

SOCIAL MEDIA

A Non-Profit's
Playbook & Toolkit

Powered by  AlterEgo
MARKETING

SICF
SOUTHERN ILLINOIS COMMUNITY FOUNDATION

WHAT'S INCLUDED

In Your Social Media Playbook

01

Tips & Tricks

Learn the in's & out's of social media and what works best across each platform.

02

Content Calendar

Plan all your social media posts with your GiveSI Content Calendar.

03

Social Media Worksheets

Easy to follow guides to help you lay out your brand and social media strategy.

04

Templates & Examples

Sample social media posts and template guidelines to make promoting your non-profit easier.

**templates will be sent separately*

Join our **Day of Giving.**

GiveSI is a 30 hour community day of giving that encourages non-profits to work together.

GiveSI encourages giving to improve the communities of Southern Illinois.

JOIN US ON

NOVEMBER 29TH, 2022

FOR OUR DAY OF GIVING

Let us help you Grow.

We represent funds all across Southern Illinois with a variety of different missions, goals, and dreams. The Southern Illinois Community Foundation and GiveSI engages the people of our region in building a tradition of philanthropy. We are committed to creating an opportunity for donors to participate in local community development efforts to address the changing needs of our community through charitable giving.





SOCIAL MEDIA:

How to use Social Media to
Grow your Non-Profit

SOCIAL MEDIA 101

Every post you create should meet a certain criteria. Whenever you schedule your posts, you should think about the topic, the tone of voice, the content, your audience and the goal of the post.

At first glance, it seems like a lot to think about, but it's really quite simple once you start mapping out your posts.

WHEN TO POST

The guidelines on how often to post vary but we recommend focusing on a minimum of 3-5 scheduled posts per week.

WHAT TO POST

The content of your post should pertain to one of the 5 Pillars of Content. (Ideally one pillar a day for 5 days)

OVERALL TONE

Overall tone should follow the Do's and Dont's of your non-profit and organization.

AUDIENCE

Imagine your ideal prospect as specifically as you can and talk directly to them.

GOALS

Focus on your long term goals of building community and engagement.



FACEBOOK

Facebook is a great way to post an image along with text. Sharing posts is also encouraged through FB.

Image sizes: 940x788 px

Keep Videos to 15s or less, 60s can work when creative content is required to tell a story.

All images and content should reflect the Social Media 101 criteria.



TWITTER

Twitter is a text-based social media app. You can use Twitter to share your thoughts about current events or to promote an event or people.

All content should carefully follow the Social Media 101 criteria.

Like Instagram, Twitter is also a great way to interact live when you're at an event that you wish to share with your followers!



INSTAGRAM

Instagram is primarily imagery, compared to Facebook and Twitter.

Image Sizes: 1080x1080 px, or 1080x1350 px.

Posting videos to your IG story is highly encouraged. This provides a personal feel to your content.

GO LIVE! - Sharing your experiences at events or just wanting to connect with your audience is very important.



TIK TOK

TikTok is the leading destination for short-form mobile video.

Video Size: 1080x1920 px

Unlike other platforms, TikTok contains only video content. Keep videos short and snappy to engage your viewers. Don't be afraid to jump on current trends.

All content should carefully follow the Social Media 101 criteria.



Facebook Statistics

- 70% of U.S. adults use Facebook
- It's the most popular site for potential givers aged 35-44
- Your content could reach more than 190 million U.S. users
- 57% of users are male and 43% are female
- 75% of people with an average income of \$75,000+ use Facebook
- 82% of people who are college educated use Facebook
- If you choose to “boost” a post (pay small amounts to increase it's reach) you can target highly specific audiences by location, gender, age, and more



