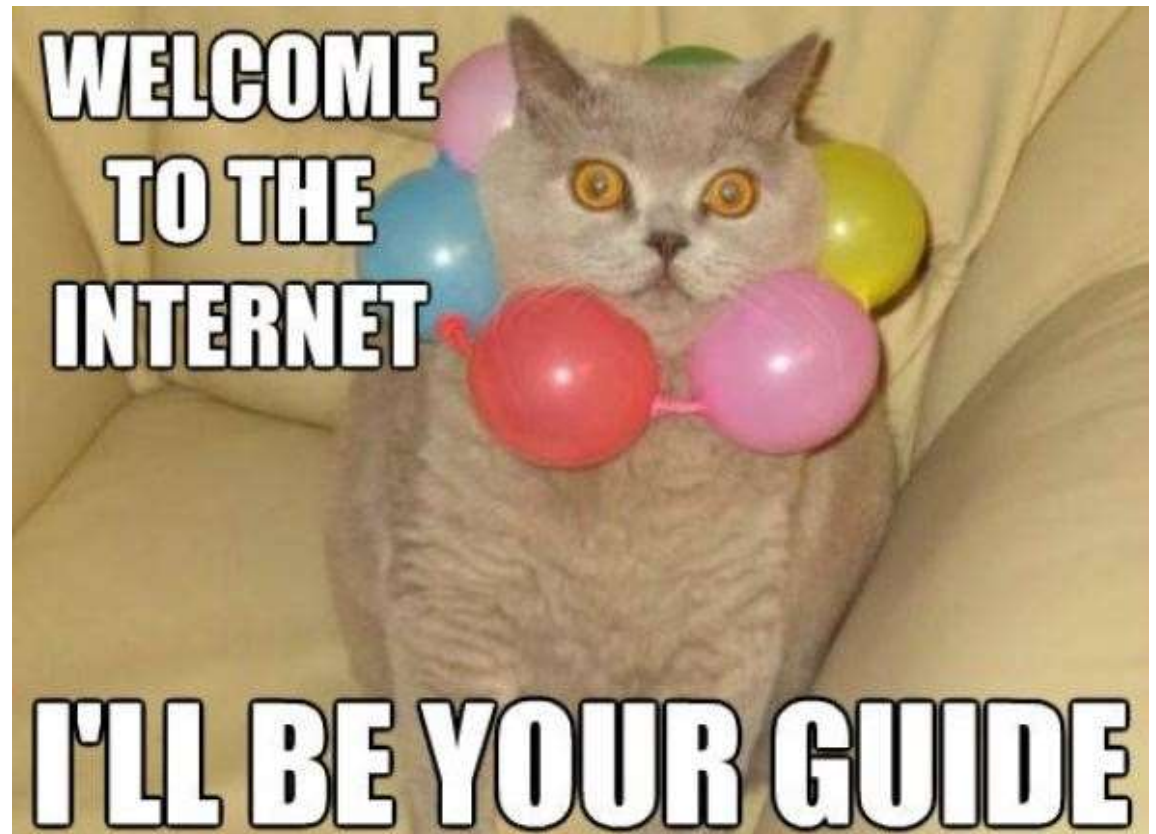


Not Just Cat Memes:

Making the Most of Social
Media with a Limited Budget



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Check your Mindset

- Social communication cannot be an afterthought.
 - Integrate social media into your regular activities.
 - If it's not on social media, did it happen?
- Almost everyone is on social media:
 - The people you serve
 - The donors you seek
 - Volunteers and potential volunteers
 - Media
 - General public
- Social media is like the new storefront window. Make the mannequin look good!



Planning

"Failure to plan is a plan to fail"
– It's too easy to give up if you
don't have a plan to help when
things are busy ...

Which is all the time.

