
- Common for charity orgs not to consider branding as an essential part of the process. Often seen as a commercial endeavor but charities need to get on board too
- Branding allows you to control how people see your organization
- Opportunity for you to stand out.
- Powerful branding starts with characteristics, branding, tone of voice
- Increases opportunity for fundraising and to spread awareness and increase trust
- Logo should be practical, graphical, and appropriate. Immediately recognizable.
- Logos do not need to be big or fancy. Simple logos are more memorable e.g. MacDonald, WWF.
- Logo is first opportunity to invoke emotion.
- Slogan a great way for a user to remember you
- Short and catchy is best to remember.
- When they hear again to associate to charity
- Check out competitors and if it is recognizable

What is your USP?

- Have you determined this yet? Sets you apart from competitors. Clear statement that describes benefits you offer and how to solve your customers' needs
- Should be on website, social media and other marketing channels.
- Check competitors to see what their USP is, what keywords do they use, what's the style of their messaging
- Check out websites of similar organizations: what stands out about their logos



What is your promise?

- Keep audience up to date with promise as often as possible.
- Share news that relates to your promise e.g. new vaccine for the health condition you are working on.
- Increases trust and loyalty
- Allows followers to share this information so you get extra views from one customer

Be consistent

- People know what to expect
- If erratic with what you post, then this can be confusing. Not to say to stick to the same content but to have a plan for what you say.

Stay up to date

- Sign up for alerts
- Become a thought leader

Marketing Channels

Websites

- Website needs to give a good impression.
- User journeys should be at the front of your mind when it involves anything to do with engagement
- Gather user analytics, surveys and trusted people to get some feedback about how users feel about your site
- You know what your explaining but to others reading it, it may make little or no sense if its written for the wrong persona

Emails

- Consider auto-responders for specific topics e.g. welcome email followed by a promotional email
- Relevant to the user and requires small effort other than setting up the email.
- Experiment with educational and emotional content
- Keep emails short and sweet

Social Medias

- Key player in marketing world these days
- Keep up to date with the world, socializing
- Customers actively seeking out brands they like for content they are interested in
- Valuable communities
- Focus on relationships not sales. Social media is about getting to know your audience
- Be calm, informative, show behind the scenes content
- Tackle negative comments with grace and dignity – it will be noticed by user base!
- Don't be afraid to do something different
- Posting consistently is a big thing. Harder to do if you're on every platform available
- Start with one or two platforms and scale up later on.
- Waste of time to focus on all.
- Average user spends over an hour on social media each day.



Facebook

- Arguably the most influential platform, second only to Google
- Also launched dedicated pages for nfps in 2015 so you can create campaigns that are tailored to campaign and awareness raising for free
- Tailor the page to how you want it
- Review campaigns to see what works well and what doesn't e.g. how they engage, what they post
- Stay up to group with what age groups use social media most
- Biggest user group over 25-55+

Instagram

- Second most engaging network with over 1 billion monthly users
- Focuses on visual content e.g. pictures, stories, and ability to receive donations
- Can highlight what charity does but also useful for brand awareness about cause your promoting.
- Important to think about type of content and what resonates with users

Twitter

- Huge user base and reach can go far
- Mix of professional and personal
- Limited by number of characters

YouTube

- Get free features for fundraising, rallying supporters and access to shorting and editing videos at YouTube global studios.
- Can be shared and posted to other channels with ease which helps expand supporters and exposure though watchful content
- Not limited to a one-time post

Linked in

- Professional network user base highly engaged and highly networked
- Relevant content for industry and those eager to learn from other professionals.
- Current employees can reave about your work and supporting your cause.



Adverts

- Pay to click
- Google ads and Facebook ads.
- Also have own analytics
- Statistica.com but subscription required.

Content and Posting

Time

- Finding best time to post is important to catch your priority audience
- Start to post to a generic schedule and then gauge form there when I need to adjust it
- When are they awake? What are they in the mood for? When are they likely to read your posts?
- Covid means that we have a bit of extra time to absorb more social media content
- Find own scheduling times due to audience behaviors
- Try and post every day at least 2-3 times on Facebook – best on weekdays
- Instagram – Thursday is the best time post!
- Twitter – Friday!

Frequency

- At least once a day if you can, providing content is useful and fits in with overall strategy
- Should be realistic and achievable

Content

- Short industry stories
- Training and events
- Successes
- Mix up posts so you get a mix of photos, surveys, text, video et.

Content Creation

- Engaging and interactive – polls, Q&A, share stories from customers etc.
- Jump on existing hashtag trends or use your own hashtags to encourage loyal community to spread word about cause
- E.g. #power of kindness hashtags across multiple platforms (red cross)
- Can use branded hash tags
- # donate # fundraising
- Images, videos etc. are most engaging e.g. pictures of staff, volunteers, at work activities
- Videos need to be edited and high quality otherwise don't bother.

- GIFs are really fun – use as long as relevant and where appropriate!
- People go crazy for statistics – can show this as info graphics, get people to comment on postst
- Game like posts e.g. fill in the blanks, and you can comment and like to respond to your favorite answers
- Ask audience question and get an opinion on a subject.
- [CANVA](#) – a great free app for logo, posters, social media content. Lots of design templates you an use. Design templates can massively help with branding, saves you time and looks more



Executing your campaign

- Much like setting the goals and objectives.
- Set goals and KPI's for each campaign
- **Content calendar** – great for small groups or one man band
 - Written schedule of where you can
 - Schedule activities for whole year, month, week etc.
- **Campaign Planner**
 - Similar to content calendar but goes into ore detail about the campaign
 - Who is involved, what needs doing etc.

Engagement

- Take care to respond and engage with customers
- Important to reply and not leave users waiting to show you are aware of your presence and that you care about your cause and input
- Tag and repost.
- Thank your supporters
- Keep your finger on the pulse and industry news and legislation
- Educate your users about your cause
- If you like an article that's relevant – post it
- Start a new position- post it
- Keep a healthy relationship between you and supporters, loyal and new ones

Managing your Social

- Challenging to keep on top of all the accounts and campaigns so use tools wherever you can!
- Link back to SMART goals

Tracking Success

- Analyze efforts and work to see if we are being successful with processes.
- How does the audience engage? Where are they located? What are they using? Page bounce rates, landing pages, exit pages.
- Track all campaigns and analyze results

- Use built in analytics where possible.

Optimization

- Compare data over time and evaluate.
- What can you do differently to boost exposure?
- Evaluate regularly – monthly or more frequently!
- Always try and improve one element ever quarter

