GIVE
BIG
NEW RIVER
VALLEY

SOCIAL
MEDIA
TOOLKIT

Toolkit Overview

Just in case you have lived in the dark ages and don't know what Facebook or Twitter is, this is where you will learn all about these very helpful tools. This social media toolkit is going to help you get started in your personalized campaign to market your nonprofit in order to maximize impact, raise awareness and fundraise as much as possible. In order to be successful, we think it is very important for you to be well equipped in the social media arena of this campaign and understand how powerful these vehicles can be in disseminating your information and getting awareness of your nonprofit out into the public sphere. Let's get started!

Update your GiveBigNRV Profile!

Your GiveBigNRV website profile page is the most important part of your campaign because it is the first impression that the public, will have about your cause. If a donor has never heard of your nonprofit before and they stumble upon your profile, we want them to be inspired by your mission, and consequently feel the need to support it.

- **Engage-** To be engaging is to cause the viewer of your page to want to know more, be a part of your cause, and feel something when they are on your profile. Provide information, for example, of ways they can support you financially or with volunteer work, or a story that will help them to really understand your cause.

- **Compel-** This can come from pictures and video. Nothing tells a story better than a powerful video of something with great results.

- **Inform-** People are more inclined to give when they feel they are as informed as possible. Make sure to give them all details about your nonprofit, meaning- what your goals are, what you do on a daily basis and what volunteer work/extra funds could do to help. The more information, the better.

Using **facebook** for Your Campaign

If you have not yet signed up for a Facebook page for your organization, we highly encourage you to do so. While this guide is not meant to get you started from scratch with social media, there are plenty of great resources on the web for quickly getting started including Facebook's "Facebook for Business" get-started guide: https://www.facebook.com/business/build.

Be sure to connect and "Like" CFNRV to be up-to-date on information as April 23rd approaches at: http://www.facebook.com/CFNRV. Liking us on Facebook will put us on your timeline, which will give you first-hand access to what we post, any updates we share about GiveBigNRV, and any additional media information that we want our fans to know.

Tips for Facebook Content

1. **Your second website** - The Timeline allows visitors to interact with a story that has a beginning, middle and a "now." Facebook users can flip through the pages in your story in a variety of ways (as shown below).

Now don't get us wrong – the news feed is and will be where all the action is. But Facebook users will soon visit your Facebook Page for the same reasons they visit your website, to see what's new, what's important and what their friends care about.

2. **Tell a story in your cover image** – Think of your cover image as taking the place of the default landing tab (more on that below). The purpose of your cover image is to create a powerful first impression.

Rotate your cover image. You can keep fans interested by frequently rotating your cover image, communicating freshness, spontaneity and dynamism around your brand

Tips for Facebook Content (cont…)

3. **Soft sell** – Facebook says that your cover image should not be used for calls to action like "Donate now" or "Sign our email list." You also can't include any contact information like URLs, or reference any features on your Facebook page such as the "Like" button.

4. **Simplify your profile picture** – The new profile picture (aka avatar) is now 180 pixels square. This means that you can no longer include a call to action within your profile image (as some organizations did previously). Because this image will be as small as a 30 pixels square, it's best to use your logo. You don't need to include the name of your organization in your main avatar because the name of your Facebook page travels with your avatar everywhere on Facebook.

Tips for Facebook Content (cont...)

5. **Complete your "About" section** – The "About" section has significant prominence, displayed just below the cover image. This should include your address and contact information.

6. **Create milestones** - Up until now, anything posted on the Facebook page was automatically tagged with the date it was posted. Milestones allow you to select any date in the past.

Pictures for Milestones can be up to 843 pixels by 403 pixels.

Tips for Facebook Content (cont…)

7. **Direct attention with highlights and pins** – Up until now, Facebook administrators had little control over how posts were displayed on their page, and page visitors would see updates in either reverse chronological order, or in an order determined by Facebook's EdgeRank (an algorithm developed by Facebook to govern what is displayed – and how high – on the NewsFeed).

- Pages now allow you to control feature specific posts on your page through highlighting or pinning. Highlighting turns any page story – which normally occupies a single column – into a full-width story). This is perfect for large horizontal photos (dimensions for highlighted photos are 846 by 403 pixels).

- Pinning allows you to give any page story more attention by moving the page story to the top of your Facebook Page. When you pin a post, it remains at the top of your Timeline for seven days, or until you unpin it, so it's a good idea to think about what you want to feature at the top of your page each week

Tips for Facebook Content (cont...)

