



CALIFORNIA COMMUNITY ECONOMIC
DEVELOPMENT ASSOCIATION

Social Media Presence for Community Action Agencies & nonprofit organizations



How to create effective and
relevant content online



SOCIAL MEDIA 1 - CCEDA

Things to discuss

Key takeaways:

- How important is social media for community action agencies and other nonprofit agencies?
- How can nonprofit agencies utilize social media for the benefit of their organization?
- What are the differences between social media platforms?
- What are the top trending social media trends to follow?

Tip: Use links to go to a different page inside your presentation.

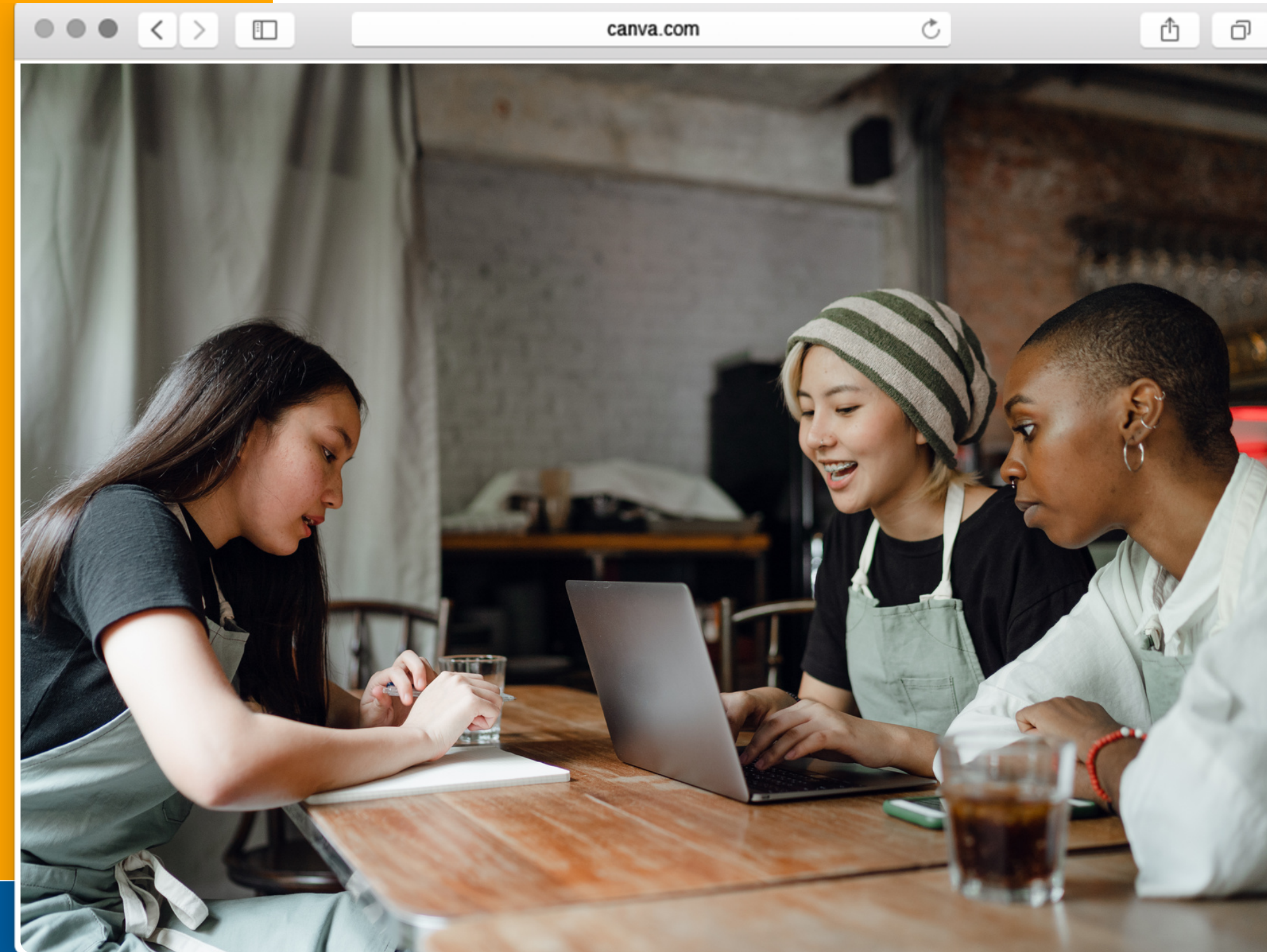
How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation you want to connect.



How important is social media for nonprofit agencies?

Connecting your message with your audience

Social media marketing is a valuable opportunity that can help community action agencies and other nonprofit organizations build awareness about their services, events, programs and boost their organization's morale and profile.



