

Where are you on your social media journey? We've split these into four categories.



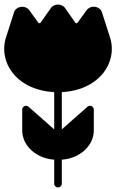
Seeds

(Basic): Your organisation may or may not have a presence online – you post infrequently, and it is ad-hoc, lacking formal structure.



Sprouts

(Intermediate) Your organisation regularly posts content on social media, and there is some strategy behind it.



Blooms

(Advanced) Your organisation checks analytics, does social listening, and follows a robust strategy.



Growers

(Expert) Your organisation experiments with the latest trends, is forward thinking and data-driven.

Best Practice

Social media is so powerful because it enables conversations to take place. But like a dinner party, no one wants to sit next to the person talking about themselves. There are four steps to keep in mind when you think about best practice for social media. These include:



Posting: using social media like a bulletin board/sharing content that will be of interest.



Listening: seeing what others are saying about you, responding to comments.



Exploring: seeing what else is going on in the outside world, getting involved where you can.



Scheduling and Housekeeping: Most charities I've surveyed/worked with say they don't have the time – a lot of this can be pre-scheduled! Treat your profiles like a shopfront, and be transparent about when you will and won't be able to respond.

What is a Social Media Strategy?



A **social media strategy** defines the relationships, their value and sets out a **plan** to harness them to achieve a particular goal or set of goals.

It is:

- Adaptable
- Allows you to be proactive
- Allows you to be reactive
- Should underpin all activity on social media
- Measurable
- Thoughtful

WHY IS IT IMPORTANT?

- 7.2% of individual donations in the UK were made online in 2016.
- By 2018, the global population of social media users is projected to grow to 2.44 billion, or 33% of the world population.
- 95% of NGOs worldwide have a Facebook Page. 83% have a Twitter Profile.
- 18% of all online donations come from mobile device users.

PART ONE - GOALS: WHY DO CHARITIES, NONPROFITS & FOUNDATIONS INVEST IN SOCIAL MEDIA?

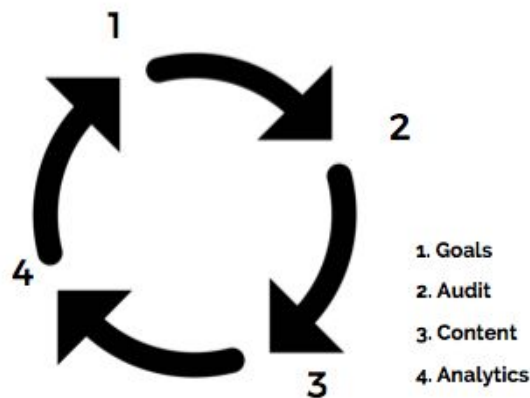
- Often, organisations take ‘the ask’ that works well through street or telephone fundraising online.
- Simply having a presence on social media isn’t enough – you need to have a strategy in place. We will take you through a few challenges that many organisations face, and how you can begin to overcome them.

Biggest challenges faced by charities online:

1. Finding the time
2. Figuring out how it works
3. Using social media to meet measurable, real-world targets
4. What to post that might be of interest
5. Getting a bigger audience and getting them to act as advocates
6. Having the Chief Executive or Senior Management realise the potential

When we surveyed 100 charities, 53% of UK Charities say that their social media strategy is not well integrated into their communications or fundraising.

What Does It Look Like?



It’s a constant process, and is never full ‘done’. You need to identify goals, audit your existing activity – this should feed into the content you produce, which you measure through analytics, which brings you back to your organisational goals.

Under content sits P.O.S.T. – a framework to help you identify what types of content you should be producing for social media.

P.O.S.T.
People
Objective
Social Optimisation
Tools

Part One: Goals

- A presence across social media platforms does not equate to impact.
- You can't get anywhere on social media without targets or goals.
- What equals impact? A strategy and understanding that social media is a conversation.

Part Two: Audit

Now that you've identified your goals, take a step back to take a look at your existing activity. Take stock of:

- Your audience
- Evidence (Analytics)
- Platforms
- Networks
- Content

Use the POST (People, Objective, Social Optimisation and Tools) method.

Social media can often be too focused on reaching the 'wrong' audiences – for example, pleasing internal stakeholders (senior leadership) rather than engaging a target audience effectively. Taking a look at where you are present, and why, is a healthy exercise.

Part Three: Content



What is content?

Content, for our purposes, is Information and experience (practical, functional, tactical, useful, purposeful, outcome oriented) On social, it's what we produce, consume and share – take place in many forms: video, text, audio, podcast, infographic or image.

What makes great content?

