



Social Media Marketing 101 for Give Local

Closed Caption

09:03:23 Excellent. Thank you so much. For having us speak today. I apologize for having to reschedule.

09:03:33 Life happens and it sure did happen last week. So let us dive into the slide deck.

09:03:41 I just wanna say I'm gonna sort of go through this information pretty quickly. I think what we're gonna find the most value in is questions.

09:03:54 Because I know that I see who you are in this room, and I know there are some of you who are pros at social media.

09:03:58 You could do my job, others of you, maybe you're just not sure. So, I think the the experience level in here.

09:04:07 You know, is broad, right? So, I think it's really important that we take time to answer your questions as much as possible.

09:04:15 So speaking of questions, I am super comfortable with you asking questions in the chat. You can stop me, but what tends to work best is if you think of something, throw it in the chat.

09:04:32 Just so you don't forget about it or write it down and then once I get through the slide deck, we'll open it up for questions.

09:04:39 We'll, you know, share screens, or we'll be able to see everybody and we can just have a discussion because I think at these workshops that tends to provide the most value to everyone.

09:04:50 But keep track of your questions as we go through. So I am going to share my screen.

09:04:57 Let's see, let's try and. We'll go desktop too. And I am going to go presenter view.

09:05:09 Alright, can we see my deck?

09:05:14 Yep.

09:05:13 Alright, Melissa is giving me the thumbs up. Excellent. Okay, so today, again, social media marketing.

09:05:21 And what we're gonna what we're gonna cover today is our team in our background, social media, tips and tricks and questions and discussion.

09:05:30 So again, Mosaic Marketing Studio, we have been in business for 10 years.

09:05:37 We're located downtown Olympia. I also have Megan Peterson on the call today.

09:05:42 Megan is our social media guru. Whereas I tend to create a lot of content written.

09:05:49 I do a lot of project management. I'd be with clients. Megan is the one who executes the social media strategy.

09:05:57 Ben Hawks is our creative director. He is not on the call, but we could not function without Ben.

09:06:04 So really the 3 of us make up the core of our team and then we rely heavily on a lot of contracted marketing writers.

09:06:14 Photographers, videographers, web developers. And our take line of smart communications for mission driven organizations.

09:06:21 So, 95% of our clients are nonprofits and community-based organizations. We are the contracted marketing agency for the Thurston County Chamber, the Thurston, ABC, Olympia farmers market, the Olympia Downtown Alliance United Way of Piers and Thurston, Community Use Services, Northwest and Education Foundation.

09:06:41 So a handful of really excellent nonprofits and community-based organizations that we believe in and that is really critical to our work and I think as we talk through social media today I think effective communication often comes from things you're passionate about.

09:07:01 It's really hard to communicate. Well, with something that you don't believe in, right?

09:07:06 So that's critical for us as a team as well. So, the first thing I want to say when, whenever I'm asked to speak about one part of what we do.

09:07:17 And we get calls like, hey, could you manage our social media for us, right? Most often the answer to that is no.

09:07:24 We do not create social media in a vacuum. It doesn't work. And the reason for that is it's part of what we call a 3-legged stool, right?

09:07:35 So to create an effective content marketing strategy, you really have to have at least 3 elements. You need a website that has some kind of robust news or blog feature and maybe an events calendar, right?

09:07:49 That's the foundation piece for your work. And then, you know, a really good database that you can email your, stakeholders, your donors, your stakeholders, your donors, your board, your stakeholders, your donors, your board, your staff, is really your goal.

09:08:07 Your board, your staff, is really your goal mind. So, names, email addresses.

09:08:10 That is so critical for effective communication strategy and then social media marketing is just one leg of that stool.

09:08:16 So it's critical that we're we're talking about social media you don't forget about the other pieces that make it effective.

09:08:24 You know, when Megan is posting for our our clients, which is a lot of clients.

09:08:29 That is you know she doesn't create that content in a vacuum. That is a team approach.

09:08:35 I mean, yes. One person can do all of these things, absolutely, but we just wanna make sure that we're We're thinking about the 3 legs of the stool and we talk about marketing.

09:08:46 And social media really is tapping into your sphere of influence. And so when people say, you know, we need a social media strategy, what I always say is it is just one branch of communication, right?

09:09:03 That content is just repurposed probably from something that you created for your website. Or your newsletter.

09:09:09 It's going to be in a more concise format that's maybe more beautiful, but it's still It's not freighted in a vacuum.

09:09:18 So I think that's pretty critical to understand as we move forward. And then, you know, we also do a lot with earned media.

09:09:25 We send out press releases. And shared media and own media. Those are all and somebody on this graph expelled owned wrong.

09:09:32 Anyway, it's all, it's all part of a strategy, just as advertising is another piece of what we do, right?

09:09:40 And advertising can be a part of social media marketing as well, but we're not going to get into that today

09:09:45 So the first thing when we, when we're diving into this leg of the stool.

09:09:51 It's really nice. When you're thinking, especially thinking about this, Give Local campaign.

