



JULIA CAMPBELL ·

***How to Convert  
Social Media Fans  
and Followers Into  
Donors And Long  
Term Supporters***

# ABOUT ME

Mom of 2

Author, *Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*

Podcast host, *Nonprofit Nation*

Former Development and Marketing Director

To get my free Nonprofit Social Media Content Planner, text **PLANNER** to **33777**.

Or: <http://www.nonprofitcontentplanner.com/>

WWW.JCSOCIALMARKETING.COM





The state of social media and digital fundraising right now;



3 strategies to convert social media fans and followers to long-term supporters;



Battle-tested tools to help you slay social media marketing.

**WHAT WE WILL  
COVER TODAY:**



“Marketing is no longer about the stuff that you make but about the stories you tell.”

## TOP SOCIAL MEDIA TRENDS FOR NONPROFITS

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## THE 4 MOST CRITICAL CHANGES TO THE DIGITAL MARKETING LANDSCAPE IN THE PAST YEAR

# 1) THE DIGITAL AD MARKET IS IN A SLUMP.

Alphabet reported a 3.6% drop in Google's advertising revenue to \$59 billion from \$61.23 billion in the fourth quarter of last year.

Search and other revenues at Google Advertising were down 2% year-over-year.

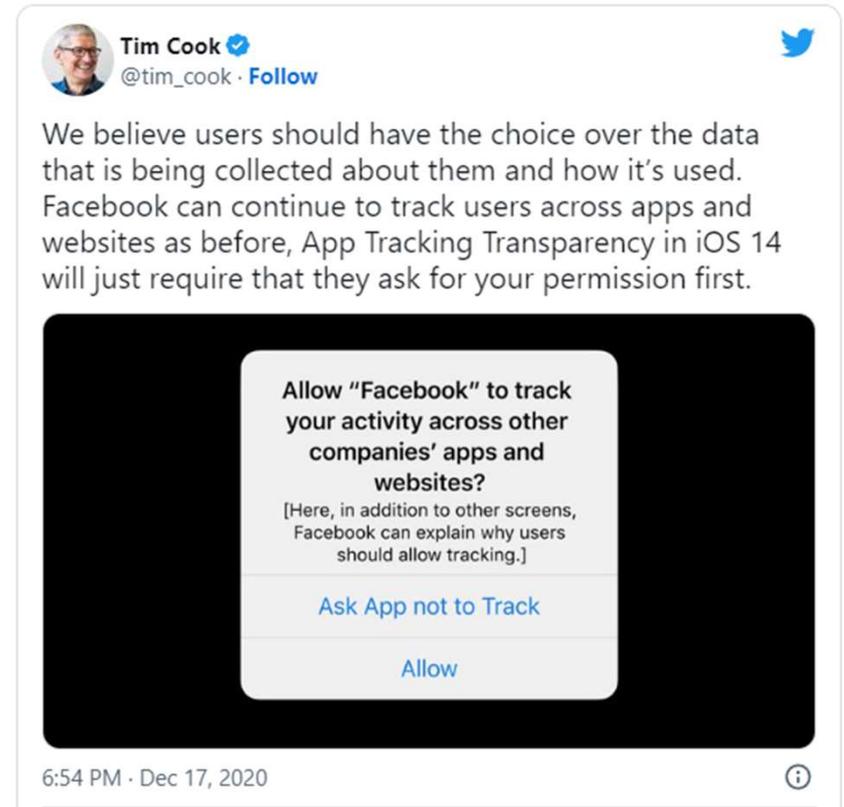
Meta saw a drop of 4.2% in advertising revenue in its fourth quarter earnings.



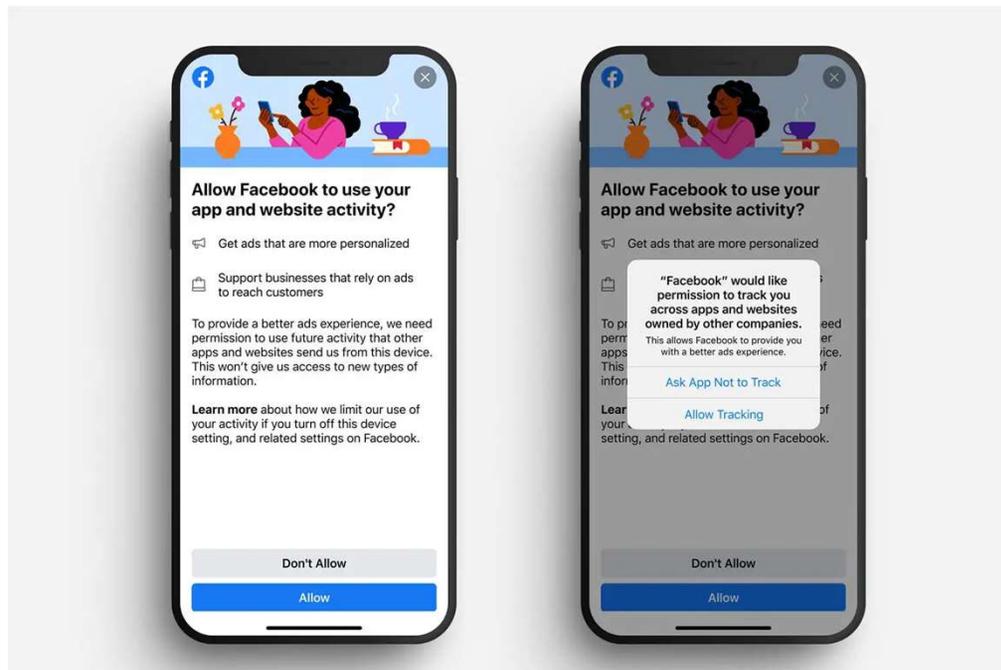
## 2) INCREASED CONSUMER PRIVACY RESTRICTIONS.

In April 2021, Apple released an update for iPhones that gave users the option whether to prevent advertisers from using a device ID.

97% of iPhone users opted out, and the feature, called App Tracking Transparency, is now presenting challenges to companies ranging from Snap to Facebook to Peloton.



# APP TRACKING TRANSPARENCY



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Meta executives said last year that Apple's App Tracking Transparency feature would cost the company **\$10 billion**.

Source:

<https://www.cnbc.com/2022/02/02/facebook-says-apple-ios-privacy-change-will-cost-10-billion-this-year.html>

### 3) THREATS OF REGULATION.

Congress is considering a full US ban on TikTok.  
Montana became the first US state to pass legislation banning TikTok on all personal devices.  
Utah passed a pair of laws laying out groundbreaking rules for children and social media.  
New laws are being proposed in several states, including a complete ban on all social media use for anyone under 18 in Texas.

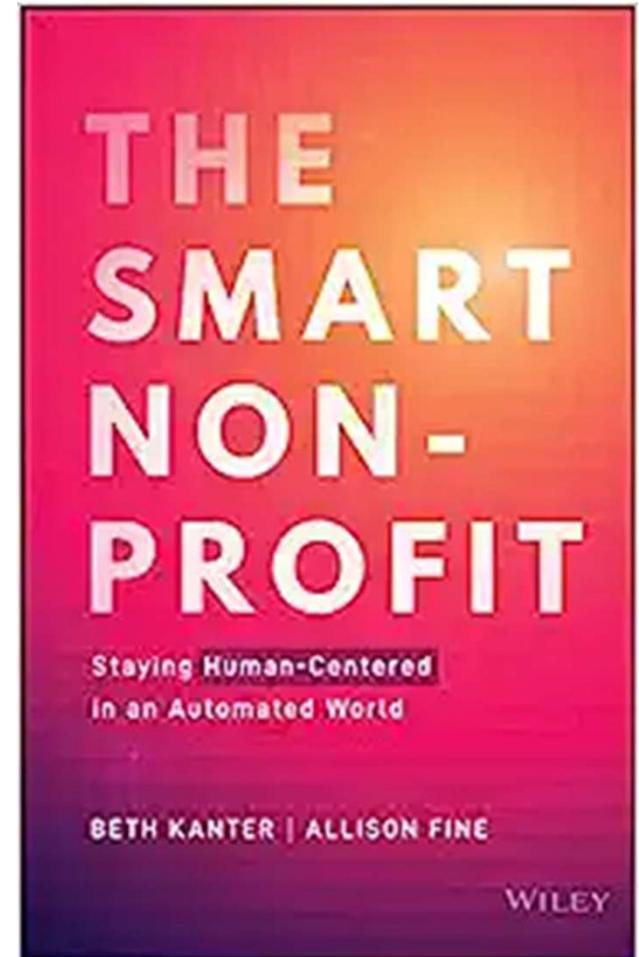


## 4) GENERATIVE AI TAKING THE WORLD BY STORM.

Artificial intelligence is nothing new.

Despite the potential benefits, AI is often viewed with skepticism and controversy.

