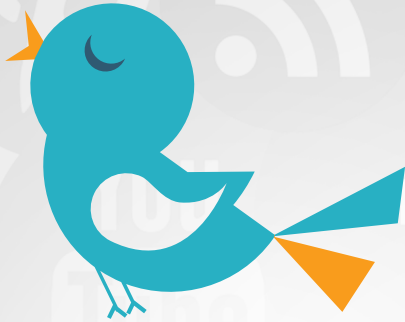


WHAT IS SOCIAL MEDIA?



Social Media is a way for people to communicate and interact online.

It's called Social Media because users engage with (and around) it in a social context, which can include creating online communities to share information, ideas, personal messages, and other interactive content (such as videos).

Over the last several years, there has been an explosion of growth in popular Social Media platforms like Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+, Pinterest, and many others. It's safe to say that the era of Social Media is just getting started, and the need for Social Media will only become stronger over time.

Non-profit organisations have become increasingly social over the past decade as the benefits of social media platforms have become undeniable, whether they are cultivating a dedicated Facebook community or blazing on other networks such as Instagram. NGO's should take advantage of what Social Media has to offer.

The TOP 8 reasons why Non-profits should use Social Media as a marketing tool:

- 1. To educate the public about your cause or mission cost effectively and instantly**
- 2. To build a community of supporters**
- 3. To find and engage influencers to help spread your message**
- 4. To share news, events and projects**
- 5. To raise funds**
- 6. To recruit volunteers**
- 7. For donor recognition**
- 8. For employee recruitment**



SETTING GOALS

As with most marketing tools, managing your Social Media must be strategic and goal oriented. Identifying your Non-profit's reason for using Social Media will help to pinpoint the goals and objectives needed to achieve success.

Always keep your goals S.M.A.R.T.



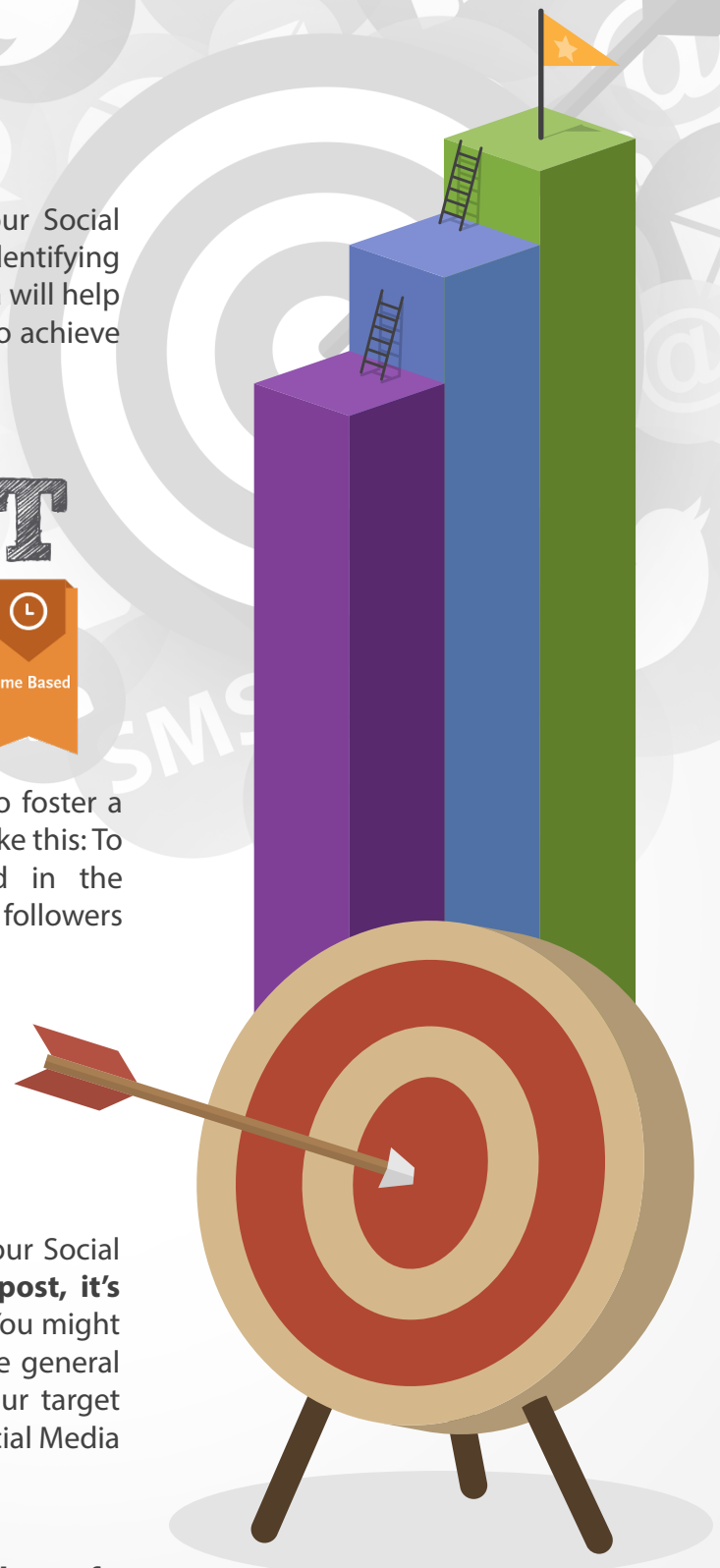
For example, if you intend to use Facebook to foster a community of supporters your goal may look like this: To increase the number of people interested in the organization's cause by gaining 1000 Facebook followers by December 31st 2017.