Facebook

Tips & Tricks

- NEVER post text only - Always include a photo, graphic, or video
- Keep text short – three to four sentences max
- **Don't** use the words **like, share or comment** (it will cost you views)
- Ask **engaging** questions so people will comment (not just “what do you think?”)
- Ask users to leave their photos and stories so people will comment
- Say “spread the word” or “tell your friends” so people will share
- Give them a reason to click on any link: a specific content promise
- Don't just say “read more on” – we call those moron teases
- Subtitle EVERY video (only 15% of people watch with sound on)



Instagram Statistics

- Second most downloaded app in the world
- Nearly 160 million daily users in the U.S.
- 48% are in the sweet spot of 25-44 years old
- Gender is split 50/50 male and female
- 60% of people with \$100k plus incomes use Instagram
- The place for strong visuals



Instagram

Tips & Tricks

- Polls show people prefer “fun and positive” content
- Good place for behind the scene videos, success stories and quick profiles of volunteers, workers or recipients
- Attention spans are shortening - Keep videos to one minute or less
- Faces rule - they are most likely to make someone pause and look
- Make graphics colorful - black and white will be ignored



Twitter Statistics

- 450 million monthly active users
- 41.5 million daily active users in the U.S.
- U.S. is the country with the most number of Twitter users
- The average user opens the app 8 times per day
- 56% of users are male and 44% are female
- 38.5% of Twitter's audience is between the age of 25-34
- Twitter is the 15th most popular social media platform in the world in terms of users



Twitter

Tips & Tricks

- Limit to 1-2 hashtags per tweet
- Be conversational - Twitter is a platform that is primarily text-based
- Keep your copy short and sweet
- Use images, GIFs, and/or videos whenever possible
- Monitor events and trending conversations



TikTok Statistics

- 86.9 million active users in the U.S. – but it's outpacing all platforms in downloads
- People under 19 are the biggest demographic, but the user base is aging up as more people download
- 60% are Gen Z – known as trendsetters and influencers
- The average user opens the app 8 times per day



TikTok

Tips & Tricks

- Sound matters on TikTok – use the app’s music and sound library
- Search for and use trending hashtags
- Comment regularly and engage in conversations on your posts
- Use TikTok effects on your videos
- Post every day



SOCIAL MEDIA:

How to Produce Consistent Content
to Grow Your Social Media

Non-Profits Need a Voice

Social media is filled with a lot of noise, especially from brands. Your Facebook fans and Twitter followers can spot an insincere, self-promotional post from a mile away.

A unique voice will help your non-profit stand out from the rest of the noise. Your non-profit needs a personality to differentiate it from other non-profits that are purely self-promotional and one-sided in their communications.

Every post you create should meet a certain criteria. Whenever you schedule your posts, you should think about the topic, the tone of voice, the content, your audience and the goal of the post.

At first glance, it seems like a lot to think about, but it's really quite simple once you start mapping out your posts.

NON-PROFIT VOICE

Here is an example of the voice guide used by the Miss Illinois Organization.

Our Voice IS:

- **Empowering**
Lift up others with your voice
- **Inspirational**
Be a role model for everyone
- **Compassionate**
Show that you care
- **Authentic**
Be your beautiful self
- **Confident**
Don't be afraid to lift your voice
- **Unique**
Live and think outside the box

Our Voice Is NOT:

- **Self-Centered**
It's all about the community
- **Sarcastic**
Kind is the new cool
- **Racist/Sexist**
Everyone deserves love and care
- **Overly-Political**
Views are different for everyone
- **Overly-Sexual**
Be more sensitive, less sexual
- **Promoting Vices**
"No No's": Smoking, Vaping, Alcohol

NON-PROFIT VOICE WORKSHEET

Use this template as a guide to help your non-profit develop it's voice.

Your Voice IS:

- _____

- _____

- _____

- _____

- _____

- _____

Your Voice Is NOT:

- _____

- _____

- _____

- _____

- _____

- _____

What are the 5 Pillars of Content

Content pillars are a set of topics that you and your non-profit can use to create content. These themes must reflect your non-profit and your audience. Content pillars ensure that each piece of social media content you post is as relevant to your audience as possible. Without these pillars, it can become easy to lose focus, creating an inconsistent and non-cohesive social media presence.

