Marketing Seminar

April 24, 2017

Branding + Marketing + Advertising

Branding = Understanding Yourself

Branding = Understanding Yourself

Who are we? Who do we serve? How are we different? What problem do we solve for our customers?

These are the fundamental questions of Branding.

Before you can determine who you serve and what problem you solve, before you can build upon that foundation to grow your center, you have to understand what your non-profit is about.

Branding

Branding is what your organization believes in, why it exists, and how consumers feel about your service.

Branding promotes loyalty and long-term commitment. The visual components of your brand include your company name, logo, tagline, fonts, and color scheme.

These elements identify your brand and create an association in people's minds between their desires and beliefs and your organization's ideals.

There are over

1,500,000

non-profit organizations in the United States

Brand perception does matter. But what is more important is how you create and position that perception among your customers.

Studies have shown that **75% of decisions** are based on **emotion.**

The benefits of defining your organization's values, voice, and market placement can include increased awareness, and better customer and employee retention.

Non-Profit Branding Strategies

- Abstract ideas are hard to sell
  - Tell stories
- Develop a unified consistent look
- Maintain a core message

Marketing = Understanding Your Customer

Encompass strategies to build awareness of your non-profit's services to promote and protect the brand.

 Every message about your organization is part of your marketing, including all social media interactions, customer service, personal relationships, printed materials, websites, social media profile pages, and anything that contains your brand imagery.

Great Marketing…

- Begins with the Product or Service

- Is Driven by a Message

- Sustained through the Relationship

Essential Elements of a Marketing Plan

- A **marketing plan** should include:
  - Who / what you are (brand)
  - Where you want to go
  - How you're going to get there
  - Who do you want to talk to? (target market)
  - Budget
  - Editorial Mission Statement
  - Timetable of Actions
- **Less is (sometimes) more**

What is good to remember is that marketing is a process.

It's a process by which your business *gets* and *keeps* customers. How your organization gets and keeps customers is going to be different from how another company gets and keeps theirs.

And it all comes down to knowing the customer.

- Understanding who the **customer** is and what they **need**/want
- **Developing** services that will **appeal** to them
- **Positioning** those services in a way that will **resonate** with them
- **Communicating** and **promoting** those services to them

So where Branding is about **You**. Marketing is about **Them**.

Advertising = Paying Someone to Tell Your Customer about You

People have a tendency to use "advertising" and "marketing" together.

Advertising is not the same as marketing.

Like social media, event planning, etc., advertising is a *subset* of marketing.

Advertising is focused mostly on acquiring customers and generating awareness.

It generally relates to paid campaigns that are designed to reach a target audience through various media, including online, newspapers, magazines, posters, television, and radio.

So...

- Branding = You
- Marketing = Customers
- Advertising = Someone Else

These initiatives work together. Advertising can enhance brand awareness, while branding drives the style and direction of advertising campaigns.

Marketing can manage brand accountability and a brand's reputation.

Elements of an Advertising Plan
& an Advertising Strategy

Mission statements are the heart and soul of every business. They inform your products, your customer outreach, and your branding.

But if an editorial mission statement doesn't also underpin your content marketing, your content will be unfocused.

Start by answering:

1. Who is your audience?
2. What are you going to create for them?
3. How is it going to help them?

Percentage of Nonprofit Marketers Who Have an Editorial Mission Statement

Yes, and it is documented — 30%
Yes, but it is not documented — 23%
No — 32%
Unsure — 15%
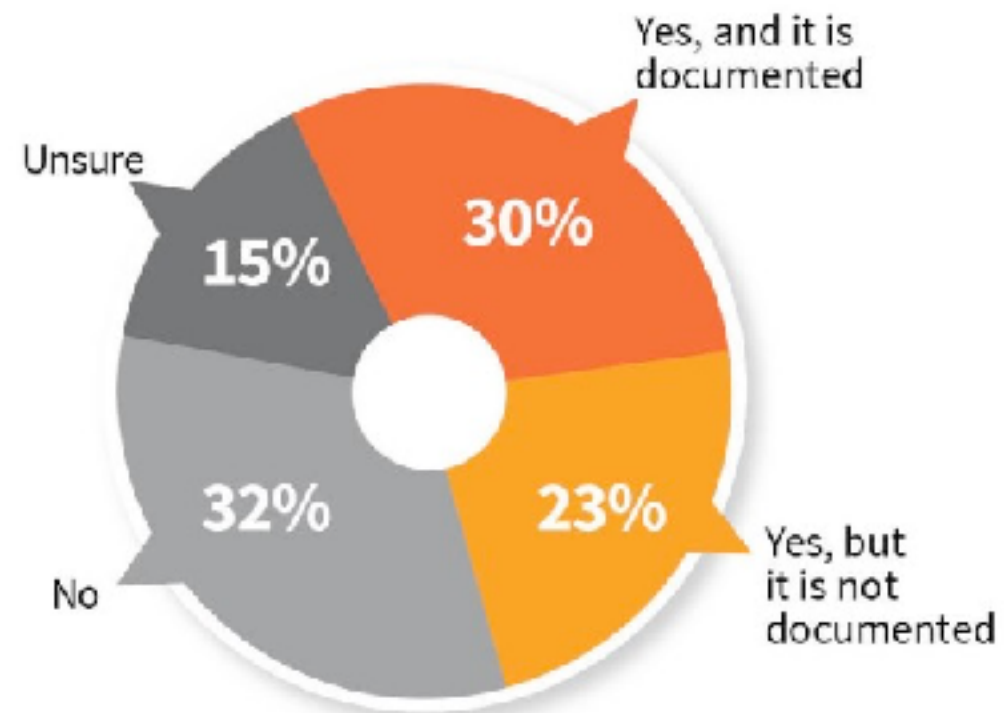
2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

Editorial Mission Statement

An editorial mission statement clearly defines who your audience is and how your content will help it.

Communicate How Your Service Will Help

An editorial mission statement without a clear, benefit-driven message is unfinished. Your customers know what services you offer, but not why they should care. Your employees know what they're supposed to be promoting, but they have no reason to get excited about the solution they're a part of.

Your editorial mission statement should get everyone – customers and employees – on board with your organization's goals.

Editorial Mission Statement Example

Digital Photography School's Editorial Mission

"Welcome to Digital Photography School – a website with simple tips to help digital camera owners get the most out of their cameras."

The Editorial Mission Must Govern:

- **Target Audience** – type of person you can help most with your content
- **Deliverables to the Audience** – types of information you will provide through your content (how your story is different)
- **Desired Outcome for the Audience** – things your audience will be able to do once they have consumed your content (what's in it for your audience)

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Strategy

An advertising strategy provides an overview and broad direction for the advertising campaign. If the advertising objective is to increase Mississippi consumers' awareness of a local food brand by 25 percent, for example, the strategy will describe how advertising can meet that objective.

Plan

The advertising plan describes how to put that strategy into practice. To build brand awareness, for example, the plan might include a recommendation for a series of advertisements in city newspapers, on local radio stations, etc.
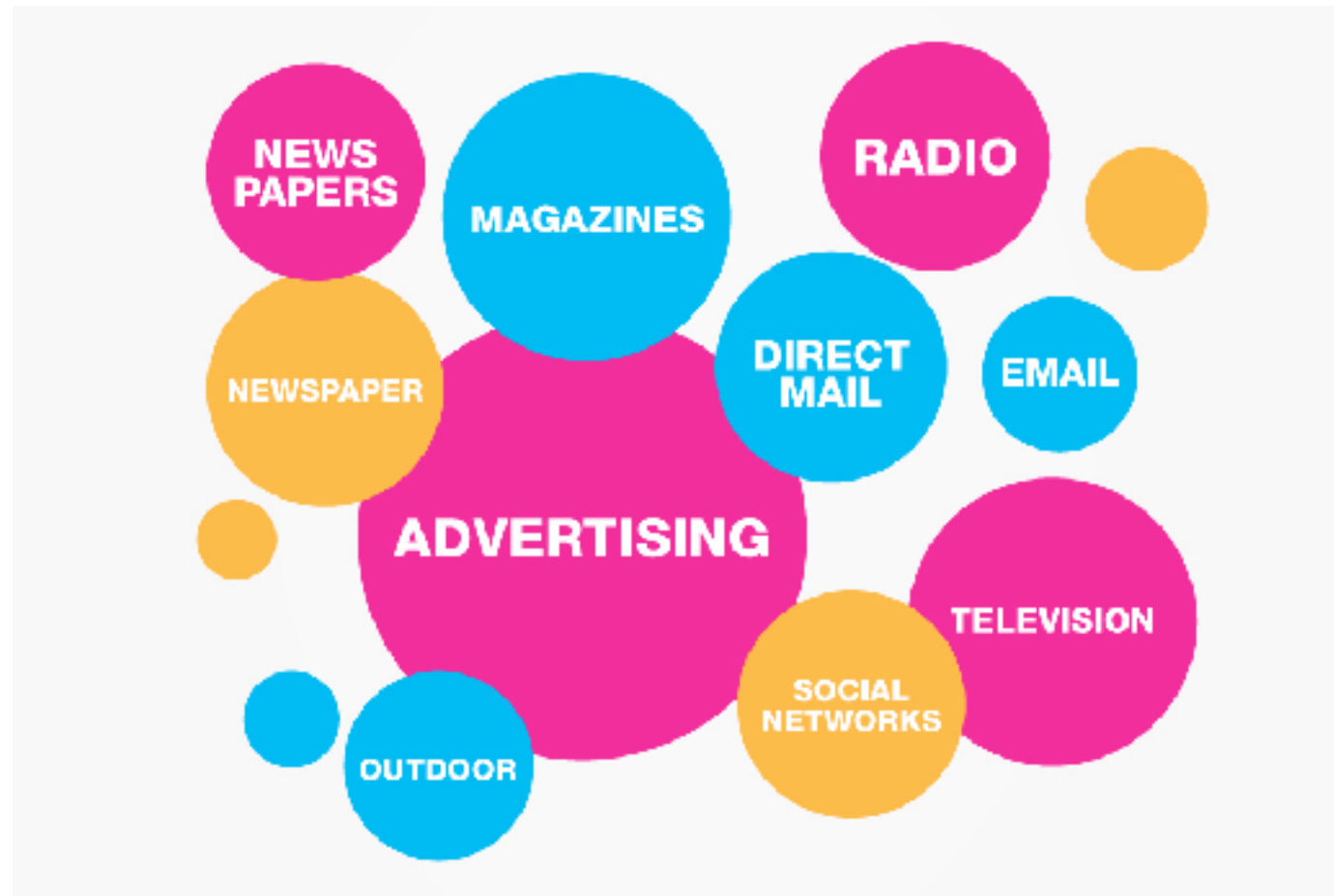
Media

The advertising plan sets out the media for the campaign, with details of the target audience, the number of advertisements and their cost.

It describes the size of press advertisements and the running time for radio commercials. This part of the plan also indicates how frequently advertisements will appear and the time span for the complete campaign.

Creative

The creative process in the advertising plan can describe the important messages that each advertisement will convey and the techniques used to attract attention and communicate the messages clearly.

The plan will describe any response or tracking implementation, such as a reply coupon or website address, so that the advertiser can make arrangements to handle the response.

Budget

The plan should include a detailed budget, setting out all the costs for the campaign and indicating where the costs will fall.

The campaign is designed to meet measurable objectives, so the plan should indicate how you will measure the campaign.

Takeaways for success

How can you make your content marketing more effective?

- **Give it time** – Don't expect to transform your content marketing overnight.

- **Create clarity** – Ensure your content marketing strategy also documents what success or effectiveness looks like in your organization. Incorporate measurable benchmark goals for specific tactics as well as the overall strategy.

- **Communicate regularly** – Get your team together to talk about what's happening, what challenges arise, and what adjustments might be necessary. Consider implementing a project management system that requires ongoing communication on progress. Don't forget to communicate the vision, strategy, and success clarity to all involved.

Identify Your Target Audience

Speaking to the right audience is the #1 must-have in any content marketing program or when creating an advertising plan. You want to be as specific as possible when creating profiles.

- **Location –** Understanding where your audience lives is a vital first step in defining your target audience. It will allow you to produce content that stays relevant to the city you operate in.

- **Size –** You want to know how narrow or broad of an audience you're appealing to. Most organizations will target a smaller audience, so that they can keep their message tightly focused, but larger companies (e.g. Amazon) will often broaden their scope.

- **Demographic –** Knowing details like the age, gender, education level, relationship status, income, and job title helps you hone your content's tone and messaging. The more accurate your typical customer's snapshot is, the better you'll be able to appeal to them.

- **Interests –** Content is not and has never been about what you want – it's always about your audience. Tackle their interests, and talk about issues that they want to talk about.

- **Behaviors –** When you know what motivates your audience to move from a visitor to a lead to a buyer, you will have ammunition for your content's calls to action.

- **Language –** Language goes beyond what language you'll write and speak in when communicating with your clients – it's also about what type of content you choose to communicate. Simple language is usually best policy for content.

- **Goals** – What are your audience's biggest motivations? What drives them to read an article, buy a product, or seek out help in your marketplace?

Exercise #1

Branding + Marketing + Advertising Goals

4 Ways to Market for FREE
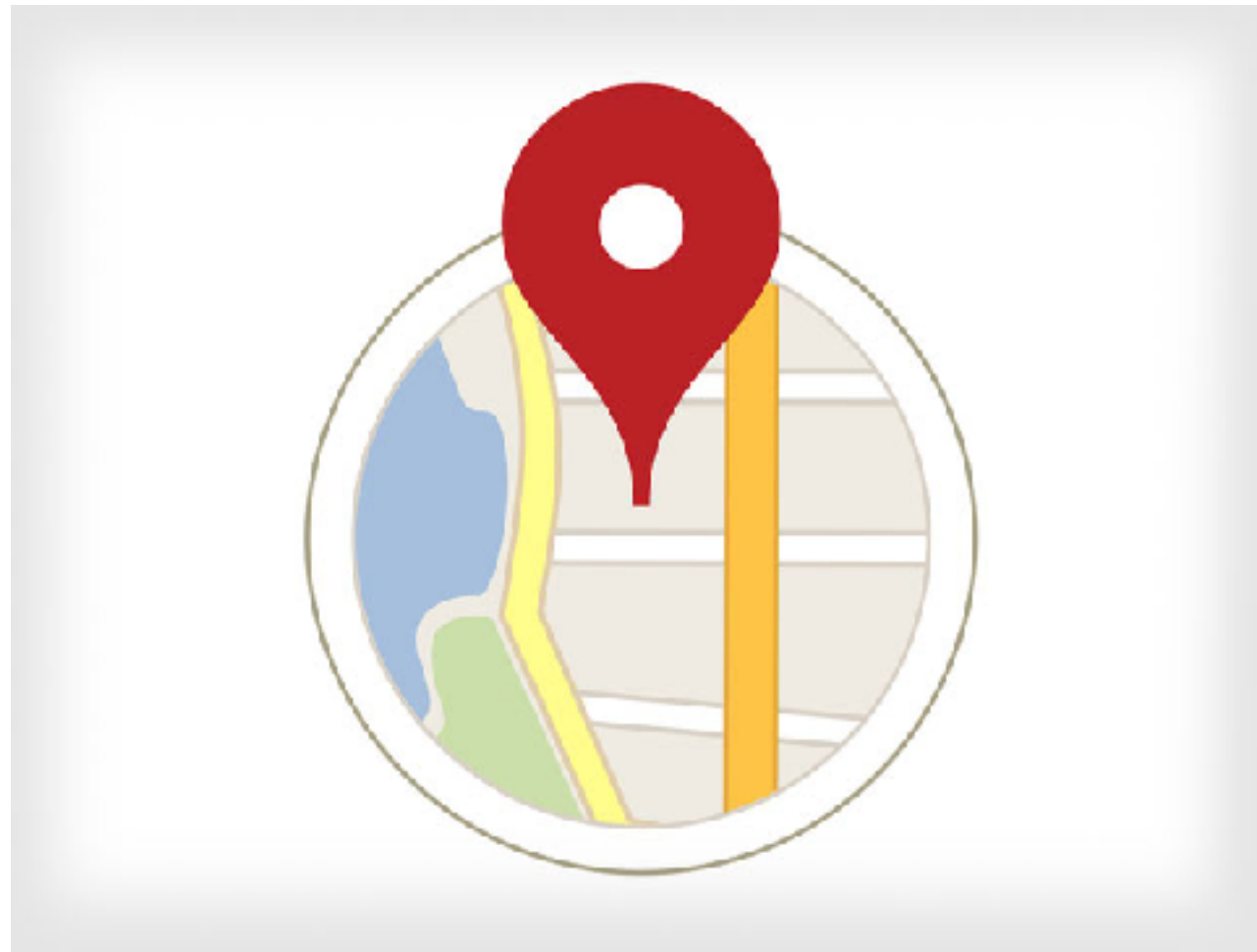
Create local awareness.

Gaining coverage in local papers can greatly increase name recognition and educate people about your organization.

While many growing businesses in competitive landscapes may want to hire an expensive public relations firm, startups and small businesses can start off with some simple "do-it-yourself" PR.

Increase lead generation and customer engagement with email marketing.

Email is the most effective digital marketing tactic, the one that delivers the best ROI and the least difficult to execute.

Start a customer newsletter that offers timely information about the business, special promotions or an inside look at the company.

This helps build a community with your customers, and it keeps your organization on their minds.

Leverage social media

It's free, easy to get started and offers a massive network of potential users.

Make sure you focus on value over volume. Identify the social channels that reach your customers best – including Facebook, Twitter, Pinterest, Instagram, and LinkedIn.

The goal is to provide your followers with something that's useful, interesting and shareable.

Start small, post a few times a week and learn who your audience is. Once you have an understanding of who's engaged, and what they're interested in, you can start ramping up efforts.

Using Referrals

Getting someone to personally recommend an organization to their friends based on their first-hand experience is the ideal referral. But another new avenue for referrals has been opened thanks to social media.

When someone retweets your brand or likes a Facebook post, that person is signaling to their hundreds of friends that they endorse your organization.

A few of these friends might view that content and potentially endorse it to thousands more. This is how good content has the potential to become viral.

Marketing Lessons for All Nonprofits (Helpful Tips)

Nonprofit marketers don't have it easy. You need to communicate the value of your mission, raise brand awareness, and draw supporters for your cause. On top of that, marketing trends are always changing, and it's up to you to stay on top of how donors want to be engaged.

Fortunately, there are some best practices and helpful tips that can amplify your marketing efforts and boost your chances of reaching your audience.

You have to get to know your donors.

Whether you're in the nonprofit or for-profit sector, effective marketing only happens when you know who your audience is.

It's hard to start a meaningful conversation if you don't know to whom you're talking. You need to gain a deep understanding of your donors and what inspires them to give—then deliver personalized content, just for them.

Reach out and get to know your supporters, so you can improve your communication and engagement tactics.

Visual storytelling should be top of mind.

Get started with the following types of visual content:

- Photos and <u>videos</u> of those impacted by your mission

- <u>Infographics</u> relaying statistics about your cause

- Short-form videos to share on <u>Vine</u> or <u>Instagram</u>

- Blogs or <u>testimonials from fundraisers</u>, staff, or volunteers

Keep in mind that high-quality content boosts engagement and helps you <u>appear more professional</u>.

If you want to build donor relationships, segment your email lists.

Not every supporter has the same connection to your nonprofit. If you're talking to your <u>monthly recurring donors</u> the same way you're talking to a <u>first time donor</u>, then you're communicating that you're not paying attention to them or their support.

You need to deliver more personalized messages that are relevant to each type of donor.

Break up your donors into smaller lists—whether by acquisition channel, giving frequency, donation amount, or programs they donate to—so you can send the right messages to the right people.

On top of splitting your donors into different categories, make sure to <u>segment your fundraisers</u> as well.
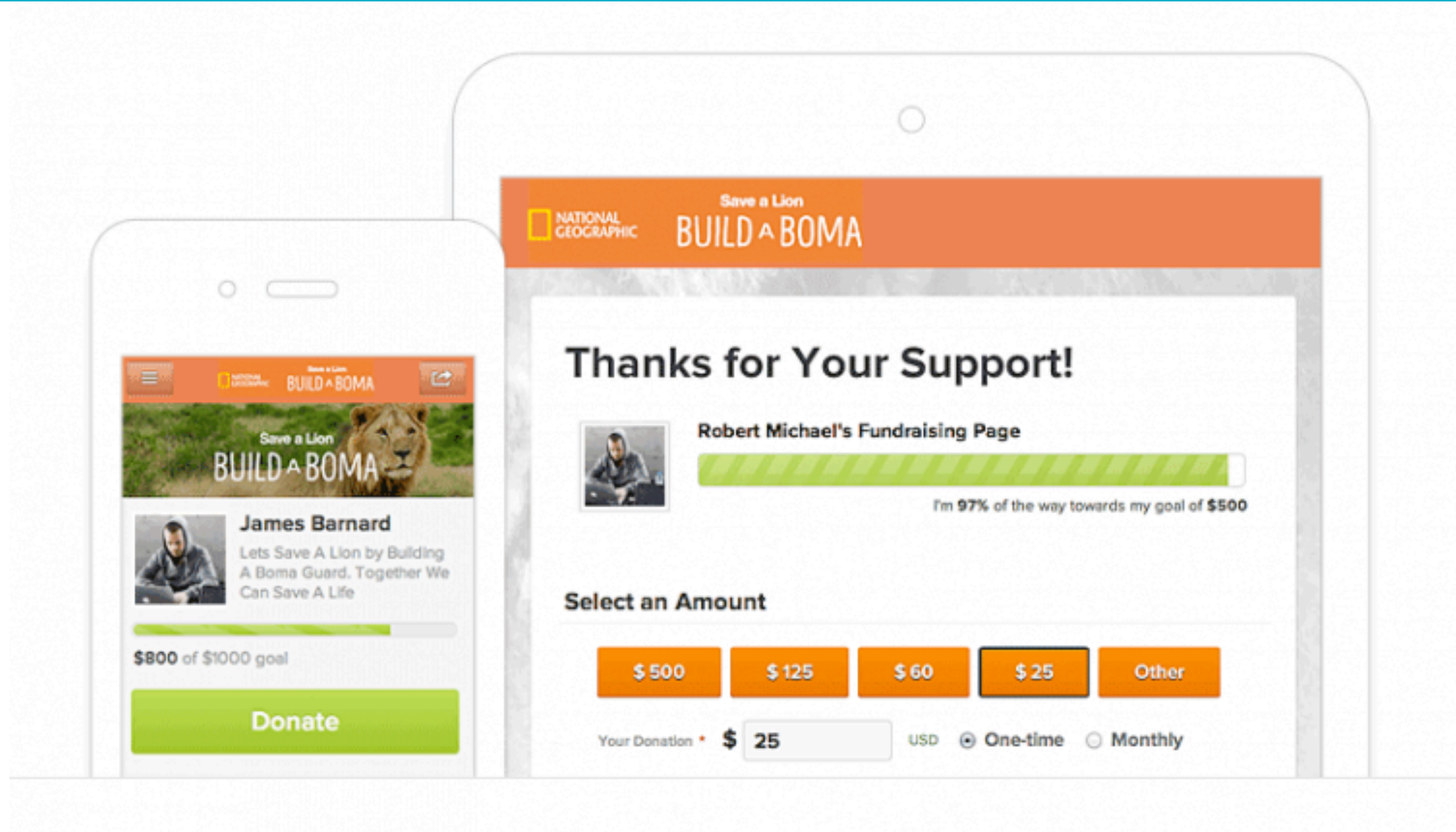
Go mobile-responsive.