09:09:57 What are you hoping to achieve? Right? Are you sitting down and defining your goals? And are you looking to raise funds increase awareness engage supporters probably all 3 right so have that conversation with your team with your board with your stakeholders and that's really helpful as you move forward with your strategy.

09:10:18 And really knowing who your audience is as well, that's critical. And then tailoring your content to resonate with them.

09:10:26 And address their needs. And that's also really helpful when we're talking about how you communicate about around the different platforms, right?

09:10:35 Most of our clients are on Facebook. They're on Instagram. And LinkedIn probably are the big 3.

09:10:44 TikTok is still for content marketing is not what most of our clients are on right now.

09:10:53 And you 2 right now is just a platform for us to host videos. We don't see it as much as a channel to push out information.

09:11:01 And so we tailor our content for those different platforms. And really also the thing I love to talk about with my clients as well is that when you're talking, there's a whole book on this and it's Donald Miller.

09:11:18 He wrote a book about. Oh, I'll forget the name, but I can put it on our blog.

09:11:24 And really defining your audience and making sure that they are the hero in your story. So, every time you're talking about them to remember that the nonprofit or the community based organization is not the hero.

09:11:36 It's actually your customer or your donor. And that we when we tailor our messaging, we're talking about it in that way.

09:11:43 So, you know, if we're gonna use Northwest and Education Foundation as an example in a lot of our content today.

09:11:52 We know that they're our client. They are going to take part in the Give Local campaign. And so, when we're when we're starting to think about a strategy for North Thurston Education Foundation, you know, our audience for that client include parents in the North Thurston public school district, teachers, administrators, graduates, businesses in the community and employers.

09:12:16 So really, we think about these audiences when we're starting to craft our plan. That's pretty critical.

09:12:24 And then we ask, you know, what do they want? So, they want healthy and supported students who are ready to learn grow and succeed.

09:12:30 They will the students and their families want a bright and prosperous future. Educators want an environment that nurtures academic excellence.

09:12:38 Businesses want to collaborate with an organization who understands the value of an education. So really having that, that top of mind is super helpful when you start to push your messaging out.

09:12:52 The other thing that's really critical before you even make a post on Facebook or Instagram is to maintain consistent brand identity across your social media platforms.

09:13:03 And what that means is using the same logo, the same color scheme, the same fonts.

09:13:09 In your marketing materials. And because we found that when you present a brand consistently across your platforms, you're going to increase engagement by 23%.

09:13:22 So that's significant. If we're talking about cutting through the noise on social media, make sure that you are consistently branding your organization.

09:13:31 And I'm going to use Community Youth Services, and show you the brand toolkit for that that client when we took on community services they had an existing logo but what they didn't have was a brand toolkit to support that logo.

09:13:47 And any one of you, if you don't have a brand toolkit for your organization, it is worthwhile hiring a graphic artist.

09:13:55 You could probably do it in, you know, under 5 hours, just pay them an hourly rate to make sure that you have an agreed upon color palette.

09:14:04 And that you have agreed upon fonts. And what this does is it just again creates that.

09:14:10 Consistency that is super helpful. And so again, brand toolkit, it should just be a one- or 2-page document.

09:14:21 That everybody on your team has who is creating content for you. Very important. And then the next thing, so once you have your audience in mind, right, you have your key.

09:14:34 Messaging outlined. You know what your fonts are, your color palette. And then you're gonna create a content calendar outlining what you're gonna post.

09:14:44 And you're gonna mix it up with a variety of formats photos videos stories infographics this could be really complex, or it could be really simple but it's nice to have a plan.

09:14:58 And the great thing about Give Local is they have a toolkit for you. So, if you don't have the toolkit, I can show you what we look for in the toolkit, but it is goal.

09:15:12 This is a fabulous document that the team created. That has sample editorial content, it has sample emails,

09:15:24 It has sample posts, and it has hashtags for you to use. I would totally use this for the model.

09:15:29 And so now is a great time to dive into that toolkit and just map out, you know, here's when the campaign starts and I can show you, you know, here's North Thurston Education Foundation, 2023, Give Local social media strategy.

09:15:46 The first thing that we pulled out was what are the key dates? We have early giving and then we have the actual campaign, right?

09:15:51 So pre campaign, you don't have to do all of this. But it's a good idea to let your stakeholders know that this is coming, right?

09:16:00 So you can do a campaign announcement. You can highlight impact stories. You can announce your fundraising goal.

09:16:10 You can create educational content champion fundraising and then account down. Those are great examples. Of what you can do as far as a strategy, right?

09:16:23 Do you need to do all this stuff? No, you don't. But we do find that Most people need to see content 12 times before they'll actually click and buy.

09:16:35 And in this case, by means donate, right? So, we're all guilty of that.

09:16:40 How many emails does it take before you actually register for an event? Probably a lot, right? Most of us are not going to click the first time we see something.

09:16:50 I think we've been trained that way. We know they're gonna send it again and we'll get them the next time around, right?

09:16:58 So, why do we have to do all this stuff? Because there's a lot of noise out there and we have to cut through the clutter.

