

SOCIAL MEDIA FOR NONPROFITS

How to make it happen without getting overwhelmed



HELLO!



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Getting started

An open notebook with a pencil resting on it. The notebook is open to two blank, cream-colored pages. A wooden pencil lies diagonally across the left page. The notebook is placed on a light-colored surface.

Tools & Resources

Define your Audience & Goals

Get creative

Measure for success



Tools & Resources

**CREATING
CONTENT**

**SOCIAL MEDIA
MANAGEMENT**

**CONTENT
CALENDAR**

CREATING CONTENT

- From Adobe creative suite to Canva, find the tools that work best for you and your organization's capacity.

Pro tip: Ask about non profit discounts and see how far a free license can get you.





CREATING CONTENT

- Stock photos and videos are nice - photos and videos that reflect your services are much better!



CREATING CONTENT

- Use tools like Grammarly to help you with your copy.

If you want to get fancy with your copywriting, check out AI writing tools like ChatGPT.

A vertical image on the left side of the slide shows three light bulbs on a reflective surface. The middle bulb is a compact fluorescent bulb (CFL) and is glowing brightly, casting a strong yellow light. The two standard incandescent bulbs on either side are unlit. The background is a warm, golden-brown gradient.

REMEMBER

- Keep it simple
- Take advantage of open-source content and free resources
- There is always something new to learn



SOCIAL MEDIA MANAGEMENT

- Use a social media management platform to schedule, publish, and manage your content and ad campaigns across social networks.
 - Buffer: Best on a Budget
 - Hootsuite: Best for Many Platforms
 - Sprout Social: Best for Analytics

Pro tip: all of these companies have great free learning tools and blog posts where you can find lots of useful resources.

Select a profile to post ✨



DOING GREAT

Score breakdown

Followers ⓘ 28

Engagement ⓘ 14

Posting ⓘ 25

Your Social Score

Updated today

[Learn more](#) ↗

🔥 Doing great

Your social media presence is steady and growing - keep up the great work. You're among the highest performing businesses on social media!

Personalized recommendations to level up your social presence



Expand your audience on TikTok

With one billion people on TikTok, you can increase your reach on the fastest-growing social network.

[Get followers on TikTok](#)



Schedule Instagram Reels

Reels are now the fastest-growing feature on Instagram. Create, plan, and schedule Reels to keep your social media content calendar on track.

[Learn about Reels](#)

🏆 Your top performing posts

From the last 30 days



[Regina Open Door Society Inc.](#)

Do you have questions about settle...

❤️ 46



[Regina Open Door Society Inc.](#)

Unleash the leader in you! This ...

❤️ 45



[Regina Open Door Society Inc.](#)

Upcoming Employment Readiness ...

❤️ 29

[View more details](#)

Social accounts | Post status | Today | Jan 2023 | Settings

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1  1	2	3  2  2  2	4  2  2  1	5  1  1  1	6  1  1  1	7
8	9  1  1	10	11  1  1  1	12  1  1	13	14
15	16  1  1  1	17  1  1  1	18  2  2  1	19  1  1  1	20  1  1  1	21
22  2  1  2	23  1  1	24  1  1  1	25  2  1  1	26  1	27	28
29	30	31  2	1  2	2	3  2	4

SOCIAL MEDIA MANAGEMENT

- If you only manage one or two social media platforms, you can use their built-in content management tools.

For example, you can manage both, Instagram and Facebook with Facebook Business Manager



SOCIAL MEDIA MANAGEMENT



- Set up a process that reflects your capacity.



CONTENT CALENDAR

- Your content calendar should include
 - Social media networks and accounts.
 - Date and time.
 - Social copy including hashtags and links.
 - Media (GIFs, images, video, etc.)
 - Approval steps.
 - Space for collaboration and feedback notes.



WHAT TO POST? 3P'S

- People
- Passions
- Projects

Pro tip: Don't overthink!

What does this all look like



PLAN YOUR CONTENT

Being pro-active vs reactive



GET CREATIVE - THIS IS THE FUN PART!

Photos, graphics, videos.



WRITING EFFECTIVE COPY

remember your key messages and your audience.



