

SOCIAL MEDIA TOOLKIT FOR NONPROFIT ORGANIZATIONS

Give Local America (#iGiveLocal) is a nationwide initiative to grow local giving. It strengthens local communities by providing critical funding for and celebrating the work of community partners.

During events throughout the year, including the first Tuesday in May (Give Local America Day), communities come together to celebrate local giving and support thousands of causes in communities across the country.

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OVERVIEW OF SOCIAL MEDIA

Social media plays an important role in raising awareness of your organizations' efforts and garnering support on the day your event occurs. It is also a great way to stay connected with your constituents the day of the event so they can see live updates of what is happening – playing on their excitement and increasing their engagement with you online!

There are many different social media channels out there, and the ones you choose to become active on depends on the type of content you want to send out to your supporters. Here is a run-down of which social media channels are good for different kinds of content:

Content Type	Examples	Social Media Channels
Long-form	Stories, blog posts, ebooks, etc.	LinkedIn Pulse, Facebook Notes, Google+ Posts
Videos	Promotional videos, interviews, short clips of volunteers, etc.	YouTube, Facebook, Instagram, Snapchat, Vine
Live video	A live stream of your staff watching the last gifts come in as the clock runs out	Facebook Live, Periscope (Twitter)
Graphics and Images	Photos of people affected by your cause, volunteers helping, your nonprofit logo	Facebook, LinkedIn, Twitter, Instagram, Pinterest, Google+, Snapchat
Links	To your donation page, give day website, nonprofit website	Facebook, LinkedIn, Twitter, Pinterest, Google+
Discussions	Asking a question to your supporters, polling your followers, asking for commentary on an issue	LinkedIn Groups, Facebook Groups, Google+ Communities, Twitter Polls

While there are many options available to you to get the word out to your supporters on social media, we encourage organizations (especially those less familiar with social channels) to focus their efforts on Facebook, Twitter and Instagram.

During giving days, Facebook is the #1 referring website (outside of direct links from emails) to giving day sites. One easy way to get started is to simply share the event leader's status updates on your Facebook page or to retweet them through Twitter. It will help you get the conversation started!

What can you talk about on social media leading up to, during and after your giving day?

- How easy it is to donate on [YOUR EVENT URL], the online giving resource for [YOUR EVENT NAME]
- The link to your profile and donation page on [YOUR EVENT NAME]
- Your organization's particular needs and why you need support
- Ask people why they support your cause and post responses to your page
- Your mission, your programs and how you change lives
- Ask donors to post why they are supporting your organization
- Initiate a countdown to [YOUR EVENT NAME]
- Your goal(s) for the giving day
- How funds raised will be used
- Matching opportunities for the giving day

THE IMPORTANCE OF SOCIAL MEDIA

We're Better Together

- Social Media channels are great tools to help keep donors and advocates up to date
- Sharing information about your nonprofit's activities on social media increases awareness and support for your organization
- Social media can help spread the word about your activities, and connect your organization to the greater #iGiveLocal movement!

Follow Give Local America's Social Media Accounts

#iGiveLocal



@iGiveLocal



GiveLocalAmerica



@iGiveLocal

#givingdays

Show Your Support

I PLEDGE TO

Add the #iGiveLocal [Twibbon](#) to your social media profile images to help raise awareness and show your support.



Tag #iGiveLocal in all of your social posts, so Give Local America can share your message and help make our collective voice bigger!

USING GRAPHICS AND IMAGES

Posting graphics and images on all of your social media channels really helps extend your reach and increase online engagement.

Please keep checking the Give Local America [website](#) as we continually add videos and images for you to use and share with your supporters.

Share images, such as your team and volunteers working hard, to show donors how their donations will help your cause!



You can add a watermark or logo to all of your images. And don't forget to tag #iGiveLocal in the copy of your tweets/posts.

Need help creating promotional graphics or adding our watermark to your own images? Use a free program like [Canva](#).

1. Go to [Canva.com](#)
2. Select a design template to use (Facebook post, poster, etc.)
3. Use the thousands of images Canva provides or click the "Uploads" button to upload your own. This is where you could upload an image of your organization's work and then add the #iGiveLocal logo
4. Add text and other graphics as you see fit
5. Click the "Download" button in the top right corner and select "as an image"
6. Your final design will save to your computer, ready to share!

TWITTER

Need to create a Twitter account? Sign up [here](#).