09:17:04 So, that's great strategy is to announce what you're going to do and then you can talk about the campaign phase right there's launch day you can do daily updates.

09:17:18 You can do themed days, scholarship day, student assistant grant day, learning improvement grants.

09:17:26 Those are things that we would do for the North Thurston Education Foundation. You could have challenges and incentives.

09:17:32 Your champions will challenge others to give and we're going to dive into champions pretty quickly. So, there's so much you can do during the campaign phase.

09:17:41 And again, I'm blurring over this because it's a lot and there's more to this than, all of this information.

09:17:50 If you want, I can share it. I'm happy to share it afterwards. But I just want to give you an idea of what we would do for this one client.

09:17:59 And then post campaign. Thank you, Posts. You can talk about impact stories. You can follow up.

09:18:05 And then there's also year and giving to consider. So, a big part of what people are looking for and when Megan is out there posting and then looking at what people are engaging with.

09:18:20 The biggest thing is sharing. Compelling stories about impact. People like to see stories, whether that's testimonials, whether it's you know students who received a scholarship if it's a teacher who got a learning improvement grant, they like real photos.

09:18:39 And they like real stories. That works every time. Do they need to be super high quality photos?

09:18:46 No, it helps for it to look good. We just need a photo. You know, and Megan, I don't know if you want to say anything about that, but man, we see that data over and over again.

09:18:58 I'll.

09:18:59 Yeah, we do notice. Yeah, we do notice that, you know, a lot of infographics are really nice.

09:19:05 When you're trying to put out information and stuff, but images themselves, whether it's taken on your phone or with an actual camera, get so much more engagement, even if it is kind of blurry because people can actually see the story.

09:19:19 Absolutely. Yeah, I mean, we look at data across at least 12 to 13 different channels. And time and time again it's when somebody on the team took their cell phone to an event and took a photo.

09:19:35 And it seems like such a low barrier, but we see that it's really hard to do. Right?

09:19:39 So because we forget and a lot of us aren't self-promoters naturally. So be a self-promoter, take that camera with you everywhere.

09:19:49 We love to see real photos. That appeals to us emotionally and people will connect with that. They'll click on it, they'll like it, and that expands your reach.

09:19:59 And this is just one example. We did a story for community youth services. It was a foster care story.

09:20:05 They sent us the photos. This was a lovely family. And it gets just, it gets really high engagement when we do content like this.

09:20:13 You can also encourage comments, likes and shares by asking questions, responding promptly, and make sure that all of your content when possible has some kind of call to action, whether it's, you know, your website URL, click here to learn more, a donation link is always great.

09:20:33 Call the actions are really helpful. And then, you know, I know everybody is always asking, what is the algorithm that Facebook is using?

09:20:41 How come I see cat videos all the time on Instagram? And, you know, and I never see my client videos.

09:20:51 Really what, the experts are telling us is you're more likely to see content from sources you interact with, including friends and business.

09:21:00 If you don't interact with the content, it's not going to show up anymore. So there's this lurker effect that happened after the last election.

09:21:08 We saw in engagement drop off dramatically for all brands all clients because people stopped connecting with the content. They didn't they knew that whatever they engaged with people could see their engagement and they stopped engaging.

09:21:26 That's why it's so critical to post content that they're comfortable engaging with in a public way because that's really what we're doing when we're engaging on social media.

09:21:37 So, one thing you can do is when you do push out content that you know is going to have a big reach, who are your 10 biggest fans, right?

09:21:48 Are they your board? Are they your staff? Tell them to go and engage with that content. You can't do this all the time.

09:21:55 It's not going to work forever. But if you are announcing your campaign, let everybody know.

09:22:02 Send out an email to, you know, 10 people and say, hey, we just posted this content to Facebook.

09:22:08 It would really help if you could click on that and like it and share it. Again, you can't overuse that because it just doesn't work if you're gonna post 20 times a week you can't ask your stakeholders to do that for you.

09:22:21 But use that selectively and it really does have a big impact. So types of content, if you interact more with video, you're gonna see more video.

09:22:33 If you engage with photos, you'll see more photos. It is a really smart algorithm, and it knows what you like and it and it's the same for your stakeholders.

09:22:43 And so it also prioritizes posts with a lot of engagement, especially people that you interact with a lot.

09:22:49 So I like all of my sister's posts. She is always first on my Facebook feed. I know you guys see the same thing, right?

09:22:57 That's how it works. And that's why it's really hard, for a lot of organizations to get their content out if people don't engage with it, it's just not going to show up.

09:23:07 So, encouraging engagement will. Bring it to the top of the pile. We're also asked a lot about hashtag, should you use them?

09:23:18 Yes or no? I follow hashtags on Instagram personally. I love recipes. I love running.

09:23:26 I love dogs and I love horses. So, I follow certain hashtags that will feed me content for running recipes, dogs, and horses.

09:23:35 And it's fabulous. You can do the same thing. Facebook is a little different, but if you have to take your content and someone is following that hashtag, it will feed it up to them.