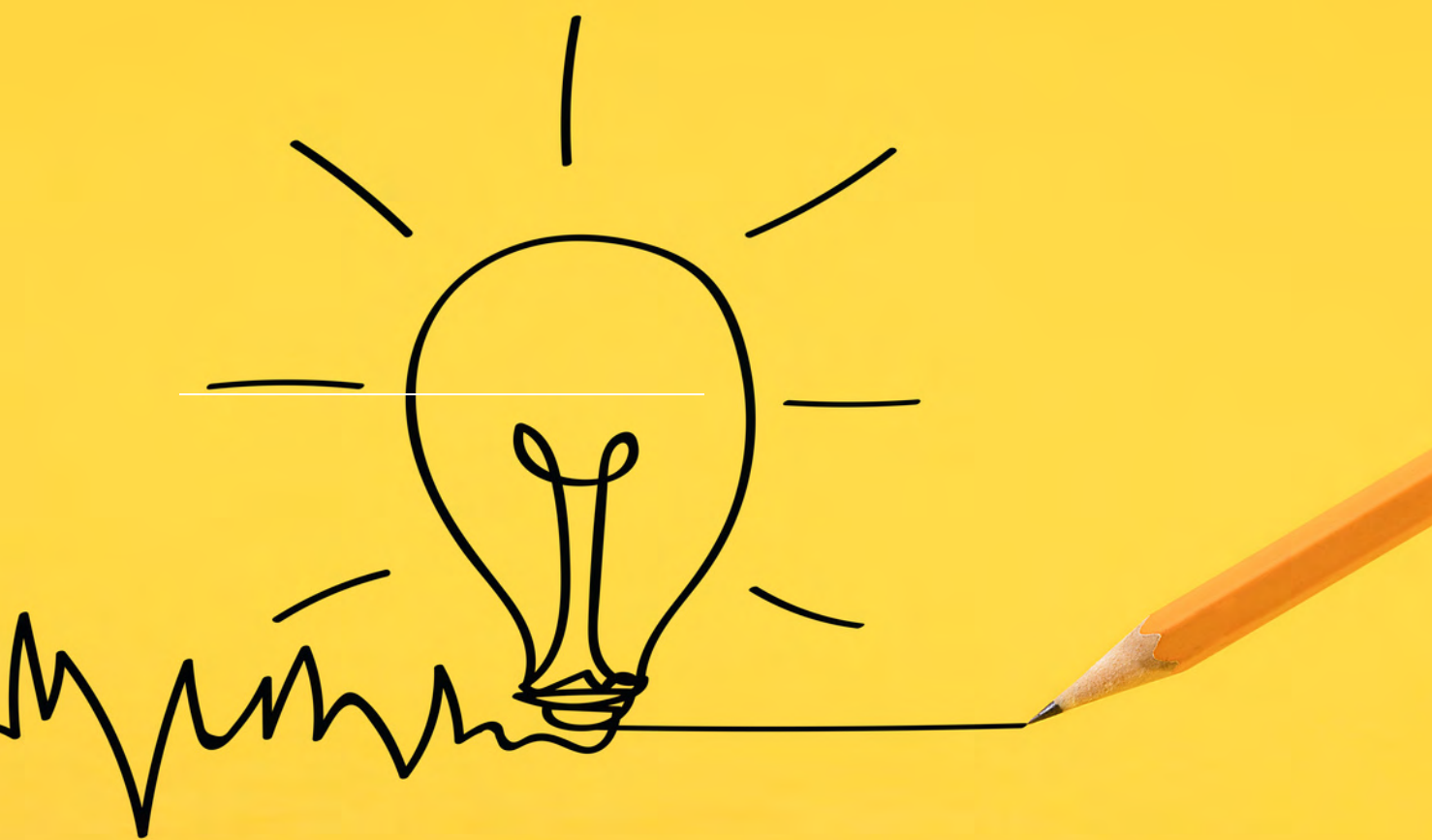
SCHEDULE YOUR CONTENT

How does this compare to your plan?



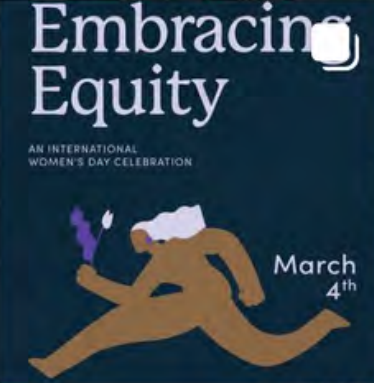
KEEP THE ENGAGEMENT GOING

Interact with your audience!



GET CREATIVE - KEEP THIS IN MIND

- Size content to fit the platform
- If it can go on the caption, don't put it on the graphic
- Would you interact with this content?







Thank You!
Northview
Thank you to the Regina Northview Apartments division. Who, when asked where they would like to send this year's cooperate donation, choose Carmichael!



WE'RE HIRING
FINANCE ADMINISTRATOR
PART-TIME, PERMANENT POSITION
We are looking for a Finance Administrator to support our organization's day-to-day accounting procedures.
REQUIREMENTS
Strong analytical skills
Being computer literate and organizational skills
2 year previous experience as a Financial Assistant or similar role
Bookkeeping certificate or similar qualification



Welcome to the Regina Anti-Poverty Ministry
The Existence Of Poverty Is Shameful!
To Be Poor Is Not!
CARMICHAEL OUTREACH
All Nations Hope Network
North Central Family Centre



WE WISH YOU A HAPPY NEW YEAR
WE WILL BE CLOSED
JAN 1ST & 2ND
2023

WE'RE HIRING
HAMPER & HOUSING ASSISTANT
PART-TIME, TERM POSITION
Provide support in the housing & support team in the reduction and prevention of homelessness in the community through the successful delivery of the Employer's Housing Program.
REQUIREMENTS
Valid Saskatchewan Driver's License is required for this position
Ability to lift items of at least 45 lbs
High school diploma or equivalent. Diploma from a college school will be an advantage
Please see Jobzilla.ca for full job description and how to apply!

WINTER 50/50
IN SUPPORT OF CARMICHAEL OUTREACH
CARMICHAEL OUTREACH
<https://irellis.org/carmichael5050>



CHRISTMAS FOR CARMICHAEL
3 COURSE MEAL AND LIVE MUSIC
For the benefit of Carmichael Outreach
The Cure Dec. 8th 6pm
Menu: Soup, Lentil Shepherd's Pie, "The" (Thanksgiving), Apple Bannan!

Happy Holidays



**DEFINE YOUR
AUDIENCE**

**SET YOUR
GOALS**

Before you start:



DEFINE YOUR AUDIENCE

Primary

- Beneficiaries/ recipients of the organization's services/programs
- Potential volunteers
- Prospective donors

Secondary

- Conduits to your ideal donor
- Friends of your primary audience



SET YOUR GOALS

Followers, Engagement Per Post, Profile Visits

Example:

By April 30th, 500 followers on Instagram, >20 likes per post, 10 profile visits.

100 Facebook followers, >5 likes per post, 20 clicks to my website.

100 TikTok Followers, 500 Likes, 20 videos posted

What are real-world outcomes that matter to your organization?



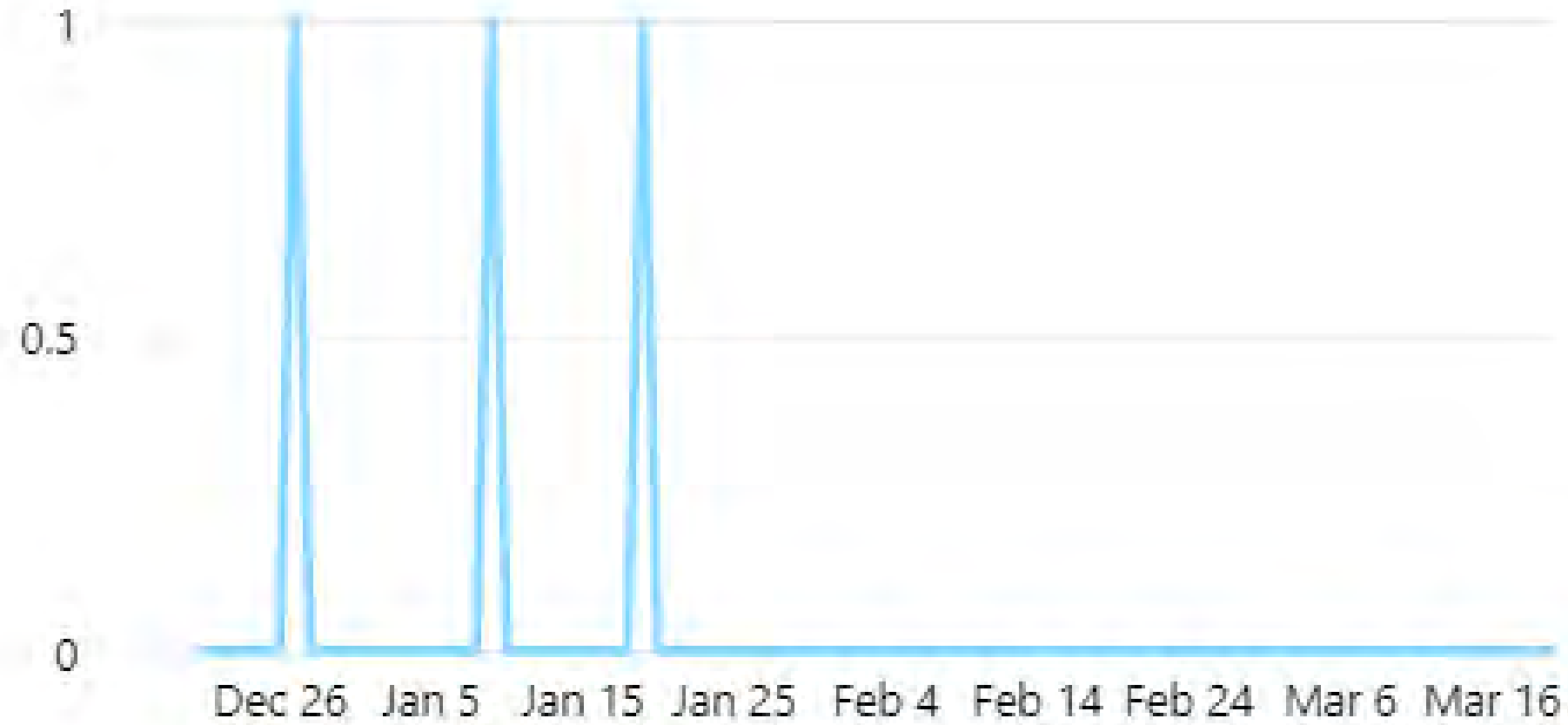
Measure for success - What are the **numbers telling you? Strategy Adjustment**