Your supporters want to interact with your organization from their smartphones.

You spend a lot of time crafting your emails, so boost your chances of reaching people by sending emails that are responsive.

Responsive emails adapt properly to any screen size, ensuring your message always looks exactly like you intend it to. Many email marketing services, like MailChimp, provide responsive templates.

Not all social media platforms are created equal.

Chances are your nonprofit is active on social media. After all, social media is a powerful tool you can use to reach and engage your supporters.

Not all platforms are the same. **Each network has its own purpose, value, and function.** They can also draw in different audiences.

In order to optimize the way you communicate with supporters, you need to identify each channel's distinct value, and determine which ones require your focus (and at what time).

Hone your social media marketing efforts by understanding each platform's purpose, learning where your supporters spend their time, and creating targeted content for each channel.

Test, test, test.

Testing is a huge component of smart marketing.

You can test a number of elements in your marketing campaigns, including:

- **Email subject lines**

- **Donate button shape, color, size, placement, copy**

- **Storylines in appeals**

- **The language you use for your ask**

- **Types of visual content included in your emails**

You should only test one thing at a time. Split your donor base into separate groups, send each group a different version of your variable, and track which version performs better. If you're testing your emails, use your CMS or email marketing software to review your open and click rates.

Continual testing will help you learn what content your supporters respond to and ensure the success of your nonprofit marketing campaigns.

Branded donation pages make a difference.

Branding matters in nonprofit marketing—a lot. Especially when it comes to donation pages. On average, a nonprofit with a branded donation page collects <u>five times more gifts</u>, and raises nearly $15,000 more than a nonprofit with a generic donation page.

That's a big difference.

Create <u>custom donation forms</u> branded specifically to your campaigns. Carry over any images and copy used in your email appeals onto your donation page.

By matching the look and feel of your donation page to your appeal, you create a seamless experience for your donor that sustains their emotional drive to give. It also prevents them from second-guessing where their donation is going.

Building Your Branding and Marketing Online

Fundamental E-Marketing

- Online Spending
  - Budget for Website
  - Banner Ads
  - SEO – Search Engine Optimization

- E-mail Marketing
  - Permission-Based

- Social Media

Online (digital) giving keeps growing

- 2001 -- 9/11
  - **20%** of giving was online

- 2004 -- Asian Tsunami
  - **33%** of giving was online

- 2006 -- Hurricane Katrina
  - **50%** of giving was online

- 2010 -- Haiti
  - **81%** of giving was online or digitally based

If you don't have a website, get one set up. If you can't afford to have someone custom-design your website, put your site up using one of the companies like Wix, SquareSpace or Godaddy that provide templates and tools that make it easy to create a basic website.

Why Your Website Is So Important

- Credibility
- Cost Effectiveness
- Time Savings
- 24/7 Accessibility

A Website Gives Your Organization Credibility

Your website is usually a point of first contact for your customers, and it is an opportunity to make a great first impression. A well designed website assures your customers that you are not some sketchy operation. It indicates that you are an established organization that has invested the time and money to create a permanent online presence.

It is vital that your site appears professional and provides the customer with a great user experience.

If a website is not easy to use on both desktop and mobile devices, customers will abandon your site for a competitors.

A professionally designed website **inspires confidence.**

A Website Is Cost Effective Promotion

A website is one of the most inexpensive ways to promote your organization. It gives you global reach and can be extremely cost effective. Beyond the initial investment, a website can provide a continual return on investment (ROI) for years to come.

A website provides a place for customers to learn more about an organization, what it offers, and how to contact the organization for more information.

A Website Offers Time Savings

A good website lets you provide information to customers without having to respond to emails, phone calls, or other direct questions.

You can answer Frequently Asked Questions, provide a portfolio or image gallery to showcase your work, and include testimonials.

All of this frees you up to concentrate on other aspects of your organization.

A Website Is Open 24/7

Your website is always accessible, even when your organization is closed.

Accessibility

Because of this, your customers and potential customers can visit your site for support or information about services whenever it is convenient for them.

Your website is an available resource for information which would otherwise be accessible only during your organization's business hours.

How to Improve Your Website's Effectiveness

To take advantage of all the benefits a website can provide, you should focus on several important areas to improve its effectiveness:

- Analytics
- User Experience
- Content
- Branding
- Storytelling

Pay Attention to Website Analytics

A good website analytics tool (like Google Analytics) lets you track your website visitors and see the following:

- Where they are coming from
- How long they stay
- What pages they view

This gives you insight as to which promotions are working—driving traffic to your site—and which ones are not. It lets you see which pages are drawing the most traffic, so you can try to replicate their success.

It also lets you discover potential trouble spots—pages with high exit rates may be driving your visitors away for some reason.

Offer a Great User Experience

Your website menu structure should be attractive; information should be easy to find, and users should be able to achieve what they want to achieve on your site without undue complications.

This also means you should avoid unnecessary distractions, and leave out items like self-starting videos. Keep your site clean, simple, and—most importantly—as useable as possible.

Create a First Impression

First impressions count. Plenty of research shows that you only have a few brief seconds to get the user's attention and to convey enough value to engage them.

Also the quality of your website design is a direct reflection on your business image, so it is important that your website looks professional, fresh and contemporary.

Additionally, if your website design is old the chances are that the user experience is also going to be lacking.

Offer Great Content

Make sure you provide engaging and information-rich content. Nothing is as frustrating to users as visiting a site for answers and finding trivial—or zero—information.

In addition to the content itself, pay attention to how you present it. Organize your content in a sensible, easily digestible way.

Use topic headings and bullet lists so that readers can scan a page to find what they want quickly. Leave reasonable amounts of white space on a page.

Maintain Consistent Branding

Consistent branding acts as a roadmap for your visitors. It tells them where they are and reassures them that they have found the place they want to be.

Present your site so that your visitors perceive your company in the way you want. Make sure the tone, or personality, of your site does not vary.

For instance, if you run a hunting and fishing outfitter, your visitors will expect camouflage backgrounds and snapshots of still lakes and greenspaces.

Keep your color scheme, logos, and other graphics consistent and appropriate.

Low-Cost Advertising

The Web has a far wider reach than any other form of advertising. It takes time to build up enough traffic to your website to make a worthwhile impact on your organization's marketing campaign.

Your website can be the center of your company's online presence; through it, you can advertise your organization around the Web on social networking sites, and through pay-per-click advertising programs.

Visibility

Increasing visibility is one major factor that makes having a website important. Even if people have heard about your organization, they may want to carry out research online first.

Provide a map and directions to your organization on your website so that visitors are less likely to have trouble finding the place.

Don't Put It Off

If you have not already built a website for your organization, stop putting it off and create a web presence.

It gives your organization instant credibility, and acts as a cost effective promotional tool.

Once you make the decision to get your organization online, make sure you pay attention to website analytics to find out what you are doing wrong—and right! Offer your visitors a great user experience, and engaging useful content.

Maintain consistent branding throughout your site, so you don't confuse your visitors. And always tell your story—how are you different, and what makes your organization or services unique?

FAQ About Search Engine Optimization (SEO)
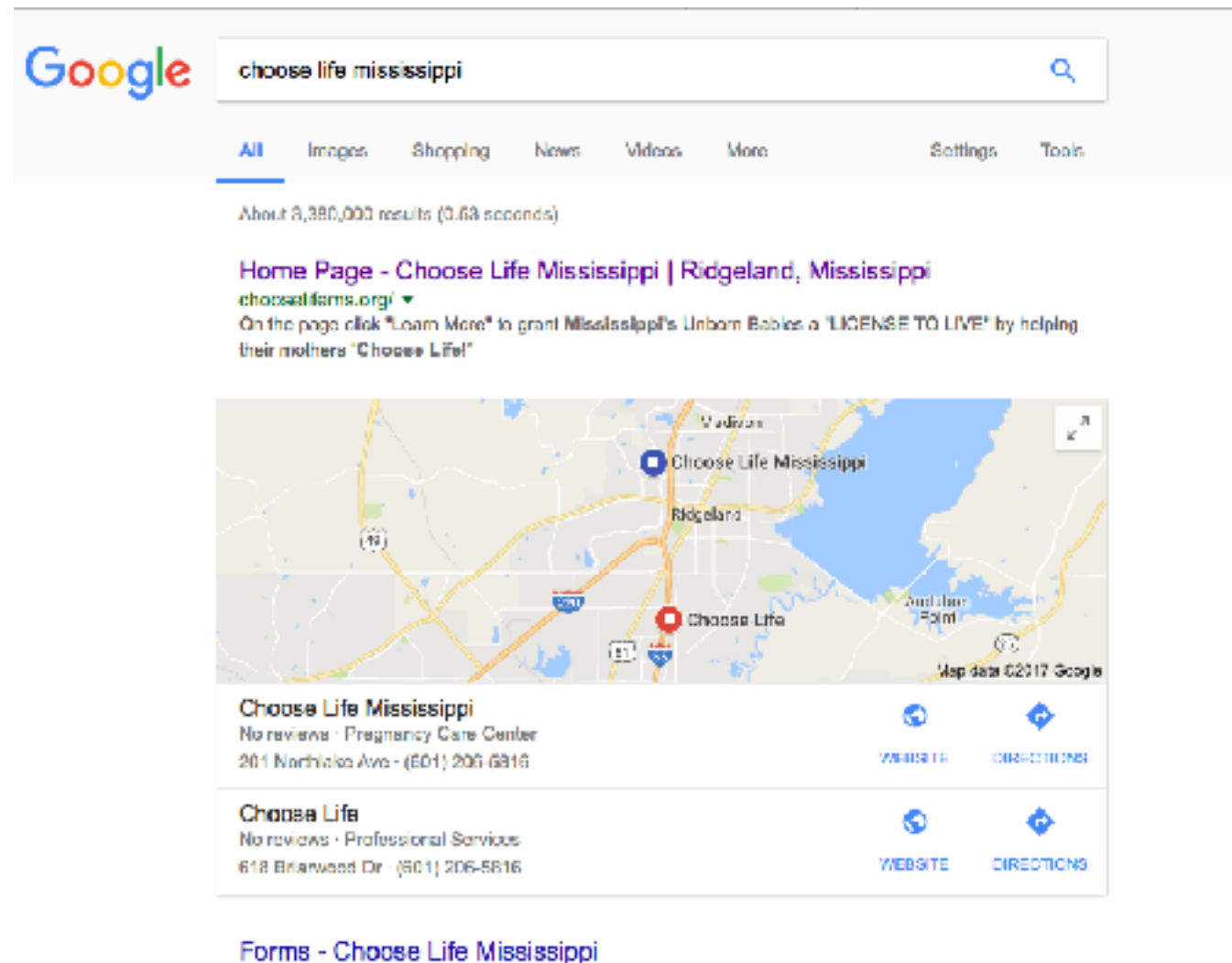
Search Engine Optimization

By mastering the world of SEO, you can make serious traction in any industry. Just imagine being able to send near-limitless amounts of traffic to any website or business you create?

Exercise #2 Google Search Engine Optimization (SEO)

What is Search Engine Optimization (SEO)?

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

Why does my website need SEO?

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users.

Search engines are unique in that they provide targeted traffic—people looking for what you offer. Search engines are the roadways that make this happen.

Search queries—the words that users type into the search box—carry extraordinary value. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing.

Why can't the search engines figure out my site without SEO?

Search engines are smart, but they still need help. However, there is a limit to how search engines can operate. Whereas the right SEO can net you thousands of visitors and increased attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal.

In addition to making content available to search engines, SEO also helps boost rankings so that content will be placed where searchers will more readily find it. The Internet is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers.

Can I do SEO for myself?

The world of SEO is complex, but most people can easily understand the basics. Even a small amount of knowledge can make a big difference.

Depending on your time commitment, your willingness to learn, and the complexity of your website, you may decide you need an expert to handle things for you.
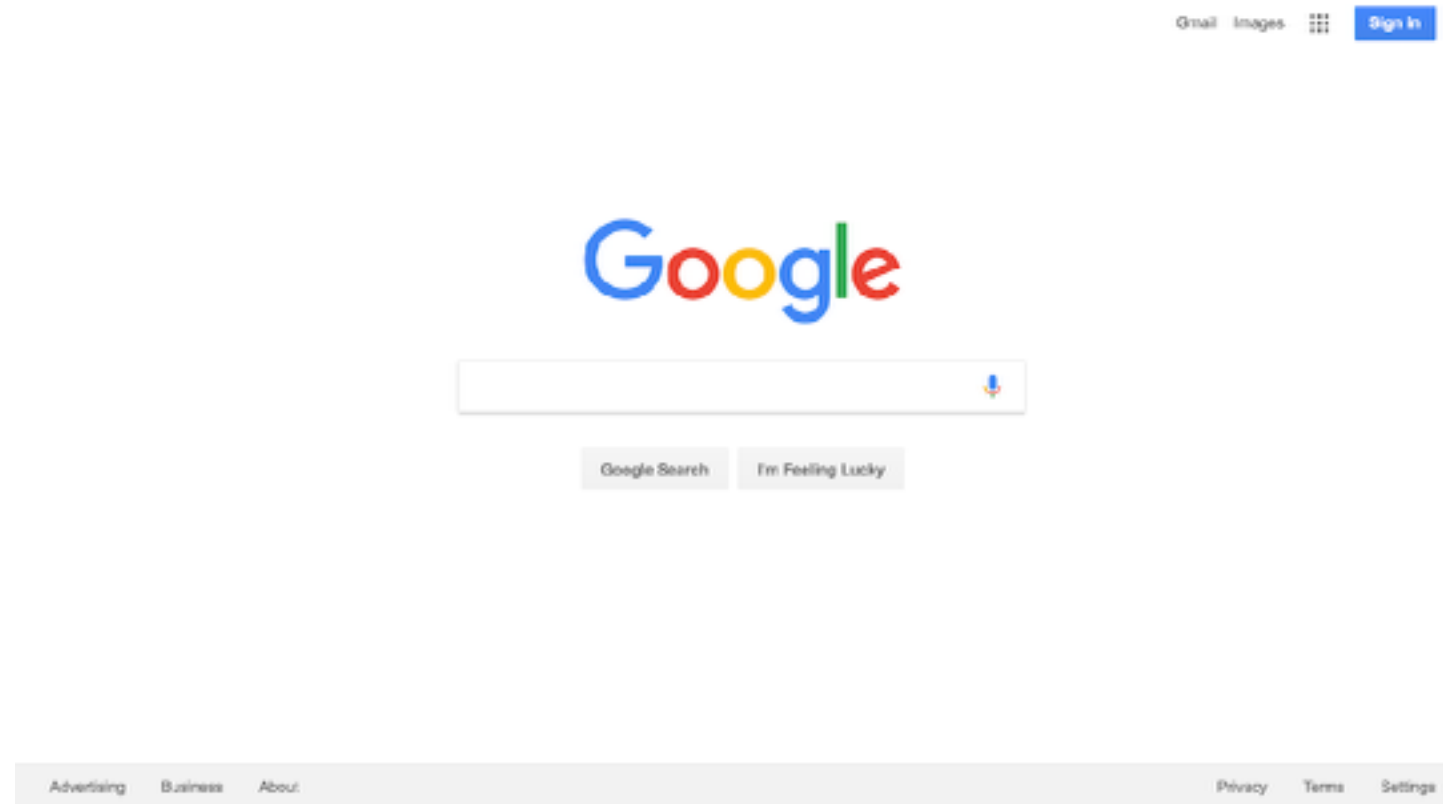
Why do you need SEO?

Building a strong site architecture and providing clear navigation will help search engines index your site quickly and easily. This will also, more importantly, provide visitors with a good experience of using your site and encourage repeat visits. It's worth considering that Google is increasingly paying attention to user experience.

When it comes to how much traffic is driven by search engines to your website, the percentage is substantial, and perhaps the clearest indicator of the importance of SEO.

What are search engines looking for?

Relevancy

Search engines try to provide the most relevant results to a searcher's query, whether it's a simple answer to the question "how old is Ryan Gosling?" to more complicated queries such as "what is the best steak restaurant nearest to me?"

The quality of your content

Do you regularly publish helpful, useful articles, videos or other types of media that are popular and well produced?

Google is moving further towards longer-form content that understands a visitor's intention as a whole, instead of using keywords based on popular search queries to create content.

User experience

There are many SEO benefits for providing the best possible user experience. You need an easy to navigate, clearly searchable site with relevant content. This keeps visitors on your webpage engaged.

Cross-device compatibility

Is your website and its content equally optimized for any given screen size or device? Bear in mind that Google has stated that **responsive design** is its preferred method of mobile optimization.

Consumers have different needs when accessing information and services on their mobile devices. They are in a different mindset. Mobile users expect to get what they want very quickly and easily, and want to have "mobile intelligent" features, like one click dialing for example.

So it is important that your website is optimized for mobile devices to ensure the best user experience.

Why You Must Optimize Your Website for Mobile

Better Brand Engagement

People like your brand more when you offer a satisfying mobile experience and they're more likely to return to your website later on a desktop. 90 percent of people report moving between devices, or "multi-screening", to accomplish a task.

When your mobile experience is optimized for functionality and consistency it fosters trust with users.

If your mobile website is difficult to navigate, visitors are more likely to go to a different site than to visit you on a desktop computer.

Mobile Gets Traffic

With one-quarter of global web searches conducted on a mobile device by over a billion users worldwide, mobile websites are just as important, if not more so, than desktop versions.

Smartphone users are engaging with mobile websites and apps while watching TV, commuting to work, while using a computer.

Google made clear that the future of search is mobile and websites that aren't usable on handheld devices will see their search rank suffer for it.

Reduce Your Bounce Rate

Content that looks great on a desktop might be unreadable on a mobile device. Visitors won't stay on your site if they have to pinch and zoom, or squint.

If your website isn't optimized professionally for mobile, your bounce rate on mobile devices is going to be extremely high. By providing mobile visitors with an appropriate user experience, you will obviously engage visitors longer and drive more of them to purchase or enquire.

Exercise #3 Website

Mobile Health Check: Pick up your smartphone and go to your website.

Ask yourself these questions:

- Does it load in less than three seconds?
- Does it draw your eye to your key points or message?
- Is the content easy to read?
- Is it easy to navigate?
- Is it easy to recognize and activate the call to action?
- Does it provide a good user experience?
- Is it a website you would spend time if it was not your own?
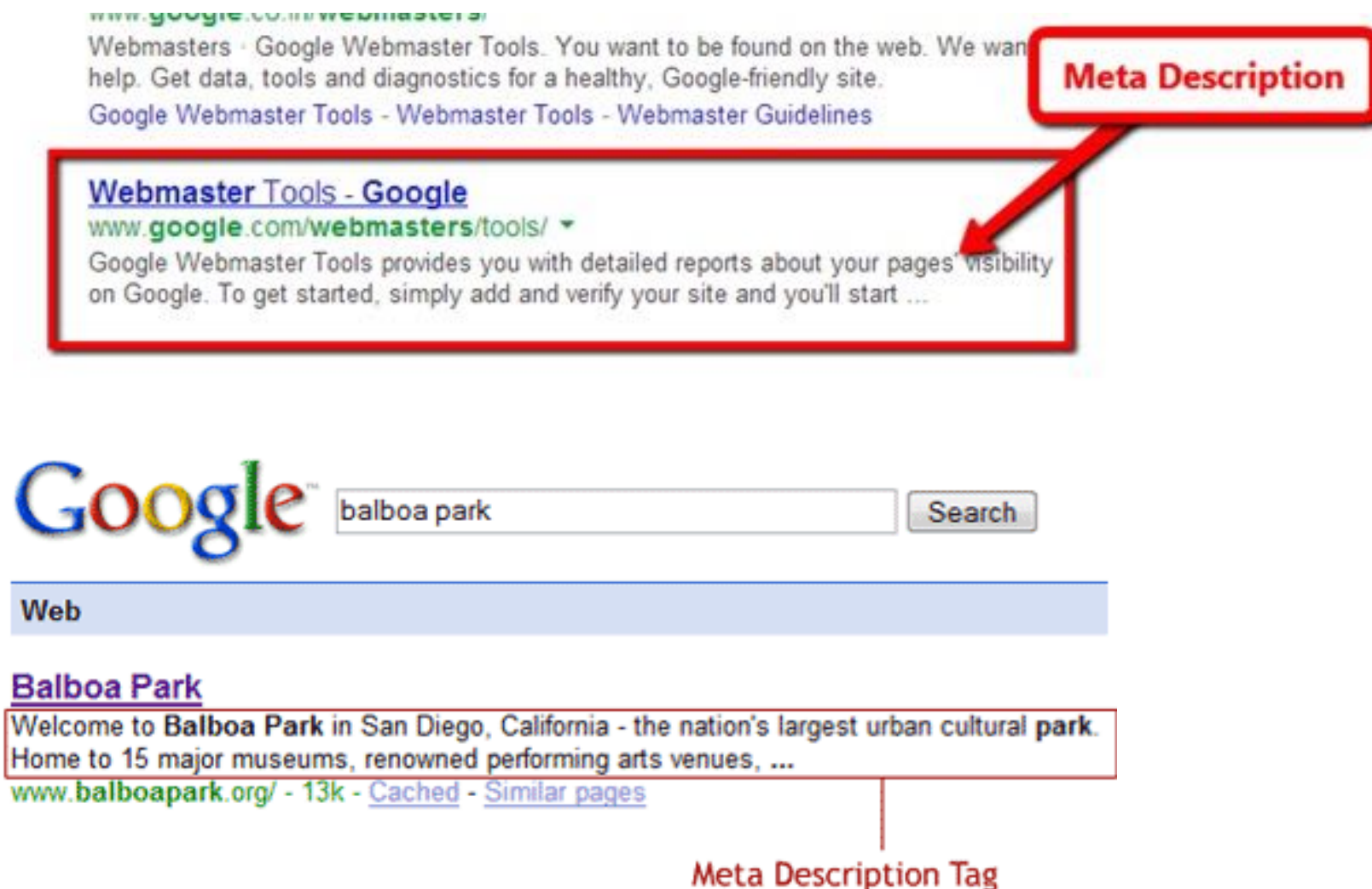
Meta descriptions and title tags

Having a **meta description** will not necessarily improve your ranking, but it is something you should definitely use before publishing an article as it can help increase your chances of a searcher clicking on your result.