09:23:48 So that there's hashtags listed in the toolkit. I suggest that you use them.

09:23:55 And then develop 2 or 3 of your own as well. That so that people who are looking for content like you're providing can find.

09:24:04 I'm Carolyn, I know you're on the call. You know, writers, writers, workshop, artist workshop, retreats, all of those things are a fabulous way for people to find you.

09:24:16 Because there are a lot of people who will follow hashtags. And then, you know, we've already, we've talked through this a little bit, investing in high quality visuals, using eye-catching images and videos to grab attention.

09:24:30 And there are so If we if we were to prioritize. Images, I would say.

09:24:38 You know, number one. Grab your cell phone and go take real images. People do not like Stock photos.

09:24:48 They prefer real overstock, right? If we're prioritizing that. So real real photos number one, if you can hire a photographer.

09:24:57 That will take beautiful pictures. That is worth its weight in gold. So we really strongly recommend all of our clients.

09:25:07 Take high quality photos of your board of your staff. And of some testimonials of some storytelling.

09:25:15 It is, it is so important and we'll show a few examples a little bit later on. However, if you need to do some stories telling and, and you know, a great example is a client you, you have to protect identity, you cannot show that.

09:25:30 That maybe it's, it's someone who was a recipient of housing or food or something of that nature and more protecting identities.

09:25:40 Paxils is a free, photo library. So if you go to pexels.

09:25:48 Dot com, those are free. It's great to, give credit photo credit to the photographer.

09:25:54 Highly recommend that. But those are free. Our team has a subscription to Dreams Time.

09:26:02 I believe we pay \$49.99 a month, but for all our clients. Again, worth its weight in gold.

09:26:08 We use that content all the time. Even if you wanted to buy a subscription for one month and you know get the 20 photos or whatever it's worth it so invest in photography.

09:26:19 And Canva if you subscribe to the pro, 1499 a month, I believe they have a stock photo library as well.

09:26:27 So totally worth it. Don't. You know, every once in a while we'll see people will grab screenshot, you know, dreams time or some stock photography and it'll have the watermark on it.

09:26:40 Please don't do that. We don't want to see that. So then how, does that actually work?

09:26:46 How do you put all this together? So here's a couple examples of what that could look like.

09:26:51 I mean, I'm gonna use Mike Jones, former executive director of North Thurston Education Foundation. He is no longer the executive director of Deanna East is, but Mike is a passionate promoter of North Thurston Education Foundation.

09:27:07 And, and when we're talking about how to create content and branding it with the Give Local campaign.

09:27:14 This is a great example of what that can look like. So when we talked about early on setting your, you know, who is your audience?

09:27:25 What is your messaging and your key messaging? How are you going to push that out? This is one concept that I think is genius and what that is is using the Give Local champions feature.

09:27:40 So, I think Mary and Melissa may have to chime in at some point on this, but what this is, is using maybe it's 5 to 10 people.

09:27:53 Who are your number one fans? I think everyone can name 5 to 10 people who are maybe they're a board member.

09:28:02 Maybe they're a top tier donor, maybe they're an employee. And they love your organization with a passion.

09:28:10 That's one. And they also use social media well, right? North First and Education Foundation has a phenomenal board president.

09:28:19 He is not on Facebook. He is not going to be our guide because he will not use Facebook, right?

09:28:25 But Mike Jones uses Facebook all the time and he has a wide network. So, what are we gonna do with that?

09:28:32 Well, he is going to be a North First and Education Foundation. Give Local champion. And I think, correct me if I'm wrong, the best way to describe that is he will actually have his own landing page within the Give Local sites.

09:28:49 For North Thurston Education Foundation. So that is going to be set up super simple. And you're going to get all the information to make that happen.

09:29:01 But Mike is going to have his own Give Local page. He is gonna set his own fundraising goal for North Thurston Education Foundation.

09:29:08 And what we're going to do as his marketing team or the Foundation's marketing team is we're going to create some assets for him.

09:29:15 We are going to create what we would call a social square. And this is what he can use to announce to his Facebook friends and his Instagram followers that he is taking part in Give Local for North Thurston Education Foundation.

09:29:32 And he is going to go out there and we're gonna just give him a little bit of hints like, Hey Mike, could you do this 3 times before Give Local starts maybe one or 2 times during Give Local and then you can thank everyone.

09:29:47 You can use this square a couple times, but then the rest of the time all you really need to do is share your link.

09:29:54 That directs people to your page and tell them why you love the foundation so much. I'm gonna get out of this real quick and I hope I don't lose anybody and I'm gonna show you sort of what that would look like on the back end.

09:30:12 So I'm gonna click through here to my Facebook page. Where is it? Give Local.

09:30:21 Okay, so if you are on my face, this is my personal Facebook page, Mary, can you still see me?

09:30:28 Yes.

09:30:27 I'm, am I still sharing? Okay, Melissa, says yes. Great. So, this is sort of what it would look like on the back end and I locked it so it's just me seeing this.