New likes and follows

Export

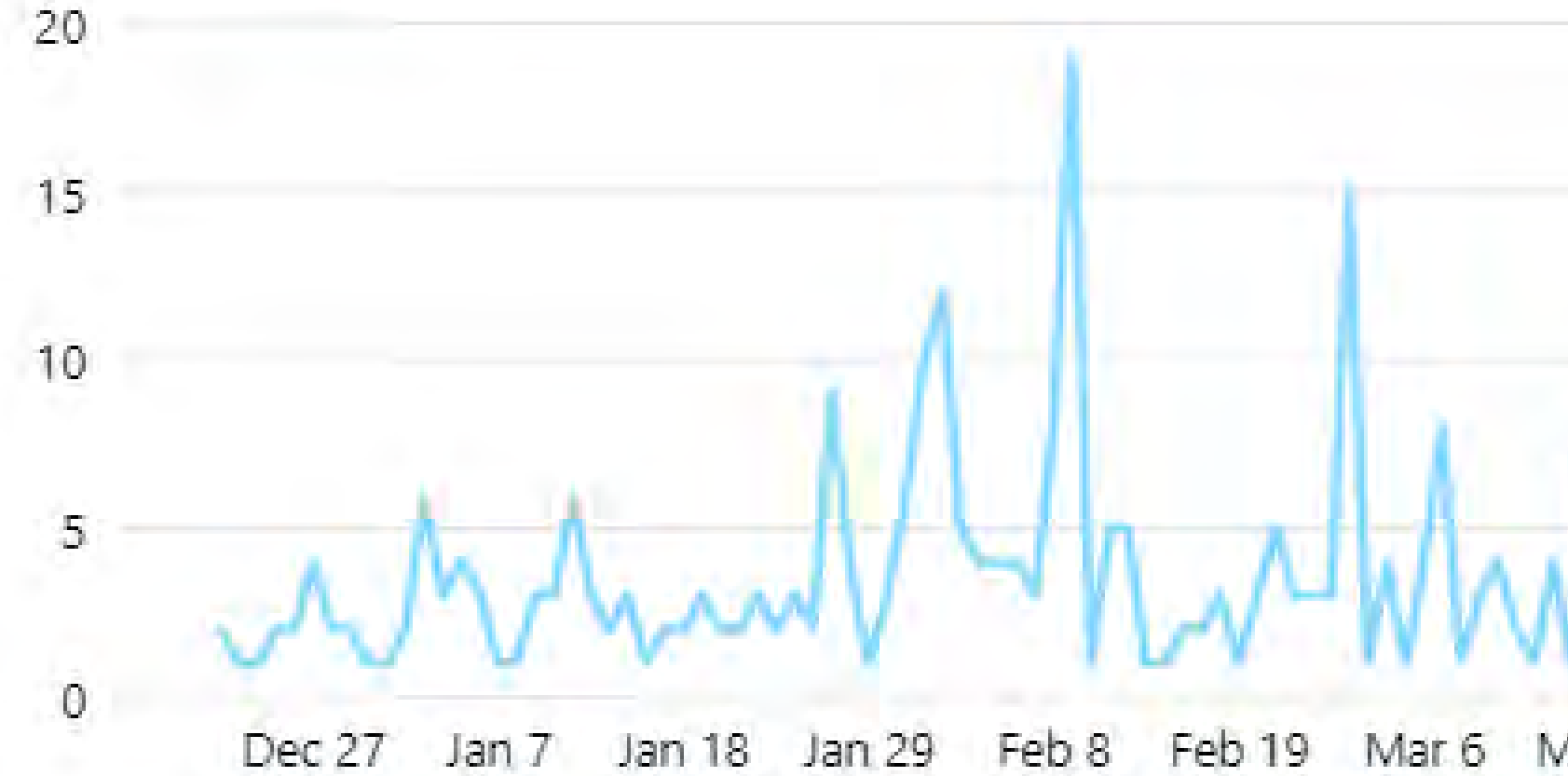
Facebook Page new likes ⓘ

3.0%



New Instagram followers ⓘ

280 ↑ 112.1%



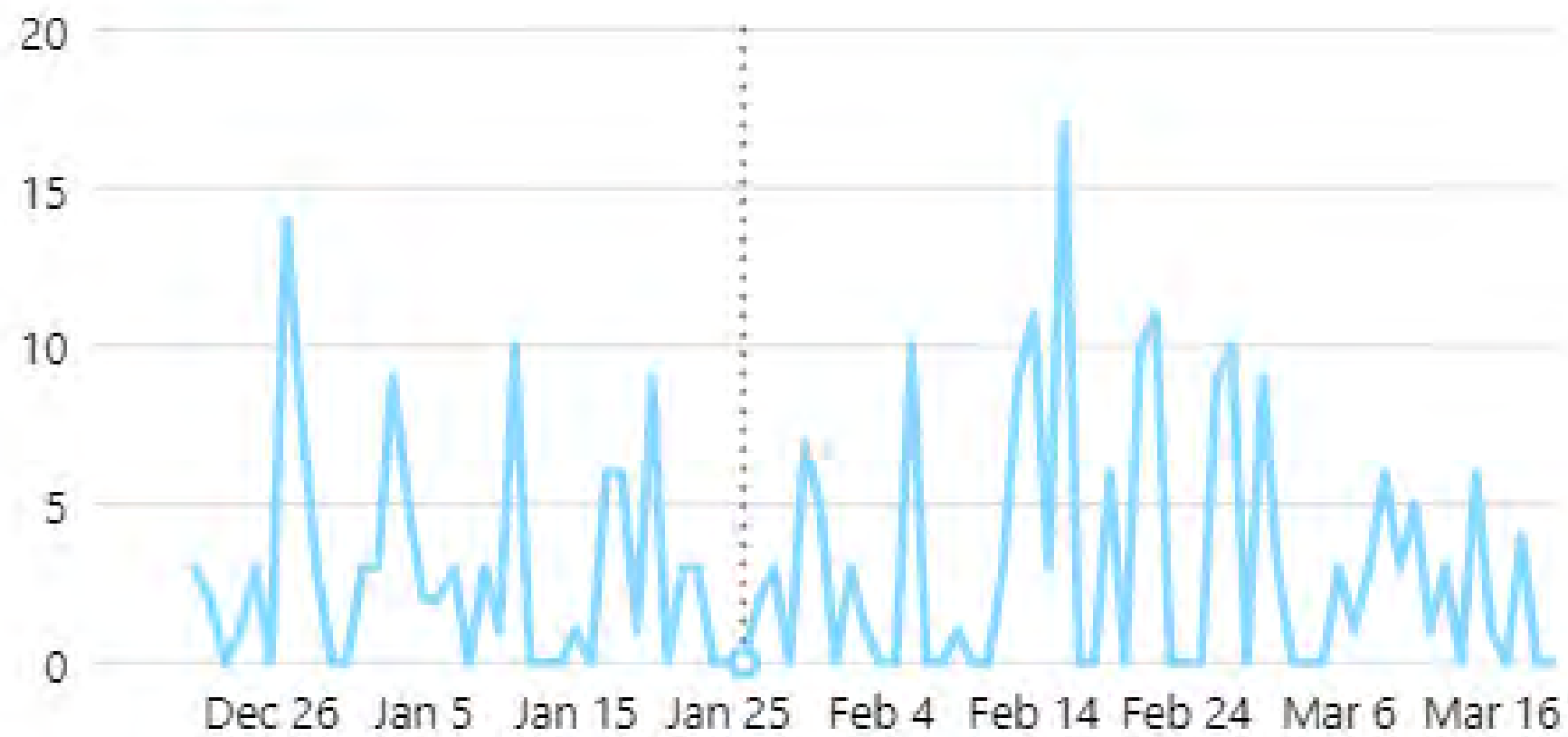
Likes & Follows

Page and profile visits