The meta description is the short paragraph of text that appears under your page's URL in the search results, it's also something you should have complete control of in your CMS.

Properly tagged images

Many people forget to include the correct photo title when they upload images to their content, but this is definitely something you shouldn't overlook because Google cannot 'see' your images but can 'read' the alt text.

By describing your image in the alt text as accurately as possible, it will increase the chances of your images appearing in Google Image search.

Social SEO

The most obvious way that you can raise your site's visibility through non-technical SEO means is of course through social media marketing.

You need to make sure you're present on all relevant social channels (wherever your audience may be) and genuinely interacting with people in a friendly, helpful and entertaining manner.
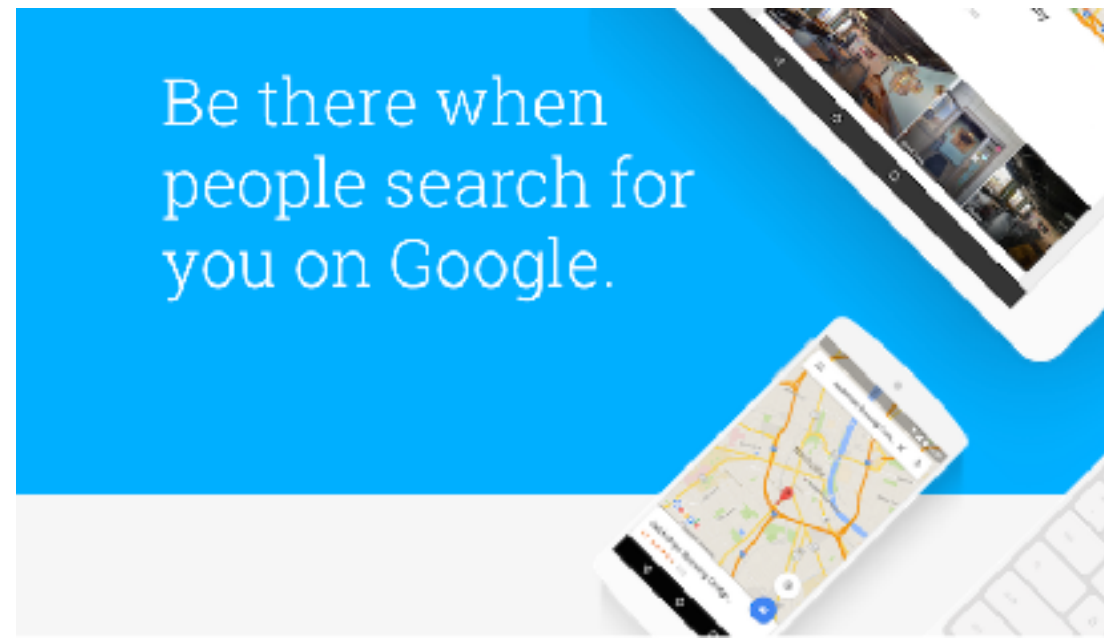
Set up a listing for your business in search engine local directories.

Google and Bing both offer a free listing for local businesses.
To get listed on Google, go to Google My Business.

To get listed on Bing, go to Bing Places for Business

Yahoo charges for local listings, but you get listed on a lot more than Yahoo if you buy their service.

The service, called Yahoo Localworks, costs $29.99 a month and lists you in 50 directories including Yahoo Local, Yelp, WhitePages, Bing, Mapquest and more.

The benefit of paying: You have a single location on which to enter your data making it consistent and available on multiple online directories.

Set up your organization profile or page on social media sites such as <u>LinkedIn</u>, Facebook, Google Plus,Twitter and Pinterest.

Be sure your organization profile includes a good description, keywords and a link to your website. Look for groups or conversations that talk about your type of organization and participate in the conversations.

Marketing Tactics and Tips

Sign up for an email service, and send an email newsletter and/or fundraising information to donor prospects for your organization.

An email service like Constant Contact or Mailchimp makes it easy to manage your list and send professional-looking mailings.

Not only is email marketing a low-cost method for getting the word out on any organization, it also offers one of the best returns on the investment of your time. To succeed with email marketing, you need to attract the right visitors to your website.

SHARE AT THE RIGHT TIMES

Different social networks have different peak times for posting. Take advantage!

f — 1pm to 4pm

(Twitter) — 1pm to 3pm

in — 7am to 9am
5pm to 6pm

g+ — 9am to 11am

(Pinterest) — 2pm to 4pm
8pm to 1am
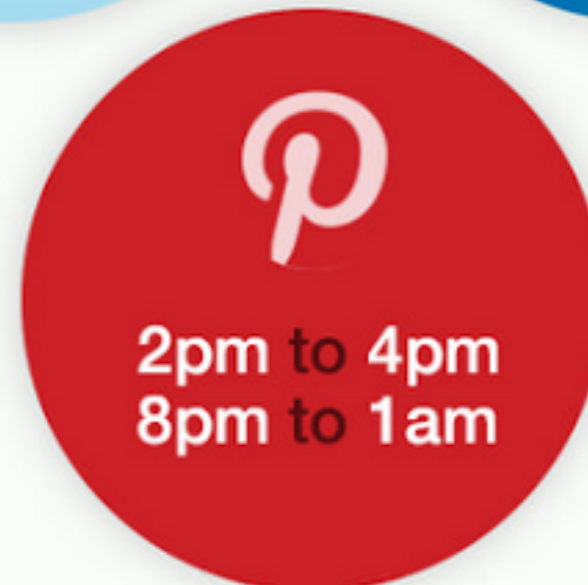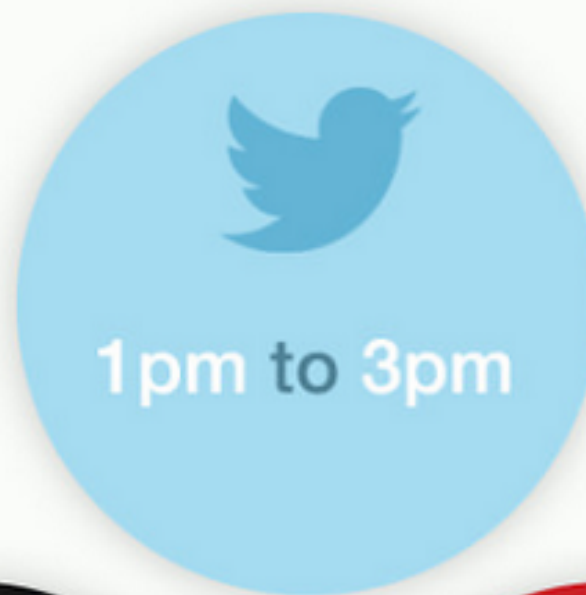
Publicize your publicity. Whenever you do get publicity, get permission from the publisher to reprint the article. Make photocopies and mail the copies out with sales letters or any other literature you use to market your organization. The publicity clips lend credibility to the claims you make for your non-profit.

Have donor letters, flyers, brochures and other important information printed and ready to go.

Ask prospective donors who seem reluctant to get more information from you: "Would you like me to send information?"

Follow up promptly with a note and a letter that says, "Here is the information you asked me to send.

Facebook Advertising

Promote your posts to targeted audiences on Facebook. This is one way of getting your organization in front of potential donors or customers in very targeted locations.

Marketing through Social Media

Social Media is about:

1. Conversations – It is about people talking to people. Be respectful of that.

2. Amplification – Voices are amplified online. People have the ability to spread messages to lots of other people.

3. Control – Brands are losing control over their marketing messages. Consumers are gaining control.

4. It Matters – Social media is big and growing. It isn't a trend that is passing. People trust people. Eyeballs and time spent online are growing. You can connect with more people faster with social media.

The Basics on Social Media Channels

Twitter

Twitter is big and growing. Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them.

It can also be about building a following of people who are interested in you and your organization and then providing those followers with some kind of knowledge value every day.

Facebook

Has over 300 million active users. It isn't just for young kids – the fastest growing demographic is 35+.

LinkedIn

LinkedIn presents a great opportunity to connect with prospects and find specific people or companies. It is search friendly – so you can use it to look up specific people and see how you are connected to them.

The key to success on LinkedIn is to do more than just create a profile. Be active, use groups and questions to build your network.

The key to success

Soooooo……….

The key to success with social media is to be strategic – start with clear goals and objectives. Be disciplined – don't let Facebook and Twitter become time drains – use them strategically and clearly set and define the amount of time you are willing to spend on them

Facebook

Facebook Marketing – Getting the Most out of Facebook

Facebook is the #1 global social network and has over 300 million active users – 50% of whom login to the site every day. The Facebook audience is both active and committed to the network.

What is a Page?

A Page gives your nonprofit a voice and presence on Facebook. Posting to your Page creates an opportunity for new people to discover your organization and can serve as a hub for connecting your community. People who like your Page may see your posts in News Feed when they visit Facebook. People can also like your posts, add comments and share them with their friends.
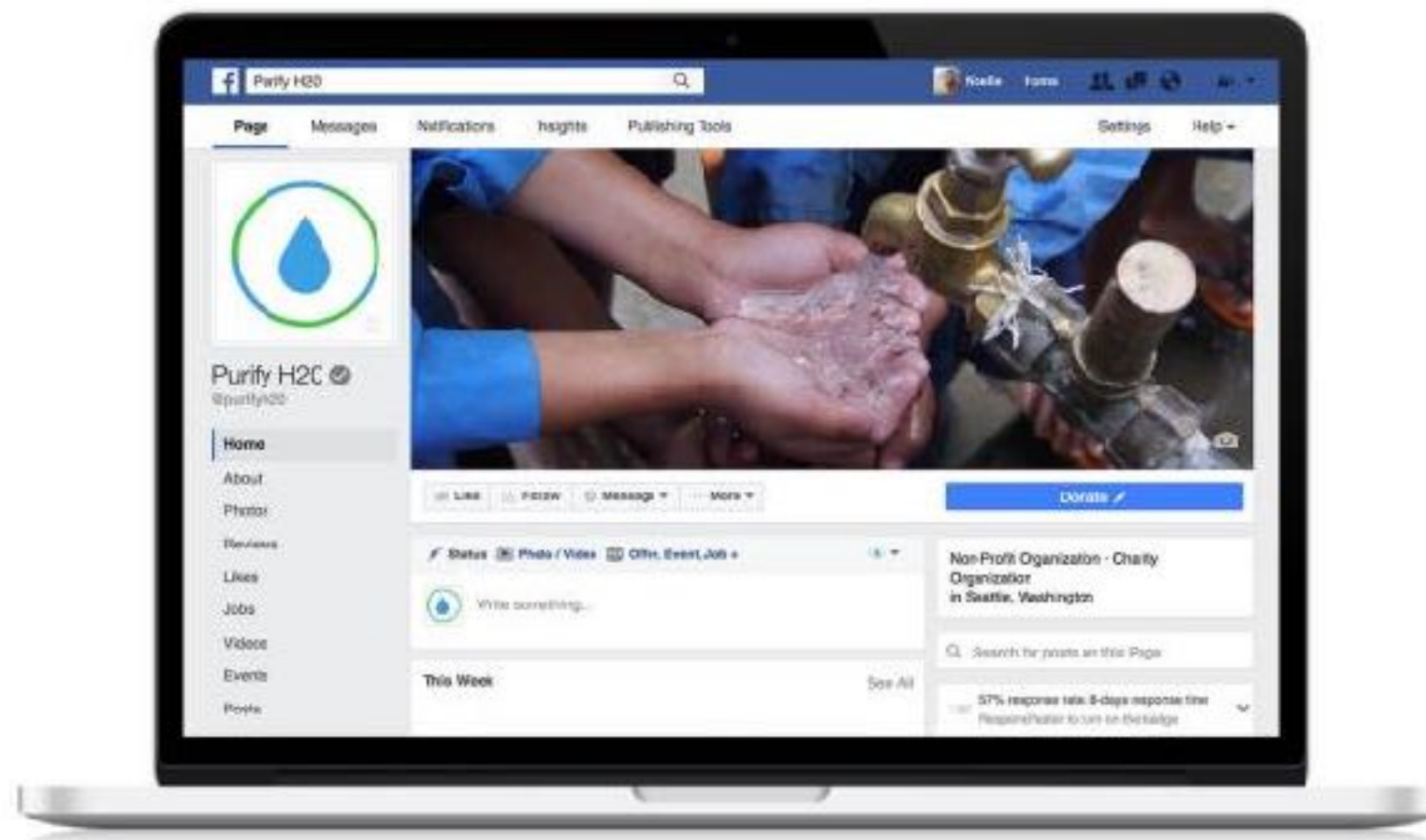
When Should I Use a Facebook Page for My Nonprofit?

A Facebook Page may be a good option for you if your organization wants to grow its community of supporters and create more connections and interactions. When people share interests and ideas on Facebook, it helps you find and connect with those who care most about your work.

If your organization already has a Page and you're thinking of creating an additional Page, first consider if Groups, Events or Messenger will fit your needs instead. For many organizations, having a single Facebook Page helps people find and stay up-to-date with them and allows them to have a unified voice and message.

How Can I Use My Page To Support My Mission?

You can use your Page to:

- Educate your community about your cause and update them on your organization

- Find and connect with new supporters who share your passion

- Engage your community by creating opportunities for people to interact with you and each other

- Inspire people to take action by spreading the word, attending events, volunteering or donating funds

How Do I Create a Page?

To create a Facebook Page for your nonprofit, you'll need a personal Facebook profile and a few minutes of your time. If you don't have an existing profile, go to Facebook to sign up.
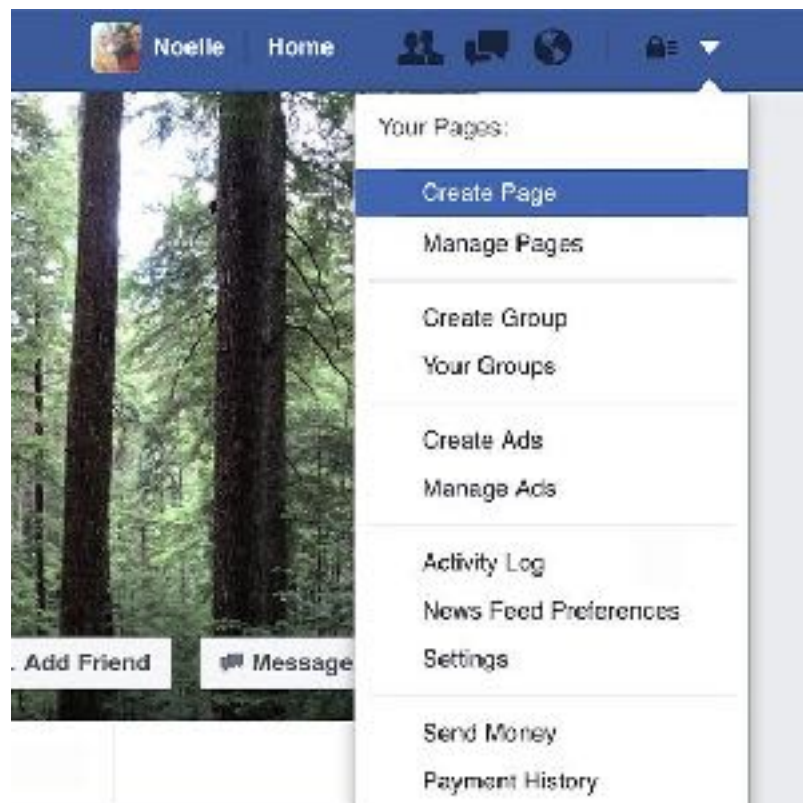
To create a Page, log into your personal Facebook account. Click the arrow in the top-right corner of any page and then select **Create Page.**

When you use your personal profile to set up your organization's Page, you'll be the Page admin by default. Page admins can be changed or added at any time under **Manage Pages**.

Your admin role won't affect the privacy of your personal profile and won't appear in your Page's posts or other activity.
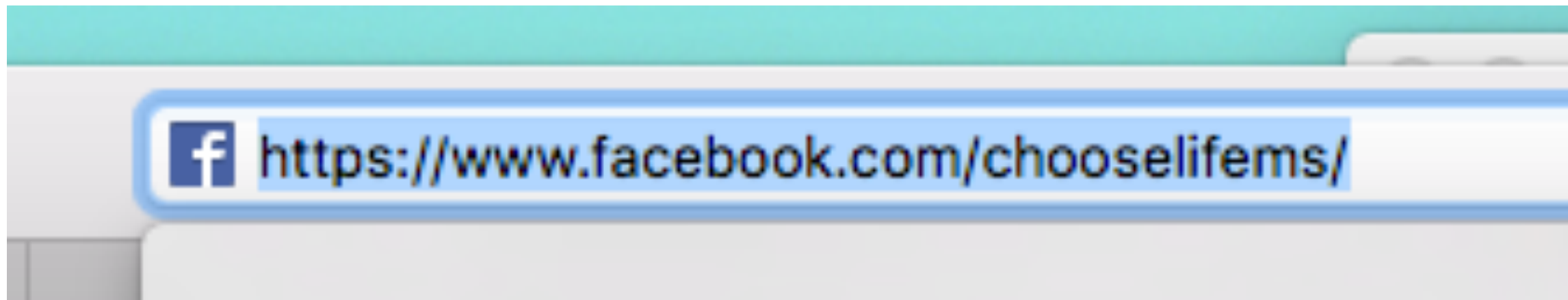
To get a unique URL for your Facebook page, you have to create a unique username for it. You cannot create a unique username for your Facebook page until 25 people add your page to their lists of pages they like.

Once 25 people like your page, you can visit http://www.facebook.com/username to create your page's username. Once you select your page's username, the unique URL for your page becomes http://www.facebook.com/yourpageusername.

Company, Organization or Institution

Choose A Page Category

Choose **Company, Organization or Institution**. If you choose **Cause or Community**, your Page won't have access to the exclusive tools Facebook has made available to nonprofits. You don't have to be a registered nonprofit to list your Page in this category.

You can choose one of many sub-categories for your Page in the dropdown menu, including Non-Profit Organization, NGO, Education, Political Organization and more.

Set Up: Purify H20

1 About | 2 Profile Picture | 3 Add to Favorites | 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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Website (ex: your website, Instagram, Twitter or other social media links)

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

https://www.facebook.com/ Enter an address for your Page ...

Need Help?   Skip   Save Info

Add Details About Your Page

About. This is your chance to give people a quick preview of what your organization does. Briefly state the mission of your organization and the impact your programs create. This is also a good place for contact information.

Profile Picture. Your profile picture is a way to help people recognize your brand when they see a post from your Page in News Feed. We recommend a square version of your organization's logo. Keep in mind, it'll often appear small.

Add To Favorites. Adding your organization's Page to your personal profile Favorites list creates a quick link to your organization's Page to make it easier for you to find and moderate.

Preferred Page Audience. Identifying the type of people who are your best current supporters gives you a better opportunity to connect with more people and grow your community.

How Do I Manage My Page?

After creating a Page, you can access it:

- By clicking the arrow in the top right of any page on Facebook and selecting **Manage Pages.**

- In the left column of your homepage under **Favorites** if you added it to your Favorites list during setup.