- **Think strategically about content** – although spread across various social media channels and platforms, it needs to be consistent, and about brand voice.
- **“Great content doesn’t happen by accident”**: It considers brand strategy and audience in order to build engagement.
- **Content Calendars**: Planning ahead, using data and tools to predict trends can help identify key dates and events to promote on particular channels. Start with a monthly calendar, Highlight key events, themes in your industry, hot topics, current trends, Find content relating to these and repurpose them, educating & informing your audience, Generate your own content on these topics.
- **Tone of Voice**: Having a tone of voice in content can allow you to plan ahead, but be reactive in real time.
- **Integrate**: Build an ‘always-on’ approach to prevent last-minute, rushed content.
- **Curate**: Creating and curating content, as well as having a brand tone of voice can help create consistency, which can evolve the brand and ultimately build your organisation’s culture and identity, and keep it strong across all channels.

Content Creation & Distribution

- Research!
- Be informed and reactive to trends
- Monitor activity
- Don’t be afraid to take risks!
- Make sure conditions are optimal (e.g. spelled correctly, formatted for the platform you are on)

Key Takeaways About Content:

- Content doesn’t need to be expensive – but it has to be authentic!
- Content doesn’t have to go viral to be successful: but it should drive engagement
- Make sure every post is strong enough to stand on its own

Part Four: Analytics

Data is the most powerful tool charities have to understand who their enthusiasts are and how they can better communicate with them, in order to build more meaningful relationships that lead to loyalty and increased giving over time.

Internalising Findings

- Start small and build incrementally.
- Talk with your team openly about what your data tells you.
- Your strategy will be informed by what you learn through data.
- A data-led digital culture is based on learning and growing, and is flexible and evidence-based.
- Use data to understand the wants and needs of your supporters, and keep them connected with your cause.

Platform: Facebook

- Virality of a post
- Visits and audience retention
- Likes: Locations and Demographics
- Reach
- People talking about this
- When people are engaging and interacting with you
- Competitor Insights

Platform: Twitter

- Top 10 interests
- Who your followers follow
- Engagement (RT or Favourite?)
- Engagement Rate (which posts resonate the most?)
- Discover your most influential sharers
- Impressions by time of day
- Best days for engagement

Analytics: What should you be looking for?

- Have a look at the comments – what actions can you take?
- What content has worked well?

Paid Advertising can help give insight.

- Paid advertising is any kind of advertising that you have to pay for, versus owned or earned advertising. A social media ad is any kind of paid content on a social media network. The options run from a one-off promoted Tweet or Facebook post to a full-scale campaign with major budgets attached. Each social network offers different options.

- With paid advertising, marketers pay the owner of ad space in exchange for use of that space. The price paid for the ad space is often settled through a bidding process between marketers and the ad space owner.
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Case Studies:



SolarAid is an international charity, founded in 2006 to combat poverty and climate change. We provide access to solar lights in Uganda, Malawi and Zambia to help catalyse solar markets and eradicate the kerosene lamp.

As an organisation, SolarAid openly embrace failure as part of a learning process, which was the case when it came to their previous crowdfunding attempts. “We probably did all the things you shouldn’t do,” says SolarAid’s Head of Fundraising, Richard Turner. “Currently, we haven’t got anything up and running, but we’ve got some really useful learnings if we decide to do another campaign – which is highly likely”. SolarAid didn’t manage to meet their ambitious target of £250,000, and after some reflection, they’ve come to understand why. “Just because crowdfunding is ‘in’ at the moment doesn’t necessarily mean you should do it,” says Richard. “Think very carefully about how to do it well. If you’re going to do it, you might as well do it properly. You have to learn through these things, and maybe the experience we had will help others think twice about it, and help them have a successful campaign!”

“I think the biggest misconception with crowdfunding is that people think – oh, it’s crowdfunding, the money will just come, all I have to do is be on the platform,” says Richard. “People think that all you do is fill out a form, and that it will work for itself – which isn’t the case at all.”

“It’s really important to have a compelling story,” says Richard. “At SolarAid, we have a compelling story, which is great, but we can’t put that up on a website and expect people to give. It’s not like a donation platform – it’s got to have a bit of an edge. That’s why technology is funded so often – it’s something new. Crowdfunding isn’t a giving platform for charities, but for projects – something that has a story behind it, and is authentic. If I look back at our past campaigns critically, I can see that they didn’t have relevance. Yes, we needed funds – but crowdfunding wasn’t the right way to go in that instance.”