Once you have your five pillars created, 90% of your posts should fall under one or more of these categories. This helps to keep the overall non-profit message focused and consistent. The point of these 5 pillars is not to be limiting, almost anything can easily be tied back to these core messages. The pillars' goal is to help focus the content of the post and should never feel restrictive.

SICF 5 Pillars of Content

Pillar	Description	Highlights/Post Content
HISTORY	Share the history of your organization. How your organization began, how it evolved, and what things you are doing today that reflect upon the roots of where you started. This content pillar can focus on founding members and struggles along the way.	<ul style="list-style-type: none"> - How your organization started - What your organization looked like at the beginning - Highlights & defining moments for your organization
MISSION & VALUES	Mission and values help communicate the vision of your organization. Highlight the big picture here and tell the story of the lives your organization is trying to change.	<ul style="list-style-type: none"> - Share your core values & what drives you - Create a vision that everyone can get behind - Focus on big picture, long term goals
PURPOSE & IMPACT	This is a great way to share the direct impact your organization has on your community and those in need. Make your goals clear so that your audience can buy in and feel a part of the journey.	<ul style="list-style-type: none"> - How does your organization affect lives on a day to day basis - What drives your team & volunteers - Share big wins & meaningful moments
BOARD & COMMUNITY	Share stories of the most impactful people within your organization will help to inspire others. Highlight key individuals and what they are doing to make a difference.	<ul style="list-style-type: none"> - Spotlight important members of your board & organization - Highlight key people that make a difference in your community - Celebrate your team
CURRENT EVENTS	Sharing current events within your community and how you connect with them is a great way for your audience to find you. Talk about what event you're participating in and what events you support. This can also include National Holidays.	<ul style="list-style-type: none"> - Share what's going on in your community as it's happening - Connect your followers to events they may be interested in - Highlight your participation in the region

NON-PROFIT 5 PILLARS OF CONTENT WORKSHEET

Use this template to help your non-profit develop its 5 Pillars of Content.

Pillar	Description	Highlights/Post Content

CONTENT CALENDAR

November 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	31 History: How did your organization start? Give a brief overview of the date, people involved, and goal of your organization. Content Type: Post/Video	1 What is Giving Tuesday? Content Type: Informational Image	2 Mission & Values: Share one of your top Core Values and how it relates to the work being done in the community. Content Type: Post/Video	3 Purpose & Impact: Share a brief story and photos of your community impact. What is something you did in 2022 that related back to your cause? Content Type: Image/Text	4 Board & Community: Highlight the Founder of your organization. What does the organization mean to them and a snippet about their life. Content Type: Image/Text	5 How do you participate in Giving Tuesday? Content Type: Infographic & link to website
6 Mission & Values: Share a core value and how it can relate to Giving Tuesday 2022. Content Type: Post/Image	7 Purpose & Impact: Share an impactful moment in your organization's history. Content Type: Story and Image (Video if available)	8 Board & Community: Giving Thanks! Shoutout to any member(s) of the community that have had a large impact to your organization. Content Type: Story/Image	9 20 Days Until Giving Tuesday! Content Type: Video on what is Giving Tuesday and How to Donate	10 Mission & Values: What is a big picture 10 year goal for your organization? Content Type: Story/Image	11 Purpose & Impact: How does your organization affect lives on a day to day basis? Content Type: Story/Image	12 Board & Community: Who are your board members? Feature one and what role they play in your organization. Content Type: Image & Short Bio
13 Current Events: Share events happening within your organization and how the community can get involved. Content Type: Calendar/Image	14 How can I donate? Who can benefit from Giving Tuesday? Content Type: Video	15 Current Events: Highlight your participation within your community. This can be through organizational impact or past events hosted. Content Type: Story/Image	16 Donate Today! Content Type: Donate Today Template	17 Board & Community: Shoutout to volunteers in your organization. Share how to get involved in your organization and how to donate for Giving Tuesday. Content Type: Story/Image	18 How does Giving Tuesday work? What will you use donations for? Content Type: Story/Image	19 Mission & Values: Share a core value of your organization and how it relates to Giving Tuesday. Content Type: Text
20 Are you ready for Giving Tuesday? Giving Tuesday is next week. Learn how to donate. Content Type: Link to donation page	21 Mission & Values: Share your favorite quote. This can be from within your organization or a quote about philanthropic efforts. Content Type: Image	22 Share a story about how impactful donations can be whether your own story or an example you have witnessed. Content Type: Story, Image, Link to donation page	23 History: Share how your organization has changed through the years that lead you to where you are today. Content Type: Story/Image	24 Happy Thanksgiving! Five Days Until Giving Tuesday. Share Mission Statement Content Type: Image	25 Four Days Until Giving Tuesday. Take today to celebrate your team. Content Type: Image	26 Mission & Values: Share your favorite quote about giving. Content Type: Quote Template
27 Two Days Until Giving Tuesday. Post an image from last year's Giving Tuesday. Content Type: Image	28 30 Hour Community Day of Giving opens today at 5 PM. Content Type: Image	29 Giving Tuesday Event! Share how you are spending the day. Content Type: Image	30 Thank YOU! Share a post thanking everyone for their participation of the Giving Tuesday Efforts. Feel free to share any information about the funds raised and the non-profits impacted.			