- 8. **Focus on photos** – Again, Facebook Pages are now highlighting your visual story told over time, rather than focusing on what's happening now. It's best to focus on telling that story through images and other visual content as much as possible. Think Pinterest.

- 9. **No default tabs** – Facebook pages will no longer have the ability to set a default tab for nonfans. In the past, default tabs were primarily used as a way to increase fan conversion rates on a page. Now you'll have to do that with your cover image, highlights and other ways to make that first impression.

Tips for Facebook Content (cont...)

- 10. **No hard-sell messaging** – Facebook pages also have a messaging feature that allows visitors to send you a private message. It may be really tempting to sell them on why they should donate or volunteer, but it's better to use these opportunities to nurture a relationship on their terms. Keep in mind, they are messaging you – not the other way around. Also, you are limited to sending two messages for every one they send.

- 11. **The Bigger Picture** – At first glance, you might assume that the story you're supposed to tell is your organization's story. But this may not be an interesting story, nor is it the real story. The story you must tell has to be bigger than you. It has to be about the cause. It has to be about your community.

Blueprint for the Perfect Facebook Post [Images]

Post Copy:
Keep your copy short and tone personal. Limit it to 90 characters, or make sure your URL link appears in the first 90 characters.

Tip: Increase engagement by asking a question.

Call To Action:
Include a URL in your post copy. Drive deeper into Facebook, or to a blog or web page.

Tip: Shorten your URL link with bit.ly.

Upload an image:
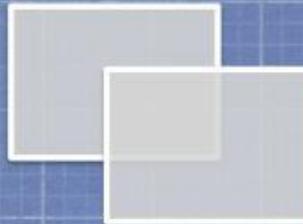Upload an image at least 300x300 pixels large.

Tip: Use high impact images or photos with colors like red and orange, and close-up people, not logos.

Engage:
Posting is just the start! Stay engaged with the conversation by adding a question or comment on the conversation.

Target Your Post:
For posts relevant to a specific country or language, target your post.

Timely Promotion:
Boost your post as a Sponsored Story within the first 24 hours to reach a greater % of your fans.

Tip: Crop your image to square to work best as an ad unit.

Mobile First:
Close to 70% of fans will see your wall posts on a mobile device.

Tip: Use simple imagery, short copy, yes/no questions, and short video for 1-click interaction on mobile

STATUS UPDATE

IMAGE

Like · Comment · Share

VIEW COMMENTS

People Reached

Measuring Success:
Use the 'Engaged Fans' metric on your Insights page to measure which posts work best.

Monitor the 'Talking About Us' metric on your page to see how your page is doing overall and compared to like brands.

Checklist for Optimizing Facebook

☐ **Keyword Research for Descriptions & Posts**

☐ Are you using the keywords that your audience will use to find you?

☐ Make sure your description and about info includes your company name multiples times, in addition to relevant keywords

☐ **Page Name**

☐ Keep it simple here – use the "search-friendly" version of your company name

☐ Don't keyword-stuff and try to avoid using trademark symbols, colons, or other special characters. Trademark symbols or other special characters can get garbled and be unintelligible to Google

☐ **Vanity URL**

☐ Claim your vanity URL and utilize your company name and branded keywords insights

(Example: /GiveBigNRV is more findable than /GBNRV)

☐ Keep it simple here – use the "search-friendly" version of your brand name

☐ **About & Description**

☐ Use branded and unbranded keywords more, but avoid keyword stuffing

Insert any clear call to actions applicable

☐ Include a link to your website and any other relevant websites and online properties (YouTube, Twitter, Tumblr etc.)

☐ Utilize at least 160 characters of description & focus on inserting as many mentions of your company name and keywords as possible.

☐ **Creating Your Page Settings**

☐ Be sure that your page is visible to "Anyone Ages 13+" (as appropriate) – if you don't allow this, your page will not be indexed by search engines (Google, Bing etc.) and will not be able to be viewed unless the user is logged into Facebook

Checklist for Optimizing Facebook

- ☐**Avoid the Clutter of Other Pages**
- ☐ Request the migration of inactive pages that own your brand page name into your page- this reduces clutter and helps your page rank higher
- ☐ **Images – Profile**
- ☐ Use a good quality version of your logo that maximizes the allowable space
- ☐ Make sure that the image you upload has a descriptive image name (Example: Georgia_Gives_Logo.jpg NOT IMG0050.jpg)

- ☐ **About & Description**
- ☐ Use branded and unbranded keywords more, but avoid keyword stuffing
- ☐ Insert any clear call to actions applicable
- ☐ Include a link to your website and any other relevant websites and online properties (YouTube, Twitter, Tumblr etc.)
- ☐ Utilize at least 160 characters of description & focus on inserting as many mentions of your company name and keywords as possible.