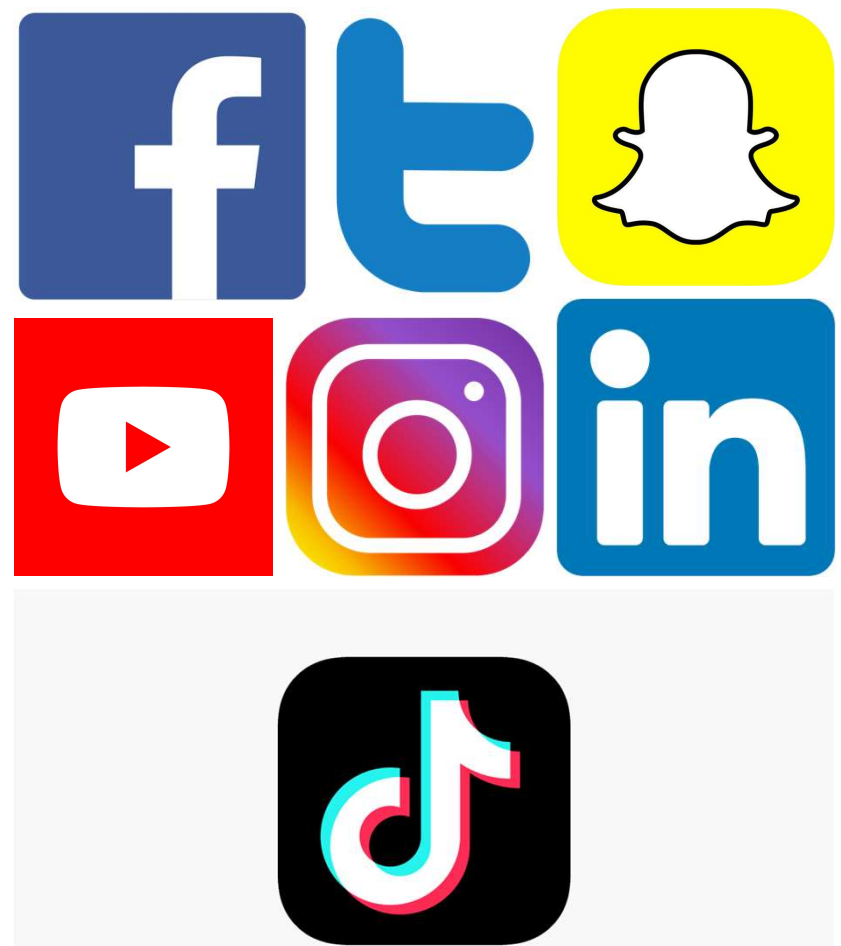
BRACE YOURSELF

PRE-PLANNING IS COMING

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Where will
you be?



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Content Calendar

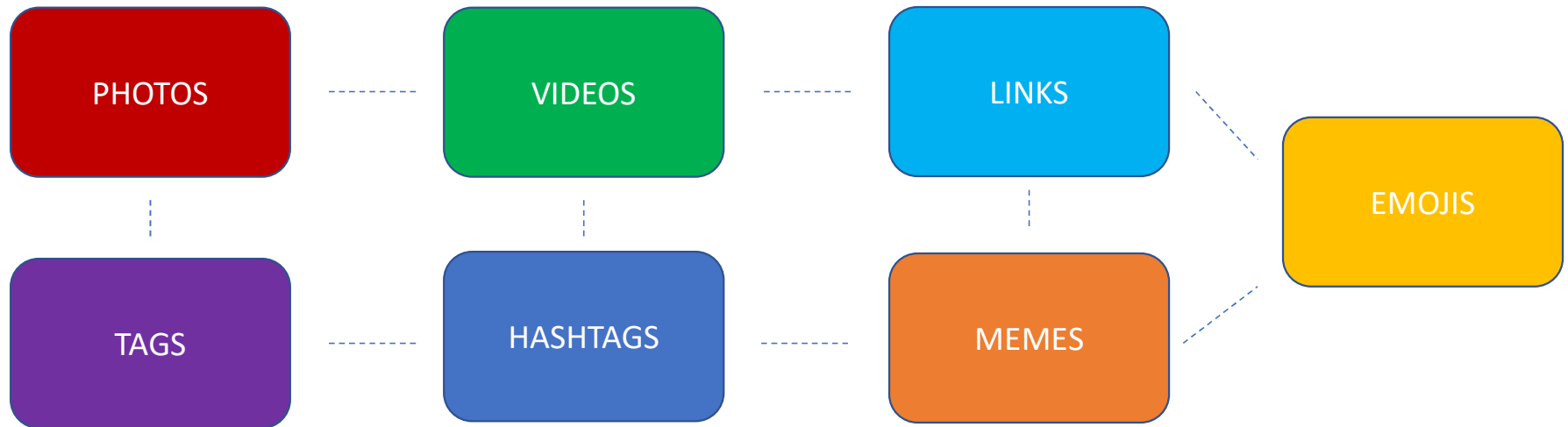
- What to add
 - Events
 - Meetings
 - Milestones
 - Opportunities to donate
 - Showcase services
 - Professional recognition days/months (ex: National Nurses Week)
 - Staff / board spotlights (intro new people, honor milestones, etc)
 - Appreciate those you serve
 - Repost media coverage

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Content Calendar

- What else to think about?