Export

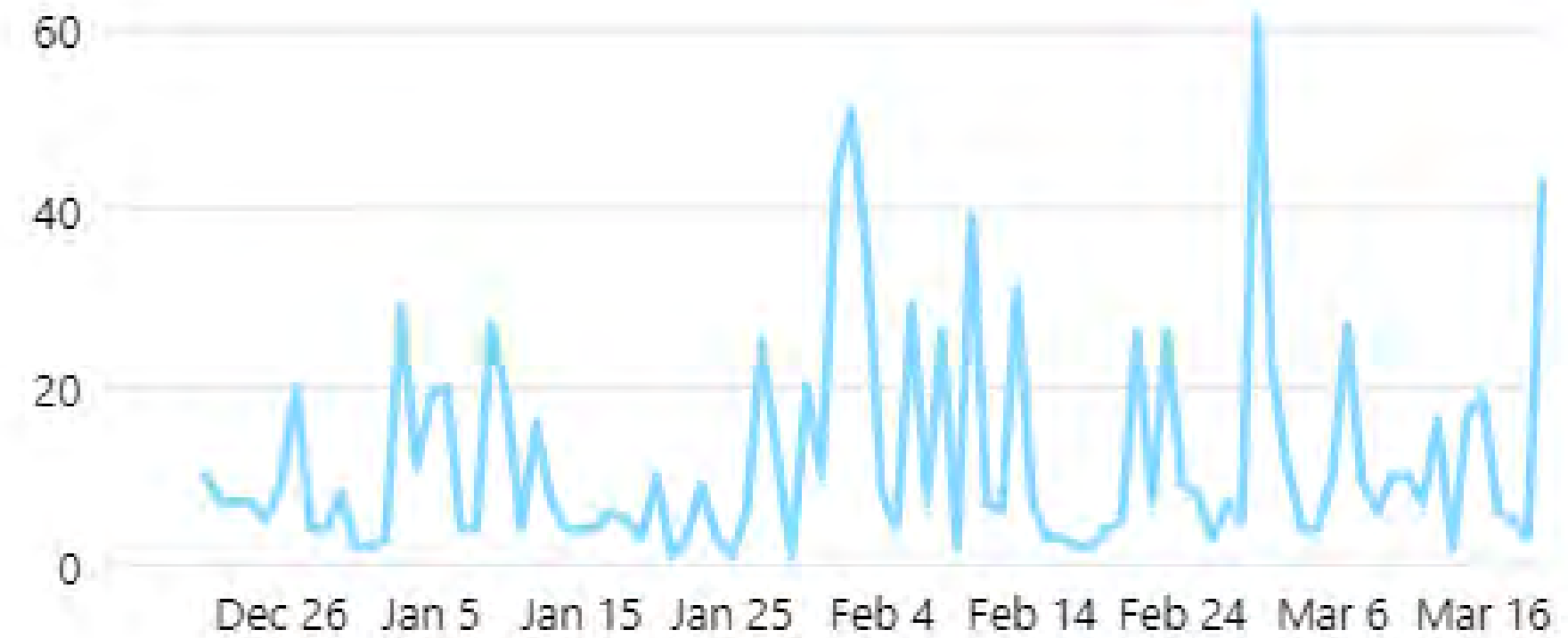
Facebook Page visits ⓘ

273 ↑ 5.8%



Instagram profile visits ⓘ

1,074 ↑ 169.2%



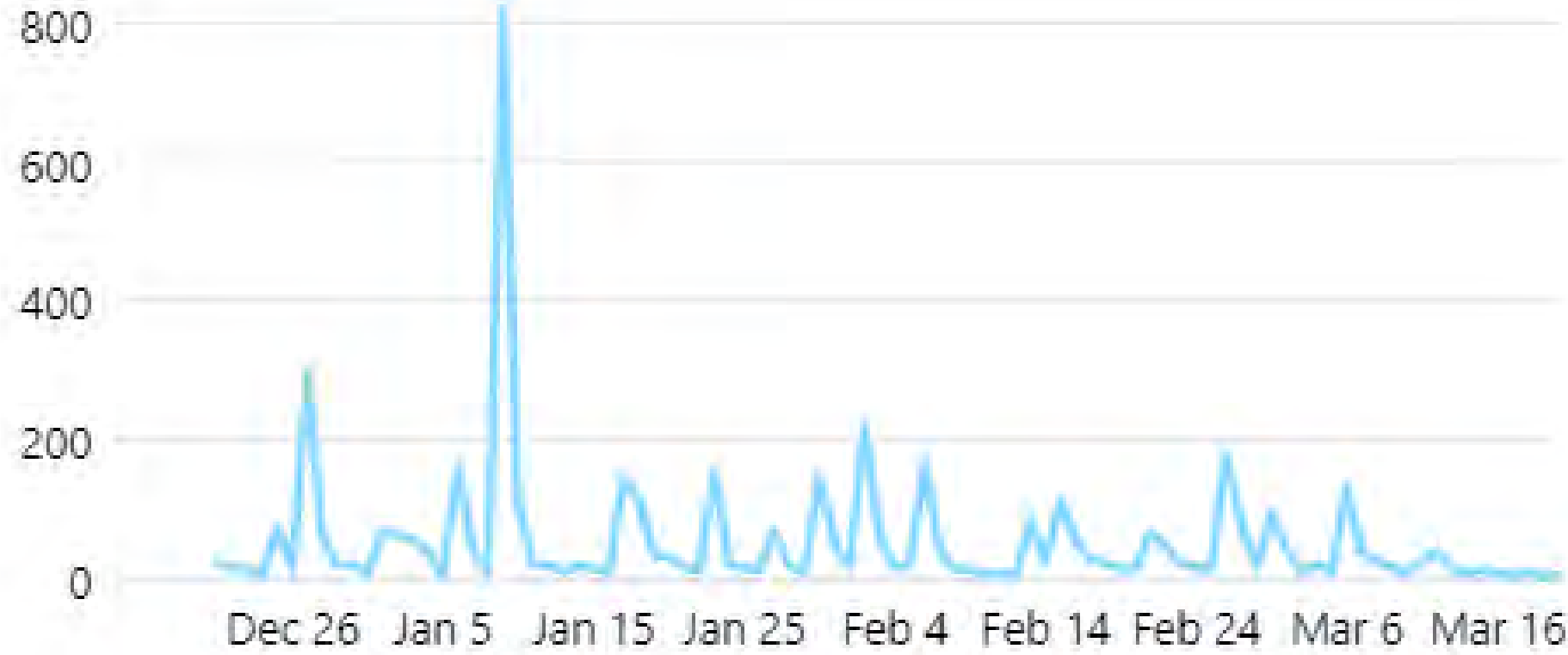
Page & Profile Visits

Reach

Export