IDENTIFYING YOUR TARGET AUDIENCE

This step is fundamental to the creation of your Social Media strategy. **Before you write a single post, it's important to know who you're writing for.** You might be tempted to think that your audience is the general public. However, you need to understand your target demographic if you want to maximise your Social Media strategy and achieve your social media goals.

In its simplest form demographics can be made up of:

- Gender- Male/Female e.g. Yes She Can, Single Fathers Association
- Age- Youth, Middle Age, Elderly e.g. Alzheimer's Association of T&T, T&T Youth Ambassadors
- Lifestyle- Diet and Exercise, Smokers etc. e.g. Diabetes Association of T&T, T&T Health Foundation
- Interests- Animal lovers, eco/nature enthusiasts e.g. Animals Alive, Nature Seekers





FINDING YOUR VOICE!

If your non-profit organisation was a person, how would you describe its personality or characteristics?

Developing your voice requires you to think how you want your non-profit to be portrayed to the public.

A consistent brand voice and vocabulary is essential to effectively implementing your Social Media content strategies. Developing a healthy and unique brand personality creates trust over time. If your target audience can see a balance of information, humour and education along with active user submissions, they're more likely to interact themselves.



MAKE YOUR VOICE HEARD WITH THESE USEFUL TIPS

- **Use a Conversational Tone**

One of the keys to expressing your non-profit's voice and tone on Social Media is by using a conversational tone. Make your audience feel connected to your brand.

- **Ensure your writers understand how to put your brand voice into action**

Be sure that anyone who creates content or communications for your organization knows and understands your brand voice.

- **Keep Your Voice Consistent**

Nothing confuses your audience more than inconsistency. Maintaining your brand voice will make your audience feel comfortable because that tone is consistent with the brand they've grown to know. That familiarity and comfort translate into high fan interaction and advocacy over time.

- **Revisit and Revise the Brand Voice as your Non-Profit Changes over Time**

As your brand messaging evolves or the scope of your non-profit changes it's good to take a look at your brand voice and refresh it if necessary.

CHOOSING THE BEST SOCIAL MEDIA PLATFORMS

When it comes to choosing which Social Media platform(s) your non-profit will utilise, select those that offer the best potential for reaching your ideal audience and broadcasting the type of media you've decided is best suited for your non-profit.

You can't be amazing on every platform; that takes a huge amount of resources which non-profits don't usually have at their disposal. Instead of having a sub-par representation in a lot of places, be awesome on one or a few of them.

The networks most popular among non-profits are Facebook, Twitter, LinkedIn and for quality photo content Instagram and quality video content Youtube.



How do you decide which platforms are best for the needs of your non-profit?

Ask yourself the following questions:

- Is your target audience on the network?
- Does the network fit your demographic?
- Do other non-profits have a presence here?
- Does it make sense for the content I intend to share?
- Does it make sense for me?
- Is it something you can easily fit into your life?
- Do you have time to manage it?
- After doing some research and observation, do you "get" how it works?