Checklist for Optimizing Facebook

☐ **Drive "Likes" & Engagement**

☐ Be active in the community, engage with users and content to drive comments

☐ Use Facebook advertising to drive engagement and "Likes"

IMPORTANT NOTE: "Likes" = Credibility

☐ **Provide Engaging Content**

☐ What type/kind of content is generating the most views and engagement?

☐ **Utilize Facebook Insights Offering**

☐ Utilize Facebook Insights to pull analytics on content, views and popularity, community engagement and audience attention

☐ Assess how you can further engage in conversation where your content has been featured

☐ Where feasible, offer incentives for participating in the conversation

☐ **Drive Back To Facebook from Other Properties & Place**

☐ Link your website homepage to your Facebook Page

☐ Link to your Facebook Page from the homepage and as many pages as possible (Utilize "Like" / Share buttons)

☐ Make sure the anchor / link text includes your brand name

☐ Link to the canonical URL

☐ Add a Page fan box to your website to drive "Likes"

Using Twitter

- It's important! Data from CFRNV shows that less than 50% of participating non-profits in GiveBigNRV are currently active on twitter, and they are **missing out!** Our data shows that the median reach for non-profits in the NRV is an additional 345 people. That's 345 more potential donors. Some NRV orgs with more success reach over 3,000 people with their tweets

How to Sign up for Twitter

1. Go to http://twitter.com and find the sign up box, or go directly to https://twitter.com/signup.

2. Enter your **name**, your **email address**, and a **password**.

3. Click **Sign up for Twitter**.

4. On the next page, select a **username** – type your own or choose the one we've suggested. We'll tell you if the one you want is available. (Usernames are unique identifiers on Twitter).

5. **Double-check** your name, email address, password, and username.

6. Click **Create my account.** (You may be asked to complete a Captcha to let us know that you're human).

7. Next, you just need to begin finding and following accounts that interest you. Following others means you are subscribing to their Tweets.

Picking a Twitter Handle (username)

Your username is the name your followers use when sending @replies, mentions and direct messages.

It will also form the URL of your Twitter profile page. We'll provide a few available suggestions when you sign up, but feel free to choose your own.

Please note: You can change your username in your account settings at any time, as long as the new username is not in use.

Usernames must be fewer than 15 characters in length, and cannot contain 'admin' or 'twitter' in order to avoid brand confusion.

IMPORTANT INFORMATION ABOUT YOUR EMAIL ADDRESS:

An email address can only be tied to one Twitter account at a time in our system.

The email address you use on your Twitter account is not publicly visible to others on Twitter.

We use the email you enter to confirm your new Twitter account. Be sure to enter an email address that you actively use. Check your inbox for a confirmation message to make sure you signed up for your account correctly

Twitter FAQ

WHAT IS TWITTER?

Twitter is a service for friends, family, and co–workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "Tweets," of 140 characters or fewer. These messages are posted to your profile, sent to your followers and are searchable on Twitter search.

DO I NEED ANYTHING SPECIAL TO USE IT?

All you need to use Twitter is an internet connection or a mobile phone. Once you're in, begin finding and following accounts whose Tweets interest you. We'll recommend great accounts once you're signed up.

HOW DO I FIND PEOPLE TO FOLLOW?

When you create an account, you can search for people by name or user name, import friends from other networks, or invite friends via email. You can also follow some of the people we've suggested.

What does it mean to follow someone on Twitter? Following someone means you've chosen to subscribe to their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page.

Twitter FAQ (part 2)

HOW DO I KNOW WHO I'M FOLLOWING?

After you click the 'Follow' button on someone's profile, you're following them. See a list of people you're following by clicking on the following link on your profile page or on your home page's sidebar.

How do I know who is following me?

Twitter sends you an email when someone new follows you. Set up your email preferences to notify you when you have a new follower. The 'Followers' link on your profile page or home page's sidebar will also tell you who is following you.

WHO READS MY UPDATES?