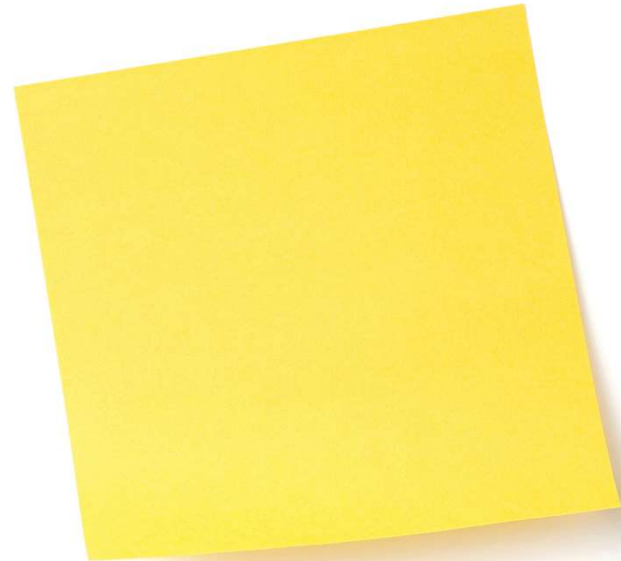


Content Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul
				World Wish Month			
1	Happy New year	GHD promo	Ways to give		World of Wishes		
2	2019 recap	Wish Wednesday					
3	Volunteer of the Month	Volunteer of the Month	Volunteer of the Month	Volunteer of the Month	Volunteer of the Month	Volunteer of the Month	Volunteer of the Month
4	ND Today appearance	Adopt-A-Wish		Wine & Wishes			
5	Sophie's Wish			Volunteer Appreciation			

Posting

- Directly in social platforms
- Hootsuite
- CoSchedule (local!)
- SproutSocial
- Post Planner
- Etc
- Etc
- Etc

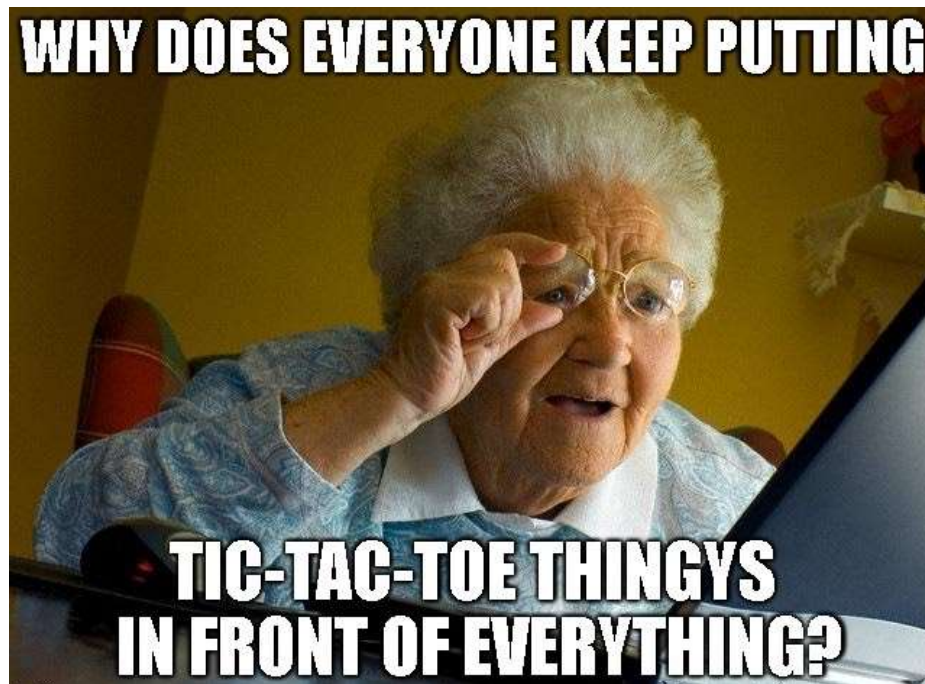


Expanding your reach

- Check the calendar
 - Hashtags
 - Pre-existing campaigns
- Tag! You're it.
- Use your community
- Let's get visual. Visual.
 - Canva
 - Etc.
- Wait, where are we going?




Using @tags & #hashtags



- Tag – A person's/organization's/account's profile
 - Use "@" to connect to a username/handle
 - This is the WHO
 - Example:
 - Instagram - @31.8project
 - Facebook - @31.8project
 - Twitter - @31_8project
- Hashtag – Identify a specific theme or topic
 - Use "#" create searchable word/phrase
 - This is the WHAT
 - What's trending?
 - What's *popular* in your industry?
 - What's *unique* to your campaign/event?
 - Example:
 - #EndHumanTrafficking #BeTheVoice #SpareTrafficking


Examples

**31:8 Project**
April 28 at 3:28 PM · 🌐

Welcome to our newest board member!