Tactics to Build Endless Connections

01

Ask people to follow and connect with you

02

Ask the audience to connect & engage with each other

03

Ask guests to invite their network

04

Collect emails

Looking for More?

Non-Profit Training Workshops

October 27th: How to Tell Your Story

November 3rd: Non-Profit Branding

November 10th: How Non-Profits
Establish Digital Presence

November 17th: How to Make the Ask

Content Pillar: History

Sharing current events within your community and how you connect with them is a great way for your audience to find you. Talk about what event you're participating in and what events you support. This can also include National Holidays.

Post Ideas:

- Share fun facts about how your organization was founded and why
- Share the story of the founding members and what brought them together
- Highlight the most important events in your organizations history and how they have helped shape your organization as it exists today

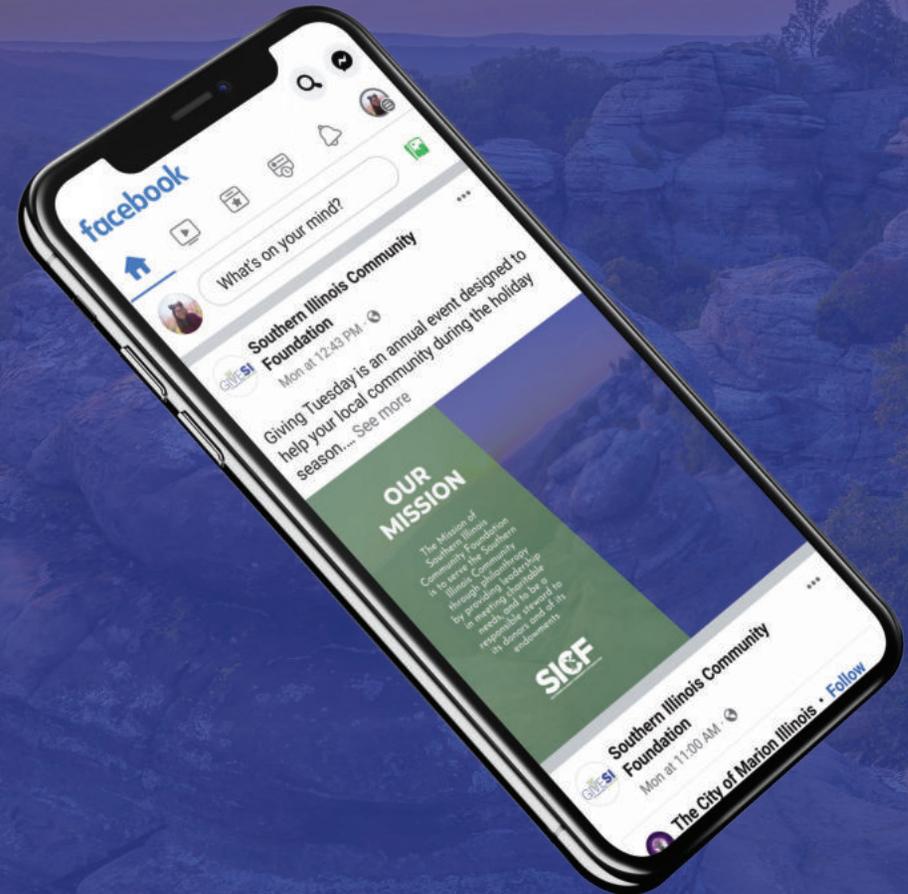


Content Pillar: Mission & Value

Sharing current events within your community and how you connect with them is a great way for your audience to find you. Talk about what event you're participating in and what events you support. This can also include National Holidays.

Post Ideas:

- Share the core values that drive your organization
- Highlight the high level mission and what you hope to accomplish long term
- Highlight key board members and the values that drive them to help your organization
- Share specific goals that you hope to accomplish in the next month/year and how people can help you accomplish them

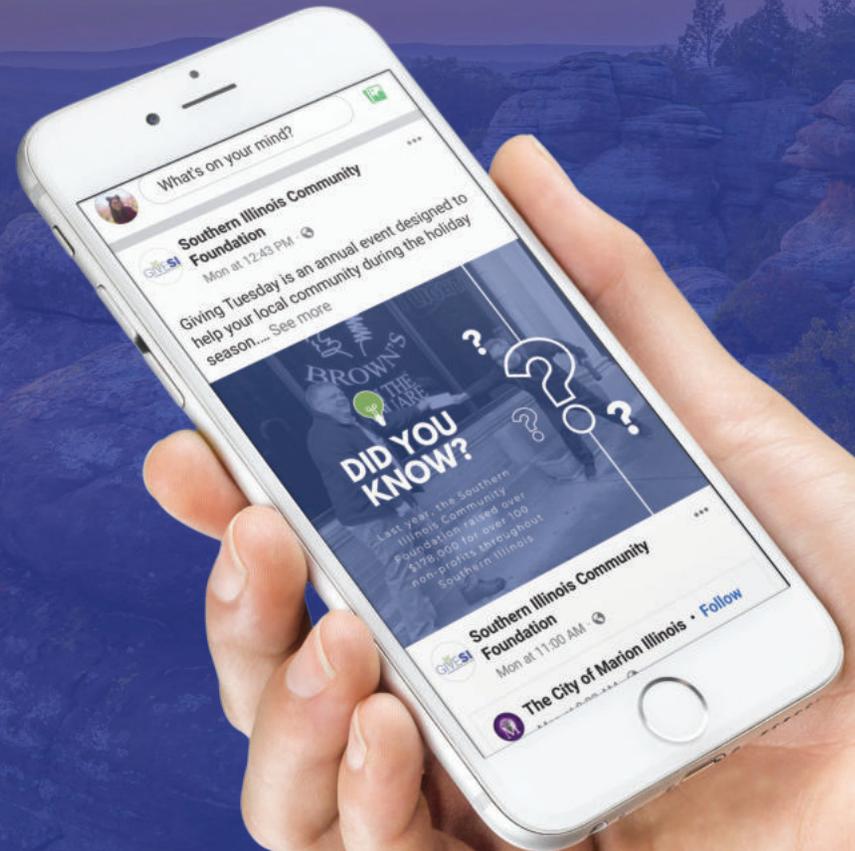


Content Pillar: Purpose & Impact

This is a great way to share the direct impact your organization has on your community and those in need. Make your goals clear so that your audience can buy in and feel a part of the journey.