TYPES OF CONTENT

From pictures and graphics to short videos and text, your non-profit should share a variety of posts across its networks. Visual content can often reach emotional triggers in a way that words alone cannot.

Think about aspects of your non-profit that can be inherently social and create content that people will be excited to share!

It also is important to keep content fresh and easy to consume. While every post doesn't need a link, social media can be a helpful tool for directing people to your website, blog or mailing list.

Globally, 74% of non-profits use social media as a megaphone to announce events and share what they're up to, instead of seeking out conversation. Moving away from this mentality.

A SIMPLE 3 PART SYSTEM FOR NON-PROFITS IS THE "THREE A'S" OF SHARING SOCIAL MEDIA CONTENT:

- **APPRECIATION**
- **ADVOCACY**
- **APPEALS**

APPRECIATION

1/3 of your social updates should recognize your donors, supporters, volunteers, and employees.

ADVOCACY

1/3 should engage and share information relevant to your non-profit's mission, upcoming events, projects and activities to support this mission.

APPEALS

1/3 should solicit donations or help.

SHARING CONTENT

Creating a Social Media Content calendar will help you plan and schedule your social media posts in advance. It allows you to plan for when your audience is most likely to listen for maximum impact and engagement. Be sure to make sure your content is relevant, timely and kept abreast with current trending topics.

If you are working with a team, or reaching out to others in your organization for photos or information, a content calendar will help you stay on top of planning campaigns and preparing materials in advance. Automating your content publishing also ensures your non-profit maintains presence without tying up resources.

Determine a posting frequency that will keep your organization in front of your audience while leaving you time to manage your community, share newsworthy content and measure your impact.



The below are various ways you can interact with your audience through your content.



Check out the link for step by step instructions for scheduling posts on:

Facebook: <http://bit.ly/1hpJRM2>

Twitter: <http://bit.ly/2lWRAdd2>

Aim to post 1-2 quality posts daily on your social media platforms



A story that resonates with your audience inspires and sticks in a way that other forms of marketing cannot. It is important therefore for non-profits to understand and utilize the power of Storytelling.

With a twist of creativity, every non-profit can use storytelling to amplify their Social Media marketing efforts and create a meaningful connection with their supporters. Different communication channels can deliver stories in a way that prompts readers to take action.

Here are some amazing ways you can implement storytelling into your non-profit's social media efforts:

Use Visuals

With the average person's attention span maxing out at 8 seconds, visual communication is a great way to tell a meaningful story in the form of a photo album or collage. This can be used to hook supporters into your story and prompt further action. Facebook would be the ideal location to deliver such a story.

Document a Work-in-Progress

You don't necessarily have to wait until your organization completes a project to tell its story. The time between start and finish of your project is an opportunity to share real-time updates which creates a richer experience for your followers and compels them to be more engaged with your work. Short tweets and use of images and short video clips can broadcast your project as it unfolds!

Share Their Story- Put a face to your cause

Telling stories that revolve around specific individuals is one of the most effective ways to connect emotionally with your audience. Ask someone who has benefitted from your non-profits' cause to give a heartfelt tribute. Or ask a board or staff member to share their own history with your organisation. What first activated him or her to become deeply engaged with your mission? Why do they believe in your cause? A compelling experience can touch supporters and challenge them to take action.

Volunteer Voices

As you document your event or project, turn the spotlight on your participants and volunteers. Share their testimonials on your social networks. Not only is it a great way to show gratitude for their support, but it also makes the support of a larger community more tangible to your followers. This can be done across all Social Media networks and using rich photo or video media.

ENGAGEMENT

Engagement is all about connecting with your target audience in a meaningful way. For your non-profit that audience can be made up of volunteers, beneficiaries, donors and employees. Engagement is critical to the success of your Social Media strategy. Here are a few key points to ensure you hit the nail on the head.

Identify Successful Content

The first step to engaging your audience is identifying the types of content they respond to. Many Social Media platforms have built in features which provides you with engagement metrics. This can come in the form of analytics and insights which can help you identify and maximise on your best performing content.

Invite Conversation

People are much more likely to be engaged when asked questions or inviting feedback. Whether you publish surveys, seek advice, start a dialogue, or promote a competition, motivate your audience to get involved.