Your followers read your Tweets. If your Tweets are public, anyone who runs a search for a keyword in your Tweet may be able to see that message. Your Tweets are public by default; if you're hesitant to have people you may not know read your updates, protect your Tweets to approve followers and keep your updates out of search.

CAN I BLOCK PEOPLE FROM FOLLOWING ME?

Yes, you can. If you block someone, they won't be able to follow you or send you any messages.

HOW CAN I SEND UPDATES TO TWITTER?

You can tweet from twitter.com, from your phone, or from an application.

Twitter FAQ (part 3)

CAN I PUT MY TWITTER UPDATES ON MY BLOG?

Yes! Put a Twitter widget on your blog or website – anywhere that accepts Javascript or HTML.

WHAT ARE MENTIONS?

A follower can tag you in the body of a Tweet by mentioning your @username. You can find your recent mentions in the @Connect tab under "Mentions."

WHAT ARE @REPLIES?

If a message begins with @username, meaning it was directed to another user, it is an @reply. Click the Reply button on another person's Tweet to reply to it. Please note that if your Tweets are protected, users who are not following you will not see your @replies or mentions. Because @replies are mentions as well, you can find these in the @Connect tab under "Mentions" as well.

WHAT ARE DIRECT MESSAGES?

Direct messages are personal messages sent from one Twitter account to another; they do not appear in public for anyone else to read. You can only send a direct message to a person who follows you. You can find your Direct Messages by clicking on the silhouette icon on the upper-right-hand corner of your Twitter page.

Twitter FAQ (part 4)

WHAT IS THE DIFFERENCE BETWEEN AN @REPLY AND A DIRECT MESSAGE?

An @reply is a public message sent regardless of follow-ship. Anyone can view it (if your Tweets are public). A direct message can only be sent by someone you follow, and can only be seen by the sender and intended recipient.

CAN I EDIT A TWEET ONCE I'VE POSTED IT?

No. Once a Tweet has been posted, it can't be changed. You can delete a Tweet by clicking the trash icon on the right end of it.

What's a Retweet (RT)?

A retweet is a re-posting of someone else's Tweet.

WHY CAN'T I SEE ALL MY TWEETS? ARE THEY LOST?

We store all your Tweets. However, we currently only allow you to see the 3200 most recent Tweets you have posted via your account

Twitter Best Practices

DON'T OVERCOMPLICATE TWITTER

Be honest, be real, be human. Don't be the guy at the party with a set of "emergency" conversation starters on index cards. Don't overthink your Twitter entries. Use your own voice, not a detached, institutional one.

TWEET ABOUT THINGS PEOPLE CARE ABOUT

Link to newsworthy events that people are already talking about and how they relate to your cause. Remember, no one outside of your organization cares who your executive director shook hands with today. Link to interesting items about your partners or sector.

TWEET IN THE MOMENT

Are you at a gala event and your senator or governor just walked in? Don't be afraid to live tweet as it's happening.

FOLLOW THE 60-30-10 RULE

That's 60% retweets and pointers to promote items from other users or sites, 30% conversation and responses, 10% announcements and events. If all you ever talk about is you, no one is going to pay attention after a while.

Twitter Best Practices (part 2)

- **BE STRATEGIC**
- Follow and schmooze with influencers in your sector. Use Twitter's Advanced Search Link to find people in your sector or geographic region. Use tools like Klout, SocialMention, PeopleBrowsr and Twitter Lists to find them and make sure you engage before you ask for anything.
- **BE SUPPORTIVE**
- Follow like-minded users and engage with them. Retweet liberally. Link to interesting news stories about your partners or sector.
- **OPTIMIZE YOUR KEYWORDS**
- Make sure that people can find you in a search. Your profile should contain the name of your organization, relevant keywords and a URL to your site or blog.
- **PERSONALIZE YOUR PAGE**
- Upload your organization's logo as an icon, or you may want individual staffers to use their own thumbnail images. Don't use a standard Twitter background (click the "Change background image" link under the Design tab of your profile). Adjust background and text colors. And, for heaven's sake, don't make your account private.

Twitter Best Practices (part 3)

STICK TO A ROUTINE

The most popular accounts offer a steady stream of tweets: five to ten a day. It's unlikely you'll overtweet. Tweet during weekdays, mostly from 9 am to 5 pm. Use social media dashboards like Hootsuite, or TweetDeck or to spread out and schedule your tweets.

FIND YOUR RETWEET STYLE

You can hit the retweet button, or go old school with a "RT" and an @mention, allowing you to add your own comment at the beginning (fyi: it's common practice to comment *before*, not after, the "RT").