The importance of social media for Community Action Agencies & nonprofits



Let's Get Started with the Basics

Brand Awareness & Building

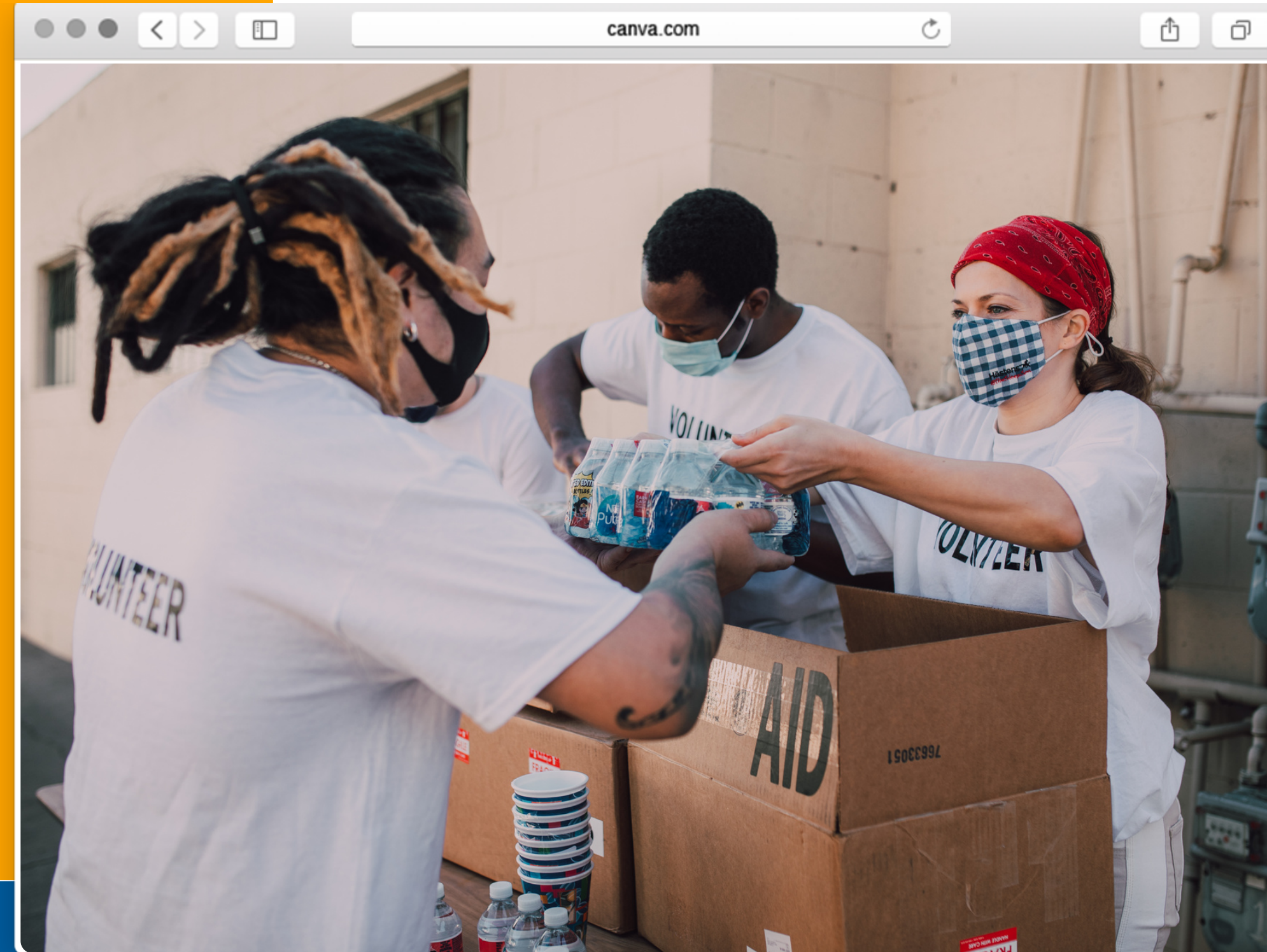
- Who are you?
- What does your organization represent?
- What are your missions and values?
- What colors, symbols and messages exemplify your organization?
- Develop brand style guide & guidelines (establish voice, logo, color schemes, brand motto & vision)

Staying Organized

- Content calendar
 - Platforms: Hootsuite, Unum, Later, Buffer, etc., are helpful online tools
- Social Media Campaign & Expanding Reach
 - Create assets for your social media campaign
 - WHO is your target audience?
 - WHO is currently existing in your online community?
- Public Engagement
 - When sharing, make sure you use a CTA (Call-to-Action) which can be a question, a request or link to encourage engagement.

How can nonprofit agencies utilize social media for the benefit of their organization?

Community Action Agencies can use social media to control messages and acquire followers as their ambassadors who will share on their own social media and networks.





Awareness with Community

- Monitor trends and feeds to stay relevant and be a part of the conversation.
- Engage with other community based organizations, government organizations, members, partners and the public about what your organization is currently working on or accomplished.
- Share content with and from the community and stay active in conversations.



Photo/Video Campaigns

- Encourage engagement by posting your organizations efforts and tagging certain individuals or hashtags!
 - Many individual people post campaigns focusing on a theme or goal to show many people's support and reasons why they are supporting a cause or goal.

Social Media Items



Sponsored Posts

A sponsored post is a piece of content used as an advertisement in any of the major social media networks to increase your brand exposure by targeting a specific audience.



Campaigns

A social media campaign is a marketing strategy in which you use different social media platforms to interact with your customers and prospects.