- In the left column under **Pages**. If you're an admin for more than one Page, you may need to click **More** to see all your Page links.
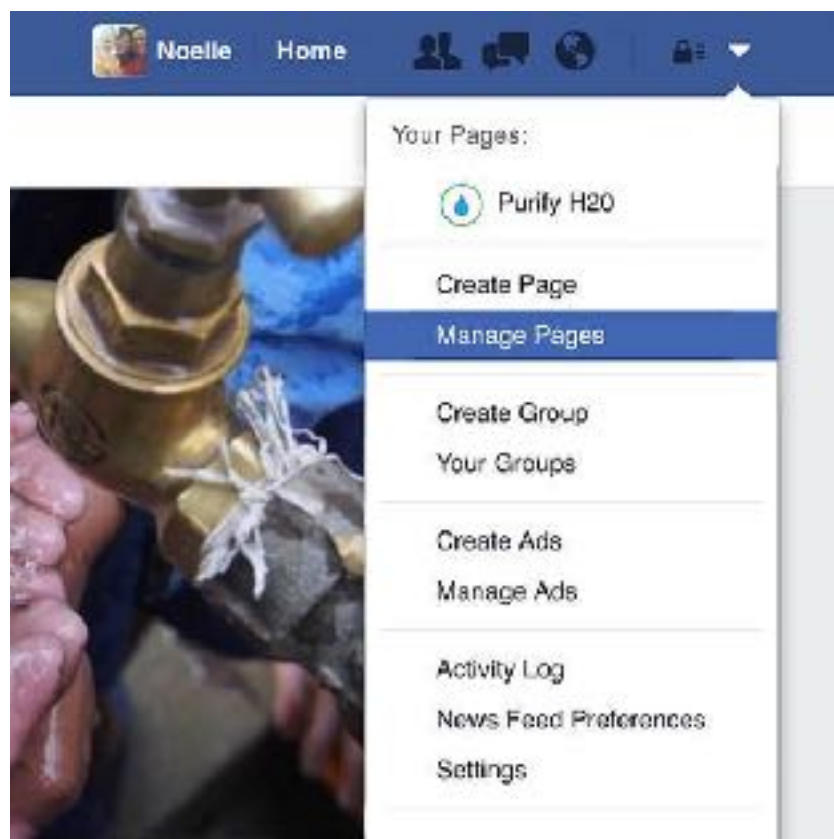
Enhance Your Facebook Page
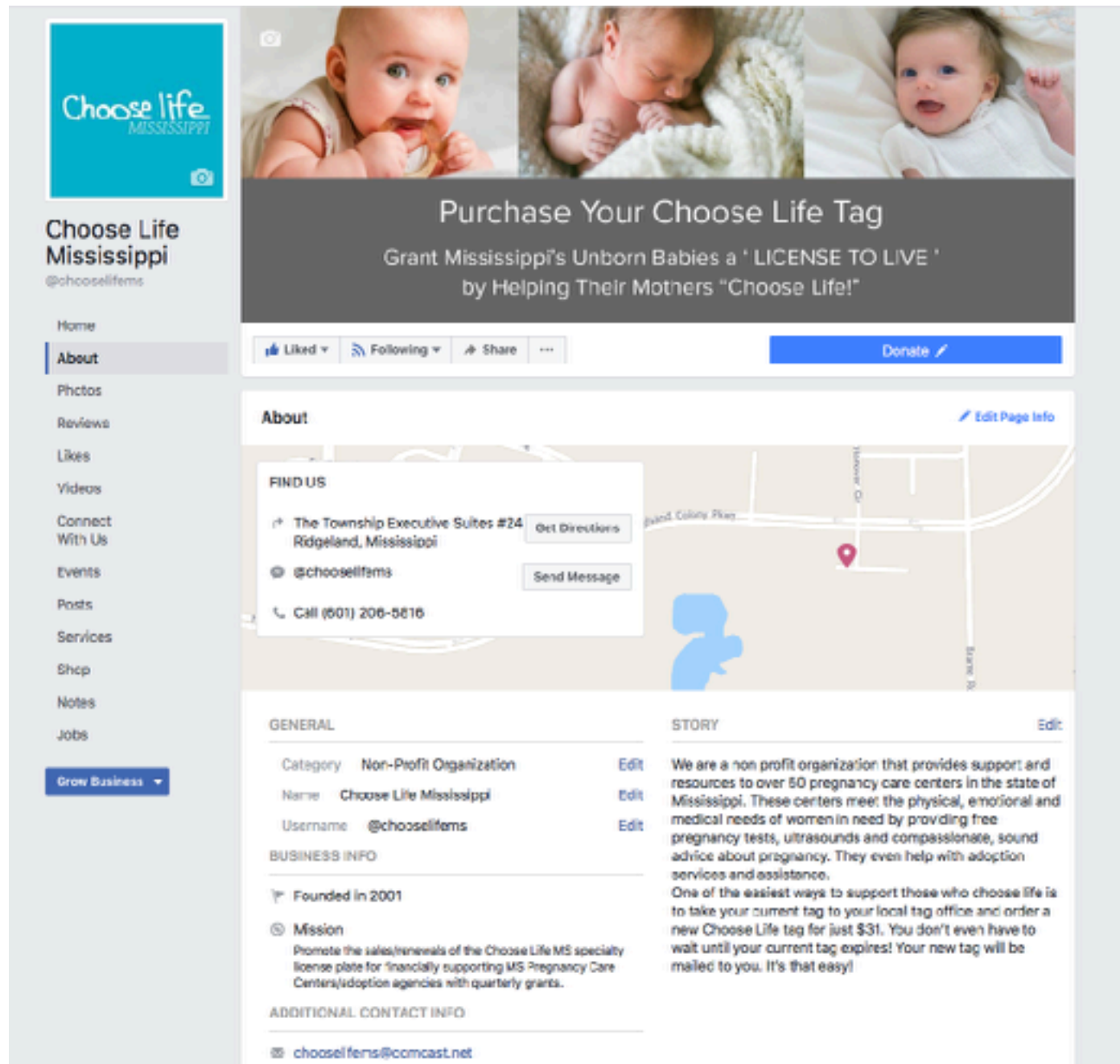
Optimize Each Page Section

This is your chance to give people a quick preview of what your organization does. Use the About section to briefly state the mission of your organization and its impact. This is also a good place for contact information.
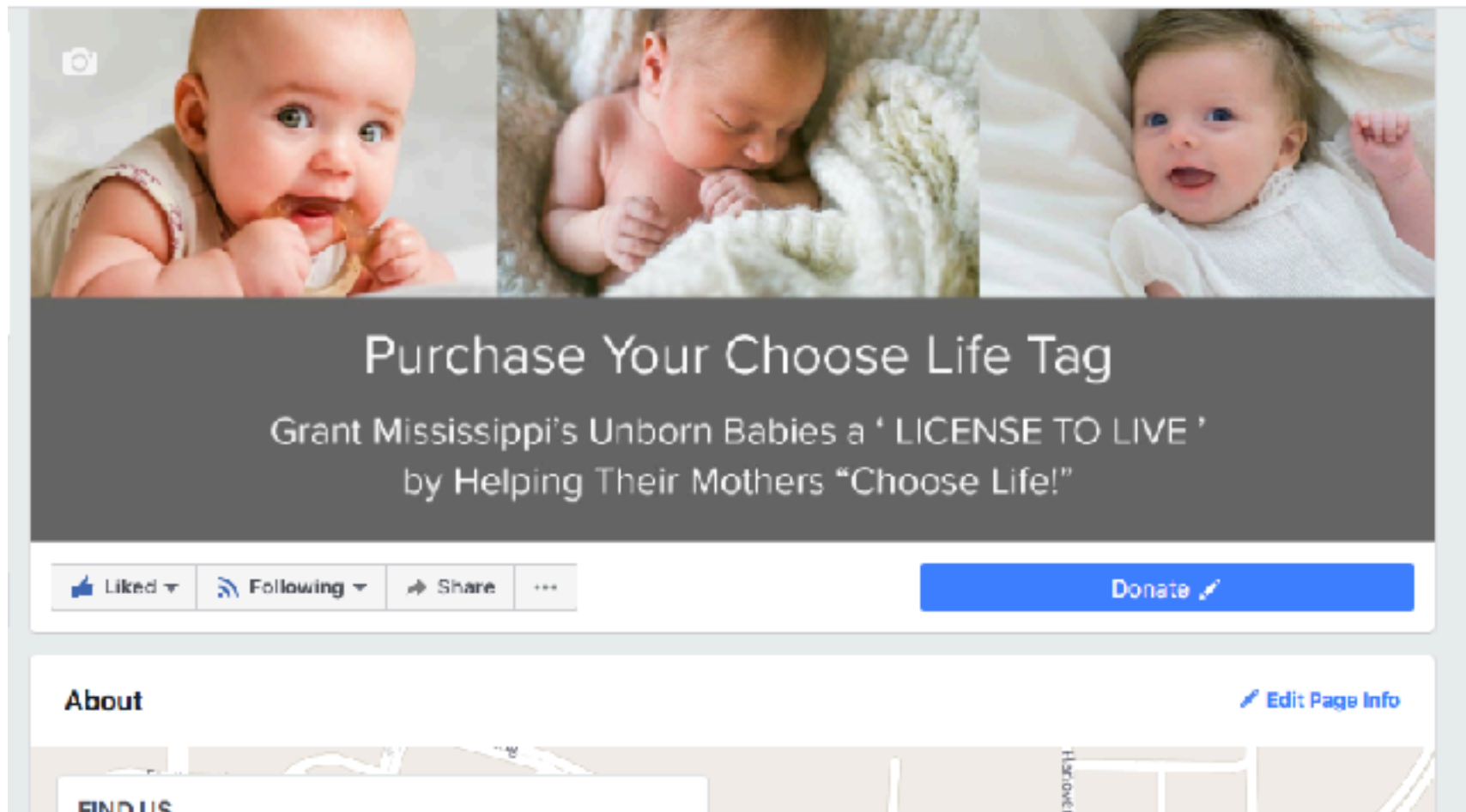
Cover Photo

Your cover photo should be an image that represents the work your organization does and the communities it serves. Use a high quality image that is visually appealing. Your cover photo can be changed at any time and is a good place to feature a special event or initiative.
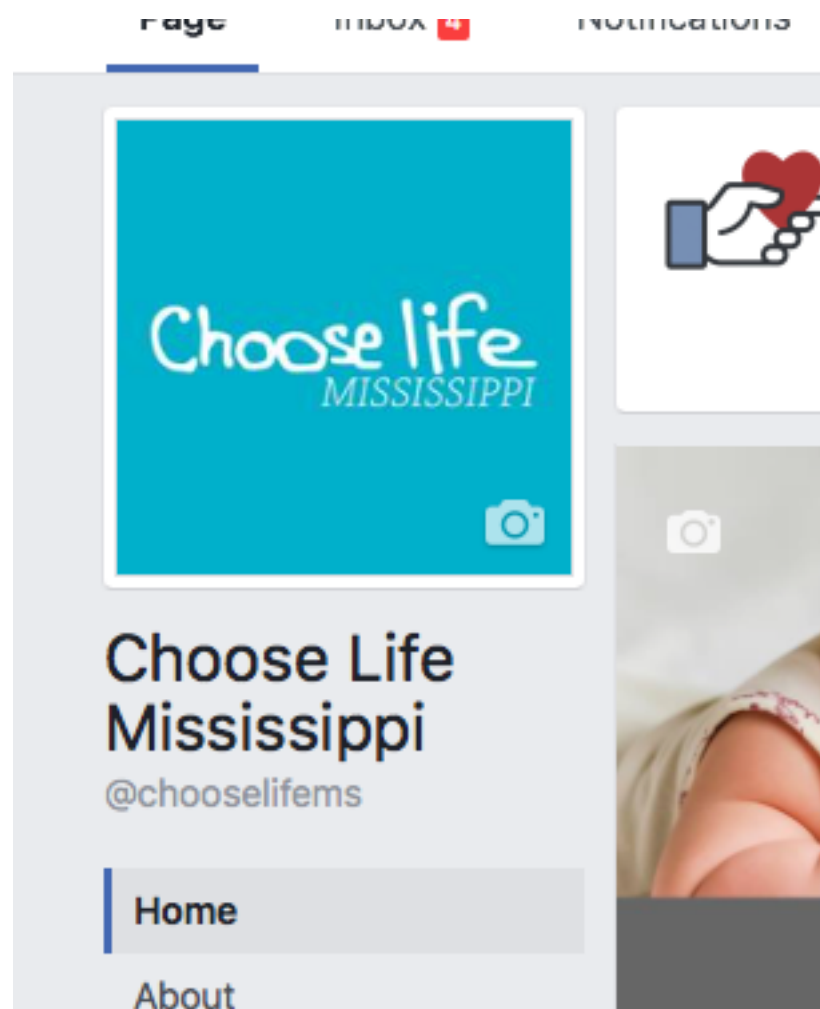
Profile Picture

Your profile picture is a way to help people recognize your brand when they see a post from your Page in News Feed.

We recommend a square version of your organization's logo. Keep in mind, it'll often appear small.
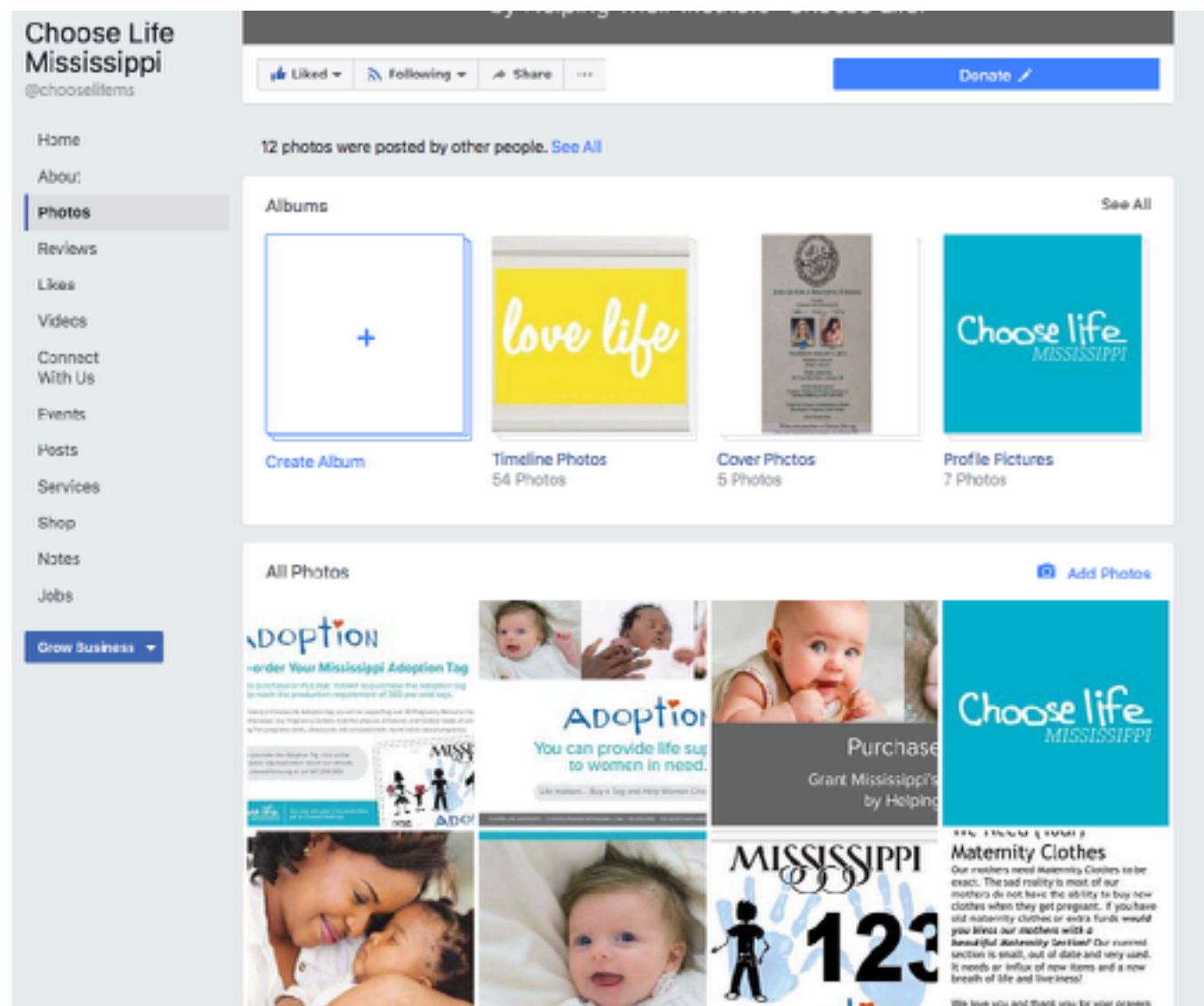
Video & Images

Adding photos and albums to your Page will offer more depth and understanding of the work your organization does and the impact you create.

When you upload a photo or album, your supporters will see it as a post in News Feed. If you have videos that showcase your organization's work and mission, add those here too.

Tips:

- Add descriptions to your photos

- Tag volunteers and supporters in the photos when possible
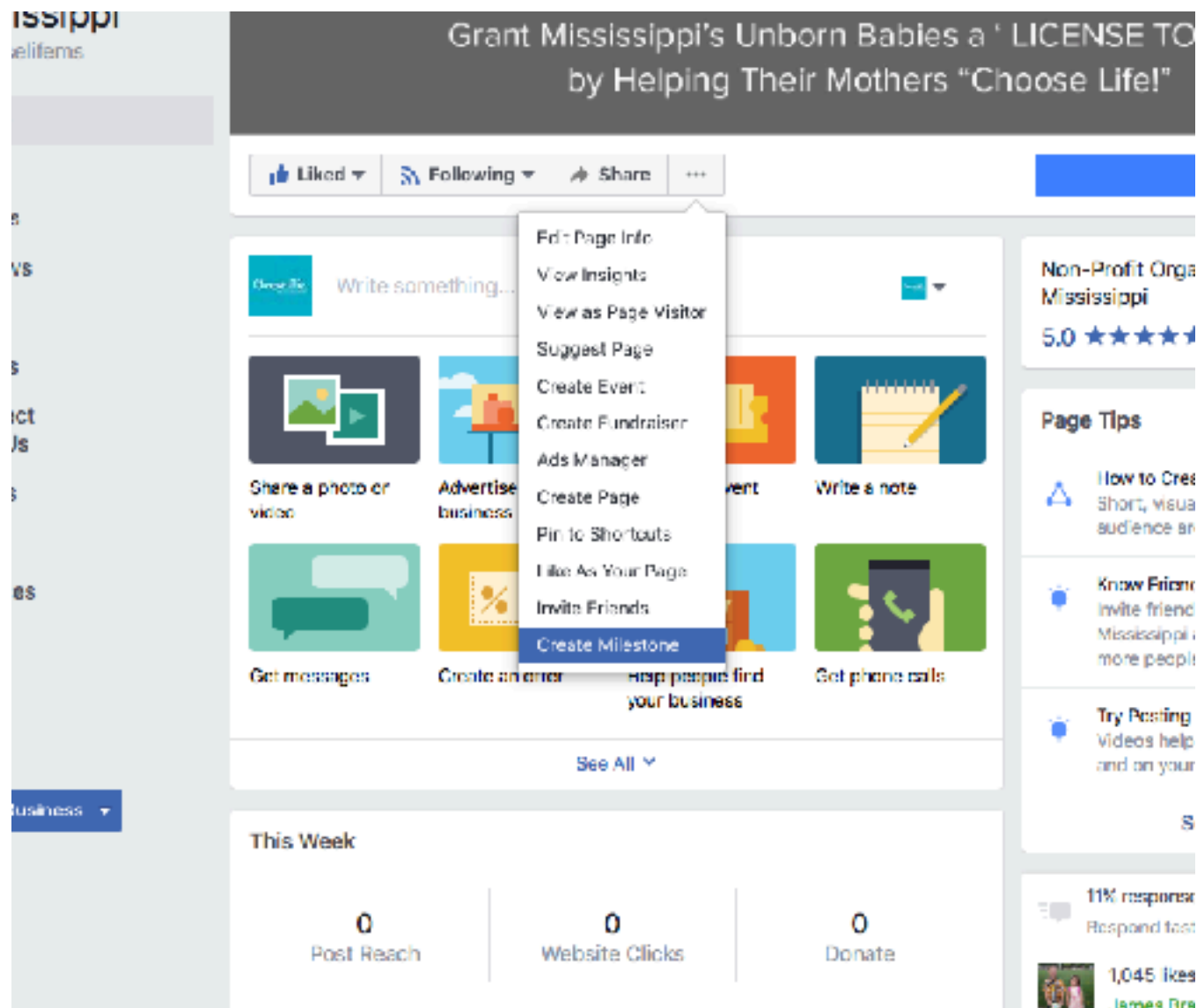
Milestones

Milestones are a great way to show people the history and progress of your organization.

Your Page is also the place to celebrate your organization, like a program launch or an anniversary. Consider including things like:

- When your organization was founded

- Impact from successful programs and events

- Your organization's contributions to the progress made on major issues

Events

Your Page is a great way to let people know about events your organization is hosting. All you need to do is click **Event, Milestone+** and then choose **Event**. Events created from Pages are visible to the public.

When people accept your invitation, it'll be added to their list of Facebook events. They'll get notifications when you make a change to the event and will get reminders of the event's date and time.

You can also see who has accepted your invitation, so you can plan for how many people to expect.
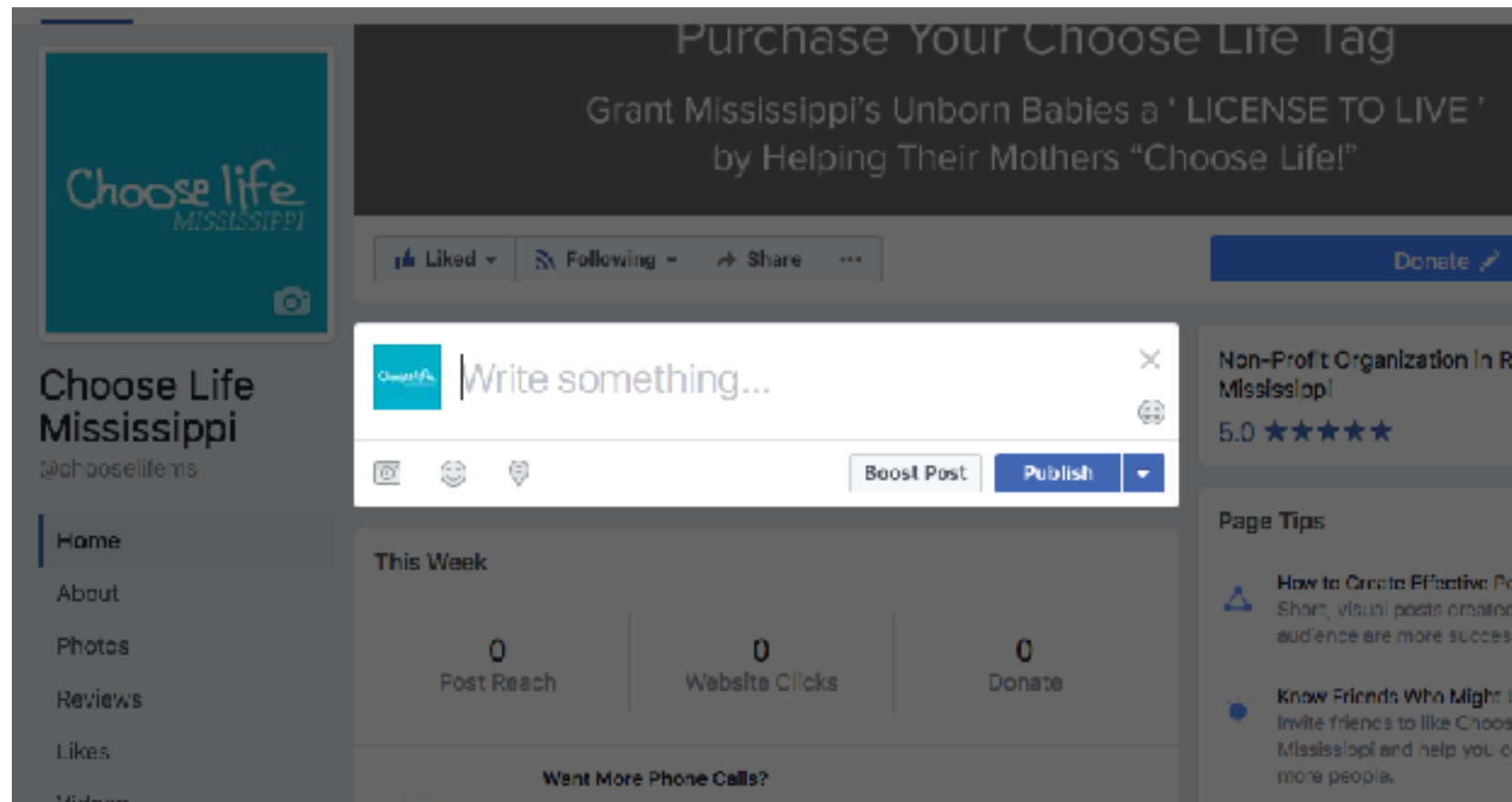
Create Basic Posts

Posting is easy. Just start typing where it says "Write something…" Your update can be about anything you think supporters will be interested in, like announcing an event or showing photos of a project. All your posts are visible on your organization's Page and may show up in News Feed for people who've liked it.
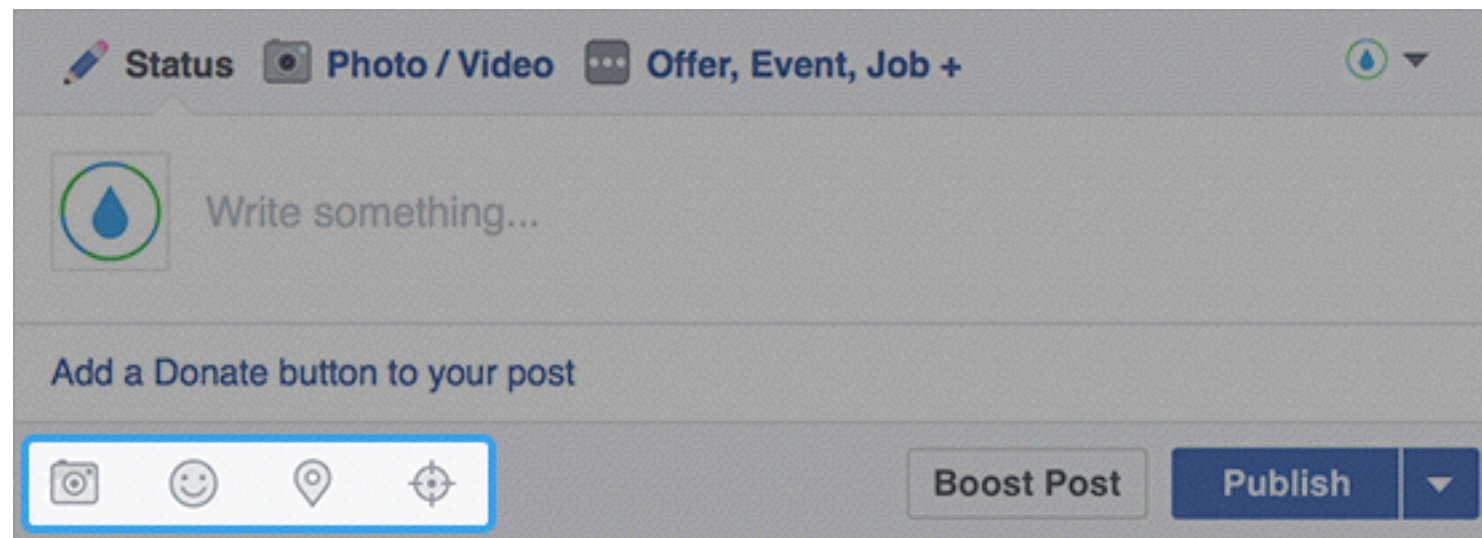
Set Post Features

Click the **camera icon** to add a photo or video to your post. Click the **face icon** to indicate what you're doing or how you're feeling. Click the **location icon** to add where you are, which is helpful if you're posting from different locations or an event. Click the **clock icon** to schedule your post for later. Click the **target icon** to choose the audience that should see your post.