However, AI has the potential to do a lot of good and change society for the better.





# SOCIAL MEDIA

## CHECK LIST:

- chat

share:

- cloud

SHARE

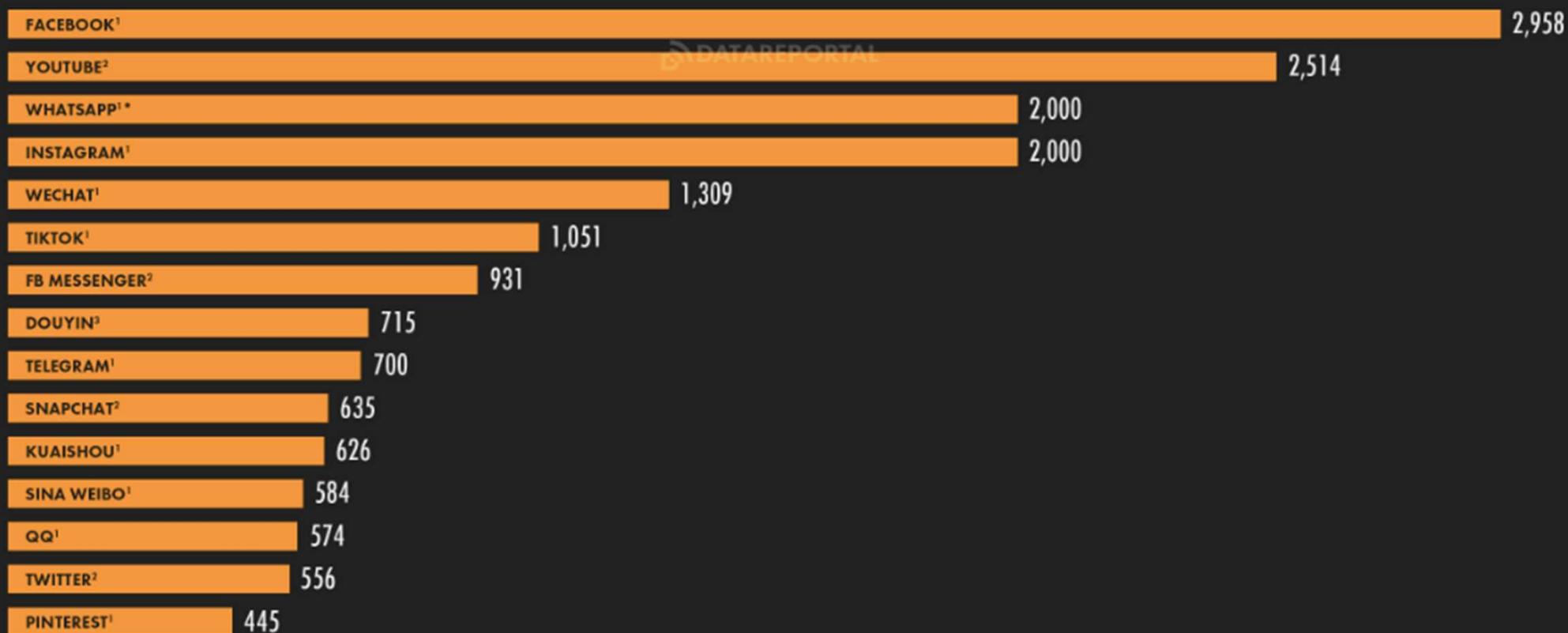
JAN  
2023

# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



# SOCIAL MEDIA MATTERS FOR NONPROFITS.

29% of online donors say that social media is the communication tool that most inspires them to give [email 27%, website, 18%, print, 12%, TV ad 6%] ([Global Trends in Giving Report](#)).

87% of donors who first donate from a social referral source make their second donation from a social referral source ([The State of Modern Philanthropy Report](#)).

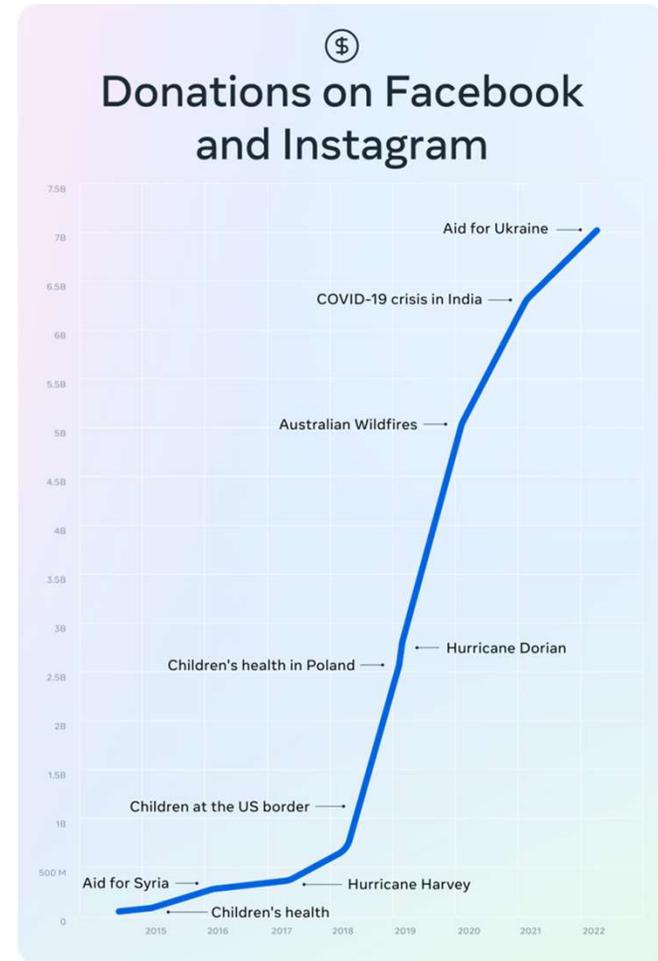
Social Media drives 57% of traffic to fundraising campaign pages ([Classy](#)).



# \$7B

GLOBAL DONATIONS

People have raised over \$7 billion through fundraisers on Facebook and Instagram



<https://about.fb.com/news/2022/11/fundraise-for-nonprofits-giving-season/>

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# SOCIAL MEDIA SUCCESS IS LIKE EXERCISE

Consistency over time is key. It's a marathon - not a sprint. Your nonprofit may be better suited to Instagram. Another nonprofit down the street may be better suited to Twitter.



# WHERE DOES SOCIAL MEDIA FIT INTO MY OVERALL NONPROFIT FUNDRAISING PLAN?



It does NOT replace direct mail, phone calls, or any other “offline” and traditional communication methods that are currently working.

Social media works best when incorporated with offline strategies and baked into year-long strategic plans and priorities.

# 3 STRATEGIES TO CONVERT SOCIAL MEDIA FANS AND FOLLOWERS

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**1) CONSISTENTLY  
USE SOCIAL MEDIA  
TO BUILD YOUR  
EMAIL LIST.**

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## EMAIL MARKETING VS SOCIAL NETWORK MARKETING

**72%**  
of people  
prefer to receive  
promotional  
content through  
email



VS



**17%**  
prefer receiving  
promotional  
content via  
social media



Email open  
rates usually  
start at about  
**16%**

Facebook  
reaches just  
**2-6%** of  
a page fan



**66%**  
of online  
consumers  
make a purchase  
as a result of an  
email marketing  
message



**BUY**



**Facebook +  
Twitter** make  
up just **0.2%** of  
the number of  
messages sent  
each day

# WHY EMAIL?

Email has bigger reach – average 20% open rate.  
(Facebook organic reach is about 2-3%.)

You don't own your Facebook Page or your social media profiles.

People who like you on social media have indicated an interest in your work, so get them on your email list to build a longer term, deeper relationship!

# YOU MUST GIVE PEOPLE A REASON TO SIGN UP.

“Sign up today and we’ll send you 2 simple ways to fight hunger in your community!”

“Join us in the fight against deforestation.”

“Never miss an update in our mission to cure childhood cancer.”



NASA Climate Change ✓

January 29 · 🌐

👍 Like Page ...

Our next newsletter is coming out soon! Sign up for a monthly condensed review of climate change news from NASA.



CLIMATE.NASA.GOV

**Subscribe to newsletter**

Get the latest climate news from NASA or the latest posts from the Earth...

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# PLAY ON FOMO!