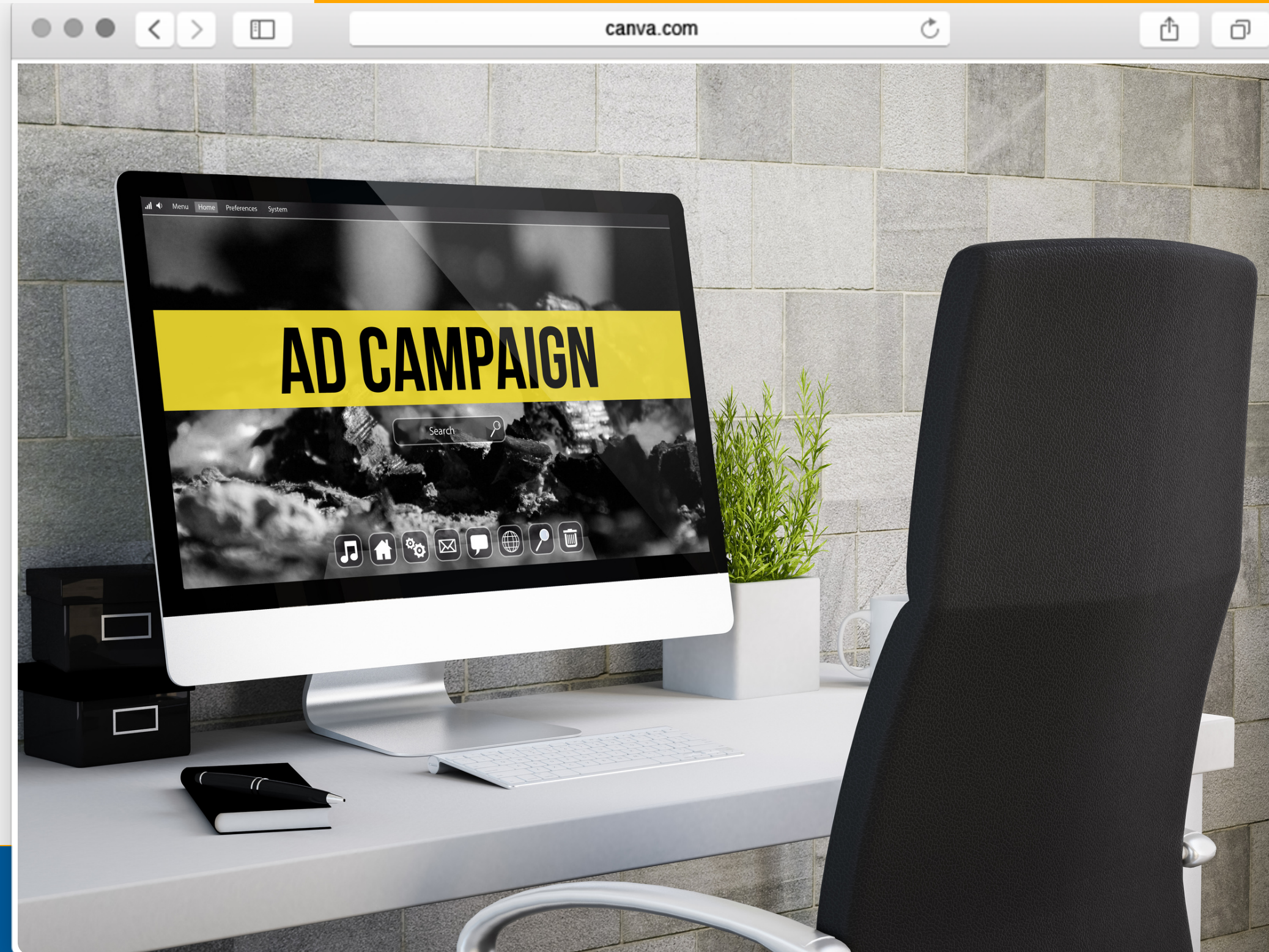
Copywriting

Social media copywriters craft the messages that companies use in their social media posts.

Campaigns

More about Social Media Campaigns

A social media campaign will feature specific outcomes that can be tracked and measured over a specific period of time (e.g., one month). It should be more concentrated and targeted than your “business as usual” social media content.