USE HASHTAGS

Join in relevant Twitter conversations and trending topics by using #hashtags. Use existing ones or create your own. #givebignrv is our hashtag for the big day.

GET INTO A GROOVE

Consider focusing on one topic for a day or a week. Combine your updates with a hashtag theme like #WaterWednesday or #socialjustice.

Twitter Best Practices (part 4)

SYNC TWITTER AND FACEBOOK

Add a tweet button to your site or blog to allow easy sharing of your content. If you have a blog, always tweet about an updated post, but rewrite the headline to ask a question or create a jazzier angle.

ASK QUESTIONS

Use Twitter to conduct research, to solicit ideas, to identify experts, to thank donors and to ask questions of your followers.

USE CALLS TO ACTION

It's OK to say "Please check out our latest photo essay" or "Please RT." Just don't abuse people's attention spans.

INCLUDE LINKS

Social media expert Dan Zarella found that tweets containing a URL are three times more likely to be retweeted.

Measure your links' popularity

Use free URL shorteners like bit.ly whenever including a link. Tools like Hootsuite and TweetDeck include these. Bit.ly will track which URLs in your tweets get the most click-throughs.

Twitter Best Practices (part 6)

RETWEET YOUR @MENTIONS

Instead of tooting your own horn, it can be more effective to retweet someone else's tweet about you.

HAVE ONE REGULAR, DAILY TWEET

Consider sharing a "Photo of the Day" or "Tip of the Day." It gives you a chance to link back to your website or blog.

BE GRACIOUS

Respond to people when they mention you. Reply when people ask questions. Follow back people who follow you (but don't feel obliged to).

BE PITHY

Leave enough characters at the end of your tweet to enable people to manually retweet it.

Twitter Best Practices (part 7)

- **REPHRASE IT, THEN GO AGAIN**
- It's OK to use the same tweet more than once, but it's best if it's spread out by a few hours and reworded.
- **TAKE PART IN FOLLOW FRIDAY**
- Take part in Follow Friday by sending out updates to your favorite Twitter accounts early in the day. Many people will reciprocate, boosting your visibility among non-followers.
- **AND LAST BUT NOT LEAST:**
- **DON'T AUTO-DM**
- DM (direct message) followers to ask them to RT an especially important tweet. But don't use automatic Direct Messages to greet new followers. It's considered bad form.

Checklist for Optimizing Twitter

☐ **Profile Name & Handle Name**

☐ Keep it simple here – use the "search-friendly" version your company name

☐ It is best to include keywords and/or the brand name in both places

☐ Don't keyword-stuff and try to avoid using trademark symbols, colons, or other special characters. Trademark symbols or other special characters can get garbled and become unintelligible in search.

☐ **Profile URL**

☐ Claim your vanity URL and utilize your company name and branded keywords insights

☐ Keep it simple here – use the "search-friendly" version your brand name

☐ **Twitter Profile Picture**

☐ Make sure that the image you upload has a descriptive image name

☐ **Keyword Research for Descriptions & Posts**

☐ Are you using the keywords that your audience will use to find you?

☐ Make sure your description and about info include your company name multiples times and relevant keywords

☐ **Establish Credibility & Influence**

☐ Gain followers to gain influence in search

☐ Utilize promoted tweets & Twitter advertising; utilize incentives

IMPORTANT NOTE: Followers = Credibility

Checklist for Optimizing Twitter

☐ **Tweeting**

☐ Are you using the keywords that your audience will use to find you?

☐ Use #hashtags when applicable - search engines are already ranking these and this will also help people find you in Twitter search

☐ Ensure that brand-owned hashtags utilize relevant keywords that search engines can index

☐ Post regularly to prove relevance

☐ When "Favoriting" tweets, make sure they contain keywords, key phrases and relevant links

☐ Include links in tweets to increase your influence - search engines recognize shortened URLs

☐ **Provide Engaging Content**

☐ What type/kind of content is generating the most retweets & @replies?

☐ **Drive Back To Twitter from Other Properties & Place**

☐ Link your website homepage to your Twitter Profile

☐ Link to your Twitter profile from the homepage and as many pages / properties as possible (Utilize Tweet buttons with content, blog posts, etc.)

☐ Make sure the anchor / link text includes your company name

☐ Link to the canonical URL

☐ **Submit Your Twitter Profile to Directories**