Play on FOMO (fear of missing out) and anticipation:

“Tomorrow we will be sharing Liliana’s story and her incredible journey in our newsletter. If you want to read it, sign up for our updates here: [LINK](#)”

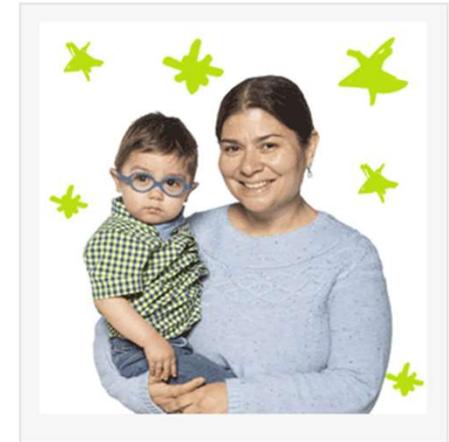
Dear Julia,

My name is Liliana. When my son Miguelito was born, I was so happy and excited. However, when he was just 5 months old, we learned he had eye cancer. There were tumors in both of his eyes. Suddenly, I was worried about my son’s future.

But then we were referred to St. Jude Children’s Research Hospital, and I felt a weight lifted from my shoulders as soon as we arrived. We’re so thankful that Miguelito is getting the best treatment, and that his doctors and nurses treat him with such love and dedication.

We’re thankful that we’ll never receive a bill, which allows us to concentrate on what’s most important: Miguelito.

Thank you from the bottom of my heart,  
— Liliana, mom of Miguelito



Donate Now

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catskill\_animal\_sanctuary

Follow



864 posts

21.2k followers

1,304 following

**Catskill Animal Sanctuary** We rescue farmed animals and champion vegan living. Subscribe to our monthly email, Herd Around the Barn, to keep up with the excitement! [casanctuary.org/instaherd](https://casanctuary.org/instaherd)

ADD AN EMAIL SIGN-UP TO SOCIAL  
MEDIA BIOS. |

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**The Museum of English Rura...** ✓ · 2h ...

If you're looking to take a break from Twitter but not from The Museum of English Rural Life, then consider subscribing to our newsletter!

Receive content, stories and photos from our collections straight to your inbox.

Warning: may contain sheep.

[merl.reading.ac.uk/newsletters/](http://merl.reading.ac.uk/newsletters/)



# ADD AN EMAIL SIGN-UP TO VIDEOS & LIVESTREAM BROADCASTS.



We're having a special story time in front of City Hall! Our early literacy programs are just one of the many important reasons why City leaders should keep investing in libraries. Take action: [www.investinlibraries.org](http://www.investinlibraries.org) #investinlibraries

7,683 Views

Like Comment Share

Julia Gulia and 400 others Top Comments

103 shares 23 Comments

**NYPL The New York Public Library** Thanks for watching! Stay updated on story time for children with our newsletter for parents: [www.nypl.org/hypikids](http://www.nypl.org/hypikids)

**Subscribe to NYPL Kids! Family...**

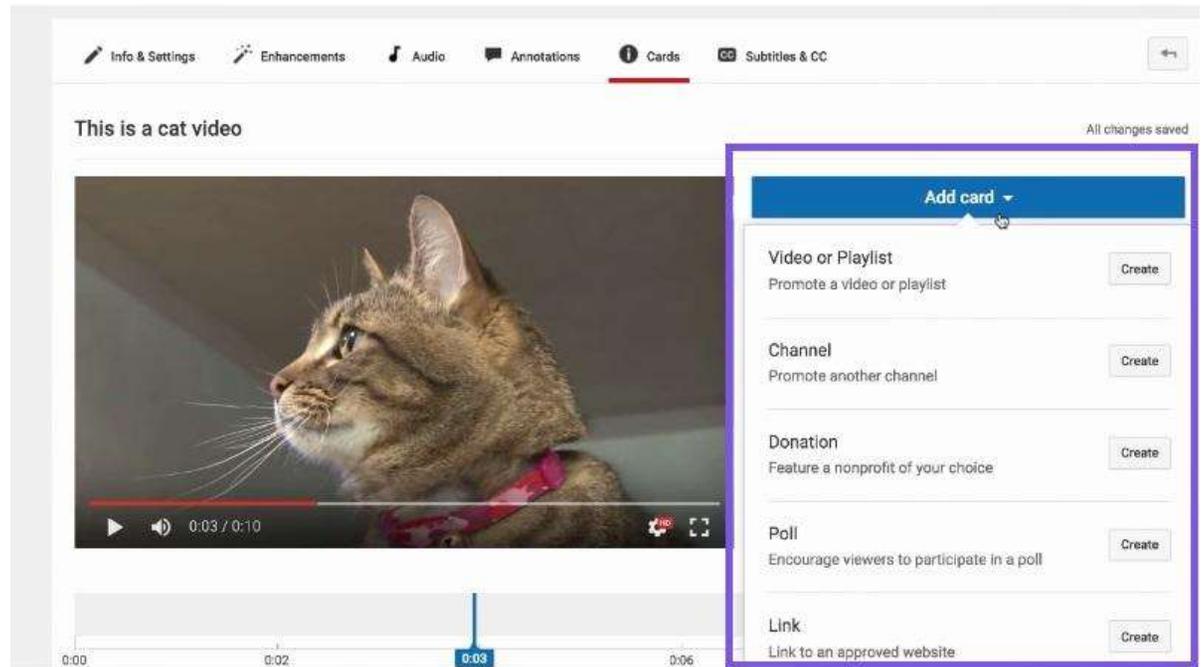
[SIGNUP.EMAIL.NYPL.ORG](mailto:SIGNUP.EMAIL.NYPL.ORG)

Like Reply May 20 at 11:34am

**NYPL promotes their newsletter to viewers.**

# ADD THE EMAIL SIGN-UP LINK TO A YOUTUBE VIDEO CARD.

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## 2) LEVERAGE THE POWER OF TARGETED SOCIAL ADS.

 **WaterAid UK**  
Sponsored · 🌐

Rohingya refugees in Bangladesh need our help. Can you donate today?



**Donate to the urgent Bangladesh appeal**  
[www.wateraid.org/uk](http://www.wateraid.org/uk)  
Not affiliated with Facebook

[Donate Now](#)

👍 🥺 ❤️ 172 57 comments 50 shares

👍 Like    💬 Comment    ➦ Share

 **World Vision USA**  
Sponsored · 🌐

We are supporting those affected by Hurricane Harvey with emergency supplies, including clean water, blankets, tarps, food, and more. Donate here!



[WWW.WORLDDVISION.ORG](http://WWW.WORLDDVISION.ORG)  
**Hurricane Harvey Relief**  
Hundreds of thousands of surviv...

[DONATE NOW](#)

👍 ❤️ 91      3 Comments 20 Shares

👍 Like    💬 Comment    ➦ Share

# PRO TIPS:

DO NOT simply send people to the homepage of your website and expect them to figure out what to do once they get there.

When they click on the add, be sure that the page is optimized for mobile.

In Facebook and Instagram, create a Call to Action Ad: Using [Facebook Ads Manager](#), you can create a separate ad that does not live on your Page but that shows up only in the News Feed to a targeted audience.



United Way of Massachusetts Bay

Sponsored · 🌐



Looking for ways to give back with your family this Thanksgiving? We've got 6 easy and rewarding ideas to get you started. Follow us for updates on how you can help others in need. <https://goo.gl/t58xTb>



6 ways for you and your family to give back this thanksgiving

[unitedwaymassbay.org](https://www.unitedwaymassbay.org)

Learn More

👍❤️ You and 93 others

25 Shares



👍 Like

💬 Comment

➦ Share

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# HAVE A LONG-TERM SOCIAL ADS PLAN.

When not actively fundraising, still give your fans an incentive to click and join you OFF of social media – a new research report, a special story, a free event or webinar.

Note: Social ads are most effective for WARM audiences – people that already know a little bit about you.

Cold audiences who have never heard of you or what you do probably need to get to know you a bit first before they hand over their email.

### 3) PROMOTE YOUR FUNDRAISING CAMPAIGNS ON SOCIAL MEDIA.

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**Feeding America**

October 22 at 10:13 AM · 🌐

"I do worry about food sometimes. I want my family to have food in their tummies. When you skip a meal, your stomach starts hurting." -Iker, 9  
With 1 in 7 kids struggling with hunger, chances are that you know a child who is missing meals. You can help: <https://bit.ly/2MxT6kY>



👍 🥺 ❤️ 93

3 Comments 21 Shares



**Macmillan Cancer Support**

Page Liked · June 14, 2014 ·

This is our very own team member Victoria with her #thatsmydad moment. Hundreds of you have celebrated and shared your dads with us, as well as making sure no dad faces cancer alone this father's day. A huge thank you to everyone who's been part of the #thatsmydad campaign so far.

If you'd like to join in simply share a photo of your dad and three words to describe him with #thatsmydad and text DAD to 70550 to give £3 to help all dads facing cancer.