This is helpful if you want to show your posts only to followers by interest, age, gender, location, language, relationship status or education level.
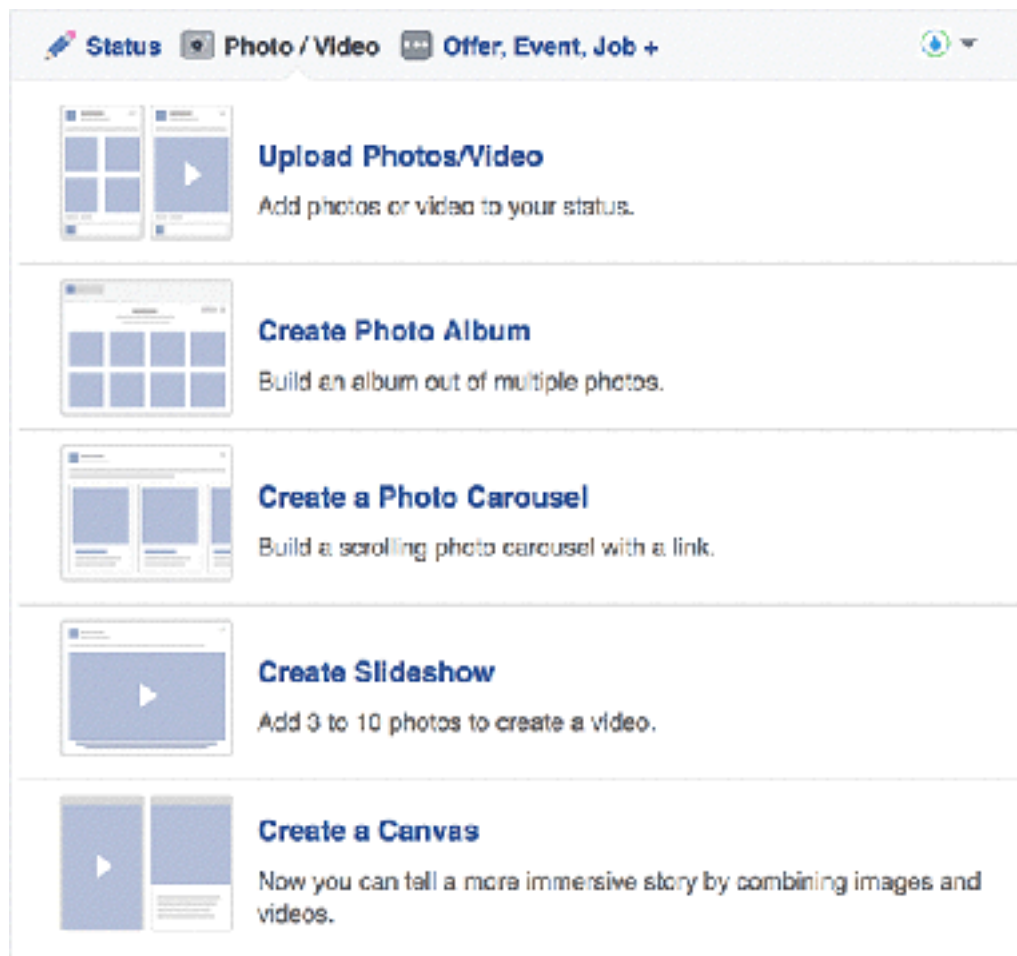
Insert Photos or Video

If you want to add photos or video to your post, click **Photo/Video**. When posting photos you can upload a single photo or a series of photos in an album, carousel or slideshow.
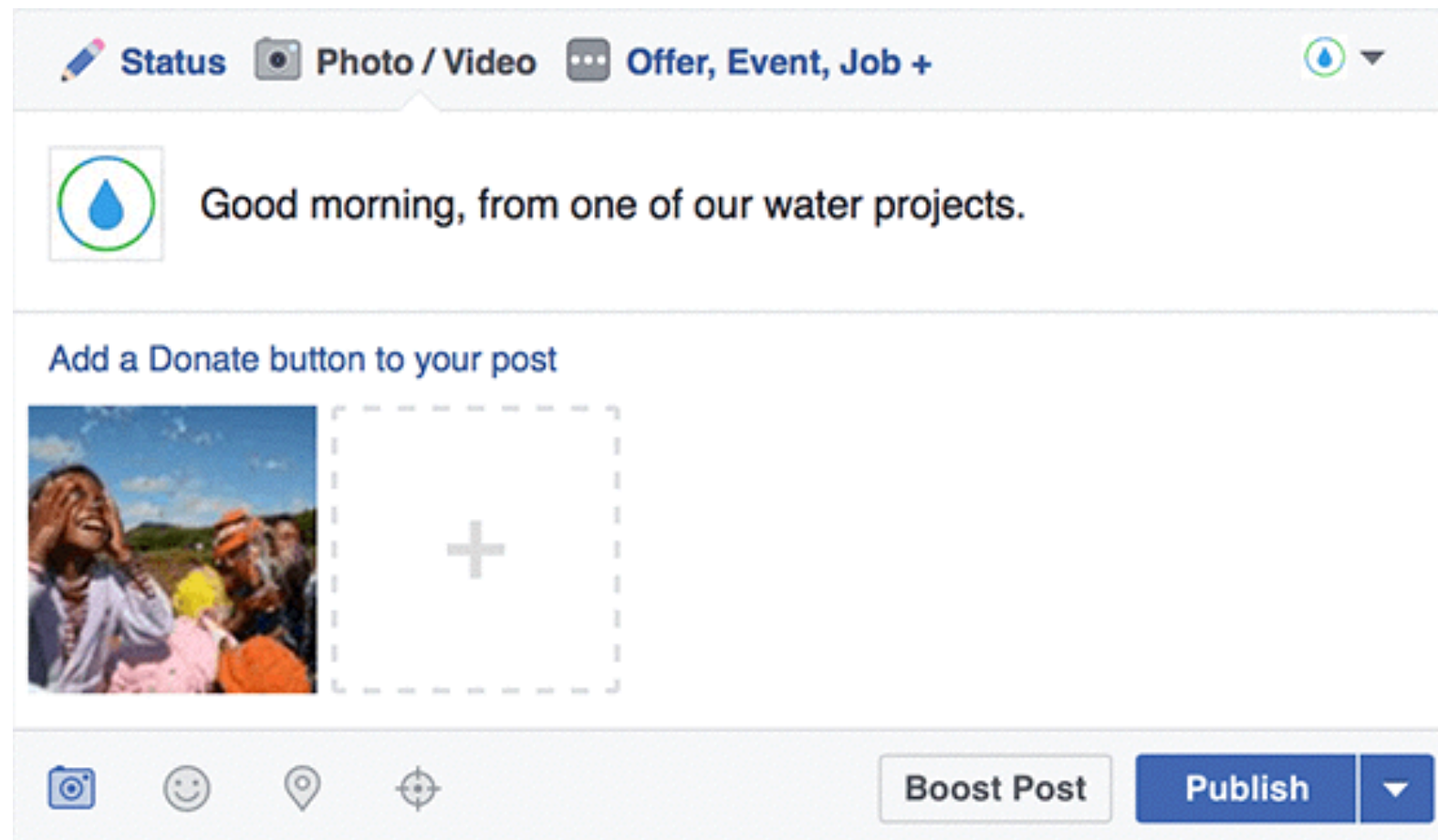
Select Your Files

Select the files you want to upload, or drag and drop your files into your post. You can drag and drop multiple photos at a time. If you want to remove a photo from your post draft, hover over the photo and click **x** in the top-right corner. You can also add a description of your photo.

Publish Your Post

When you're ready, just click publish. Your post will be published to your page timeline and distributed to Page follower's personal News Feed.

Give Important Posts More Attention

When your post is published, you can bring more attention to it.

Click the arrow in the top-right corner of your post, and then choose:

• **Pin to Top** to keep your post at the top of your Page. It'll be the first post people see, which is great if you have an important update or event.

• **Embed Post** to add the post to your website. If there's a special post you want website visitors to see, a snippet of code can be added to the HTML of your web page. When people click the post on your site, they'll go right to your Facebook Page.

Hide a Public Post From Your Timeline

After you publish a post to your Timeline, you have the option to hide that post from being visible to the public.

This can be useful when you are creating tailored posts to targeted audiences that you do not think will be valuable for your general audience to see.

1 Go to the post on your Page's Timeline.

2 Click in the top-right corner.

3 Select Hide from Timeline to hide it.

Delete A Post From Your Page

1 Go to the post on your Page's Timeline.
2 Click in the top-right corner.
3 Select Delete post.

Get People to Like Your Page

Invite the people you already know

Building an audience on Facebook starts with inviting the people you already know to like your Page. You want to invite people who are inclined to like and interact with what you're posting. As those people engage with your posts, their Facebook friends will see that and create exposure to new audiences.
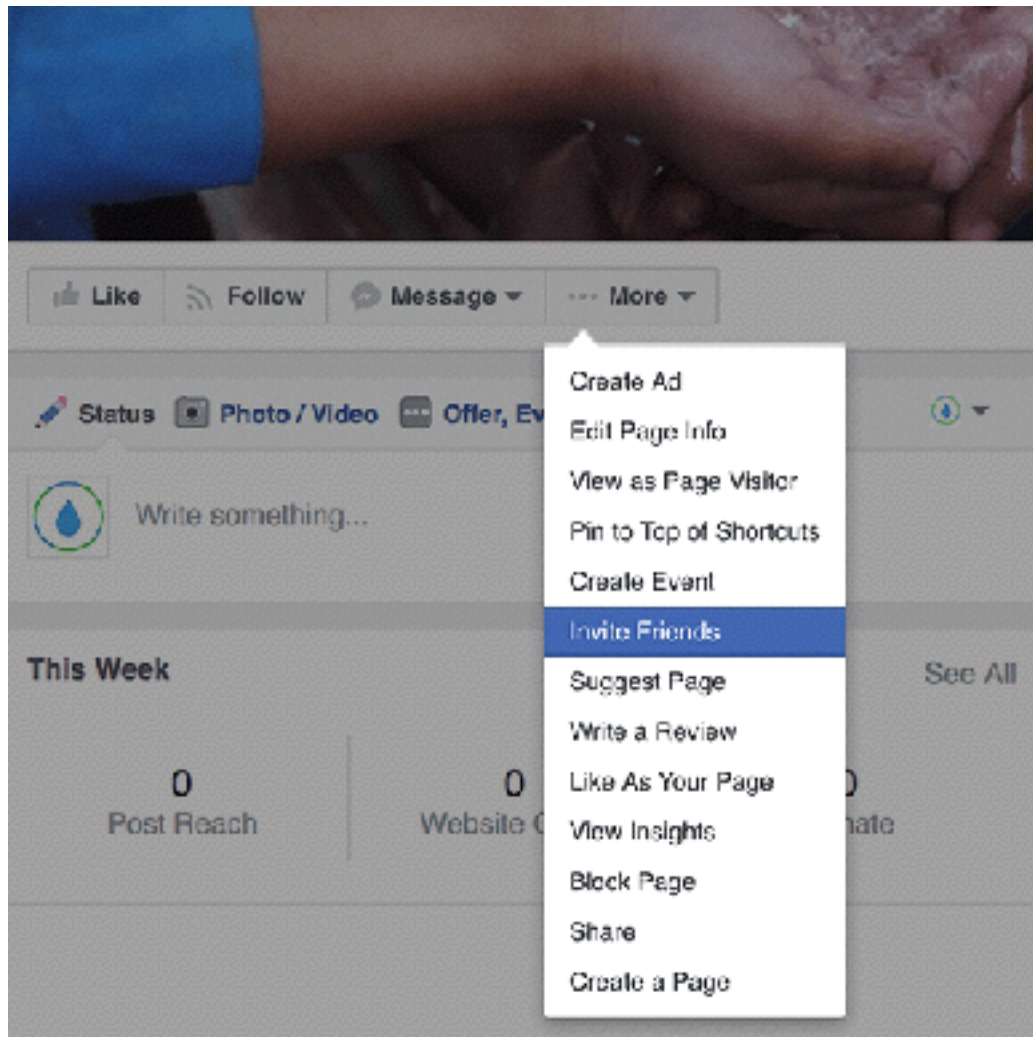
Invite Friends

On the bottom-right corner of your cover photo, click […] and then select **Invite Friends** to see a list of your personal Facebook friends.

Select the people you want to invite to like your Page, and they'll get a notification. You'll want to invite people that are most likely to be genuinely interested in your cause.

Ask your staff, board of directors, and volunteers to like and share the Page with their friends. They can also use the invite tool to send invitations directly through Facebook.

Connect to your Email Contacts

After you set up your Page, you can import your email contacts and send them an invite to like it. Their contact information will remain safe and private.

On the bottom-right corner of your cover photo, click […] and then select **Suggest Page.** Select the email service you use, and there will be instructions to import your contacts and send invitations to like your Page.

Keep all the people that are already involved with you (like volunteers, donors, staff, and vendors) in mind when inviting others to like your Page.
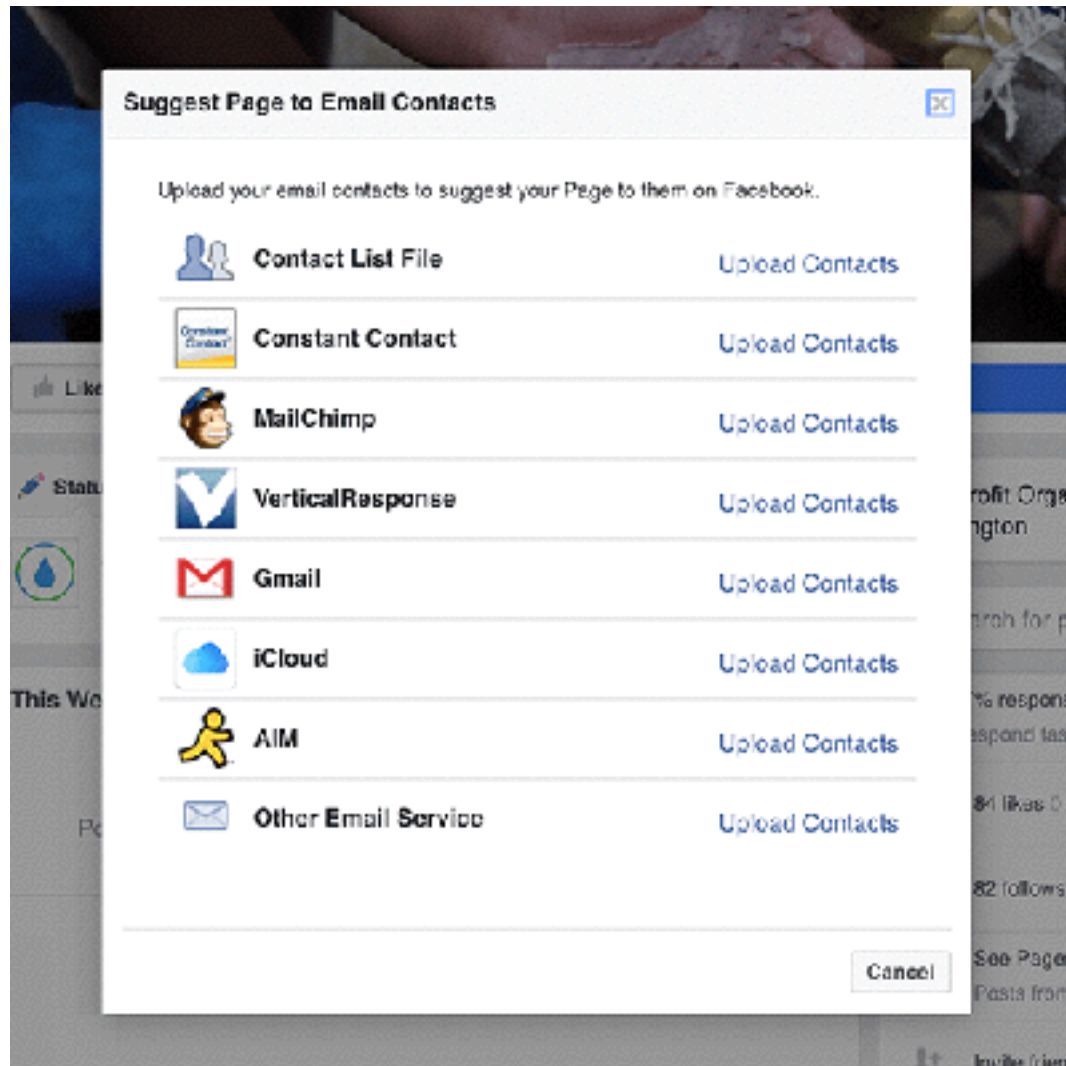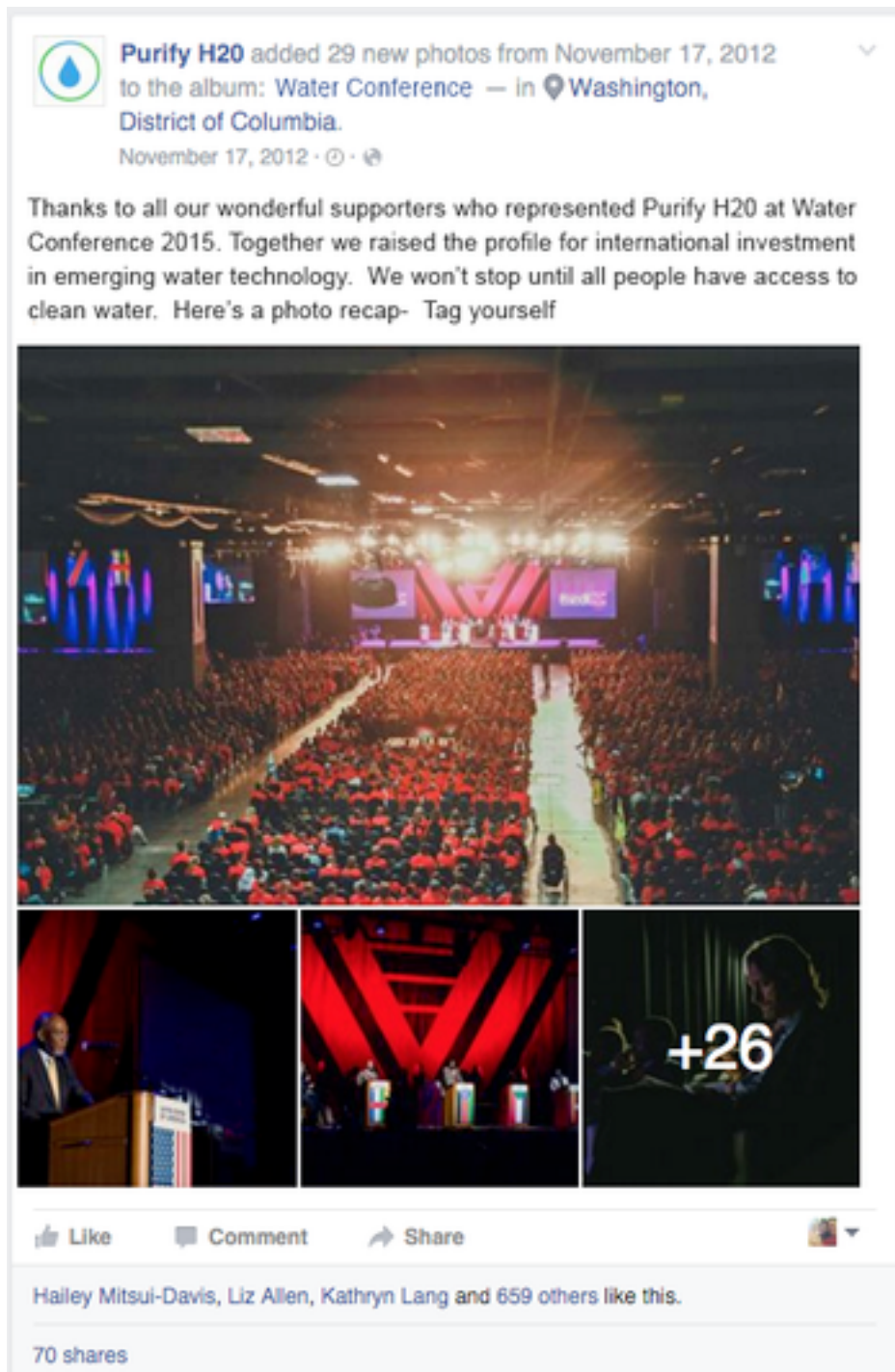
In-Person Events

If you are having an event, consider creating a way to let attendees know that they can follow your organization's activities on Facebook. Provide a reason for attendees to seek out your Page after the event.