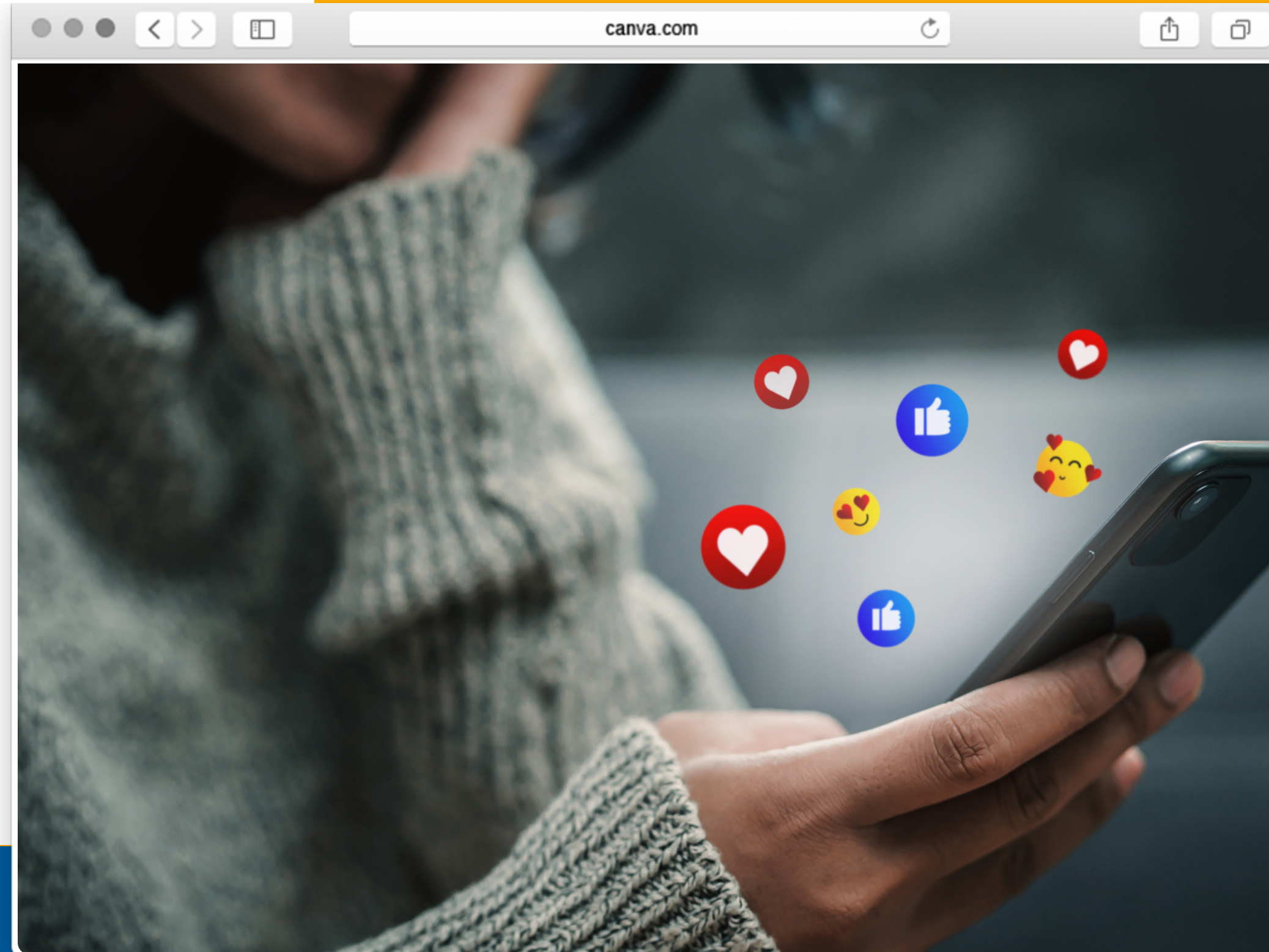


Sponsored Posts

More about Sponsored Posts

Sponsored posts look like native content on the social network, blending with organic content in the user's feed.

- **Promoted or boosted posts**
- **Paid sponsorships or paid partnerships**



More info

Tips for creating effective sponsored posts

1

Outline goals for clear direction on what you want to achieve.

2

Set a budget to spend wisely and maximize ROI.

3

Identify the metrics that will calculate your ROI.

4

Create quality content for your audience.

5

Decide if you're working with Influencers.

Social Media Copywriting



Convey your message!

Social media copywriters craft the messages that companies use in their social media posts.

Tips:

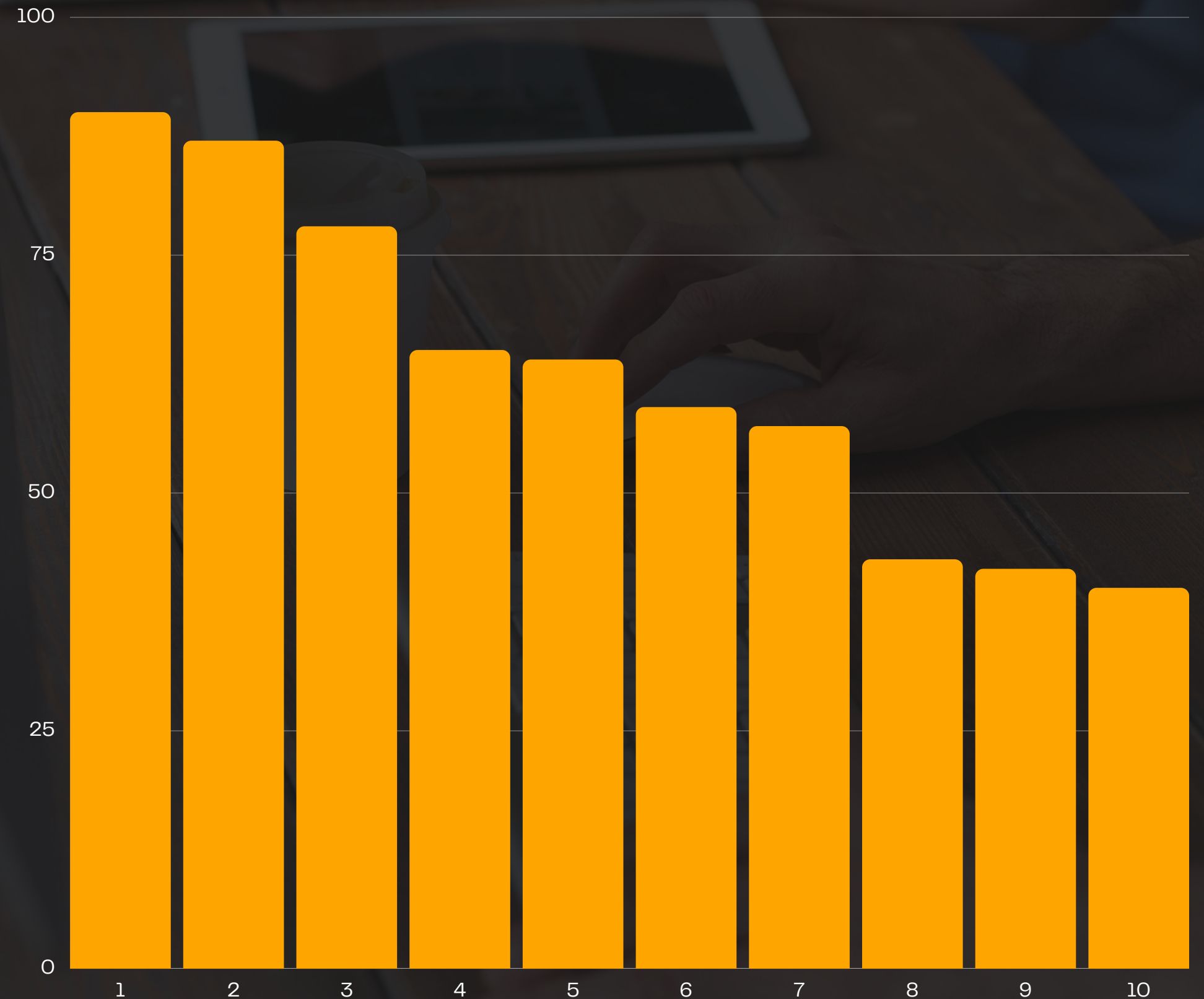
- Keep the main idea (or a compelling teaser) front and center.
- Ask open-ended questions your followers will enjoy answering.
- Evoke emotion in your copywriting (that fits your brand voice, of course).
- Use hashtags in your copy for a broader reach.
- Mix it up with engaging original, curated, and sales content.
- Stay conversational and approachable. It is social media, after all!
- Keep your brand voice consistent, regardless of what platform you're posting to.