Twitter allows you to engage your audience in the excitement using short “tweets” to tell your story. Some great uses of Twitter are posting fun facts about your organization, sharing photos and/or event day fundraising milestones. The conversation can be contagious on this platform. Ask your followers to use your Twitter handle and your individual community giving event hashtag to keep the conversations going throughout the day.

Remember that Twitter only allows for 140 characters -- use your words wisely and don't forget to include the hashtag #iGiveLocal. Running out of room? Use a link-shortening site like <https://bitly.com/>. You should also use images whenever possible.

TIPS FOR ENGAGING ON TWITTER

1. Follow Give Local America ([@iGiveLocal](#)) on Twitter to stay connected with updates and important information.
2. Start promoting your organization in short messages (100-120 characters).
3. Add this [Twibbon](#) to your Twitter profile photo to show your support for #iGiveLocal.
4. Be direct with your followers. If you want them to make a donation to your campaign, tell them! If the point is giving, your messages should lead them to your site.
5. Share images – photos of your organization at work, of your staff in the community and images that are available.
6. Tell everyone about your participation in the event by using the event hashtag.
7. Offer stories – share blog posts about how your organization's great work impacts beneficiaries. It will help followers understand your brand and connect them to your cause.
8. On the day of your event, repeat steps 4–7. But be careful not to over-share. Too many messages can work against your goal of getting people to donate.
9. Check out [Twitter for Nonprofits](#) for additional tips!

SUGGESTED TWEETS

Pre-Event Sample Tweets:

We changed our profile photo to show that we're part of #iGiveLocal! You can, too – <http://bit.ly/1sZDPf5>

Save the date **-[EVENT DATE]!** Help us **[CAUSE/MISSION OF ORGANIZATION]!** Every dollar counts at **[GIVING DAY URL]** #iGiveLocal

We're planning **[EVENT]** on **[EVENT DATE]!** Come celebrate & support us at **[GIVING DAY URL]**

Help us reach our goal of **[INSERT NUMBER AMOUNT]** donors on **[EVENT DATE]** by donating at **[GIVING DAY URL]** & tell your friends! #iGiveLocal

We're proud to be participating in **[EVENT]**. Find out what we've got planned: **[GIVING DAY URL]**

Join us in celebrating our community on **[EVENT DATE]!** Visit **[GIVING DAY URL]** and be part of #iGiveLocal

A little goes a long way! Help **[YOUR TWITTLE HANDLE]** on **[EVENT DATE]!** Go to **[GIVING DAY URL]** #iGiveLocal

We work hard for our community & we love it! Please show us some love on **[EVENT DATE]:** **[GIVING DAY URL]** **[INSERT IMAGE]** #iGiveLocal

Event Day Sample Tweets:

Today is **[EVENT NAME]!** Add your support to our community by visiting **[GIVING DAY URL]**

We're celebrating a community day of giving today! Learn how you can take part: **[GIVING DAY URL]** #iGiveLocal

Help us reach **[X NUMBER OF DONATIONS]** today! Visit **[GIVING DAY URL]** #iGiveLocal

Here's our team, celebrating **[EVENT NAME]!** Join us on this day of giving: **[GIVING DAY URL]** **[INSERT IMAGE]**

FACEBOOK

Need to create a Facebook account? Sign up [here](#). Be sure to create a business page instead of a personal account.

Facebook has no word limit – but typically the shorter your posts are the better. Posts with images help make a bigger impression in the news feed, compelling more people to want to share.

TIPS FOR ENGAGING ON FACEBOOK

1. Like [Give Local America](#) on Facebook to stay connected with updates and important information.
2. Promote your page with #iGiveLocal branding.
3. Use #iGiveLocal to make your post searchable with all other related Give Local America posts.
4. Talk and be real (your organization has a voice, look and feel – use it!).
5. Be visual! Post photos of your team at work in the community, of your staff members and the giving day activities.
6. Add this [Twibbon](#) to your Facebook profile photo to show your support.
7. Update your Facebook cover photo to show that you are part of the event.
8. Tell everyone about your participation in the giving day and encourage them to share how to participate with their friends.
9. Tell stories. It helps your followers understand your brand and connects them to real issues. What do you want them to think, feel, and do?
10. On your event day, repeat steps 2 – 7. But be careful not to OVER-SHARE. Too much messaging can hamper your goal of getting people to donate, shoot for 2-3 times a day.
11. Visit the “[Resources](#)” section of Facebook for Nonprofits for additional tips.