Like Comment Share

You and 1K others Top Comments

100 shares 35 comments

**Samantha J Perry-Byrne** This is my Lovely Daddy who was diagnosed with leukemia just 5 weeks ago with his 2 grandchildren! He has been in hospital now for over a month and we can't wait till he is well enough to come home again. Text 70550 to give £3 this Father's Day! Xx



Like · Reply · 13 · June 14, 2014 at 5:44am

2 Replies

**Hayley Baxter** My brilliant wonderful kind clever caring dad! The best! I will love you forever & think about you every day. You will never be forgotten. I lost my lovely dad last October to cancer, please help every dad you can this fathers day & donate

MARKETING.COM





**ACHA**  
@ACHA\_Heart

...

Meet Anne! As a longtime monthly donor, Anne's consistent gifts help #ACHA plan for the short term AND the future. Thank you, Anne, for a gift we can count on!

Learn more & join Anne in donating monthly (gifts start at \$5/month): [achaheart.org/givemonthly](https://achaheart.org/givemonthly)  
#ACHACares #CHDCare4Life

**MONTHLY DONOR SPOTLIGHT**

**ANNE GAMMON**  
*Mother of a young adult with CHD and donor since 2010*



"Our family got involved with ACHA when our daughter with CHD, Shay, was 8. ACHA, its members, webinars, conferences, walks, and advocacy, taught us how to teach Shay to thrive with her CHD. Next year, at age 20, she'll be seen in the ACHD clinic because she is prepared to lead her own care. Because of ACHA, we educated her about living with a Fontan and about self-advocacy. Because of ACHA, Shay's older siblings understand her better and how to support her. Our family gives monthly to provide the consistency in support that ACHA gave our family at a time we needed a roadmap and little information existed."

12:20 PM · Jun 22, 2021 · Hootsuite Inc.





**The Greater Boston Food Bank**

Sponsored · 



Feed a family for the holidays. Your \$20 gift provides a complete holiday meal for a family of five.



**No One Should go Hungry**

Help provide food for hungry families across...

[my.gbfb.org](http://my.gbfb.org)

Not affiliated with Facebook

[Donate Now](#)

  43

12 Shares



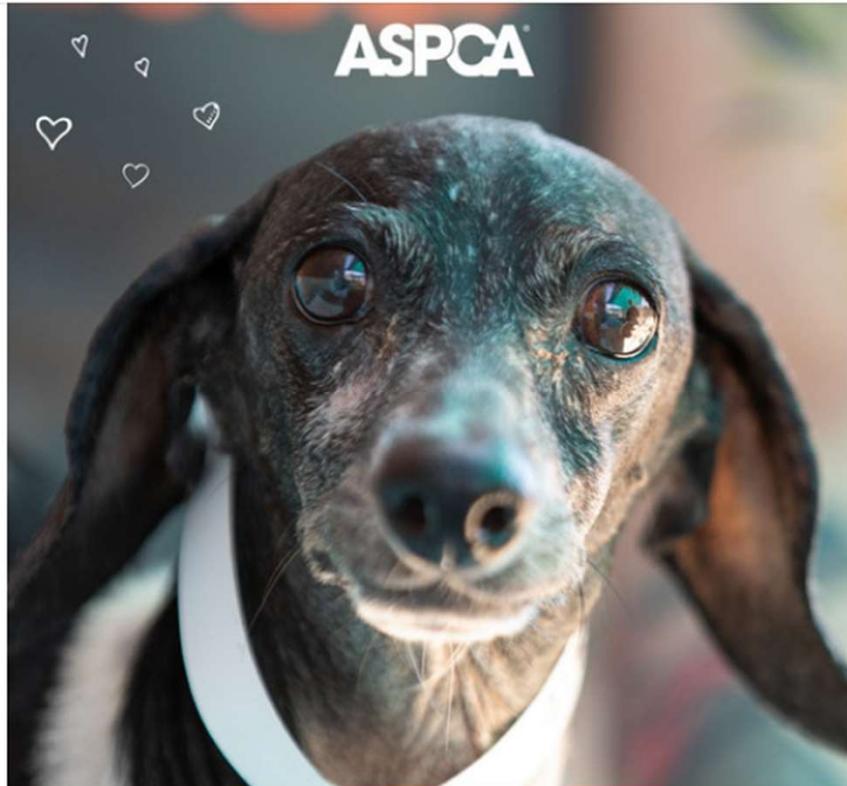


ASPCA

Sponsored · 🌐



This Giving Tuesday, you can give helpless animals a new beginning. Your lifesaving gift today can give safety, warmth, care and so much more to animals who are suffering right now. Donate now and help innocent animals who need us most. Thank you for your kindness.



#GIVINGTUESDAY 🐾 Together we save lives.

ASPCA.ORG

**Giving Tuesday: Save Lives Today**

Not affiliated with Facebook

Donate now

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**Best Friends Animal Society**

March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

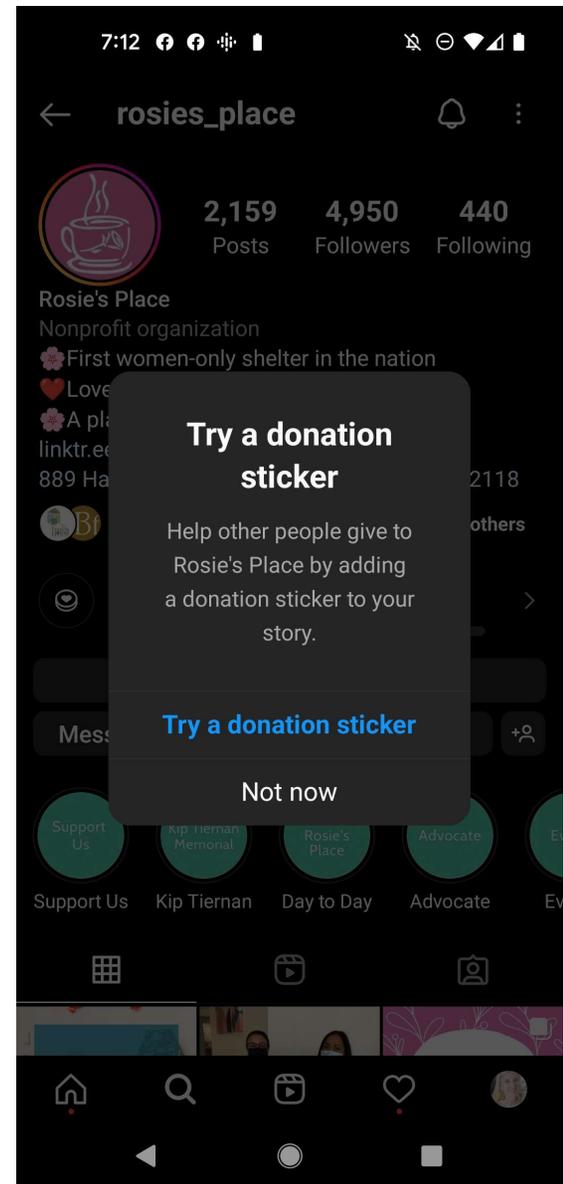
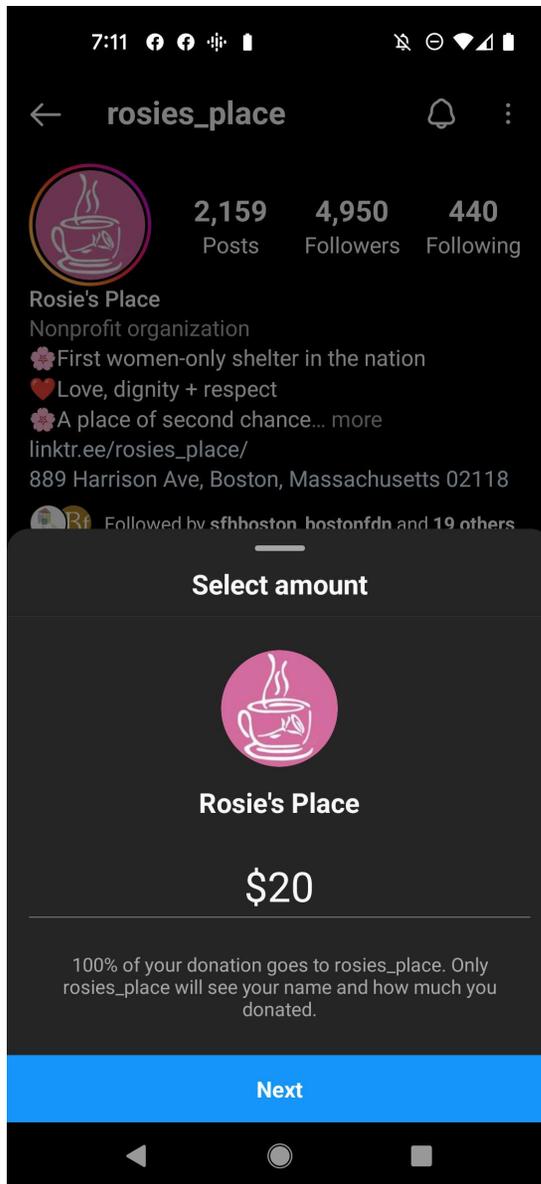
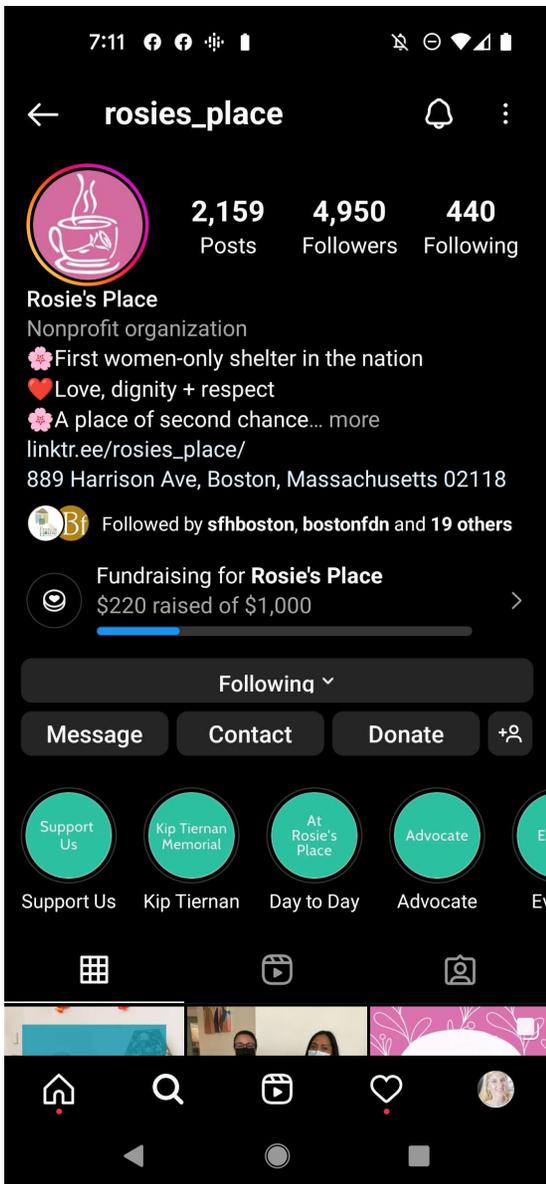
Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



### Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

[Donate](#)





# HOW TO WRITE A GREAT CALL- TO-ACTION:



Make your “give now” language compelling.



Consider your audience.



Play on their motivations and desires.



What problem do they want to solve?

Together we can give every woman in India hope & the opportunity to create her own future.

Email Address

Join Us



**Join us!** Stay connected to the global movement to end poverty, illiteracy and low expectations.

 First name	Last name	 Email address
------------------------------------------------------------------------------------------------	-----------	---------------------------------------------------------------------------------------------------

Join the Movement >

# BE THE FIRST TO KNOW

Get exclusive updates on the conflict - and what we're doing to stop it - straight to your inbox

Email Address	SUBMIT
---------------	--------





# WHERE TO START?

“Getting on Threads”

“Start tweeting”

“Get 5,000 fans”

**THERE ARE NOT GOALS – they are tactics to get to your goals**

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.

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# IDENTIFY YOUR GOALS.

What can social media help you achieve?

If you could wave a magic wand, how could social media help your nonprofit grow?

What are the possibilities and opportunities?

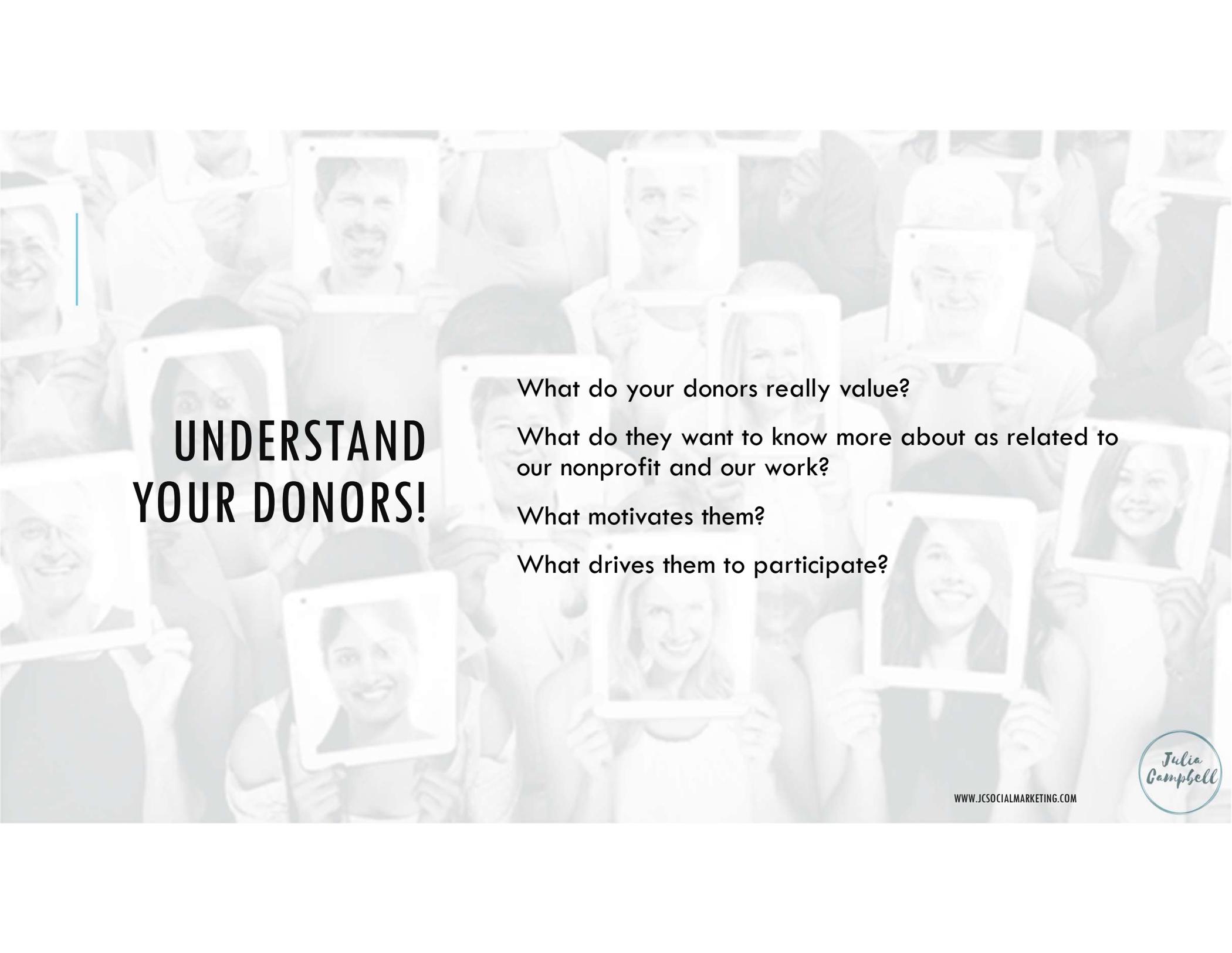
How will you know success?





**KNOW YOUR  
AUDIENCE.**

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# UNDERSTAND YOUR DONORS!

What do your donors really value?

What do they want to know more about as related to our nonprofit and our work?

What motivates them?

What drives them to participate?

What does your target audience already know about you?



What misconceptions may they have about the population you work with or the work that you do?

## KNOWLEDGE GAPS



UNHCR, the UN Refugee Agency

@Refugees

Following

Spot the refugee:



The difference between you & refugees? 🧑



#WorldRefugeeDay 🌍

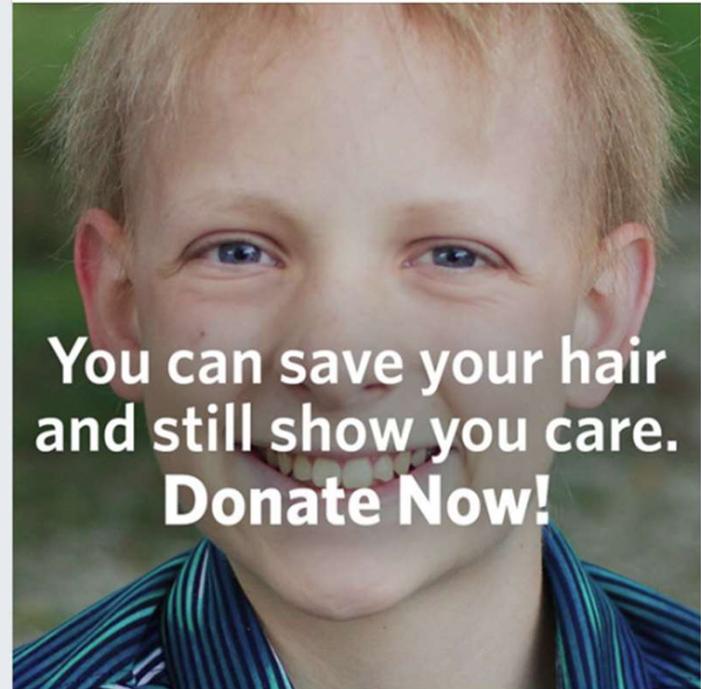
11:20 AM - 20 Jun 2019



St. Baldrick's Foundation

Sponsored · 🌐

JOIN THE FIGHT: You don't have to head-shave to help save kids. Donate now to support childhood cancer research.