• Take photos and let people know they will be posted to your Page. You can tag people in the photos if they're one of your personal Facebook friends.

• Publish a short video recap of the event.

• Send a follow-up email to attendees with a recap of the event and a link to like your Page on Facebook.

Word of Mouth

Let people in your network know that you need their help growing your Facebook audience.

- Ask people to share your Page and like your posts so that you can grow your reach.

- Provide them with a paragraph they could share with others over email or Facebook to easily recommend to your friends that they check out your Page.

- Connect with other organizations by liking the Pages of peer organizations with similar audiences.

- Build your organization's professional network by tagging other Pages in your posts. This will help more of their supporters learn about your organization and vice versa.

Promote your Facebook Page in other places

Let people know you're active on Facebook through your other marketing channels. Here are some ideas for how you can use those avenues to promote your Facebook Page. Make sure to tell people why it's important for them to like your Page. Remind them of what you're trying to accomplish by growing your support base online.
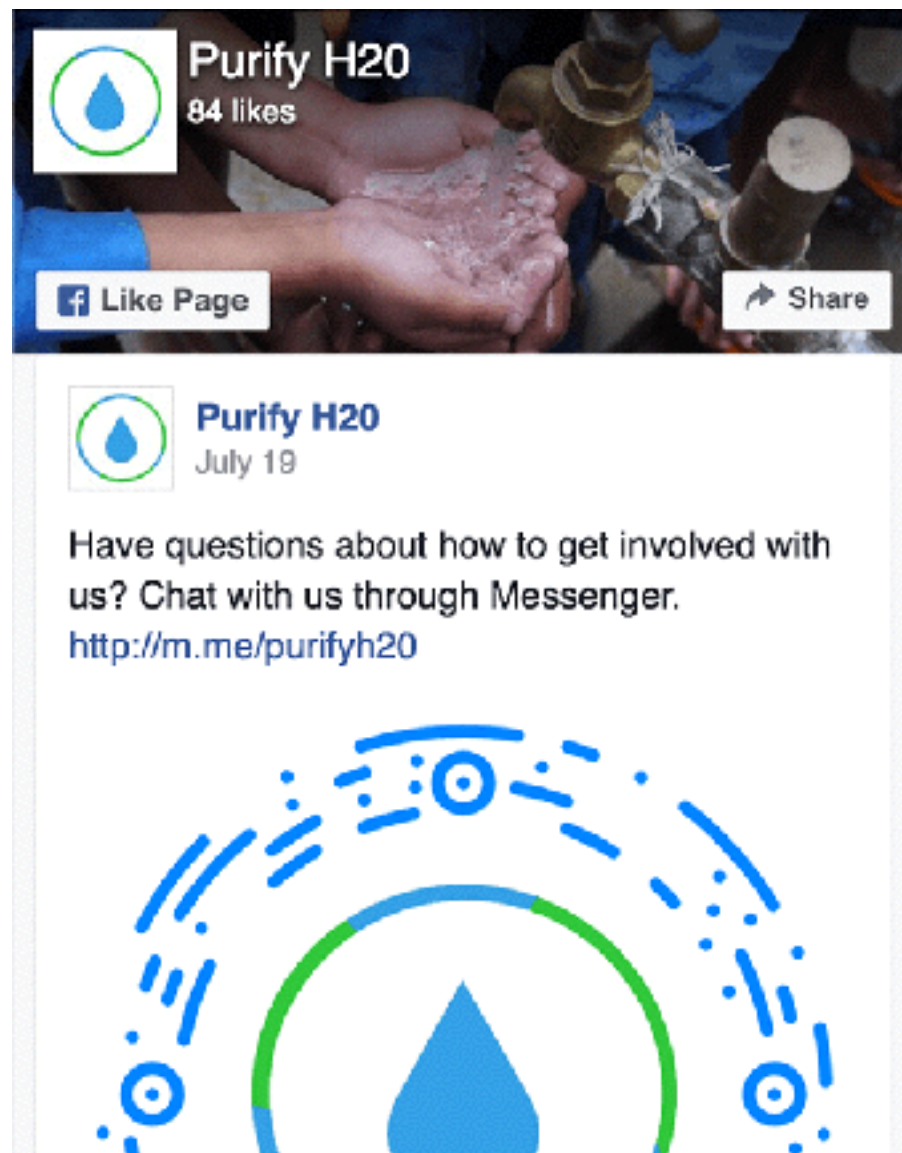
Website

Give the people who visit your website the opportunity to join you on Facebook. Facebook offers a few ways you can integrate Facebook with your website.

- Embedded Posts
- Embedded Videos
- Page Plugin
- Follow Button

Blog

If your organization publishes a blog, you may want to add a Social Plugin such as a Like or Share button to your posts so that people's interactions will appear on their Facebook profiles.

- Comments
- Like Button
- Share Button
- Send Button

Thank you for helping us get here.

As we close out January we're very pleased to announce the completion of five new water projects. In total over 700 people now have access to clean drinking water in their community for the very first time.

Your donations made this possible.

The completion of these projects will help reduce illness, increase school attendance and allow these communities to focus on what matters, raising happy and healthy families.

For ongoing information and photos of our projects visit (and like) our Facebook Page: facebook.com/purifyh2o/

Sincerely,
Purify H2O

Email

If you email your supporters with updates, you can also email them to showcase your Facebook Page.

- Put a link to like your Page in the footer or as a call to action in the body of the email.

- Include one of your posts as part of the email.

- Let people know they can join a Facebook group or contact you on Facebook Messenger to get feedback or ask questions more in depth, like exploring volunteer opportunities or discussing program progress.
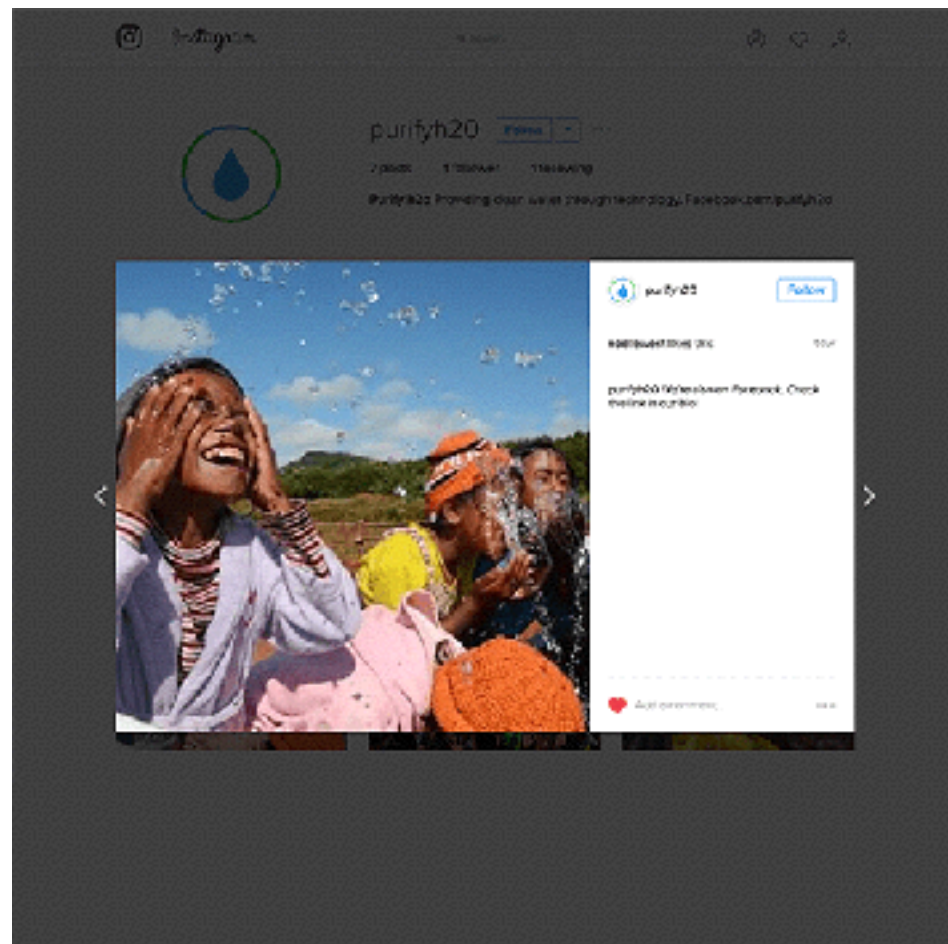
Social Media

If you have a presence on other social media sites, post to those platforms to let people know that they can also stay in touch with your organization on Facebook.

If you have connections with any organizations or businesses with large followings on a platform, you can ask them to share a link to your Facebook Page. You might choose to include suggested text or images to use in order to increase the chance they'll post.

TIP: You'll get more people to like your Page if they have a good reason to do so. For example, your donors may be more motivated to like your Page if you tell them it's a good way to get updates on the impact of their donations.
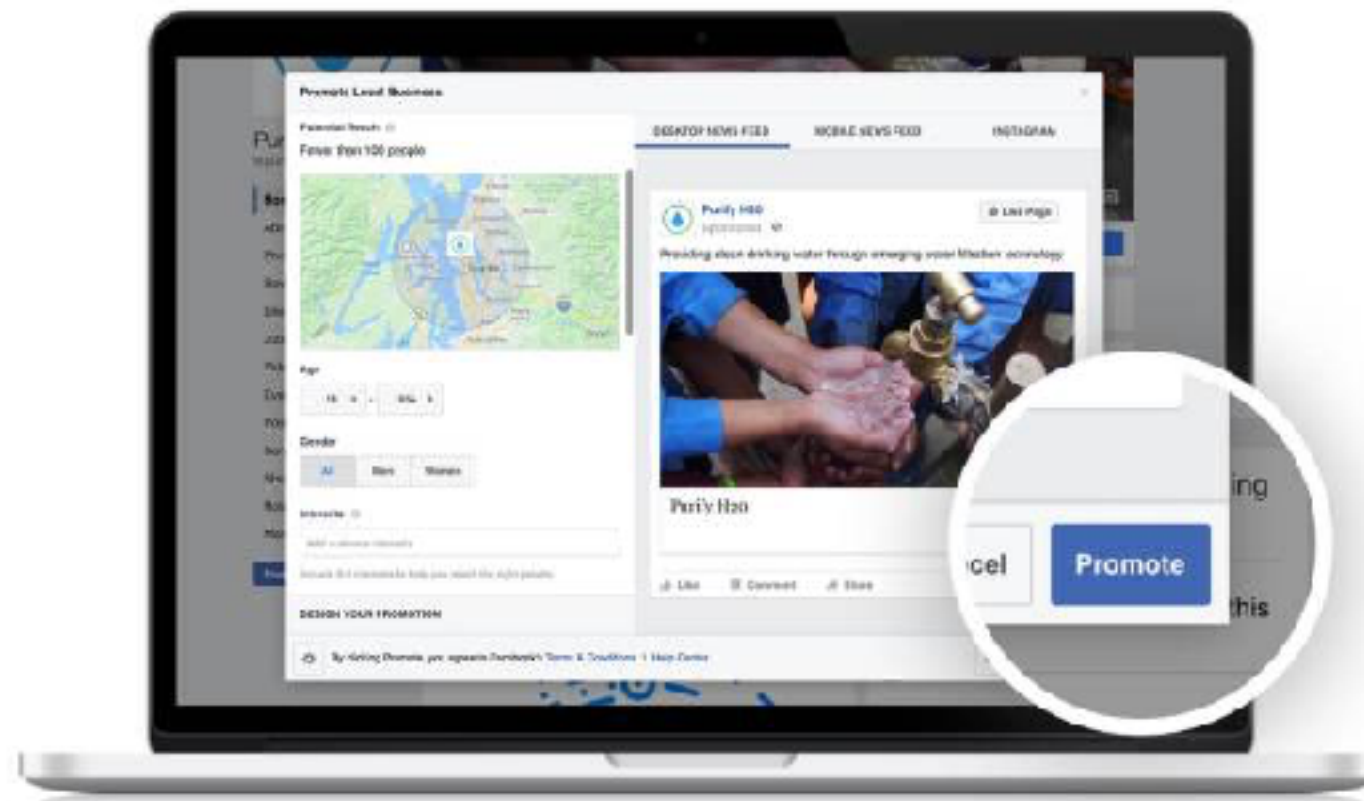
Reach Outside Your Current Network Using Ads

If you have some budget to work with, you may want to consider using Facebook Ads to reach out to new people on Facebook who might be interested in your cause.

Ad Basics

On Facebook, you can promote a post or send an ad to people based on 100+ different characteristics, including age, gender, location, interests and behaviors.

Ads are effective ways to reach new people whom you might not be able to find otherwise. Our targeting capabilities allow you to direct your posts to the people who are most likely to be interested in your organization, and to experiment with publishing posts that resonate with new communities and potential supporters.

You can run small tests that are quick and inexpensive to see what type of ads might be cost-effective for you before ramping up to larger campaigns.

Promoted Posts

Promoted posts are existing posts that you pay to boost so they appear in News Feed for people outside your current audience. Promoted posts show up with a "Sponsored" label below your Page name.

Purify H20

Providing clean drinking water through emerging water filtration technology

Like Page · 42 people like this page

Paid Ads

Paid ads are advertisements you create in the Ad Creation tool. You upload your image, text or graphic, choose your budget and audience, and then publish.

When you create ads, they'll be shown in different areas (placements) on Facebook depending on your objective, audience targeting and image/text choices. Ads can show up in the right column of Facebook or in News Feed on mobile or desktop devices.

Activate Supporters

Learn how to motivate followers to actively promote your cause. The
ways people can contribute take many forms, from speaking out to
attending events and volunteering.
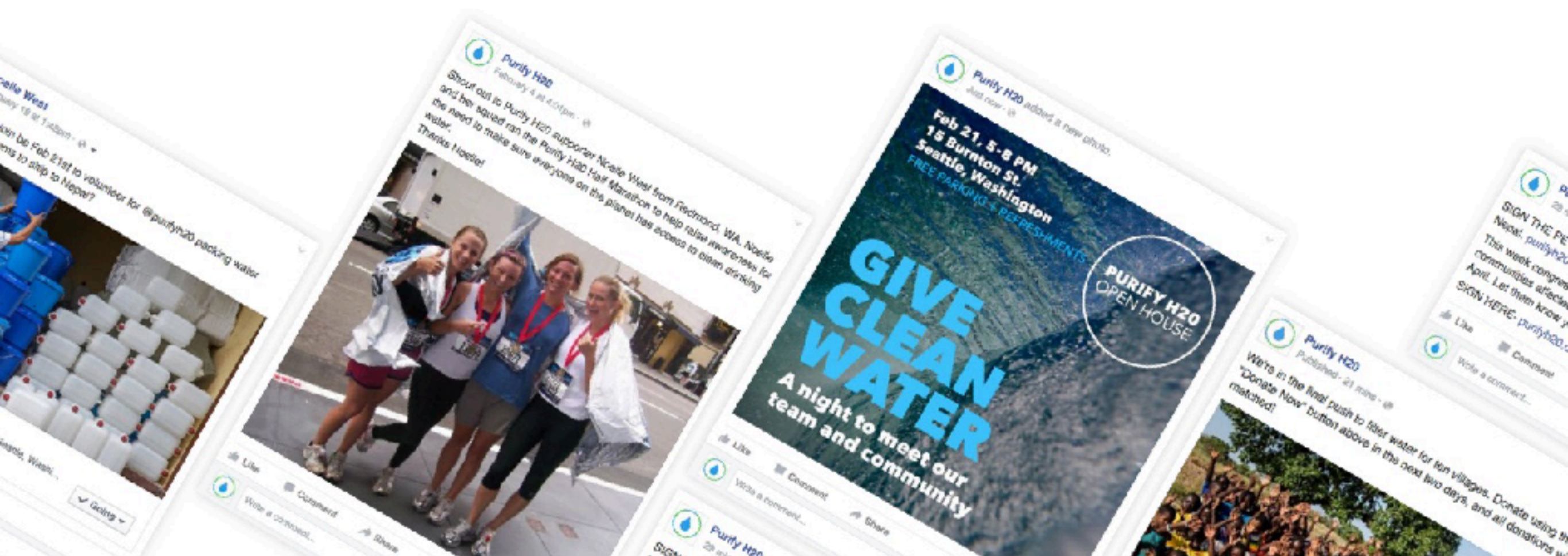
Ask People to Speak Out

Empower others to share your message. Be clear about what you stand for and how people can use their own voice to spread the word.

1. Define Actions to Take

2. Craft Your Call to Action

3. Show a Clear Need

4. Inspire People to Share Their Stories
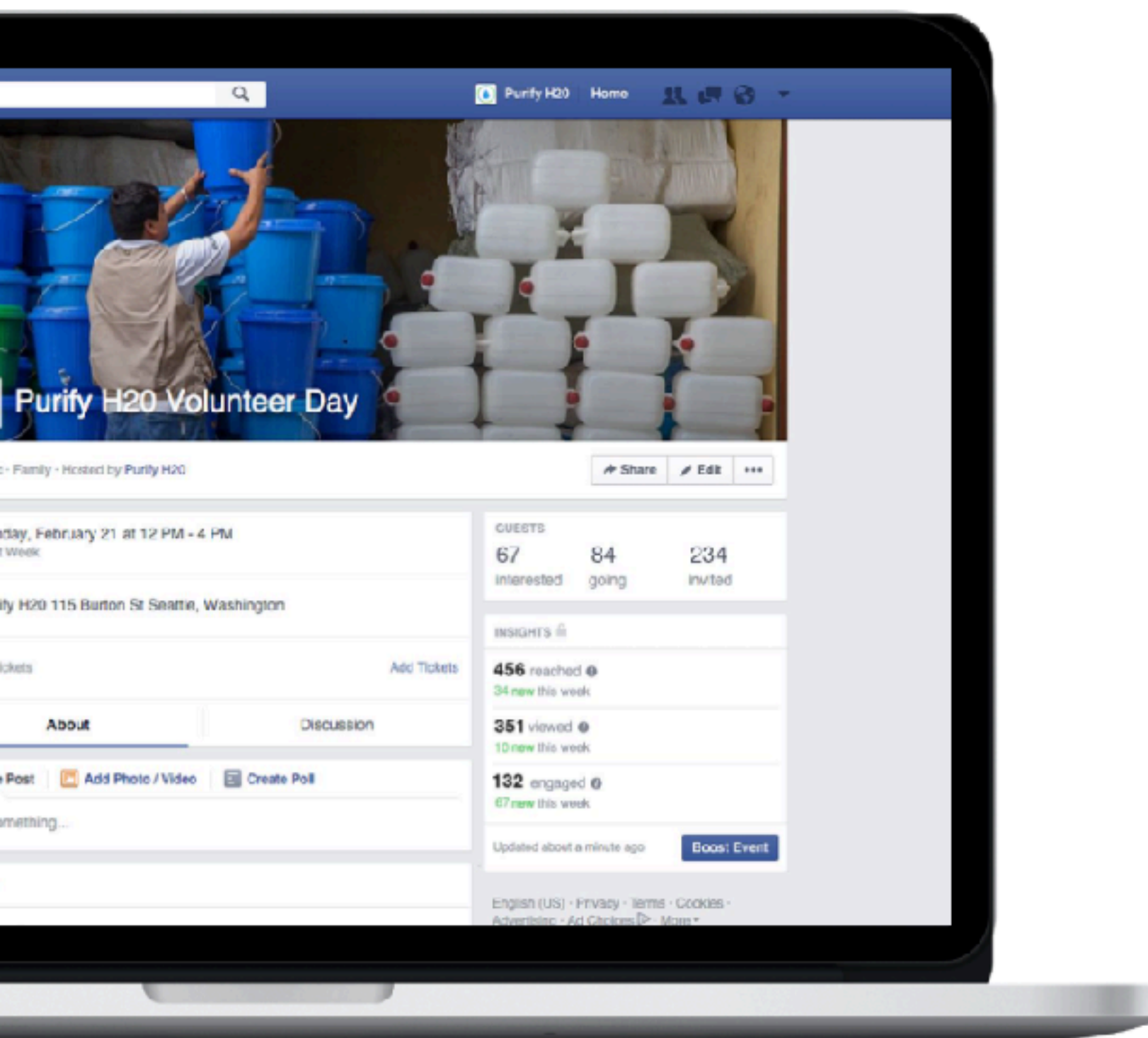
Get People to Show Up

Authentic connections are at the heart of building a strong community. Use your Page to interact with your supporters and help them feel known and appreciated by your organization.

1. Send Online Supporters to Your In-Person Activities

2. Build Anticipation

3. Encourage Sharing at the Event

4. Follow Up

Inspire People to Lead

Passionate followers can become strong advocates for the work your organization does. Find ways to inspire people who care deeply about your cause and give them opportunities to lead on your behalf, both online and offline.

1. Recruit Volunteers

2. Engage Your Strongest Supporters

3. Follow Up

Exercise #4 Facebook

Elements of an Ad Campaign Strategy

There are several things to consider when creating your ad strategy on Facebook:

- **Objective.** The organizational goal you want your ad to support

- **Target Audience.** The kind of people you want to see your ads

- **Budget.** The dollar amount you want to spend; related to the number of people you want to reach

- **Creative.** The text, images, posts, graphics, videos and links that will show in your ads

- **Metrics.** What you will measure to determine if your ads are achieving your objective

Choose your Objective

You can select an objective for every ad campaign you create. Your objective affects the format of your ads and the audience they're served to. Facebook will show your ads to people most likely to take the action you want. For example, if your objective is to get people to watch a video, we'll show your ad to people who tend to watch videos in their News Feed.