09:30:36 So if you click on that, what it's going to do is it will take you to my personal Give Local fundraising page.

09:30:45 And this is not super, set up right now, but basically Mike Jones is gonna have a goal.

09:30:54 He's gonna have a dollar goal and he's gonna have a donor goal and he can share that and it's going to show how much he's raised.

09:31:00 It's going to give him tools to share via Facebook. Formerly known as Twitter X and.

09:31:07 Through email, he's going to have, maybe his personal story, and, he is going to help us break through the noise.

09:31:18 And raise money for North First and Education Foundation. And that's just so fabulous because it's how to tap into his sphere of influence.

09:31:29 The other thing I want to show you Let's see if I can get down here like this.

09:31:35 Yeah, yeah.

09:31:39 Yeah.

09:31:34 Natasha, can I clarify for just a second? The page that you were showing, that top section where it has your picture that is essentially the profile for the champion.

09:31:49 Okay.

09:31:49 So that is where it shows like you just like you said it shows the dollar amount that you've raised the number of donors you've had have your own little story and then below that is going to be the organization that you are champion.

09:32:08 Correct. Yes.

09:32:05 Excellent. This would be North Thurston Education Foundation and the organization. So, if I have 5 champions, every one of these is going to be personalized for that champion.

09:32:16 Correct.

09:32:17 Awesome. Okay. And so how did we create those social scores? Well, we have Ben and he creates them in his sleep.

09:32:25 Like easy peasy. But if you don't have a Ben, Canva. Even though Ben hates it because you know it gets people into trouble because they don't have a brand toolkit and they don't necessarily follow the brand rules.

09:32:43 You can use this to create some really nice graphics, right? And I don't know why.

09:32:49 My internet is let's see if I can refresh this. I'm on. Okay, there we go.

09:32:57 So, So Canva, you could just subscribe, 1499 for the pro edition recommended.

09:33:06 It's going to pay you back. You're going to have a great return on investment.

09:33:10 It will actually give you these social squares. Already created and you can just upload photos. Right here and you can just drag and drop, right?

09:33:21 So I could switch this out. For Mike. So you create this template. And then you can just update it for your 5 to 10.

09:33:29 Different people who are going to be your champion, right? And everyone could have a different name here.

09:33:37 Mike Jones actually will just, I want that font. So I'm gonna go like this, Mike Jones.

09:33:45 And maybe he's gonna give us a different story right here. He is not executive director.

09:33:52 He is now a volunteer. And. And so you could easily.

09:33:59 Create these for your 5 to 10 champions highly highly recommended. If you don't know how to use Canva, there are tutorials tell the cows come help like All day all night, you can watch these tutorials and they're really super easy.

09:34:15 So highly recommended, but make sure again that you use the correct logo, that the fonts are brand approved fonts and all of these assets here, this I Give Local, you can find them all in this nonprofit toolkit that is just lovely.

09:34:34 There is a tool for design assets. It has the Give Local color palette it has the Give Local heart you can even use these different Canva Templates so you could just click through to here and update update all of this stuff with Canva and you don't even have to have the pro subscription.

09:34:55 So The tools are there. And just, you know, spend a little bit of time diving into them and I think you'll find that they're just phenomenal.

09:35:07 I think that's all I wanted to show on that screen. So. Let's go back to this.

09:35:16 So the other thing that you can do, so this is what we call a social square. This is great for your Facebook feed.

09:35:25 And your Instagram feed. The other 2. That you could create for is the Facebook and Instagram stories, right?

09:35:39 So a story is a rectangle that's vertical. And, stories I think are a little bit newer, but stories are so much fun.

09:35:51 Because you can animate them. So if you are on stories, you know, you can have, Canva gives you these amazing templates again that allow you to animate your story.

09:36:04 So maybe it's having each individual component fly in. You can add music to it.

09:36:10 It's just a lot of fun and that movement creates more engagement, people love it. And it's also really easy to share that content.

09:36:21 And if you guys, if you have more questions about, animation and stories versus feeds.

09:36:28 Feel free we can talk through that. At the end. And like I said earlier, invested in high high high quality photography is just, it's so critical for a good social media strategy.

09:36:41 As we said, the farmers market is one of our clients and one of the best things we did, was working with photographers to capture.

09:37:03 She's only in town. Once or twice a year, so we contract with her and she'll go and take photos that we use.

09:37:11 Quite a bit. Megan is also a talented photographer, so when Megan is available, we use Megan.

09:37:18 The other just a quick note on video. People are engaging with video. It can be more expensive.

09:37:26 But you can also create it pretty easily yourself. We do want to note if you are posting video to Facebook and Instagram.

09:37:37 Please upload an MP 4 file and not youtube. Facebook and Instagram which are both owned by Meta.

09:37:47 They do not like YouTube. It will just you have to click on it. It's not great quality.

09:37:52 The reason we love MP 4 videos is they will play automatically. You could also add captioning to them which is really important for accessibility.

09:38:04 So please do add captions. And, and we did touch on, nonprofit champions.