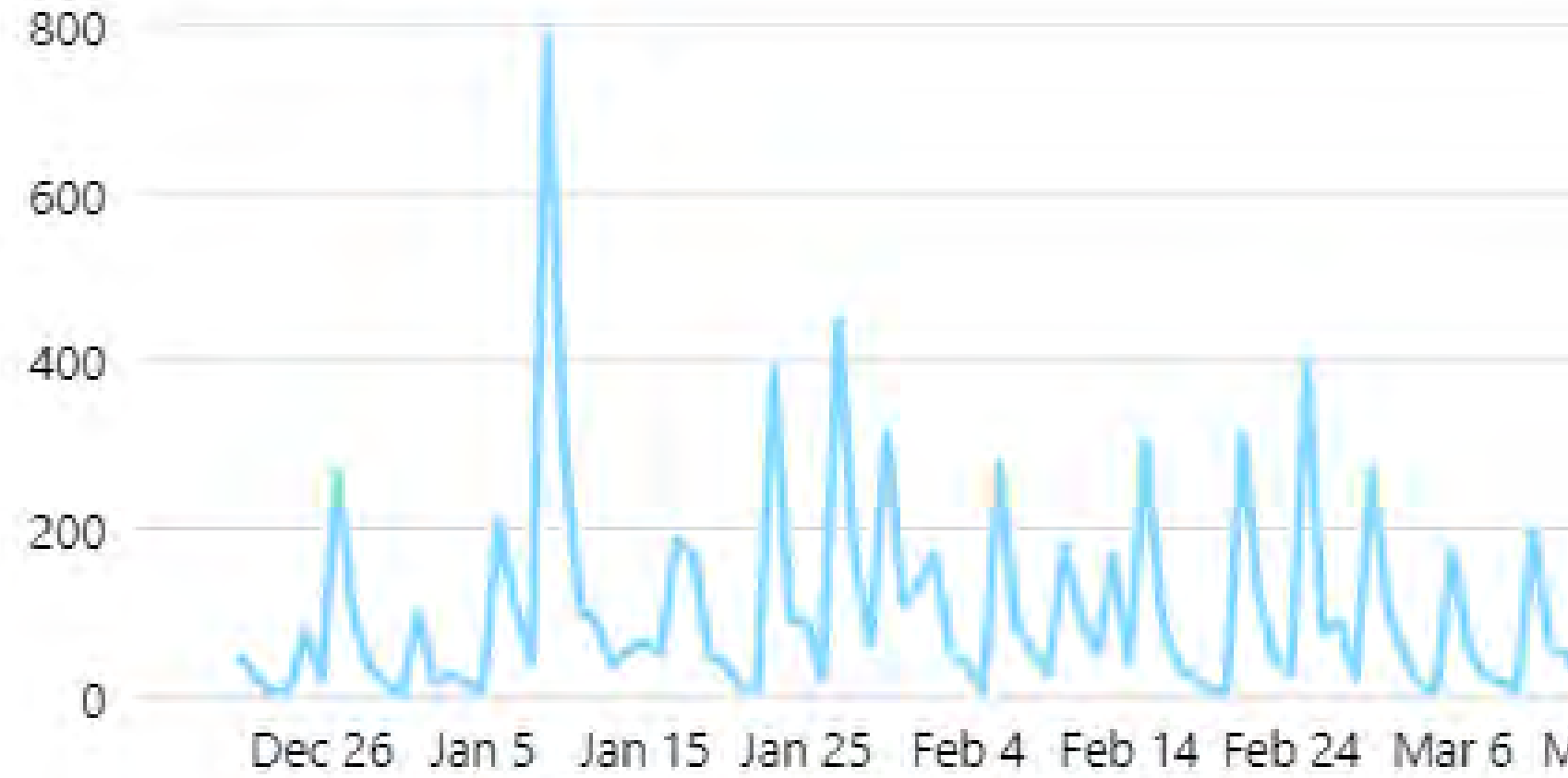
Facebook Page reach ⓘ

2,090 ↓ 56.1%



Instagram reach ⓘ

2,464 ↑ 62.3%



Reach



Insights



Last 30 Days ▾

Feb 19 - Mar 20

Overview

You gained 8 more followers compared to Jan 20 - Feb 18.