Awareness	Consideration	Conversion
Post engagement	Website clicks	Website conversions
Page likes	App installs	App engagement
Local awareness	Event responses	Offer claims
Brand awareness	Video views	Product catalog sales
Reach	Lead generation	Store visits
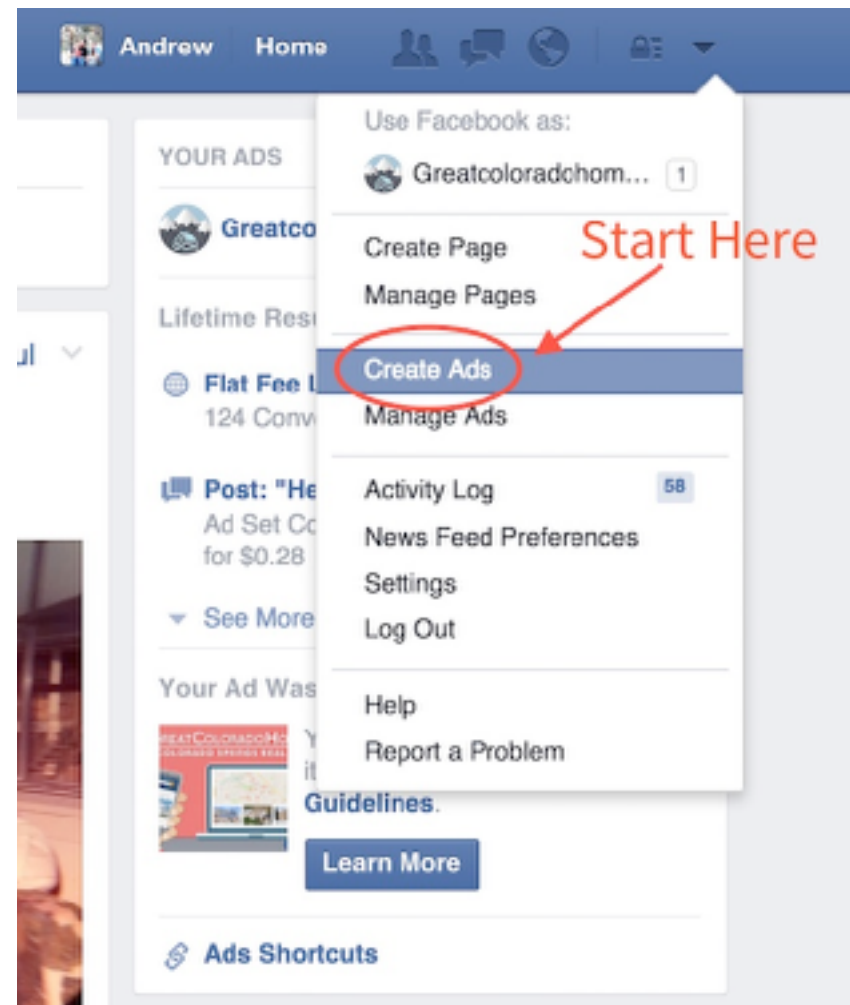
There are a few main things to consider when selecting your ad campaign's target audience:

- Who you need to reach to have the impact you want?
- Who is most likely to respond positively to your calls to action?

If you're not sure where to start, try choosing an audience similar to the people who like your Page. Or choose a broad audience to understand which types of people engage most with your ads. You can even send the same ad to different groups of people to learn which audience responds best.

There are over 1,000 target audience characteristics to pick from, including:

- **Location.** Reach people in cities, countries and communities where you work. For example, if you're a local non profit, you can show ads to people in your local community.

- **Demographics.** Select an age range, gender, education level and more. For example, you can create different ads that are relevant to different age groups or genders.

- **Interests.** Reach people based on their interests, hobbies and Pages they like on Facebook. For example, if you're focused on getting people to lend a hand, you can reach people who express an interest in "volunteering" and like the Pages of organizations similar to yours.

- **Behaviors.** Find people based on their purchases, device usage and other activities.

- **Connections.** Speak directly to people who are connected to your Page, event or app, as well as their friends. For example, you can promote an event by showing ads to the friends of people who are attending.

Depending on your needs, you may also want to use these advanced target audience options:

- **Custom Audiences.** Create audiences based on the donor, volunteer, email data and website traffic you already have. For example, you can reach out to current donors during a specific time of year on Facebook to encourage them to give. Custom Audiences are great for reaching existing supporters, and many nonprofits find them very powerful.

- **Lookalike Audiences.** Create audiences with characteristics similar to a group you care about, such as your existing Page followers or email list. For example, you can drive more people to your website by targeting an audience with similar demographics or interests to past visitors.

Specific   Broad
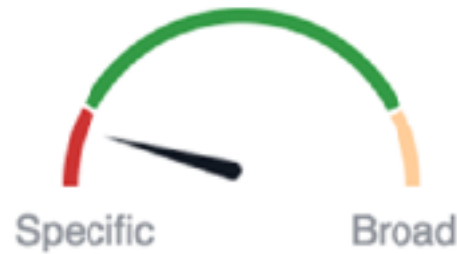
Choosing a specific, targeted audience:

When you target each ad set to specific, targeted audience, you can make your images and text more personalized to the audience you're trying to reach.

This could narrow the estimated audience and help make sure that the people who see the ad are more likely to connect with the mission and become supporters.

For your ads to be seen by enough people, however, we recommend keeping your estimated audience above the red portion of the audience definition dial.

Choosing a broad, general audience:

On the other hand, targeting a broad, general audience may be the right choice if you want to build brand awareness for your organization.

If you're not sure, start by targeting people who look like your existing Page followers or other people whose interests align with the work you do.

Set Your Budget

Schedule
If you want to run your ad set continuously, choose a Daily Budget. Facebook will pace your spending throughout each day until you reach your daily budget amount. If you'd rather run your ad set for a specific length of time, choose a Lifetime Budget. Facebook will pace your spending over the lifetime of the ad set. Daily budgets work well for ongoing objectives, like sending people to your website. Lifetime budgets work well for objectives that have an end date, like a campaign or event.

Dollar Amount
Start by setting your daily or lifetime budget at the dollar amount you feel comfortable testing your ads with. This'll let you see which ads perform well without needing to tightly monitor spending. After your ads have run for a day or so, review their performance. You can then increase your budget on ads that are performing well, and pause or modify ads that aren't performing as well.

Choose Your "Creative"

Your ad strategy may include variations of an ad to test out which combinations of messages and visuals are most engaging. A great way to start is by reviewing which of your organization's Page posts have performed best.

- **Images.** Use strong, striking images that will stand out in News Feed and grab people's attention.

- **Video.** Find videos that capture people's attention within the first 3–5 seconds. They should get to the point quickly and clearly communicate how someone can help. Keep in mind that many people watch videos without sound, so you might want to include subtitles.

- **Copy.** Simple messages with a clear call to action often resonate. Aim to write conversational text that people will connect with and want to share with friends.

- **Links.** If your ad includes a link, make sure the landing page you're driving people to is mobile-friendly and relates to the ad in some way.

Create a Page Strategy

Learn what goes into creating an effective Facebook strategy to ensure you get the most out of your online efforts.

What is a Page strategy?

A Facebook Page strategy is the set of activities you organize to achieve a specific goal. It can be short and specific, or long term with a series of campaigns and objectives.

Elements of a Strategy

- **Mission:** The overall impact your nonprofit is trying to make.

- **Goals:** What you want to achieve through your Page to support your mission.

- **Target Audience:** The types of people you aim to reach with this campaign.

- **Content:** The stories and visuals you'll use to engage people.

- **Measurement:** The metrics you'll track to determine your campaign's success.

What is the Overall Impact You Are Trying to Make?

You'll want to create a basic outline that shows how your organization creates impact. An outline for building a Facebook strategy helps you:

• Make sure your Facebook activity contributes to the impact you want to make

• Clearly communicate to people what you need from them and why

• Create compelling calls to action

Goals: What Can This Campaign Achieve to Help Support Your Mission?

Your campaign should relate to your overall mission.

What needs to be done to support or enhance that mission?

How could a campaign on Facebook help achieve your program's objectives?

Starting with a list of ideas will help you choose a campaign goal or goals that are best suited for Facebook.

TIP: Try to set specific goals that are measurable.

Target Audience

Look at the goals you've set for your organization and think about the ways in which **people** can help you achieve them. How do your services fulfill a need or solve a problem that a potential supporter would care about?

Broadly think about who might be interested and who may benefit from being involved with your organization. Figuring out the value you bring to a community is the first step in identifying your ideal target audience.

When choosing your target audience, consider demographic and interest characteristics:

- **Demographic:** This may include age, gender, location, ethnic background, marital status, income and more.

- **Interest:** This identifies more about potential supporters' hobbies, behaviors, connections, lifestyle and more.

## Content: What Posts Will You Create to Support This Campaign?

Once you've determined your goals and targets, the next step is to create a series of posts that reflect your objectives. You'll want to present your message in a way that your target audience finds compelling and wants to engage with.

Measurement: What Metrics Will You Measure to Determine Your Campaign's Success?

A campaign's success is determined by how well it's achieving its outlined objectives. The results you measure should be tied to your campaign goals. It's important to think through what metrics to measure and how you'll track them.

For example:

- Reach: How many people see your posts

- Engagement: How many people like, comment on, share or view your posts and videos

- Conversion: How many people take an action, such as share, sign up, visit your website, attend an event or donate
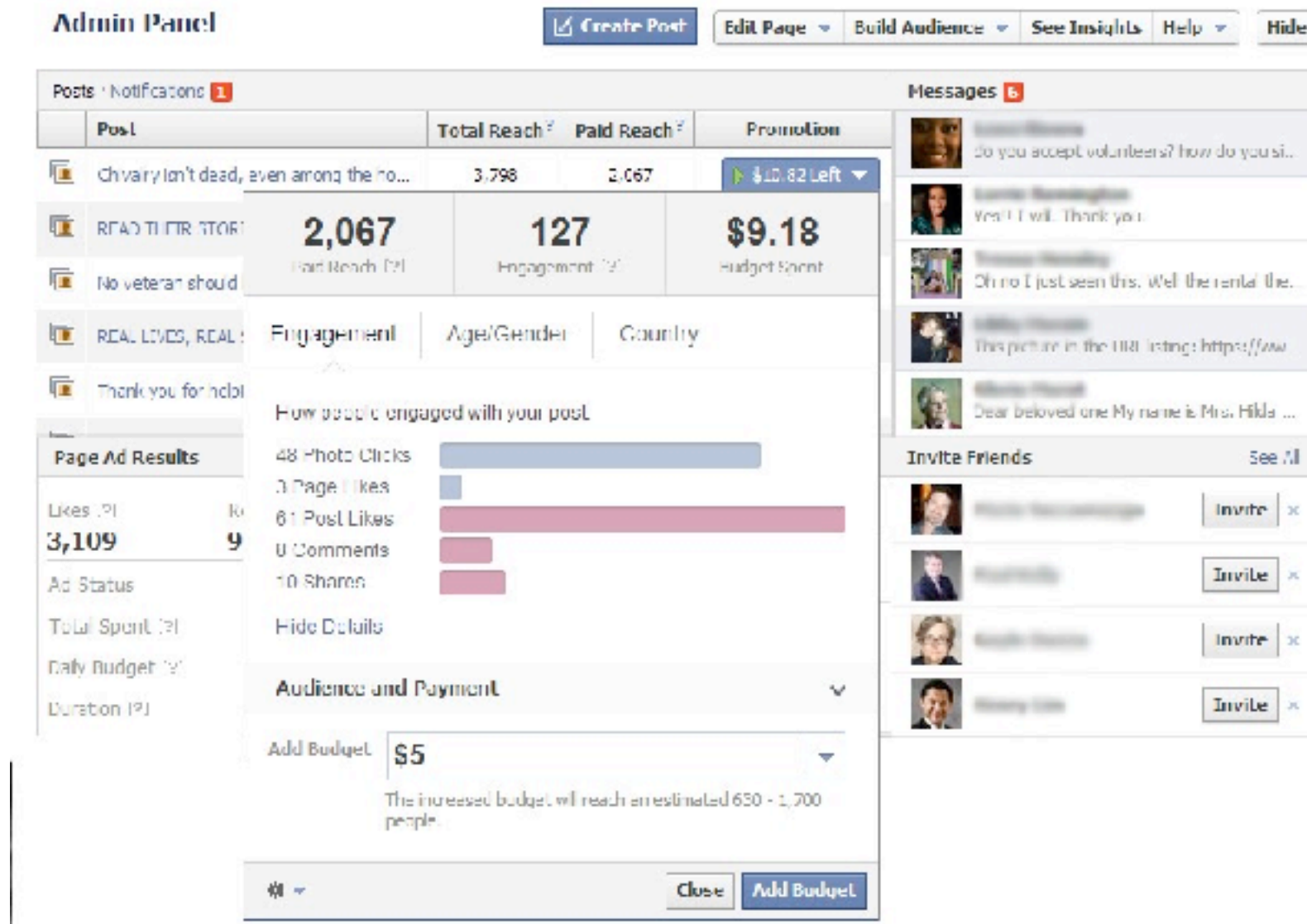
Measurement & Tracking (ROI)

By measuring how your Page performs over time, you can see if you are accomplishing your organizational goals on Facebook. You can track your Page and post metrics monthly, weekly or daily to evaluate how your Page is growing over time and adjust your content to fit your growing community.

Focus On Your Organization's Objectives

Start by deciding which metric is most important to your organization.

For example, you might consider:

- Post reach

- Engagement such as likes, comments, shares or video views

- Actions taken such as shares, website visits, sign ups, event RSVPs, donations and so on

- Audience demographics such as gender, age, locations or languages

- Total Page likes

Keep in mind that it's important to consider which metrics are most relevant to your organization's goals, and be careful of metrics that may not contribute to those goals. For example, Page likes are a useful metric for organizations that need a large audience, but may not be useful for organizations looking for a highly engaged audience.
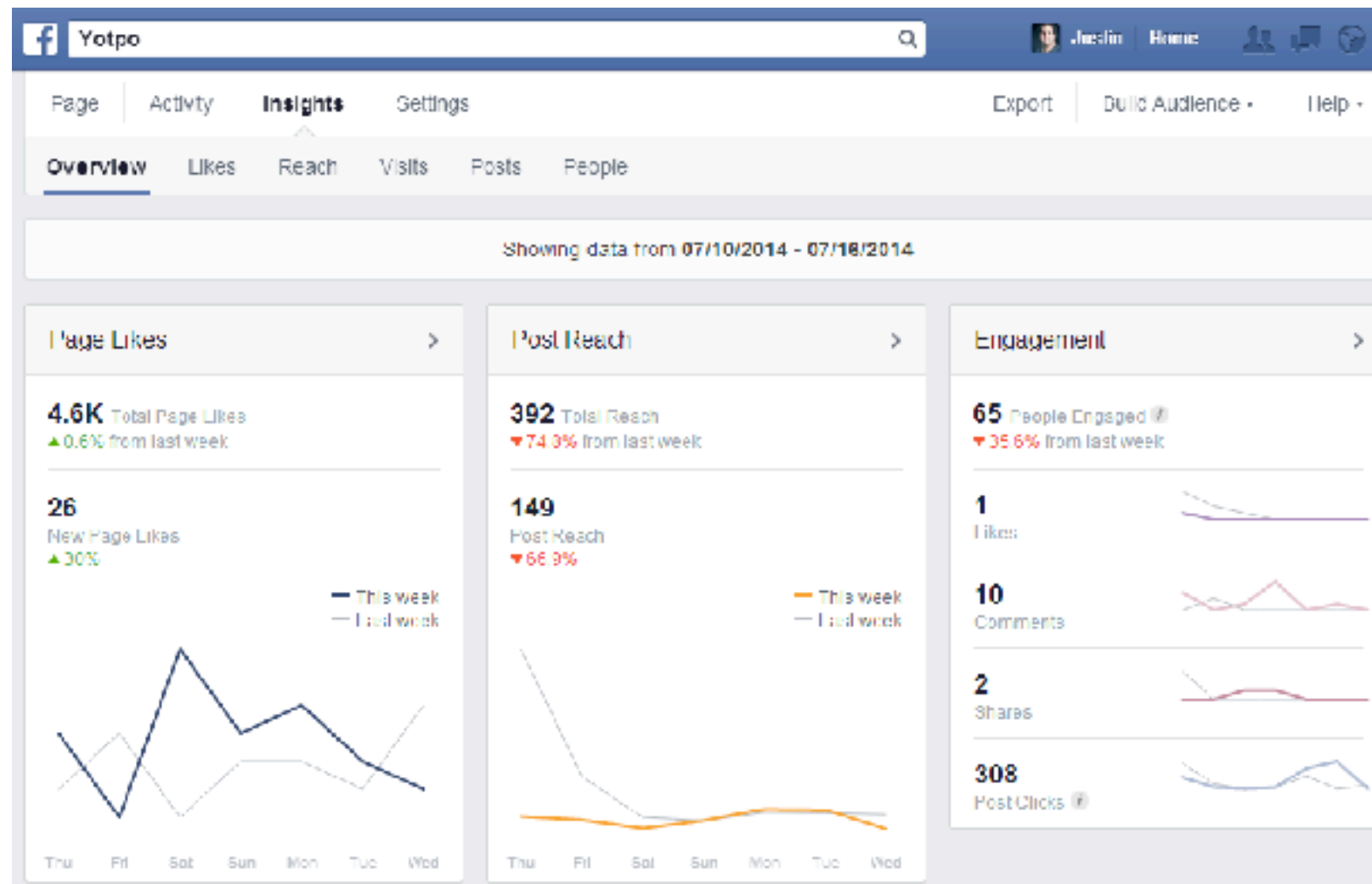
Understanding Facebook Metrics

Depending on your goals, you may want to keep track of one or more of Facebook's built-in metrics for your Page or for individuals posts. Most of Facebook's metrics fit into a conversion funnel moving from low to high interaction:

Reach

Reach measures how many people are seeing your posts. Your posts can reach people in one of three ways:

1. A person has liked your Page and your post is relevant to them
2. A person's friend has engaged with your post, making it relevant to them
3. You've paid for an ad and a person fits into your ad's target audience

There are strategies you can try if you find that your posts are not gaining the reach you want. You can modify your post to try to engage more people by adjusting the message, tone, post type, timing or target audience.

If you have a budget to work with, you can also create an ad to increase your post reach. Ads allow more specific targeting than organic posts, increasing the chance that the most relevant people will see your post.

Likes

Post likes measure how many people have given your post a thumbs up, and Page likes measure how many people have opted in to follow your Page and see more of your posts.

Page likes can come from a number of sources, including people navigating to your Page from a post, searching, receiving a Page Like invitation, seeing a Page Suggestion, viewing an Ad, and others.

Post likes usually occur when people see an organic or paid post in News Feed and agree with it or find it interesting.

When evaluating post likes, you may choose to calculate Post Likes divided by Post Reach to get a sense of the percentage of people who viewed and then liked each post. To grow your post likes per person reached, you might try adjusting the target audience, tone or framing of the message.

You can also try balancing serious or organization-related posts with inspirational, fun or topical posts that catch people's eyes.

Comments

Post comments measure how much people are inspired to share their questions, opinions or stories in reaction to a post.

Comments are another metric you may choose to calculate as Post Comments divided by Post Reach.

You can encourage more people to comment on your posts by directly asking questions, presenting an idea that is likely to spark debate or inviting people to weigh in with their opinion or a personal story.

 To keep the conversation going, it's often helpful to actively respond to comments to let people know they've been heard.

Shares

Post shares measure how much people find your posts compelling enough to share on their own Timelines.

People tend to share posts that they feel represent them or that they want to make sure their friends see.

To increase shares of your posts, you may want to think about the types of content people might want to be seen talking about.

What kind of posts will help them get positive feedback from their friends and raise their reputation as smart, analytical, knowledgeable or funny?

1 Make the post headline catchy or compelling
2 Experiment with images, video or infographics
3 Look for trends in frequently shared posts, such as top 10 lists, or popular quotes.
4 Try switching to a positive framing of your message if you're currently using a negative one
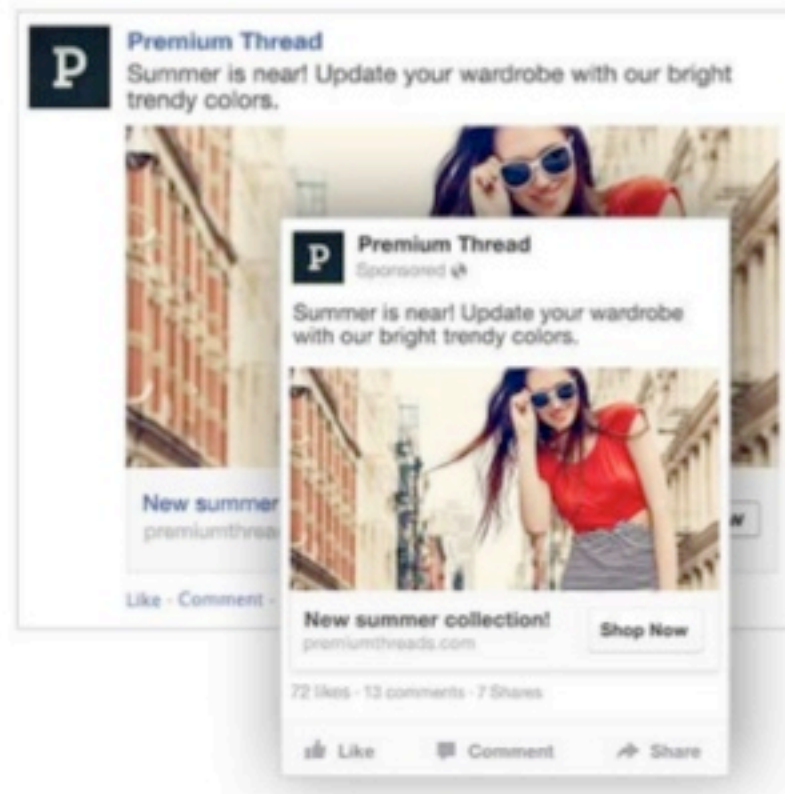
Clicks

Post clicks are another signal of engagement in your posts, measuring how many people click on them to learn more. Clicks can be a helpful metric for campaigns aimed at driving people to visit your website, sign up for emails or read an article.

Encouraging your audience to click a link that may take them away from their current experience can be difficult.

To improve your click rate, you may want to think about creating a desire to learn more, ensuring the post feels urgent and relevant, or building up to a key detail that compels the reader to click through to the answer.

 Images to support your headline are a great way to further catch people's attention.