09:38:11 Again, Highly, highly recommended that you take some time and you dive into this feature because social media at the end of the day again what are the 3 legs of the 3 legged stool the reason it works is because you are tapping into spheres of influence, right?

09:38:30 Social media is truly that. It is social. We are so social beings. We like to see what our friends and family and neighbors are doing.

09:38:39 And they're endorsement goes such a long way. And this is a such a low barrier to do the champions feature to make your your your campaign a huge success.

09:38:51 So highly highly recommended that you do this. And then, you know, make sure that you are, tapping into the insights.

09:39:01 Of what's working and what's not working right so when you I don't wanna get too far in the weeds on this.

09:39:10 There are people whose, that all they do all day long is analyze data for social media performance, right, or Google Analytics for web data.

09:39:20 And so, but it's totally worthwhile to take a look at the back end. And see how your content is performing because what that does is you can see what's working what's not working and and duplicate that.

09:39:36 Again, photos work. Original content works. Storytelling works. So, find out what's working and do more of that.

09:39:45 Okay. Let's see. And then this is just an example of what a dashboard report could look like, you know, taking a look at your website users, all of that.

09:39:55 Facebook, you know, taking a look at your website users, all of that. Facebook, again, Instagram, Twitter, your newsletter that is just one part of your the other thing is, you know, and I don't think anyone in this call would ever have a problem with this but when we talk about what's working authenticity works every time, right?

09:40:16 People want to engage with authentic content that is genuine organizations that are transparent. We love real stories. We love real photos.

09:40:26 And we love authentic content even if it's blurry over filtered content every time. And, you know, educate and inform, position yourself as an expert in your field because you are.

09:40:40 That's people will engage with that. Evaluate and then change what needs to be changed. As well.

09:40:49 And then finally, before you ship, this is a checklist that we have, I think on our blog post.

09:40:54 But really make sure that you've got your your content is error free as much as possible.

09:41:04 We're all gonna make mistakes. It happens but, it's great for your organization to have some kind of checklist that you work through before you put out content.

09:41:17 So spell check, Grammar League is such a great tool to have. Does your headline match your body copy?

09:41:25 Are your dates correct? Addresses, phone numbers, proper names, sponsor logos, who, what, when, where, make sure you've got a call to action.

09:41:33 Does your link work test it before you push it out there? How does your content look on mobile?

09:41:39 And then, you know, does your link work? So all of that is really critical. When you are creating content.

09:41:48 And that's really what I have to say. About social media. And I know that was really fast.

09:41:55 But I do want to get into questions. So. Let's see.

09:42:05 Is there anyone who wants me to clarify? I do see, let's see.

09:42:14 Let's see, social media tips to share for smaller organizations.

09:42:26 I think a lot of the people on the call are probably working with smaller organizations. Okay.

09:42:32 Okay. I highly suggest tagging other people in your organization. If there's any other organizations that support your organization to tag them because a lot of times when you do that between Facebook or Instagram, it'll show up in their feed as well.

09:42:53 Or they can share it a lot easier, but then you're just connecting to a whole other organization or another audience from somebody that you tagged and that seems to help a ton because it gets a lot more engagement, more people are seeing it.

09:43:06 It could shared in a lot of different aspects that way as well.

09:43:10 Yeah, I'm taking as another critical thing that, I didn't mention. It's really, really helpful to get your word out.

09:43:20 So if you're, you know, if you're Mike Jones and you're posting for a Northwest and Education Foundation, doing the at SIMBLE, typing North Thursday and Education Foundation, it'll automatically populate.

09:43:30 You enter and and it will link to that organization. Likewise, Mike can take his, you know, his friends and family in the post and then as an organization, if we're thinking, Mike, for being a champion, which is another great post idea, we would take Mike Jones.

09:43:48 It's not always sometimes it's hard to take individuals in your post for some reason. It's easy to take individuals in your post for some reason. It's easy to taste take organizations.

09:43:57 So for some reason taking individuals is not always straightforward. And make sure you're taking the right person.

09:44:05 It looks like there's also a question about strategies for multiple languages. If you do, you know, again, know your audience.

09:44:14 I think that's really critical. If you can do translation and put out content for multiple languages. That's amazing to do.

09:44:24 But again, it, it's really helpful to make sure that you're using a real translation provider and not Google Translate because Google Translate is so problematic.

09:44:34 Okay, yes it is.

09:44:35 We would not do that. Thanks. I mean, I think it's downright expensive actually, so.

09:44:42 And on that note too, I wouldn't even say making multiple posts. I would say put the translation in your description.

09:44:52 So like if you have, a Spanish speaking audience. And you have somebody that can translate your sentence that you know if you just have a simple like 2 or 3 sentences and somebody translates that nicely for you.

09:45:04 Then you can put that in the description as well. Because that'll still post and populate and then it will reach both audiences at the same time.

09:45:12 Absolutely. Yeah, and I, and so I'm looking through. I think, you had a question is the personalized message just the part at the top I'm not sure.

09:45:27 Oh, oh, you were talking about the, champions. Okay, cool. Yes. And that's excellent.