Accounts reached	1,664	>
	-18.5%	
Accounts engaged	103	>
	-54.3%	
Total followers	3,944	>
	+0.2%	

Content You Shared

[See all](#)



Posts

1 >





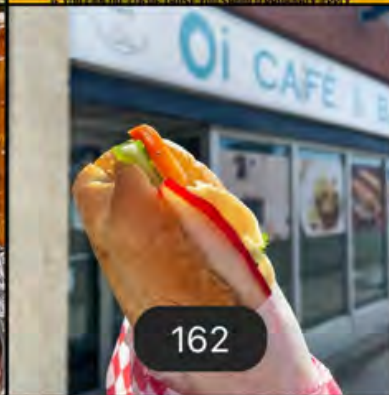
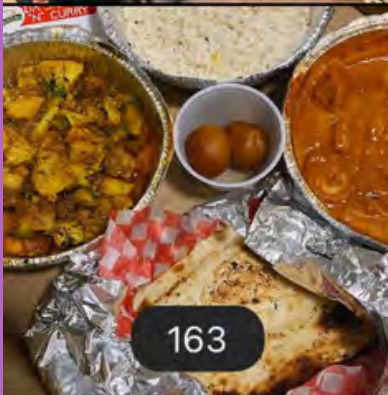
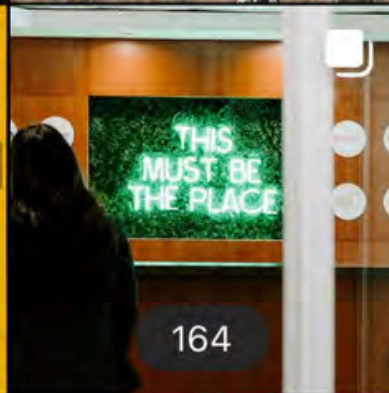
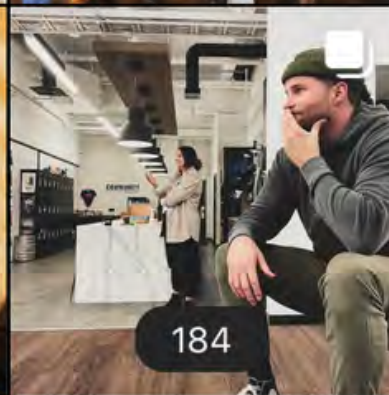
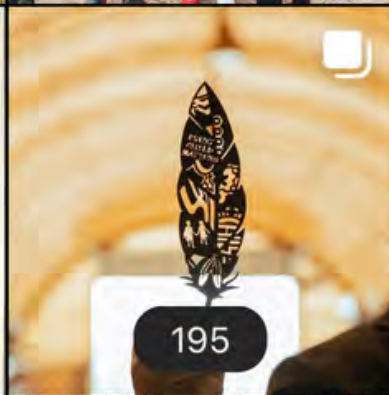
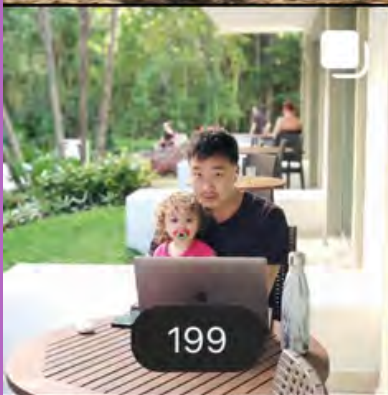
Content