You can save your hair and still show you care. **Donate Now!**

STBALDRICKS.ORG/DONATE

**Help Save Kids with Cancer.**

Donate. Fundraise. Save kids' lives.

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PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**89% USE PINTEREST FOR PURCHASE INSPIRATION**

**431 MILLION MONTHLY ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS**

**THERE ARE OVER 77 MILLION TWITTER USERS**



**6,000 TWEETS ON AVERAGE**

**HAPPEN EVERY SECOND**

**353 MILLION MONTHLY ACTIVE USERS**



FACEBOOK

**THE LARGEST SOCIAL MEDIA PLATFORM AROUND THE WORLD**

**59% OF SOCIAL MEDIA USERS ARE ON FACEBOOK**

**26% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34**

**USERS SPEND 19.6+ HOURS A MONTH ON AVERAGE ON FACEBOOK**

**2.91 BILLION MONTHLY ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING APP ALL AROUND PICTURES STORIES AND LIVE VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES AND VIDEOS**

**CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC**

**1.4 BILLION MONTHLY ACTIVE USERS**



TIKTOK

**APP FOR MAKING AND WATCHING SHORT FORM VIDEOS**

**1+ MILLION VIDEO VIEWS DAILY**

**1+ BILLION SOUND USES DAILY**

**MOST USED SOCIAL PLATFORM AMONG USERS AGES 10-29**

**1+ BILLION MONTHLY ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**77%+ USERS ARE OUTSIDE THE U.S.**

**250 MILLION MONTHLY ACTIVE USERS**

Statistics as of 06.30.2022. Designed by: Leverage - leverage.st.com

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# DON'T "CUT THROUGH THE CLUTTER".

A better question:

How do we cultivate, nurture, and inspire a wildly passionate group of supporters that actually care about what we do?



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CREATE CONTENT  
PEOPLE WANT TO  
READ, WATCH,  
CONSUME.

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**Women's Lunch Place** @WLPBoston · Jul 14



"Volunteering makes me feel good. Putting my heart and soul into helping people. What keeps me coming back every time is just to see the guests, the other volunteers, Chef Sherry—she makes it a very happy place. She makes sure that you're ok."

-Brendan, WLP Volunteer since 2012





Amirah, Inc

13 hrs · 🌐



This Saturday, we celebrated a new graduate!

Johanna\* has graduated her residential program at Amirah with more than 13,000 hours of recovery work, 1,203 nights of freedom, and more than 3.5 years of sobriety. We are BEYOND excited!!!

All of this is because of your support to this work and to our mission. Johanna's story would not be possible without you. She is now walking forward into liberation and into this beautiful next stage of her life.

Leave a note for Johanna below and we will share it with her!

\*Name changed for privacy and security.

[#MilestoneMonday](#) [#HopeLivesHere](#) [#congratsgrad](#)



SOCIALMARKETING.COM





Your support helps ensure Ukrainian refugee children like Oksana\* and Marko\* have a safe area to rest and play following their long, harrowing journey.



It helps children like Amal\* and Lena\* focus on their studies through Save the Children's educational activities program.



And it helps make sure children like Provy\* have the opportunity to play, learn and grow in safe spaces.

With conflict and disaster threatening refugees and children around the world, we asked for this community's help on World Refugee Day to help provide lifesaving support to the children who need it most.

Thanks to you, we're able to reach even more children with essential resources like food, shelter and education. That means more childhoods that are healthy, filled with opportunities to learn and safe from harm.



buildOn

August 18 · 🌐



Because of your support, we've built more than 1,500 schools around the world, including 247 schools in Nepal. Thank you for helping to increase access to education and literacy across the globe!



👍❤️ 108

4 Comments 7 Shares



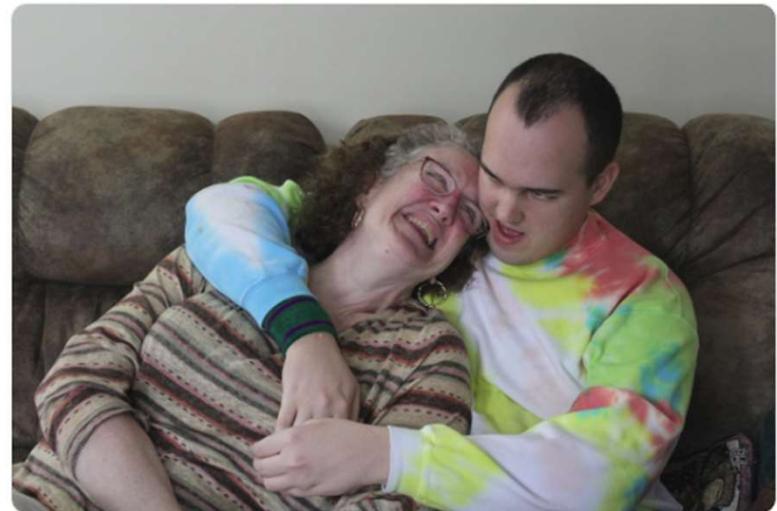
goodwillnne

@goodwillnne

Following



"There's so much that's not 'normal' about raising a kid with a disability. [Goodwill's LifeWorks] is something with a focus and routine he can do every day."  
[gwnne.org/2TgAx95](http://gwnne.org/2TgAx95) #goodwill #disability #caregivers



11:13 AM - 26 Feb 2019

WWW.JCSOCIALMARKETING.COM





**Bat Conservation Int**

@BatConIntl

Following



We just want to let you know that you got this! **#MondayMotivation**



Hardwick's Woolly Bat  
Kerivoula hardwicki  
Photo: Ch'ian Lee/Mindan Pictures

BAT CONSERVATION  
INTERNATIONAL



10:00 AM - 8 Apr 2019

@NonprofitOrgs liked



**Oceana** @oceana · 21h

These manatees just needed a power nap. Did you know that manatees sleep for about 10-12 hours per day?

Help ensure that manatees can keep on napping. Add your name to help defend manatees and other endangered species from extinction: [bit.ly/2GRVG3Z](https://bit.ly/2GRVG3Z)  
#StopExtinction



7 160 490

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# SHORT-FORM VIDEO RULES ON SOCIAL

66% of consumers say short-form video is the most engaging type of social content in 2022. [The Sprout Social Index](#)

73% of consumers prefer to watch a short-form video to learn about a product or service. [The Leap](#)

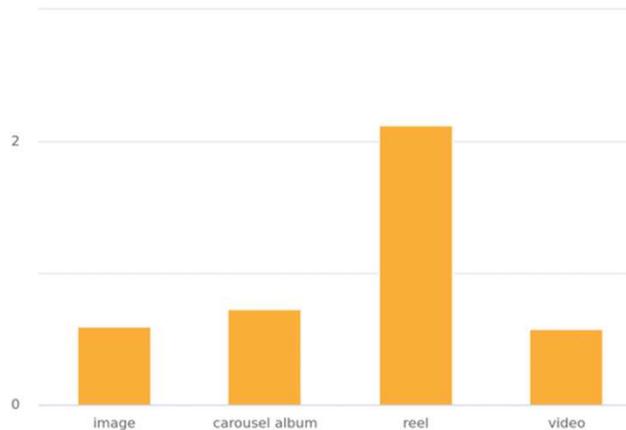
59% of short-form videos are watched for 41-80% of their length, while 30% of them have an average watch rate of over 81%. [The Leap](#)



# INSTAGRAM REELS ARE POPULAR

- Reels account for almost **20% of the time** people spend on Instagram.
- In fact, on Instagram **Reels have the highest reach** of all media types on the platform.
- In 2022, Instagram Reels had an average engagement rate that was at least double that of other post types (**Socialinsider**).