Analytics

Performance Tracking & Reports

Tracking your social media's analytics is key to monitoring your growth and development. It can help you with following certain trends in posting activity through dates and times and can be easily used to evaluate for research purposes.



More info





What are the differences between social media platforms?

Let's dive into social media platforms!

Platforms like Facebook, Twitter, and LinkedIn are often called “networking” platforms because they allow user accounts to interact with each other in a variety of different ways.

Where brands start

Top Sites

Through social media, nonprofits can share information about organization's work or the usage of funds. It is an essential step to enhance the organization's credibility, and it helps to gain the trust of the donors, stakeholders, and supporters.



Facebook



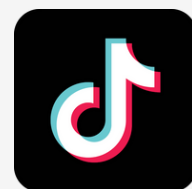
Instagram



Twitter



LinkedIn



TikTok





Basics of Facebook

Let's Talk About It!

Began as an online network of colleges/universities
– now it's open to everyone!

Stay connected with “friends” or “fans”

Share photos, videos, links, etc.

Facebook complements:

- Marketing/PR
- Event creation/management/
- recruitment
- Networking



You can showcase your organization and this can be anything from your organization's main cause to helpful events and fundraisers you have planned. The nonprofit Second Servings of Houston, for example, **uses its page to promote fundraisers and share helpful information on fighting food waste.**



Your Nonprofit Needs Twitter

Let's Talk About It!

Here are a few things Twitter will allow nonprofits to do:

- Reach new audiences in your sector.
- Keep up-to-date and contribute to the discussion of the latest news and events in your area of work
 - – Build relationships with experts and like-minded organizations in your field.

Twitter



Create a Conversation About Your Organization

- Uses status updates (like Facebook)
- Twitter complements: Sharing resources (photos, videos, documents, etc.) via links
- Share links to important resources
- Popular amongst “older” users Majority are over 35 Even Congress uses it!
- Microblog
- Monitoring "Conversations" using Twitter threads and Mentions/Replies
- Encouraged use of Hashtags, Keywords
- Having a Large Following Plays a key role in your exposure of content

Your Nonprofit Needs LinkedIn

How can your nonprofit benefit with LinkedIn?

- Announcements about new hires
- Features that highlight new and existing board members
- Free resources from your nonprofit resource hub (e.g., blog posts, reports, etc.)
- Community celebrations
- Photos or videos of event volunteers
- Updates about staff working on-site with beneficiaries
- Job postings for job seekers in the nonprofit space

Pro Tip:

Keep your eyes out for ways to capture and re-promote content from your supporters. It's a simple and effective strategy to fuel a content marketing engine that drives massive fundraising results.

LinkedIn



What can others do for your organization?

- LinkedIn for nonprofits can help you hire and develop talent, connect with potential donors, and spread the word about your mission to attract new supporters
- LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.
- LinkedIn offers multiple ways you can spend your budget across different types of paid ads, like message ads, text ads and dynamic ads.

Your Nonprofit Needs LinkedIn

How can your nonprofit benefit with LinkedIn?

- Nonprofits can use an Instagram business account to elevate a mission, advocate for support, build community, solicit donations, and show impact.
- Nonprofits can use Instagram to put a face behind their organization. This platform allows your followers to see the inner-happenings of your nonprofit in a visual way.