“You should have an idea that requires funding, in order to have the best approach. A successful crowdfunding campaign requires a tangible outcome, rather than just ‘we need the money,’” explains Richard. “Crowdfunding targets shouldn’t be arbitrary – you should want to excite your donors. Let them know about an opportunity that wouldn’t happen without their support – something that they want to share with their networks. A classic charity appeal doesn’t have that edge to it, and that’s not what crowdfunding is about. It has a different nuance to it.”

“It doesn’t have to be polished – that’s the most exciting thing about crowdfunding! It just has to be a genuine, game-changing idea,” says Richard. “Someone talking to a camera about their idea can be

extremely powerful, and it doesn't have to have all the gloss, necessarily." But, according to Richard, that doesn't mean it's easy: "A lot of effort goes into building what a campaign is going to look like, when really you have to put as much effort – maybe even more – on getting your story out there, and getting your existing supporters behind it, to help it gather momentum".

Not My Style



Not My Style is an app that tells you how much your favourite fashion brands share about how they treat the women and men who make our clothes.

To raise funds, three entrepreneurs launched a crowdfunding campaign to raise £20,000 for their not-for-profit ethical fashion initiative: Not My Style. Not My Style is a consumer-facing app that allows shoppers to find out more about how transparent their favourite high street clothing stores are about their supply chains.

"There were a couple of things that we really focused on before launching the campaign – first was getting the content absolutely perfect", says Alisha. "We really worked on crafting the messages that were going to be on the site. This is how people were going to be introduced to us in the first instance, so we really sat down and thought hard about how were we going to define ourselves." This is particularly important for organisations that might not be household names, or if you work in a niche area – social media is where they will hear about you first, so getting all the information you need without overwhelming them is key.

What is it? A consumer-facing ethical fashion app that rates high street stores on their supply chain transparency.

What assets did they produce for the campaign?

They produced an awesome video and infographic, and shared engaging and relevant content that would appeal to their audience.

What social media channels did they focus on? For the purpose of their crowdfunding campaign, they focused on promoting on Facebook and Twitter.

How much did they raise? £23,079

Social Media Checklist: Events

Being present and visible on social media can be extremely beneficial in networking at events, as well as raising the profile of your organisation. If you or a colleague are attending an event relevant to your organisation, then be sure to follow these steps.

1. Once you know that you will be attending an event, post when/where/what the event is, be sure to flag this with a member of your social media or digital to team ahead of time, including a link to further event information if available.
2. On the day of the event post a tweet via your organisation's Twitter along the lines of 'We're incredibly excited to be attending X run by @organisationX today! #Philanthropy #EventHashtag'. (
3. Once you are at the event, live tweet from your organisation's Twitter account using the tips below.

Live tweeting best practice:

- Include a photo with each tweet if possible.
- Including 2 hashtags per tweet (if there's an event hashtag, such as #MisfitsLive, be sure to use this alongside one other relevant hashtag such as #Nonprofit or #Philanthropy).
- Tag the speakers/organisations using their handles.
- During the event like/retweet anything of relevance to your followers that others are live tweeting. Checking the event hashtag and feed of the host organisation is a good way to view activity around the event.
- Remember quality over quantity; don't feel like you have to tweet absolutely everything, only things of interest/relevance for your audience.

Social Media Checklist: Articles

About to have an article published? Follow these steps!

1. Make sure to let your team members and colleagues know, and encourage them to share it across their own channels.
2. Tweet your article from your personal Twitter account – tag the publication, any organisations or individuals mentioned, and use two relevant hashtags.
3. Retweet/like any tweets about your article from your colleagues, the publication, and any others that you come across.
4. Share the article link on LinkedIn, again tag the publication and any relevant organisations/individuals if possible.
5. Re-publish the article on your LinkedIn profiles with a line at the bottom saying: *Originally published at X,* linking to the original article. If there is no accompanying image from the original post, use Unsplash.com to source a suitable header image.
6. Continue to tweet your article a few more times over the next couple of weeks.

Influencer Identification

Content Calendars, Organisation & Tools

The following document outlines useful free or low-cost tools for small organisations looking to take their activity to the next level. In addition, it provides recommendations about how to identify relevant influencers, and how to reach out to them.

For any further questions please reach out to erin@socialmisfitsmedia.com.

I. Content Calendars, Organisation & Tools

Unsplash

Unsplash is a great resource for beautiful, high-quality images that would be great for sharing on social as they are free to use without copyright.

Feedly

Feedly is a news aggregator application for various web browsers and mobile devices running iOS and Android, also available as a cloud-based service. Using Feedly will ensure that all of your content is in one place, and help save you time from doing research about what content to share.