Josh grew up in North Dakota, where farming and ranching shaped his childhood. He earned his education at Bismarck State College and Dickinson State University. Josh is a Personal Banking Officer at BNC National Bank.

Josh's perspective and dedication to community will help 31:8 Project continue to grow. ❤️💛





Josh Ulmer

"I believe that by becoming a board member for this cause, it will allow me the opportunity to work with great people towards one common goal: eliminating human trafficking."

4,340
People Reached

1,565
Engagements

[Boost Post](#)

 Mary Lou Zimmerman, Sandy Hundley and 61 others · 16 Comments · 17 Shares

4340

People Reached

607

Reactions, Comments & Shares

486	1	43
 Like	 Wow	 Love
0	0	0
 Haha	 Sad	 Angry
61	17	
Comments	Shares	


958

Post Clicks

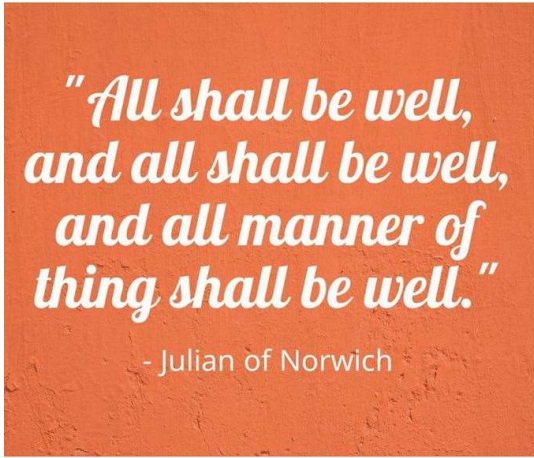
73	0	885
Photo Views	Link Clicks	Other Clicks

Negative Feedback

3	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		

**31:8 Project**
May 8 at 9:00 AM · 🌐

In times of stress or fear, what helps you stay optimistic?
#FridayInspiration



155
People Reached

2
Engagements







[Boost Post](#)

155

People Reached

2

Reactions, Comments & Shares

2	0	0
 Like	 Wow	 Love
0	0	0
 Haha	 Sad	 Angry
0	0	
Comments	Shares	

0

Post Clicks

0	0	0
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		

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Make-A-Wish North Dakota

Published by Tori Schrantz [?] · April 27 ·

Governor Burgum has proclaimed this Wednesday, April 29th, #WorldWishDay in North Dakota. If you swing by the capital you'll see 950 flags representing the over 950 wishes in granted across the state since 1985 🇺🇸

224

Like

100

Love

2

Haha

1

Wow

1

Comments

30

Shares

69

On Post

35

On Post

0

On Post

0

On Post

155

On Shares

65

On Shares

2

On Shares

1

On Shares

0

On Shares

283

Post Clicks

84

Photo Views

0

Link Clicks

199

Other Clicks

3

Hide Post

0

Report as Spam

0

Hide All Posts

0

Unlike Page

6,995

People Reached

641

Engagements

Boost Post

100

1 Comment 30 Shares

Like

Comment

Share

6,995

People Reached

358

Reactions, Comments & Shares

224

Like

100

Love

2

Haha

1

Wow

1

Comments

30

Shares

69

On Post

35

On Post

0

On Post

0

On Post

155

On Shares

65

On Shares

2

On Shares

1

On Shares

0

On Shares

283

Post Clicks

84

Photo Views

0

Link Clicks

199

Other Clicks

3

Hide Post

0

Report as Spam

0

Hide All Posts

0

Unlike Page

Reported stats may be delayed from what appears on posts

Make-A-Wish North Dakota

Published by Tori Schrantz [?] · May 5 at 8:00 PM ·

#WishesAreWaiting and you can help give hope for a better tomorrow. There is still time to transform lives this #GivingTuesdayNow! Donate now to help make every wish come true for kids like Naja. Give at <http://ow.ly/xF4350zwI73> 🌟

Now you can give her hope for tomorrow.

WISH KID NAJA

Give wish kids hope this #GivingTuesdayNow.

Make-A-Wish.

571

People Reached

1

Engagement

Boost Post

Chris Gauthier

571

People Reached

1

Engagement

Boost Post

Chris Gauthier

571

People Reached

1

Engagement

Boost Post

Chris Gauthier

Budget

- There isn't one answer.
 - What are you trying to achieve?
 - Does social media make sense for your goal?
 - What else are you doing besides social media?
- Use ad tools in the social platform to price check.
- Evaluate past ads to determine future expenses.
- Reserve funds for boosting opportunities as they present themselves.

Digging in Deeper

- Going "live"
- Videos
- Branding
- SEO
- Insights/Reach