Pro Tip:

Keep your eyes out for ways to capture and re-promote content from your supporters. It's a simple and effective strategy to fuel a content marketing engine that drives massive fundraising results.

Instagram

Who is your organization?

Pros

Platforms like Instagram help with brand awareness. Approximately 60% of people say they've learned about products or services on Instagram.

- Pinterest and Instagram provide an outlet for showing off visual content or services shots.
- It evokes emotion and the impact of your organization
- Platforms like Instagram also allow you to experiment with visual or short video content
- Instant Engagement



Cons

- Upkeep on these platforms might require a photo budget or dedicated production time.
- Some platforms, like Instagram, require you to post from a mobile app.

Youtube

Show Your Journey

Pros

- Videos can be longer than on other social platforms.
- Has website linking capabilities.
- Platforms like Youtube often offer analytics.
- Youtube has search optimization features.

Cons

- Content might take more time and money to create.
- These platforms require more backend tasks like SEO.

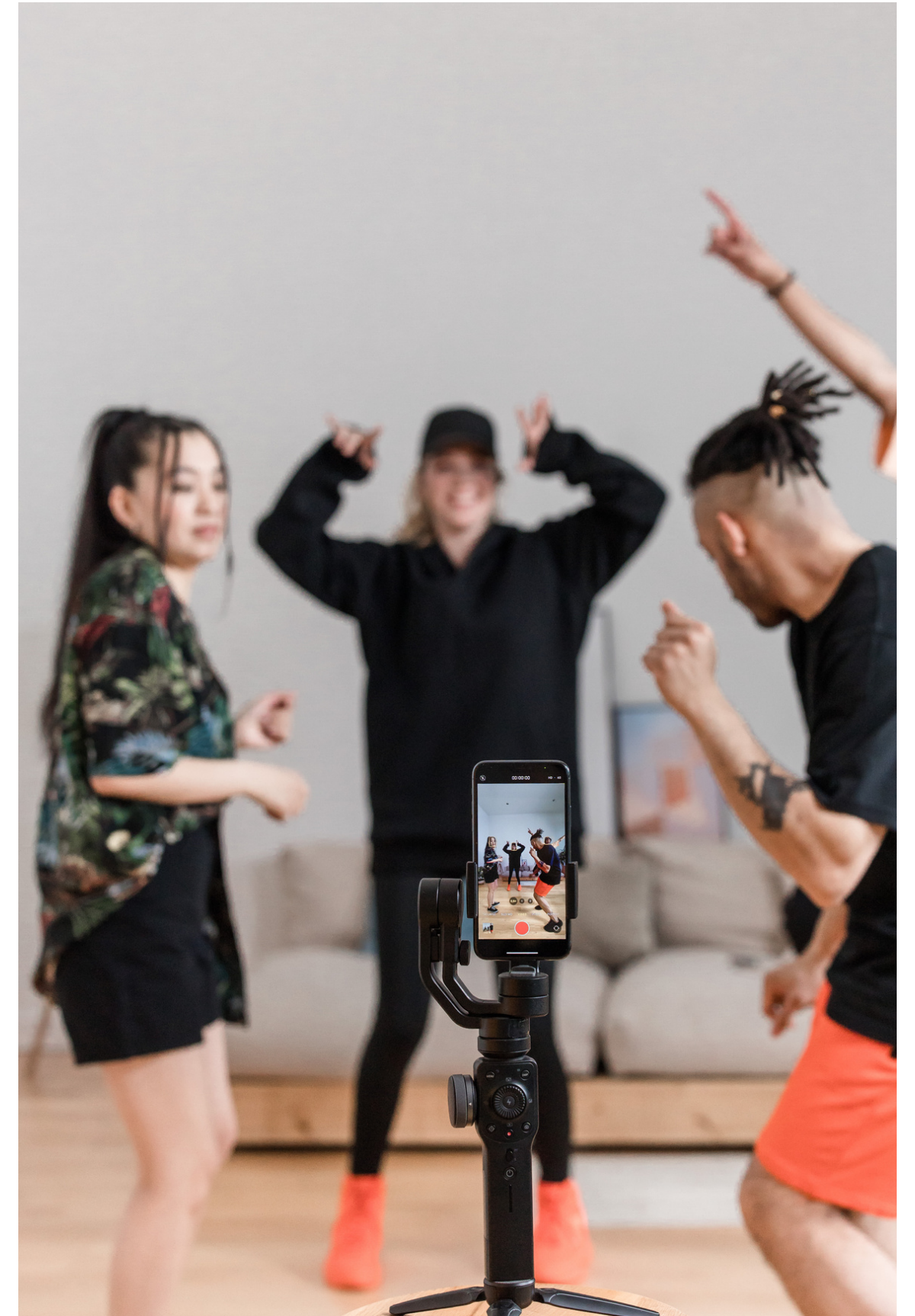


TikTok

Create a Sense of Community

As a nonprofit, you can use TikTok to raise awareness about the issue you're targeting and get more people to find you using trending sounds (memes, music or quotes).