SUGGESTED FACEBOOK POSTS

Pre-Event Sample Facebook Posts:

We are proud participants of [EVENT NAME], the community's annual online giving event! Like our page and learn about the exciting events taking place on [EVENT DATE] at [GIVING DAY URL]

We're participating in [EVENT NAME] on [EVENT DATE]! Please share this post to help us raise awareness so we can reach our [INSERT DONOR GOAL] [GIVING DAY URL].

#iGiveLocal is a day for communities to come together – locally and nationally. Learn more about this awesome day of giving at [GIVING DAY URL]

SAVE THE DATE: [EVENT NAME] is on [EVENT DATE]! We're excited to be part of this day of giving and hope you'll join us! [GIVING DAY URL]

[EVENT NAME] is just [XX] days away! Help us by sharing this status and pledging your support for [ORGANIZATION NAME] on [EVENT DATE]! [GIVING DAY URL]

[ORGANIZATION NAME] is proud to participate in [EVENT NAME]. Every dollar donated gets us one step closer to [MISSION/GOAL] and bettering the community.

Event Day Sample Posts:

Today is [EVENT NAME]! Please make a donation at [GIVING DAY URL] and share with your friends and family! Help us grow the spirit of giving!

Today is [EVENT NAME], a day to give back to the community! Help us reach our goal of [INSERT DOLLAR AMOUNT GOAL] by going to [GIVING DAY URL] and making a donation!
#iGiveLocal

[INSERT IMAGE] Here's a photo of our team at work! We hope that you'll support our hard work by making a donation at [GIVING DAY URL] #iGiveLocal

Help us reach our goal by telling your friends: [GIVING DAY URL]! Every gift we receive will help us [INSERT A PHRASE ABOUT THE GREAT WORK THAT YOU DO].

INSTAGRAM

Instagram is unlike other platforms in the social space because users communicate with photos and videos. Post pictures and images on and leading up to your event day. Use #iGiveLocal and tag [@iGiveLocal](#) so we can see and share your posts. Since Instagram does not enable embedded links or sharing, using plenty of hashtags and tagging other organizations will be the best way to get exposure on this platform.

TIPS FOR USING INSTAGRAM

1. Follow [iGiveLocal](#) on Instagram to stay connected with updates and important information.
2. Add this [Twibbon](#) to your Instagram profile photo to show your support for #iGiveLocal.
3. Hyperlinks don't work in Instagram, so change your profile site to your Giving Day URL and direct people to "view the link in bio."
4. Promote your participation in #iGiveLocal with images and captions that explain why you're participating – what could your organization do with \$10? \$100? \$1,000? Show people!
5. Talk and be real -- your organization has a voice, look and feel.
6. Image quality matters! Take engaging and interesting photos, and use Instagram filters to improve the look of the images if need be.
7. Explain the image in your caption, using specifics such as statistics. Tag others who have Instagram accounts, and include a location. Keep the caption short – viewers won't read a lengthy description.
8. Use hashtags appropriate to your nonprofit, such as #philanthropy or #giving, or hashtags related to your mission, such as #dogsofinstagram, #education, #arts, etc.
9. On your event day, repeat steps 3 – 8. Be careful not to OVER-SHARE. Don't post a stream of different photos at the same time. Use an app like PicStitch to turn photos into a single collage.
10. Visit the Instagram for Business [Blog](#) for additional tips.

SUGGESTED INSTAGRAM POSTS

Pre-Event Sample Posts:

We're excited for [EVENT DATE], because we're going to be part of a community day of giving! Learn more online, link is in the profile #iGiveLocal

We're part of #iGiveLocal because we want to keep giving back to our community! Learn how you can help us online, the link is in our profile.

Here's a photo of our team, hard at work. Please help us keep doing what we do by making a donation on [EVENT DATE]! Visit the link in the profile to learn more. #iGiveLocal

Event Day Sample Posts:

Today is the day to give local! We hope you'll visit and make a contribution. Link is in profile.

Here's our team, celebrating #iGiveLocal! Please make a contribution, link is in profile. Every gift we receive will help us [INSERT A PHRASE ABOUT THE GREAT WORK THAT YOU DO]

We're only [INSERT DOLLAR AMOUNT] away from our #iGiveLocal goal! There's still time to make a contribution – visit the link in our profile now!

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