Posts

Last 2 Years



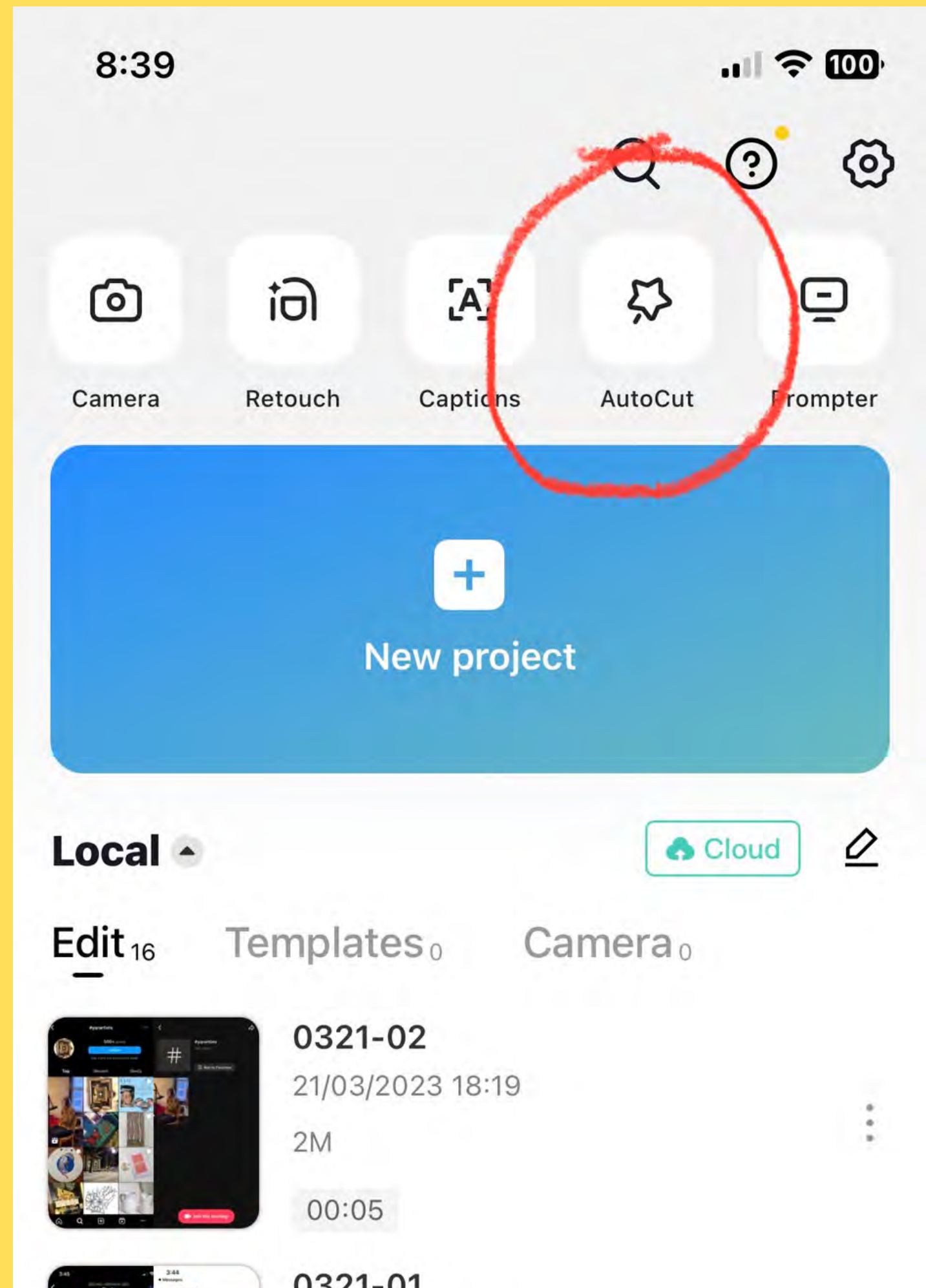
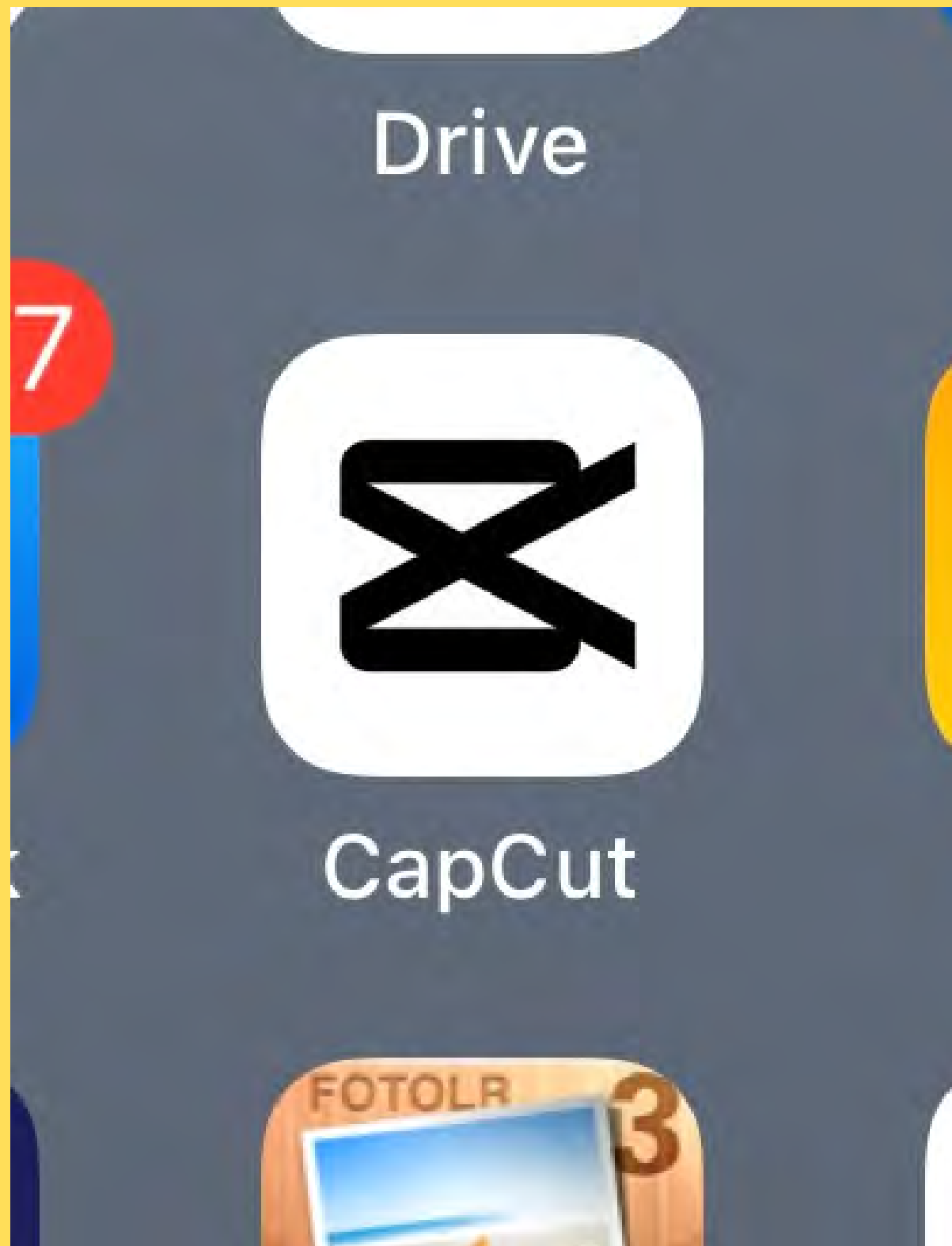
Likes