09:45:33 Okay, and then I see that Canva Pro is free for nonprofits. We are not a nonprofit, the mosaic, but yes, that is true.

09:45:41 So we are paying the 1495 a month, but it's, it's fine.

09:45:47 But, but that's wonderful. That it's free for nonprofits. And I know like TechSoup also offers they might even have discounts for some of those stock photography.

09:45:55 I'm not sure. I know TechSoup has incredible discounts. Let's see, I'm just lose looking through here.

09:46:05 You know, Nora, hi there. Puget Sound Estuarium. I love your content.

09:46:10 You pay for Adobe Creative Sweet okay yeah and you know that's what we use most of the time too is the Adobe Suite but that you know it just has a steeper learning curve so Canva I think gives you the tools that are just so easily accessible.

09:46:29 I'm just keeping to look through here. Do you recommend featuring your staff in content?

09:46:39 I do. I think it's, I think it's really nice when we look at the, Google Analytics.

09:46:46 For all of our clients. You're about us and the staff page is consistently in the top 5 pages viewed of your organization, which isn't a surprise.

09:46:58 Like when you look at what people are engaging with, everyone is looking at your staff page. So. Good.

09:47:03 Hi, Polly, headshots for all of your team members. It is an investment. You need to do it annually, but it's worth it because everybody's looking and they're also looking at your board members so board highlights are also super a great way to get engagement.

09:47:19 I am loving. Who is anyone from together on the call? They are doing this really fun. Instagram, I've seen it a lot on Instagram.

09:47:29 They're doing board spotlights and they're just really nice clean social squares. So if you're not following together, look them up on Instagram, see what they're doing with their board.

09:47:38 Spotlights right now. They're super fun and they just give you enough to, you know, you just want to engage with that.

09:47:45 It's fabulous. Another great organization to follow is anyone from the Olympia Symphony on the call today because they we were looking at hashtags for who's done is anyone from the Olympia Symphony on the call today because they, we were looking at hashtags for who's done really well with Give Local campaigns and, we were looking at hashtags for who's done really well with Give Local campaigns and who, you

09:48:07 know, really well with Give Local campaigns and who, you know, in the last couple of years and the Olympia Symphony, they just have really fun content.

09:48:13 They are consistently hash tagging and they, I think they, meet their fundraising goals if I'm not.

09:48:17 And, and the other thing, you know, a great example of an executive director who is super engaged and has really tapped into her social sphere is the Olympia Symphony's executive director as well.

09:48:25 I mean, she does a phenomenal job of cultivating her personal feed. She doesn't share her too much.

09:48:31 She doesn't overshare. She's just a fabulous content creator and what she can do is she occasionally then shares to, you know, a fabulous content creator.

09:48:42 And what she can do is she occasionally then shares to, you know, the Olympia Symphony information on her personal page.

09:48:43 So. Kudos to Jennifer on that content. Let's see.

09:48:49 Check.

09:48:50 Hi, I saw some content on that though where it was just 2 people from the office who hand wrote signs that said thank you.

09:48:58 And we're just kind of holding them up dancing around a little bit. And it was very simple, but it was just so nice because they just showed their face.

09:49:07 They wrote a thank you and, you know, wrote a nice little blurb under it. So even just showing your face.

09:49:14 Showing up and talking about your message and posting that as a video with your link. That is That is inside content and that's personal content and that gets a lot more engagement.

09:49:28 Then trying to create. Like a graphic square sometimes and I think that those are important too.

09:49:35 But if you show your face and you actually show up and you have that link. Your audience is there for you.

09:49:42 And I think that's really helpful. And it doesn't have to be high quality.

09:49:47 It's, just being present, showing your face and telling your message personally.

09:49:52 Absolutely. And it looks like there's a question about video and real editing and using meta and yeah meta does offer that video real editing Canva again really has I've been surprised at how easy it is to create reels.

09:50:14 What we've been doing a lot of lately is, you know, after an event you got 200 photos.

09:50:21 You can put those into a video, overlay music for free, maybe do an intro and an outro slide that tells people what it is.

09:50:32 And it's just photos that are, you know, put into a video and it's phenomenal.

09:50:36 People love that content. So that would be another great way to engage with this campaign is doing a little bit of storytelling with maybe a video yearbook from the work that you've done in 2022, with, a real feature.

09:50:56 And a little music overlay. It's just so much fun to create that. And the tools are phenomenal and they just didn't exist a few years ago.

09:51:07 And it changes every day too. So that's a lot of fun. Is there anything else I know we're gonna run out of time here?

09:51:16 Is there any? Oh, go ahead.

09:51:15 So I was just gonna say there was a quick question earlier. I was kind of waiting till we got through like the bulk of the other questions.

09:51:23 But there was a question earlier. I was kind of wait until we got through like the bulk of the other questions.

09:51:27 But there was a question earlier from Kim asking about using the champions feature to have a team of champions under one account.

09:51:34 And the short answer is yes, you could have you could use a singular champion account. To have and use that link to spread between multiple people.