- Short educational videos
- Tour of your premises
- Interviewing members or staff and interviewing your clients



Example of Nonprofit Use of TikTok

"Giving Tuesday"

Giving Tuesday's TikTok account features a variety of people in their videos—creating a sense of community. They also utilize a link landing page (Linktr.ee) to share multiple links in their bio. Similar to Instagram, TikTok doesn't allow for external links from individual posts.



Key takeaway: Use a link-in-bio landing page tool like Linktr.ee.



What can you use?

Different Content Tools for Your Platforms

Online scheduling tools such as **Hootsuite**, **Planable**, **UNUM**, **Buffer** and **more** can help you organize your social media ahead of time and create balance between your schedule.



5 Social Media Trends for Nonprofits in 2023 →

You have the freedom to choose your platform.

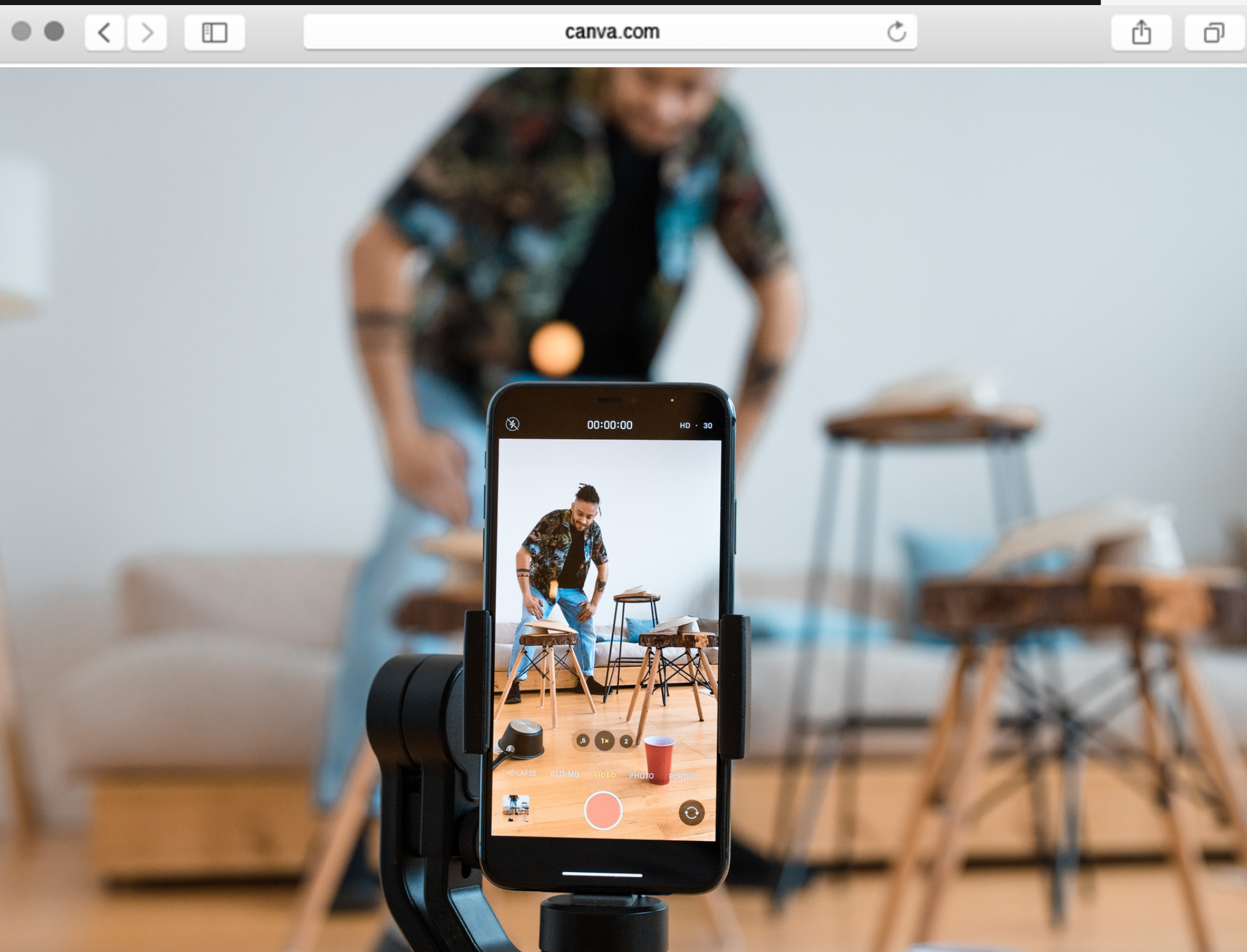
Videos play a strong part in providing more engagement on social media. People need visual asset and pay more attention to things that are short and quick to the point to get their attention. Adding storytelling is powerful to highlight your organization's mission and can be highly versatile to use across many social media channels. Video testimonials, event snippets and impactful stories can make a difference in creating a spotlight for your nonprofit organization's work.



TikTok

As a nonprofit, you can use TikTok to raise awareness about the issue you're targeting and get more people to find you using trending sounds (memes, music or quotes).

- **Short educational videos**
- **Tour of Your Premises**
- **Interviewing members or staff and interviewing your clients**



Instagram Reels

- Similar to TikTok has a different audience demographic.
- Instagram audience might be more receptive to statistics or calls for donations, as this group is likely to have access to more disposable income.



WhatsApp Communities



New Features

WhatsApp is introducing a new feature that will help to organize conversations and build robust communities through the app.