Respond to Messages and Comments

Respond to everyone who communicates with you on your Social Media platforms in a timely manner of course making use of your brand voice. The general rule is within a 24 hour period.

Cross-Promote Your Content

Don't be afraid to cross-promote your social media content on other Social Media Channels. E.g. Your Facebook Posts can be tailored for Twitter and vici versa.

Just like in the real world, building relationships with people on Social Media takes time and requires a long-term investment.



MONITORING, MEASURING AND EVALUATING SOCIAL MEDIA

We've identified the importance of creating consistent quality content and boosting engagement and brand awareness. Now you would want to monitor metrics that provide valuable insights into these facets.

So what really happens after you post, tweet, or share?

Did you grab attention? Did you deliver delight? Did you cause people to want to share? Did you initiate a discussion? Did you cause people to take an action? Did your participation deliver economic value?

Tracking performance and demonstrating results will show the leaders of your non-profit the importance of investing the time and resources into social media.

You can use these simple metrics to measure Social Media performance for your non-profit:

Social Media Exposure

As you grow the followers on your Social Media platforms grow, your influence gets a little wider, both in the number of people you will potentially reach and in the perceptions others have of you. For Facebook it's your increased page likes, Twitter and LinkedIn your followers and YouTube your video views.

Engagement

Engagement is the sum of every interaction your Social Media platforms can receive including



comments, shares, and reactions. This information tells you about the overall effectiveness of your content. Did people like what you shared? Engagement is the validator of social media success. Good engagement equals good sharing.

Brand Sentiment

When it comes to social media, all publicity isn't good publicity. Negative consumer sentiment can destroy your brand in a short time. Keep an eye on people's comments and replies as well as how they're sharing your posts. Having a plan for how you'll respond to negative responses is just as important as avoiding it altogether. Google has a free tool called **Google Alerts** that can help you track brand mentions on the web.

It's important to track these metrics monthly and compare them over time to gain insights on trends and make changes to your content strategy if need be.

Click the links for information on using analytics data for your Facebook and Twitter pages:

Facebook: analytics.facebook.com

Twitter: analytics.twitter.com

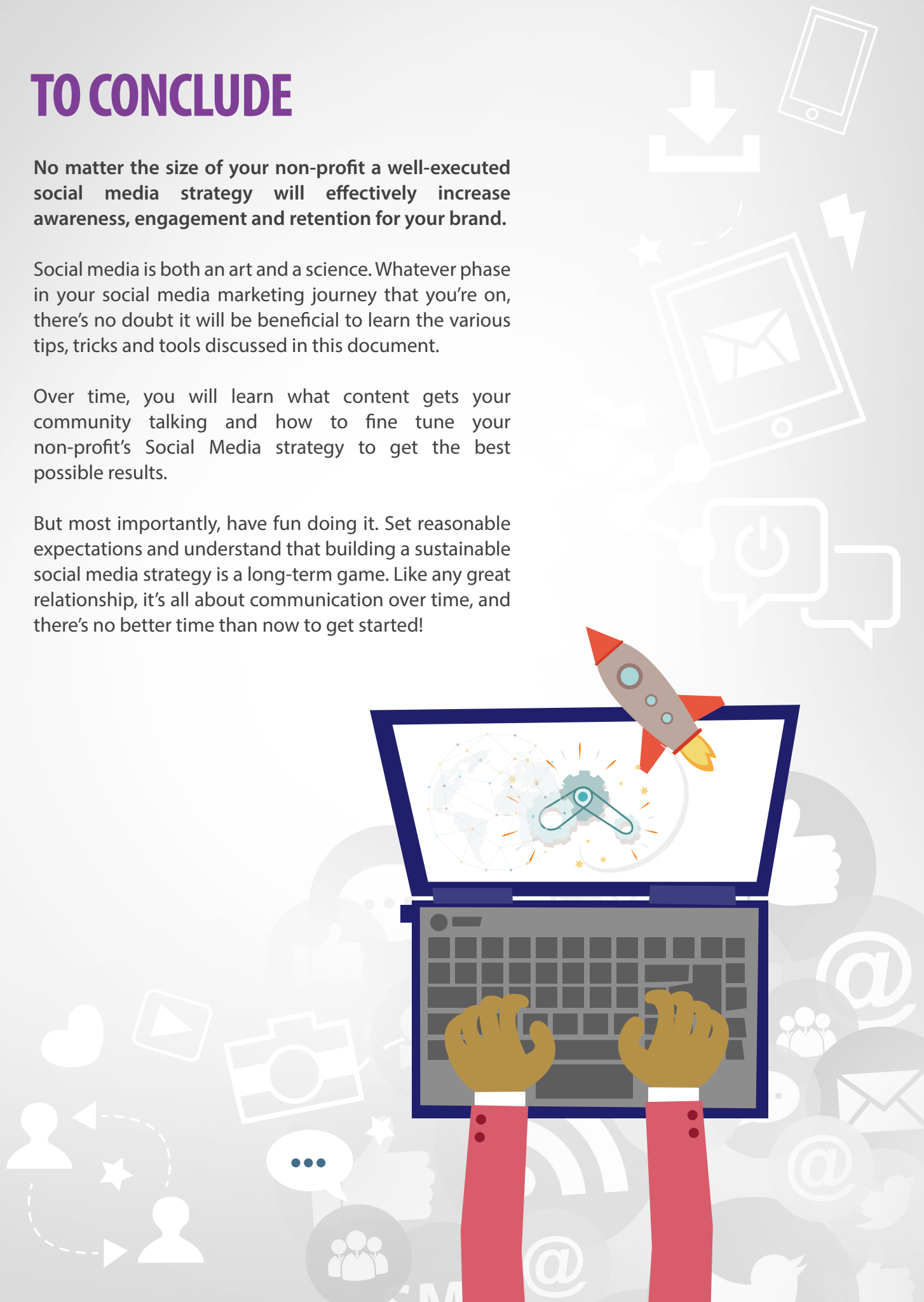
TO CONCLUDE

No matter the size of your non-profit a well-executed social media strategy will effectively increase awareness, engagement and retention for your brand.

Social media is both an art and a science. Whatever phase in your social media marketing journey that you're on, there's no doubt it will be beneficial to learn the various tips, tricks and tools discussed in this document.

Over time, you will learn what content gets your community talking and how to fine tune your non-profit's Social Media strategy to get the best possible results.

But most importantly, have fun doing it. Set reasonable expectations and understand that building a sustainable social media strategy is a long-term game. Like any great relationship, it's all about communication over time, and there's no better time than now to get started!



SOCIAL MEDIA TIPS FOR SUCCESS

Below are some tips that will help you to maintain your focus so you won't forget any of the important steps!



FACEBOOK TIPS

- Humanise your posts- Those who connect with your posts on a deeply personal level will be more likely to donate or volunteer for your cause. Empathy is a strong motivator online.
- Offer promotions- Provide incentives for people to volunteer or donate to your organization. A free T-shirt, mug or promotional item means a lot when building relationships with those who support your cause.
- Share actionable posts that direct your followers to more information or how to help
- Partner with influencers and corporate organisations who believe in your mission
- Be visual; show not tell what your non-profit is for
- Put a face to the campaign. Appeal to human empathy by showing who your non-profit is helping
- Ask your audience to join in; promote an active community and user generated content

TWITTER TIPS

- Don't get mistaken for a spam account, keep active.
- Keep your Tweets conversational, well-paced, and connected to something others are likely to care about.
- Try to include an image in your tweets.
- Master hashtags. Tweets with hashtags usually get more engagement. Monitor your key hashtags to help you find new people and engage in relevant conversations.
- Don't think that Twitter success has anything to do with your follower count. Quality followers over quantity.
- Use Twitter to share company news and invite media to events etc. Follow media pages and reporters such as @tv6tnt @cnc3tv @ctelelevision to start.
- Don't send an update when a direct message is more appropriate.

LINKEDIN TIPS

- Spend a small but productive amount of time, on a consistent basis, updating and maintaining your LinkedIn company profile.
- Research someone on LinkedIn before meeting him in a job interview or business meeting.
- Use LinkedIn's Publisher platform to write long-form posts and demonstrate your knowledge to the community.
- Scan through your network updates using the website or the LinkedIn mobile apps to stay current on what your network is doing.
- Use the LinkedIn Status Update function (Share an Update) to keep your network apprised of you non-profit's recent projects and events
- Communicate by interacting with other user profiles, commenting on posts, giving recommendations and endorsements.



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