09:51:48 If you do do that, it's highly recommended that you make it so only one person is in control of setting up the account and getting everything published.

09:51:56 And making sure that the little profile for the champion. That it's kind of a shared account.

09:52:07 So say you wanted to only make one champion account for just your board members. You could label it as.

09:52:24 All of these funds. You could do the same for volunteers, the community foundation of South Peaches sound volunteers.

09:52:36 And then that would be their own. Champion page and you can use that same link. Like multiple people can use the same link that would still add up the donors and the donation totals to the same page.

09:52:49 Just to kinda add to that. One thing to think about as you're setting up a team champion page is that people give to people.

09:52:58 So if this is a team of people that are going to be fundraising, my suggestion would be to come up with a unified message.

09:53:05 From that team that is featured on your champion page. Otherwise. And this is something I've seen in other campaigns before.

09:53:16 Is it doesn't perform well because it's really not too different from your main organizational landing page.

09:53:23 So you're You're gonna have to craft a really thoughtful message that everyone can then take and share on their socials as part of that team.

09:53:32 So one suggestion would be that is something that you can craft with part 2 of the storytelling workshop that we have with Daesh.

09:53:41 So if you haven't signed up to attend one of those sessions, I would and you can say.

09:53:45 I am workshopping a shared champion page for our Phil in the Blink group. Yep.

09:53:54 And thank you, Melissa, just through that registration link in there. So that's just one thing to think about just to make sure that that champion there.

09:54:05 So that's just one thing to think about just to make sure that that champion page is effective and it's doing what Does that answer your question?

09:54:09 Yes, thank you so much Mary and Melissa.

09:54:14 Awesome.

09:54:16 Yeah, and I think Mary, what a good point to make is that people give to people. And I, you know, we get again, we're all trying to break through the noise because there's so much noise out there.

09:54:33 There's so much noise out there. And there's so much noise out there. There are so many, you know, you could just sit there and scroll all day long and you would never run out of content, right?

09:54:39 And so, but people, you know, we do want to give, we are philanthropists, every single one of us.

09:54:46 We, are philanthropists in our heart and we want to give, we just oftentimes need to be asked to give, right?

09:55:18 You do a much better job of reaching, the people that you want to reach, then actually your own channel probably could.

09:55:18 Because people are gonna trust that, that word of mouth referral. More at the end of the day and that's that's the beauty of social media and sure you know yes it has a downside.

09:55:30 We've all get sucked into it, at least I do. There is a dark side of social media, but I think there's a really wonderful side of it as well.

09:55:41 And, and it's, you know, sharing those good news. Stories. People love that.

09:55:46 They want that. We need more of that. So you know you can all be that that good news person out there on social.

09:55:55 Is there anything that we missed? We've got a few minutes left and I don't want to, did I cover anything too fast?

09:56:02 Who has the burning question that we didn't answer?

09:56:17 Alright. Well, I strongly recommend that you attend the storytelling workshop. I think that's really, that's the next step, right, is crafting your message.

09:56:30 And then you can use all the tools that we've talked about today. And, and really, you know, spend some time, look up some of those hashtags that are in the brand toolkit and see what other people did last year because you know I love this.

09:56:46 There's the book I have somewhere and it's like steal this art. Austin Pline's fabulous book. And what are people doing and what's working?

09:56:55 What are people responding to? You don't have to recreate the wheel. There are some really good content careers out there.

09:57:00 And they're right here in our communities. You know, who do you like? What are they doing?

09:57:06 Spend a little time. Scrolling and see what you are engaging with and chances are that is going to work with your demographic.

09:57:12 As well. So.

09:57:16 There are hashtags in the Give Local toolkit. And if you type that into the search bar in Facebook.

09:57:24 It'll show you those posts. From previous years and from other Give Local, organizations.

09:57:32 So if you need inspiration or want to see what other people did, just type in that hashtag to the Facebook search bar.

09:57:39 Yeah, it's good stuff. And you can, you can see who's engaging with the content and.

09:57:45 And how it performed. So. Totally recommended.

09:57:51 Alrighty. Well, if we don't have any more questions, we can let everyone get on with their day a few minutes early.

09:57:59 So.

09:58:01 Thank you so much. That was really great.

09:58:04 Thank you. Thanks for everyone who we attended.

09:58:07 Let's see that.

09:58:09 Thanks everyone.

09:58:09 Thank you, I think, mystified a lot.

09:58:12 Yeah.

09:58:01 Last.

09:58:11 Good, good. Feel free to reach out to me if anyone has any questions. I will, you can find my.

09:58:19 I'll just type in the chat. You can find us at Mosaic Marketing.

09:58:29 Dot com or you can email me. I'm happy to share. I think Mary said the presentation will be shared.

09:58:33 I'll give you that slide deck. And I'm happy to share any of the content or if I didn't answer a question.

09:58:40 Feel free to reach out.

09:58:43 Thanks.

09:58:44 Bye, thank you. Bye.

09:58:44 Thanks guys.