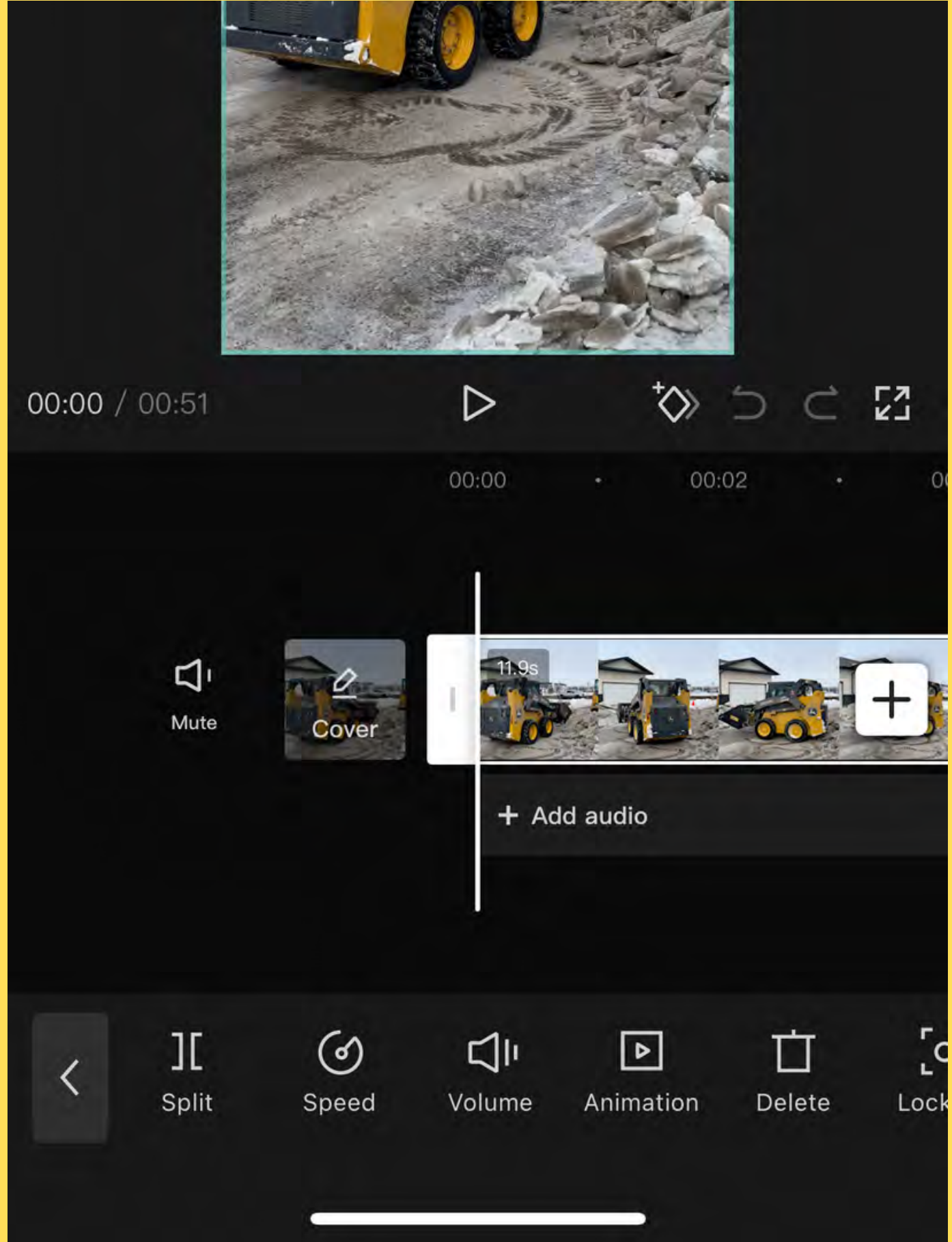
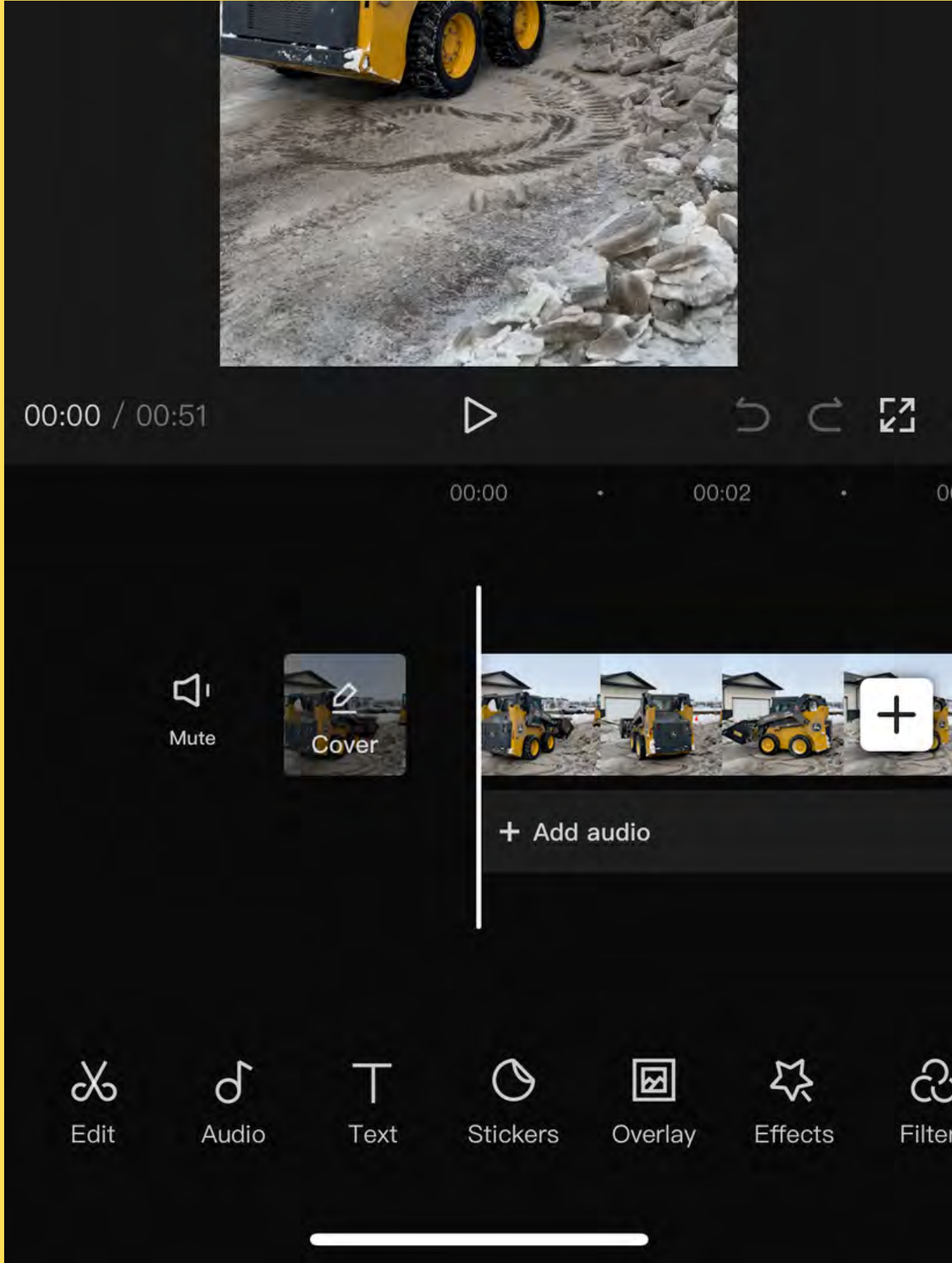




Your Questions

1. Most video editors I am finding have a fee (other than Canva). Are there other programs you can suggest or tips you have for creating reels and short videos easily?







Your Questions

2. What is the best way to locate a different company to host a non-profit website and keep it up to date?



Your Questions

3. How often must you post to social media to be considered "active"?



Your Questions

4. With platforms changing how they operate, what is the best social media strategy...1-2 platforms? none?



Your Questions

4. My question is regarding Twitter since I know that they have dissolved the HR/diversity department so that people with disabilities are no longer accommodated to even make a complaint. Which social media do you think is the best for addressing accessibility issues?



Your Questions

6. Thoughts on negative comments; should they be hidden? Replied to? Ignored?



Your Questions

7. My biggest question regarding social media for nonprofits is a few tips for effectively handling rude comments to posts related to your organization's specific work, or larger mission. Ex. Working to help newcomers settle in the community, and comments that question efforts to raise funds or request donations when other non-newcomers are struggling, too. Or just outright rude comments that aren't asking but stating they oppose the work your organization does. What works best for deescalating? Is it worth engaging and giving reasons? Responding publicly in comments or moving to DMs?



Your Questions

8. How important is it to make regular social media posts? Should we be trying to post weekly??



Your Questions

9. I'm curious to know the demographics for different social media platforms, and in particular ones that are used by older adults - 40-49, 50-59 and 60+.