Post Ideas:

- Share your organization's mission and how it was developed
- Show how donations are utilized in your non-profit directly (what do you spend money on?)
- Showcase a team of volunteers working on a project in the community
- Feature a letter of recommendation or review
- Showcase any awards your organization has been given and why you received them

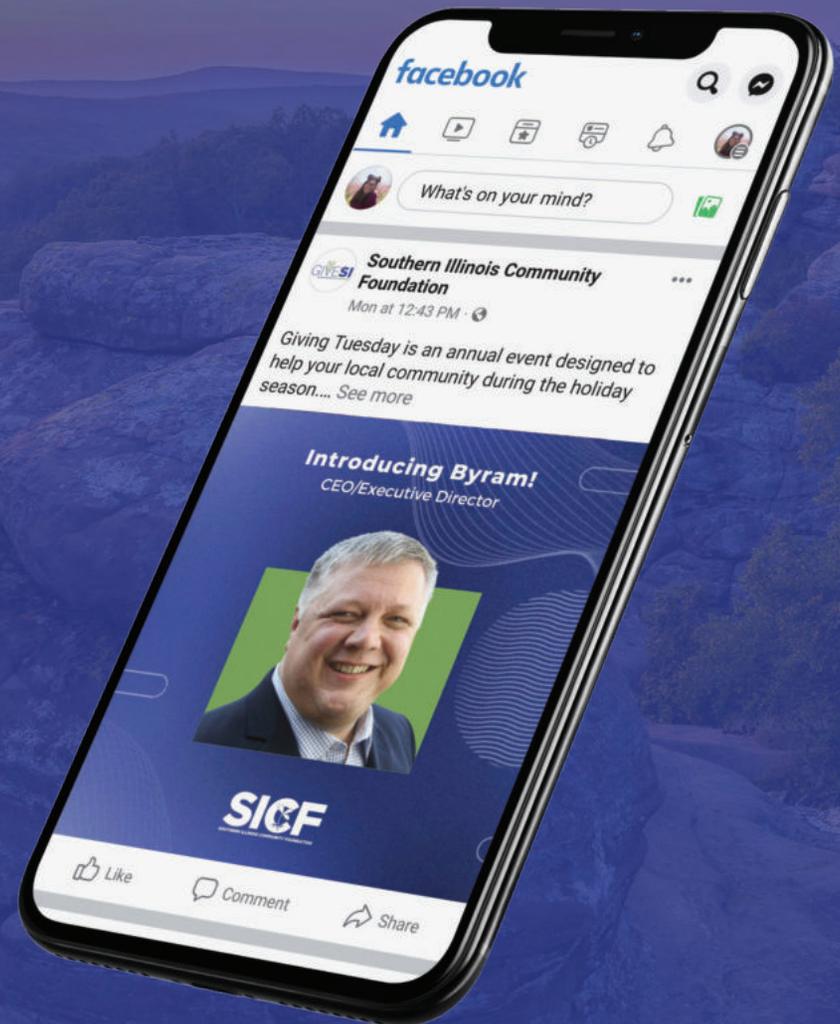


Content Pillar: Board & Community

The Board & Community pillar shares stories of the most impactful people within your organization will help to inspire others. Highlight key individuals and what they are doing to make a difference.

Post Ideas:

- Feature a member of your board
- Do a 60 second interview with a member of your team about why they love what they do
- Highlight a significant donor to your organization and share the story about why they give
- Spotlight a volunteer and share in detail what they have done for your organization



Content Pillar: Current Events

Sharing current events within your community and how you connect with them is a great way for your audience to find you. Talk about what event you're participating in and what events you support. This can also include National Holidays.

Post Ideas:

- Create and schedule posts for all national holidays
- Tie social media content to this content (Thanksgiving: what are you thankful for?)
- Invite the community to events that are happening within your non-profit



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