Organic performance of posts types on Instagram



Date Range: 01 Jan 2022 - 30 Sep 2022

Sample: Socialinsider—worldwide data for the Automotive industry

socialinsider

## Posts performance on Instagram

# 2.12%

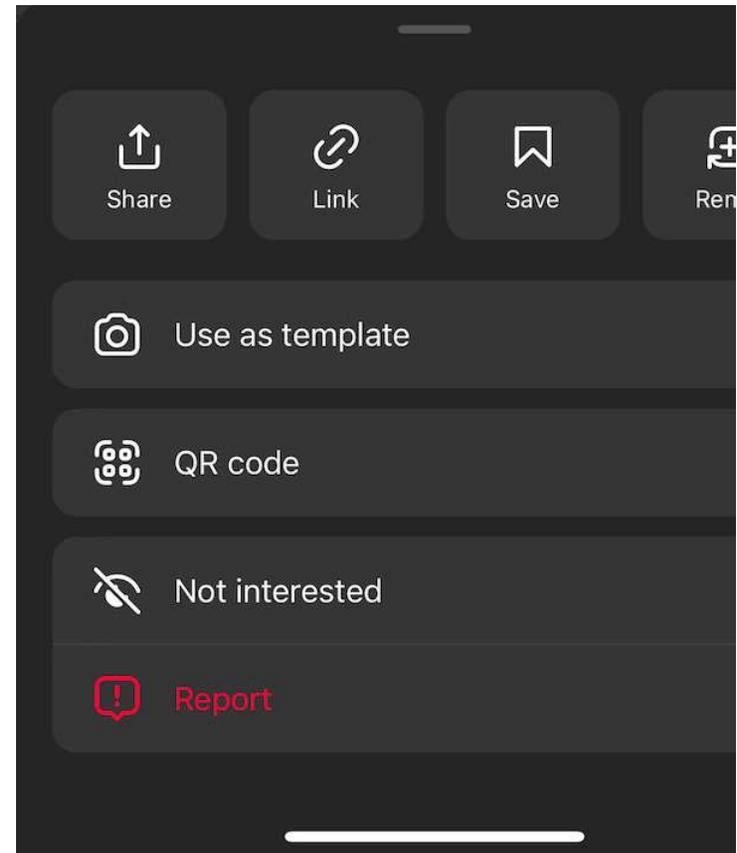
### Avg. engagement rate per post for reel

In terms of organic performance on Instagram worldwide, reels perform best, with an average engagement rate of 2.12%, followed by carousels, with an average engagement rate of 0.65%.

# CREATE A TEMPLATE TO SAVE TIME

- You can turn any Reel with three clips or more into a template—including your own, once you start publishing videos.
- Simply find a Reel you like, tap the three dots at the bottom right of the screen and tap “Use as template.”

<https://help.instagram.com/610485296790527/>



# QUICK GUIDE TO SHORT-FORM VIDEO AND REELS

Get creative and test various video content ideas.

Identify key topics connected to your cause/niche that your audience will want to learn about.

Break existing content down into quick, simple steps.

Start your video by presenting the problem, and conclude it with the solution. Viewers should have learned something by the end of every video.

Add graphics to help illustrate key points.

Get the help of experts and thought leaders to explain key concepts.

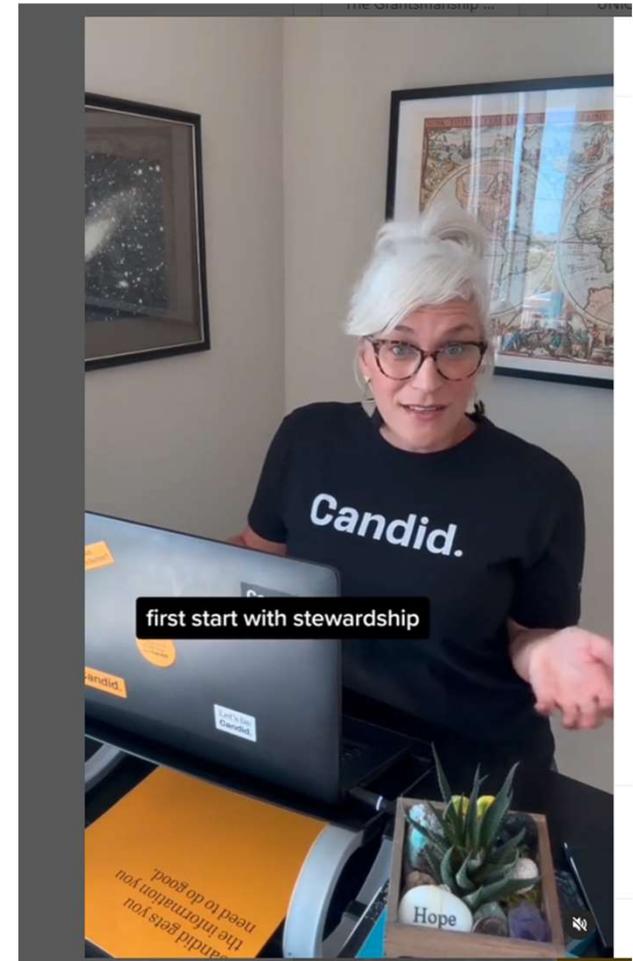
Once you've published a variety of short-form videos, look at your data. Which drove the highest engagement? The most views?

# CANDID'S EXPERIMENT

- Candid (formerly known as Guidestar) is a research-driven organization that profiles nonprofits on its website. It does not provide direct services.
- In September 2022, Candid decided to dive into creating short-form videos for social media to evaluate the potential benefits.
- The goal: To create 22 social media videos under 90 seconds in duration over a three-month period, with the caveat that staff would not be overly burdened by the tasks involved.
- They used their existing [Instagram account](#), though prior to this effort, they had rarely used the Reels feature. <https://www.instagram.com/candidorg/reels/>
- They also opened a [TikTok account](#). <https://www.tiktok.com/@candidorg>

# MEASUREMENT OF SUCCESS

1. Engagement: On Instagram, Candid saw a 92% increase; TikTok had a 72% increase when compared to static Instagram posts.
2. Followers: Candid achieved a 12% increase in Instagram followers.
3. Staff time: While the average time for on-screen talent was under 30 minutes, production time was much higher, ranging from 20–30% of one staff member's time each week.



Reply to cidneyjk's comment  
maybe a weird ask but  
could you do a video  
on how to properly  
poop/dispose of poop  
outdoors ? 🤔



Not weird at all,  
It's my job to educate ppl  
about this ❤️

<https://www.tiktok.com/@westernwatergirl>



<https://www.youtube.com/@InvisiblePeople/shorts>

# MAIN TAKEAWAYS FOR SHORT-FORM VIDEO

## **You don't need fancy equipment to succeed.**

Many influencers just use their phones and a ring light! You may need some kind of microphone for good sound, and some software to edit videos but you don't have to invest thousands.

## **You don't have to follow trends to make good content.**

From Candid: "Some of our top videos were just authentic conversations on topics that we knew would be valuable for our audiences. No dancing, no music or other theatrics were necessary; our [fans' favorite videos](#) just featured a staff member with some good advice to share."

**If it's not your thing, don't do it.** Trust your gut and don't do something that makes you feel icky. (That's different than getting out of your comfort zone and trying something new however!)

# INFLUENCER MARKETING

A brand advocate will champion your cause for free-and they may or may not have a large audience.

An influencer, whether they're high-profile or micro, has a dedicated, highly engaged audience who trusts their recommendations.

An influencer promotes your cause after entering into a partnership with your organization.

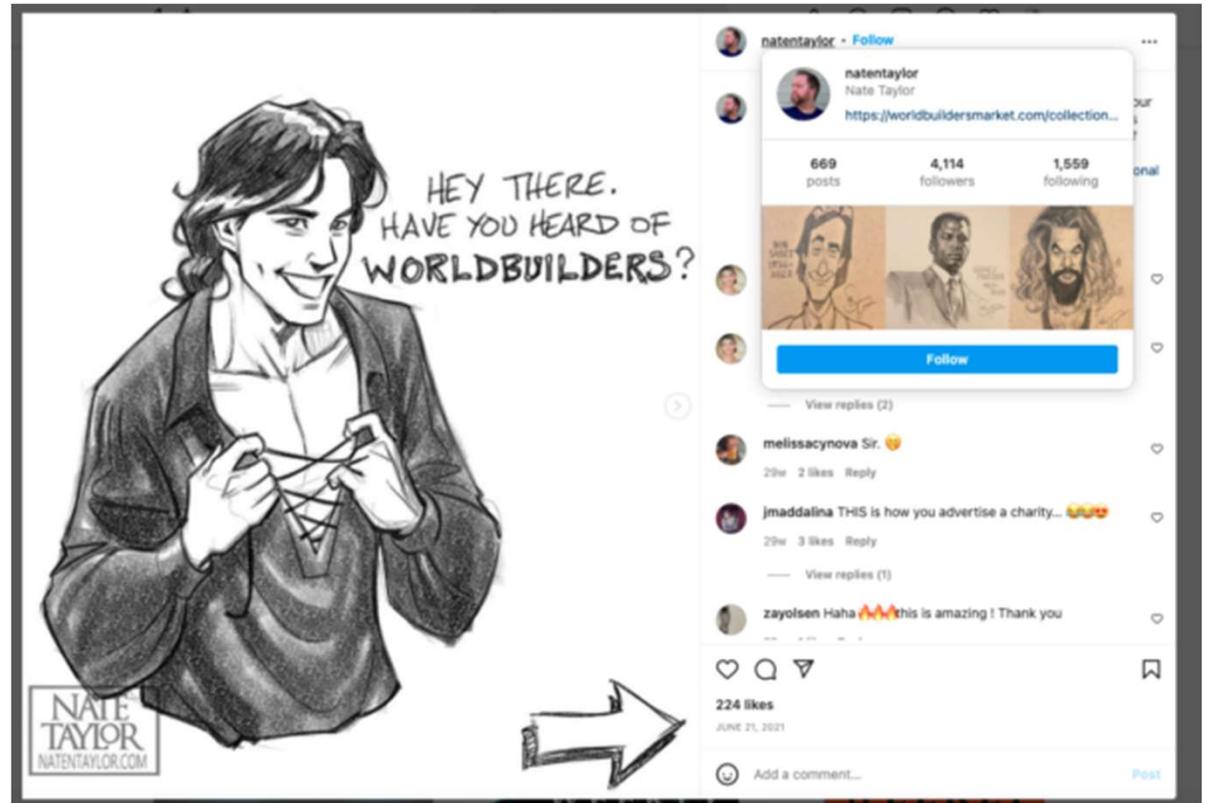
This does not have to be paid.