Examples of Using WhatsApp Communities

For example, if you run a meal service, you might have a WhatsApp group with your core staff, one with your volunteers, a separate one specifically for your cooking team or those responsible for sourcing ingredients. You may also use WhatsApp to communicate with clients. All of these chats can now be brought under a single umbrella.

Using it To Your Benefit

The Communities feature allows you to combine multiple WhatsApp groups under one larger umbrella, meaning that you can manage multiple facets of your work more easily.

Bigger is Better

WhatsApp has recently launched a new feature known as "Community" that allows users to add up to 50 WhatsApp groups together to form a community.

Twitter/Truth Social/ Mastodon (Twitter Alternative)



What is a TwitterStorm?

An online activity where different accounts use the same hashtag that talk about the same subject at the same time to create more awareness and boost the message your organization is trying project.

A Staple

Twitter has been a staple of social media platforms for years, with its word limit and diversity of users making it a great place for nonprofits to connect with others and promote their cause.

Using it To Your Benefit

The future of Twitter remains to be seen, but if your nonprofit uses it regularly, it may be worth creating an account on an alternative platform like Mastodon or Truth Social in order to avoid losing your audience in the event that Twitter becomes unviable.

Twitter Lists

Twitter lists give more people access to easily conversate with a targeted group on Twitter.



Thank You

We'd love to talk about all things marketing. Let us know if we can be of any help!

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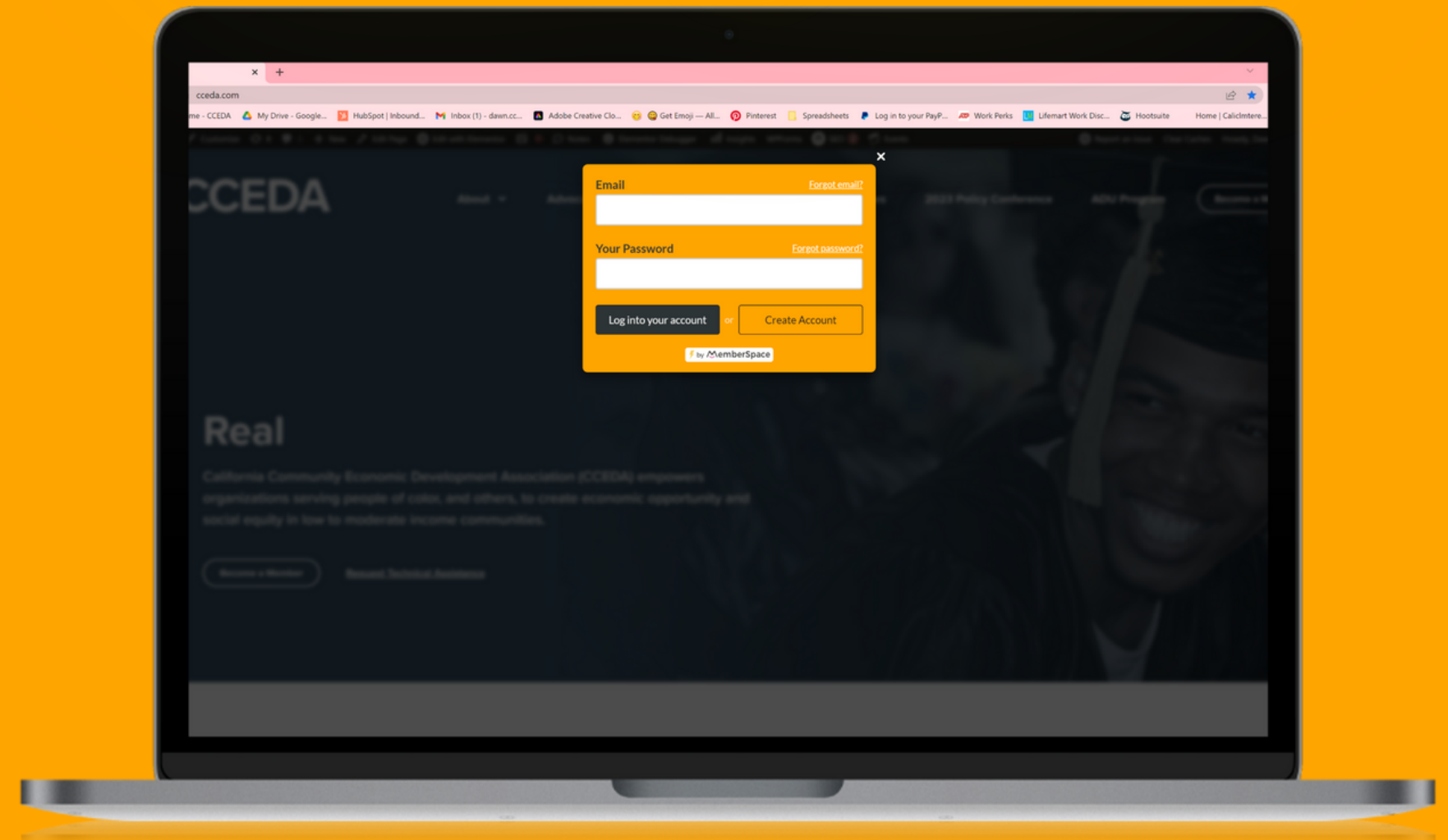
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