Calls to actions in ads

Only if the objective is:
- Clicks to Website
- Website Conversions

Available call to actions:

Book Now
Download
Learn More
Shop Now
Sign Up

https://www.facebook.com/business/a/online-sales/calls-to-actions

Engagement

Engagement is a measure of the unique number of people who liked, commented, shared or clicked on your posts in a given time period. Engagement is a measurement of how much your post encouraged people to interact with it in some way.

Conversion

Conversion measures how many people took a specific action in response to a post, such as taking a pledge, signing up for an email list or purchasing a t-shirt. Conversion is the key metric for many campaigns with a specific objective in mind.

For promoted posts, you can add a conversion pixel to a page on your website to track how many people clicked through from Facebook to your site and eventually completed the action you were seeking as a result of seeing your ad. To improve conversion from your posts, consider the following tactics.

1. Make your call to action clear and straightforward
2. Make the action as easy to take as possible by minimizing the number of steps and decisions.
3. Give people a compelling reason why it is important that they take the action.
4. Build up trust with your followers before making an ask. More demanding asks sometimes require stronger relationships with supporters, built up through multiple interactions over time.
5. Ensure the impact is believable, so people can be confident their actions will make a difference.
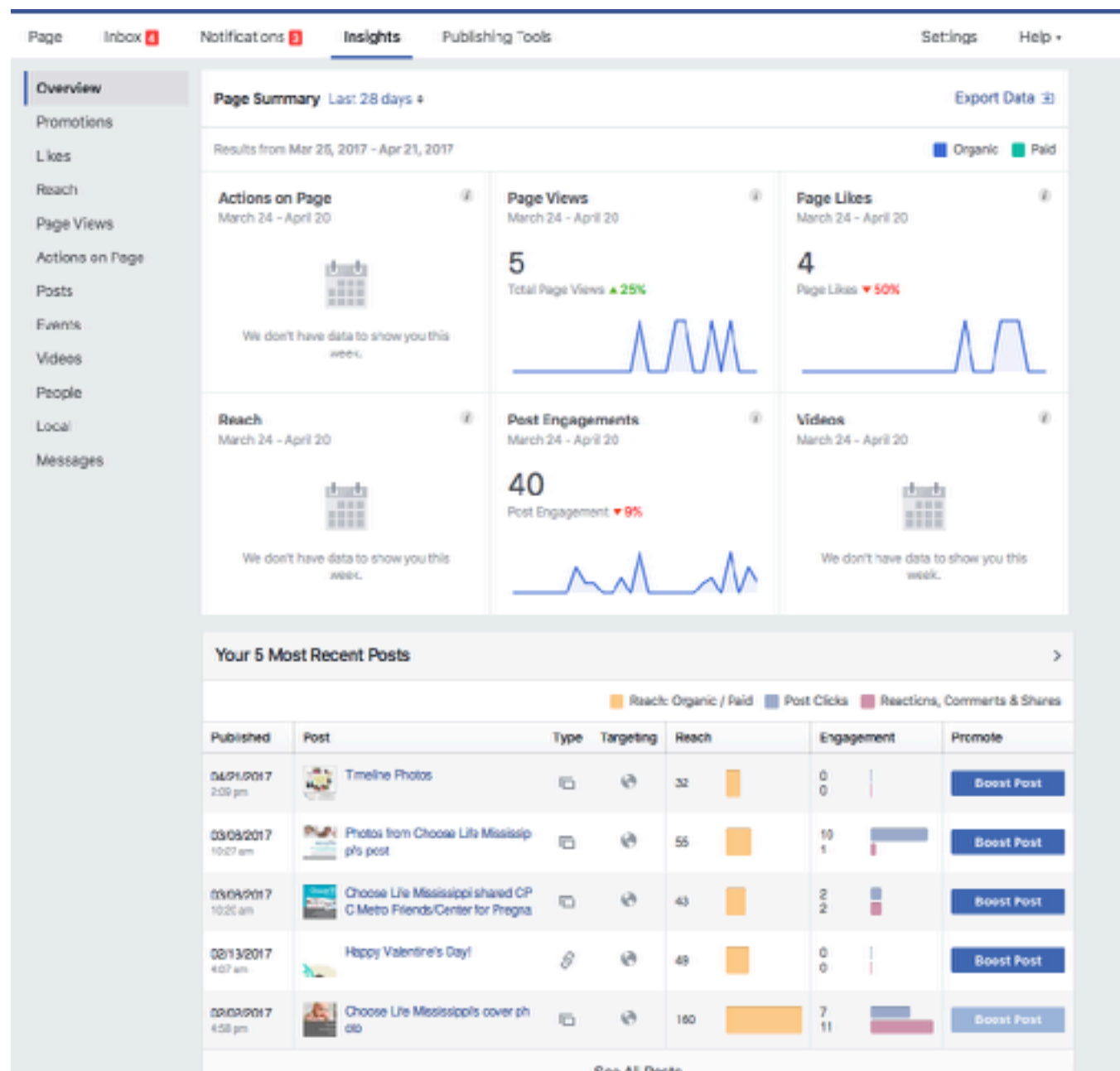
What Are Page Insights?

The Insights section on your Page helps you measure how people are interacting with your Page and posts. You can quickly see the volume and type of people who are viewing your Page activity. When you know more about the people you reach, you'll be able to post more of what they love.

Create A Dashboard

It can be helpful to consolidate your key metrics into one place and pull them regularly, so you don't get distracted by other metrics and are able to track changes over time. You can filter data in the Page Insights tool by date ranges, or export and save it.

When Should I Use Page Insights For My Nonprofit?

After you've set up your Page and have at least 30 likes, the Insights section will automatically show info about the people engaging with your Page and posts.

Page Insights let you track who's engaging with your posts on a monthly, weekly and daily basis.

# How Can I Use Page Insights For My Nonprofit?

- Measure how many people each of your posts have reached.
- Identify the posts that people are liking, commenting on and sharing to find the types of posts that resonate best with your supporters.
- Learn more about your supporters, such as their gender and where they're located, to inform your campaign strategy and targeting.
- Export your metrics to do further analysis or to look into a date range that's different from the quick view dashboards.
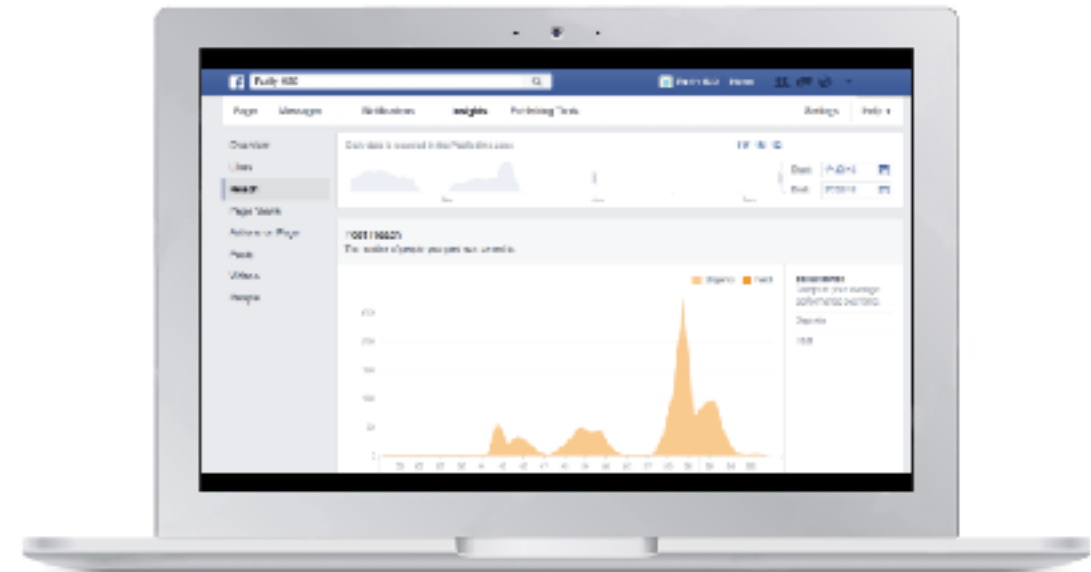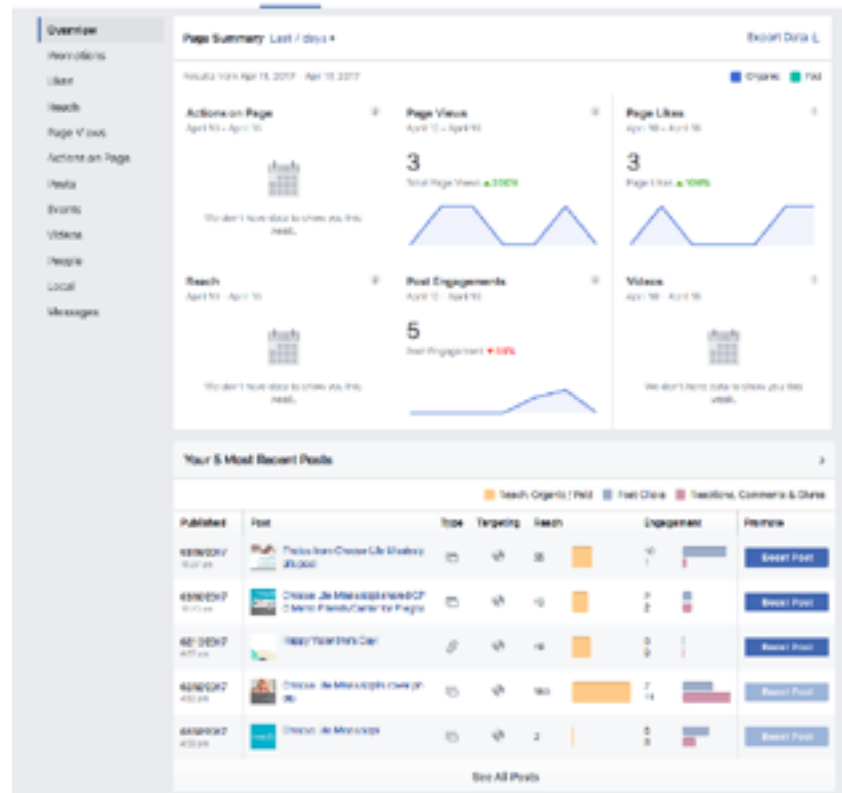
Page Insights has several useful sections:
1 Overview—A snapshot of recent Page activity. There's also a Pages to Watch section, so you can see how organizations like yours are using their Pages.
2 Likes—A breakdown of total Page likes and where they came from.
3 Reach—How many people saw your posts and how they reacted to them.
4 Page Views—How many people visited your Page and what sections they're looking at.
5 Actions on Page — You can see what people do when they see your Page information — like clicking on your website link or clicking "get directions."
6 Posts—Insights on posting. You'll see when people are online most, the types of posts they respond to and how other Pages reach their supporters.
7 Videos—How often people have watched your videos.
8 People—The demographics of people who like your page.

https://nonprofits.fb.com
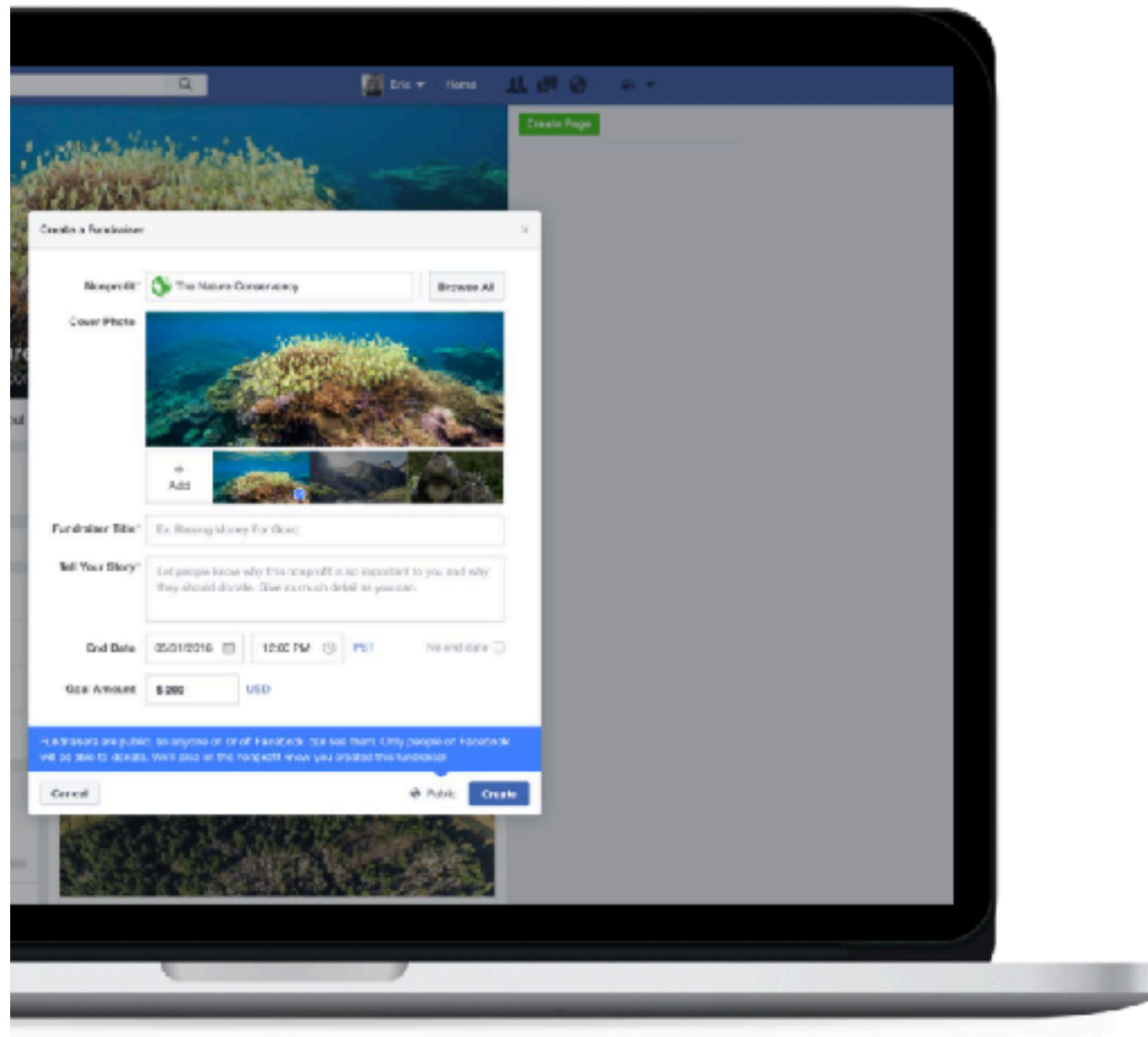
Enable People to Fundraise

Learn about tools and best practices to activate your supporters to fundraise for your nonprofit on Facebook.

1. Why Activate Supporters to Fundraise on Facebook?

2. Tools to Activate Supporters to Fundraise on Facebook

3. Tips for Activating Your Supporters to Fundraise on Facebook
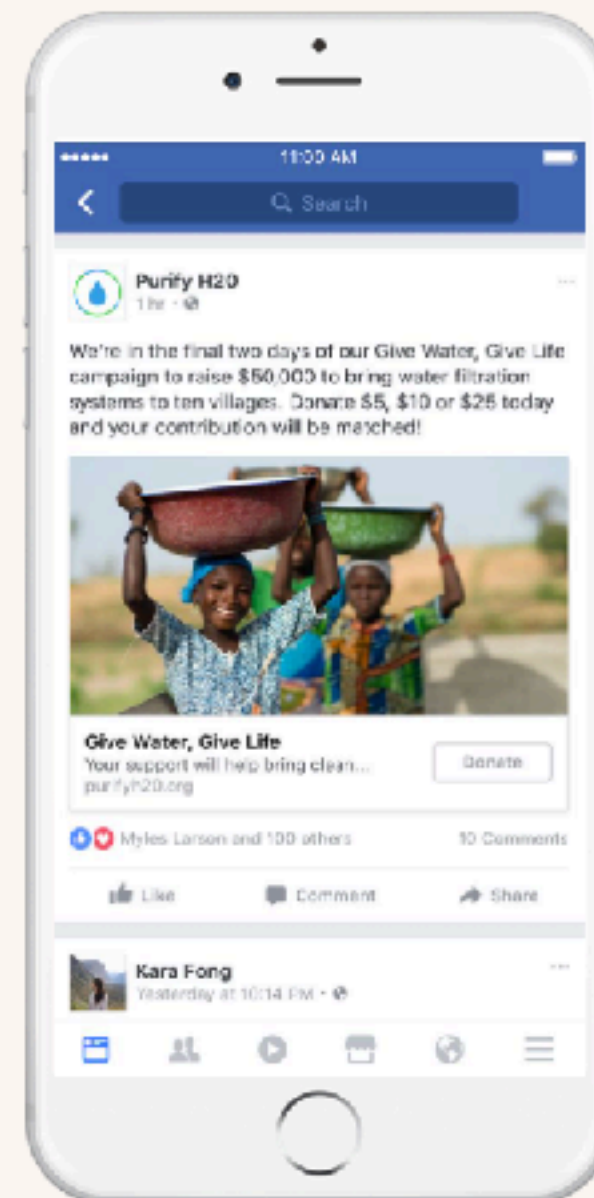
Collect Donations

See how your nonprofit can ask for donations on Facebook.

1. Why Collect Donations Using Facebook?

2. Tools to Collect Donations on a Website of your Choice

3. Tools to Collect Donations Directly on Facebook

4. Tips For Collecting Donations Using Facebook

Summary of Fundraising Tools

We're committed to helping nonprofits raise funds through Facebook. Check out this summary of tools designed to help your nonprofit raise money using Facebook.

1. Collect Donations for Your Nonprofit

2. Enable People to Fundraise for Your Nonprofit

3. Summary of Facebook Fundraising Tools and Availability

4. Apply to Use Direct Fundraising Tools
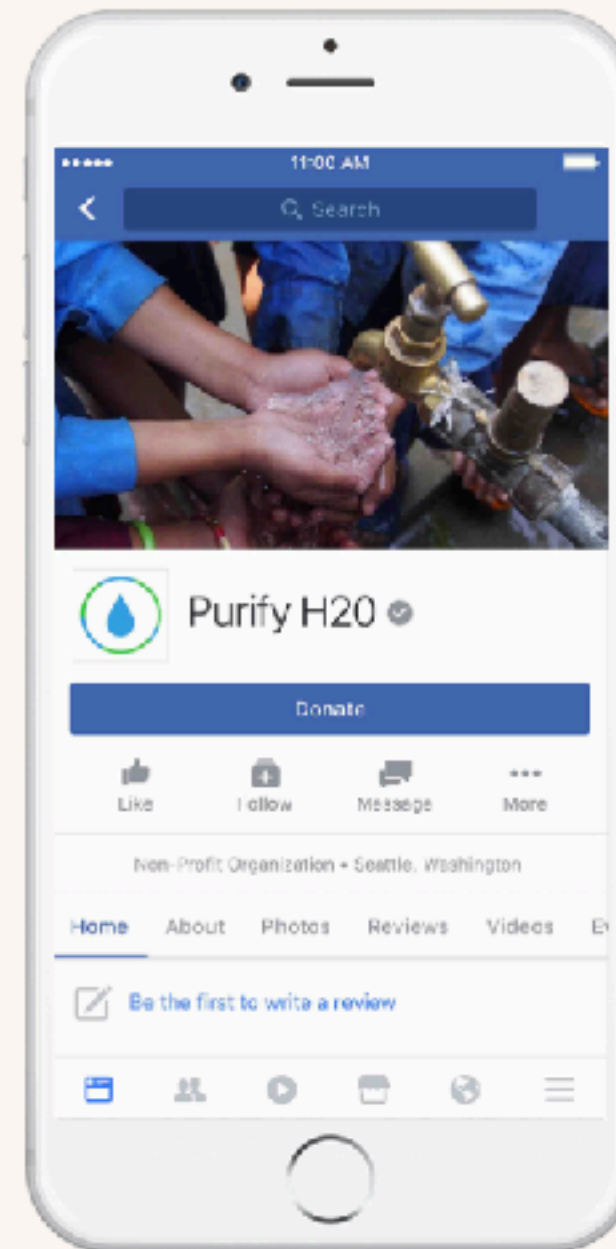
3 Key Ways that Brands can Leverage Facebook as a part of their Marketing Strategy

Create a Group – Create a group about something related to your organization that people are interested in and passionate about.

Also, participate in relevant groups to get your organization out there.
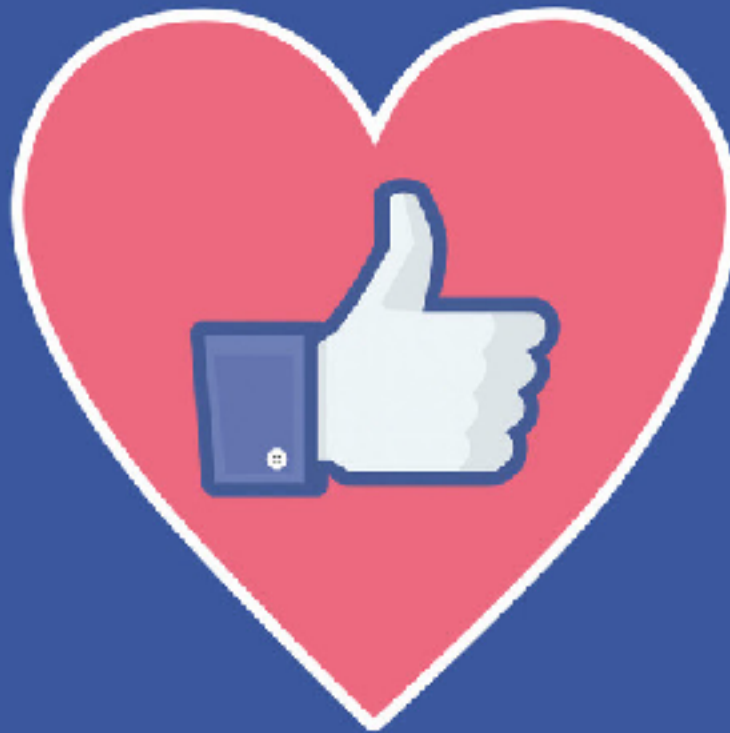
Create an Event – Facebook events can be a great way to engage with your audience. If you are having an event, creating a Facebook event increases your exposure and lets attendees see who else is going.

facebook Ads

Facebook Ads – Facebook ads work best when they are targeted. Target your ads as specifically as possible and you can get great results.

Recap

Having a page for your non profit on Facebook helps you in connecting and communicating with the community that are interested in your cause.

Post updates, ask questions, conduct polls, request donations, run campaigns … the possibilities are only limited by your imagination.