# HOW NONPROFITS ARE USING IT

Artist [Nate Taylor](#) promotes Geeks Doing Good 2021 on Instagram, an annual fundraiser through Worldbuilders that benefits Heifer International.

A nano-influencer with just over 4,000 followers, Taylor gets an impressive 5.7% engagement rate on this post.





themarfanfoundation • Following ...



themarfanfoundation "Sometimes I look at others and I just can't stop myself from comparing. Different "whys" run through my head "why can't I be healthy", "why can't I look like this or that" "why don't I have the stamina to work harder for my dreams", "why was this the body I got" etc. I know, it all sounds so ungrateful and unkind to myself, but I think sometimes you have to let these thoughts run their course and leave your system.

It's a moment of discontent I have to work through I acknowledge these feelings and try to work out the real reason behind them. It might be a flareup of symptoms, internalized ableism, fear etc.



408 likes

AUGUST 9



Add a comment...

Post

<https://www.instagram.com/mrs.marfelous/>

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# GETTING STARTED WITH INFLUENCER MARKETING

Start by researching micro-influencers in your niche — look for individuals who have a following that's aligned with your target audience.

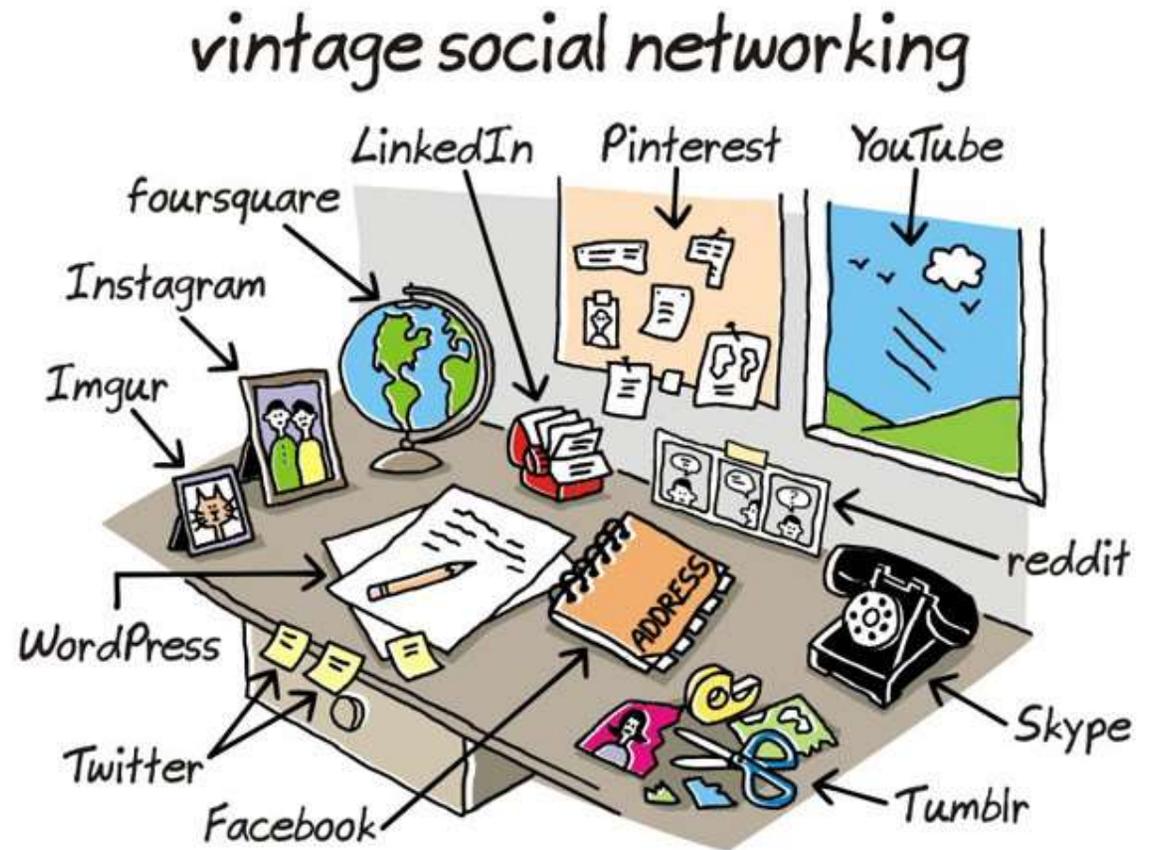
Look for influencers on the platform where you want to grow your audience.

From there, reach out and introduce yourself, your organization, and explain why you want to partner with that individual.

When you're working with micro-influencers, it's a good idea to clearly outline the terms of the partnership.

You can give them content and bullet points, even graphics, but make sure you give them the freedom to be authentic and creative in their posts.

# TRENDS COME AND GO



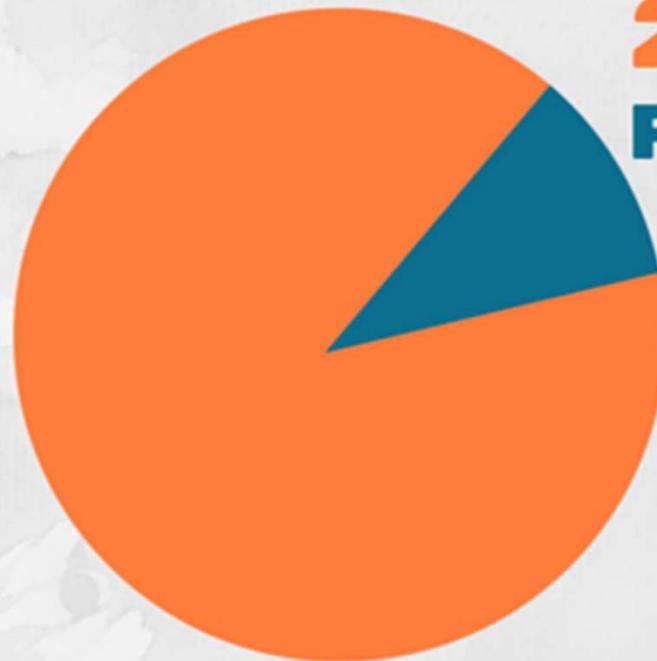
<http://wronghands1.wordpress.com>

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Julia  
Campbell

**80%**  
**Interact**  
**Educate**  
**Inspire**  
**Entertain**  
**Connect**



**20%**  
**Promote**





## HOW TO FUTURE-PROOF YOUR SOCIAL MEDIA STRATEGY

**Meet your donors where  
they are, not where you  
want them to be.**

Make every interaction as  
frictionless as possible.



# BATTLE-TESTED TOOLS

Canva –

[https://about.canva.com/en\\_in/canva-for-nonprofits/](https://about.canva.com/en_in/canva-for-nonprofits/)

Animoto –

<https://animoto.com/business/non-profit>

Lumen5 –

<https://lumen5.com/pricing/>

WordSwag mobile app –

<http://wordswag.co/>



**30 QUICK WAYS TO SPICE  
UP YOUR NONPROFIT  
SOCIAL MEDIA ACCOUNTS**

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# BATTLE-TESTED TOOLS

Hootsuite –

<https://hootsuite.com/pages/landing/non-profit-discount-application>

Buffer – <https://buffer.com/nonprofits>

Later –

<https://docs.later.com/billing-and-accounts/does-later-have-nonprofit-discounts>



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# QUESTIONS?

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To get my free Nonprofit Social Media  
Content Planner,

text **PLANNER** to **33777**.

<http://www.nonprofitcontentplanner.com/>



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