Ritetag

A great tool for finding the most popular and relevant hashtags.

Canva

A great tool to design images that can be optimised for different social media platforms.

II. Sample Moderation Policy

It may be useful to be able to directly address individuals who are inflammatory, abusive or inappropriate online to a social media policy that is clearly listed on your website, or on your social media profile. We always recommend being as transparent as possible when dealing with social media trolls, but in many cases it becomes necessary to delete and block users. When you do so, we recommend you refer them to a sample of your moderation policy (e.g. “we have deleted this comment and blocked this user in line with our moderation policy ([link](#))”).

Moderation Policy

This can be created to best suit your organisation's tone – we've put together this one as an example.

Thanks for your interest in [organisation]. We welcome your thoughts and comments – and would love for you to share your stories.

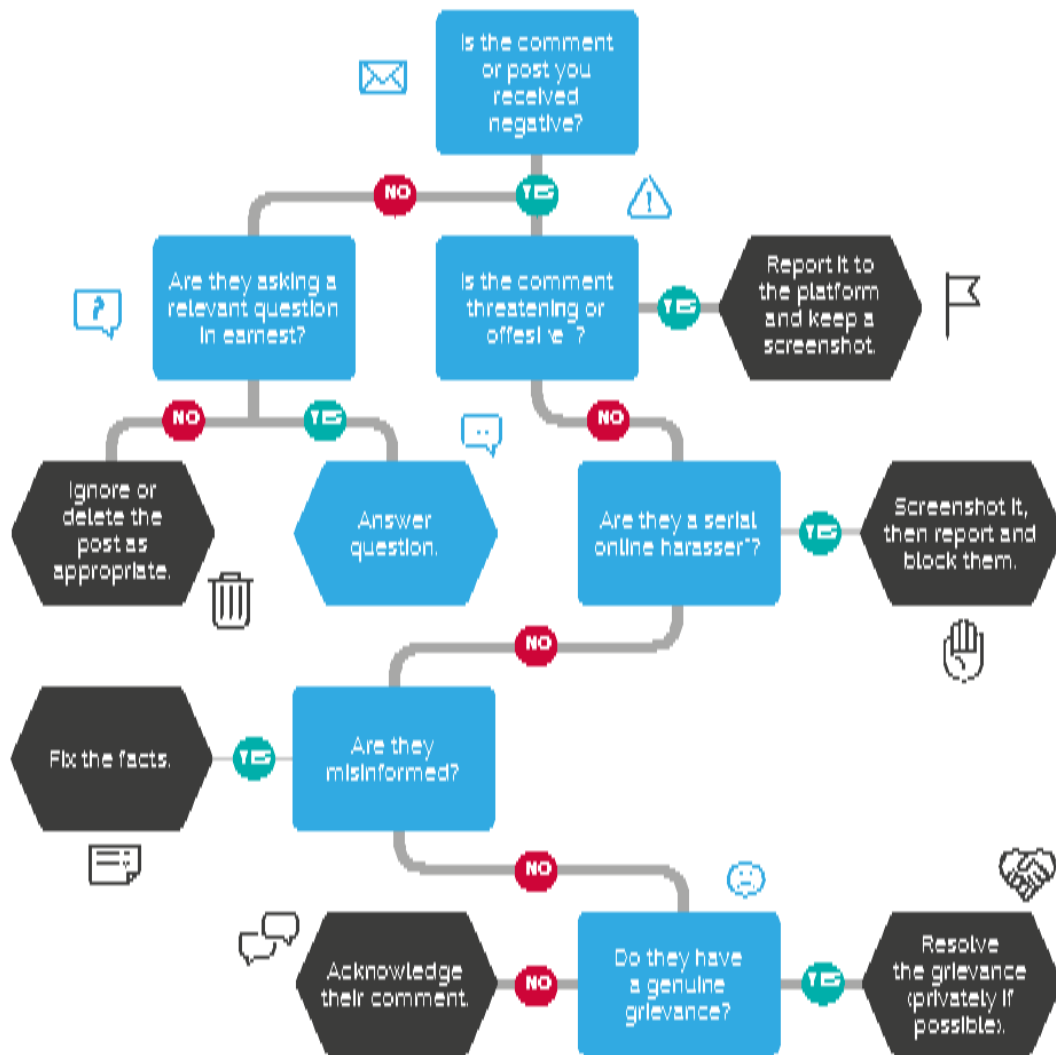
To make this page a pleasant and enjoyable place for everyone, we ask that all community members follow a few simple guidelines. Please don't post any:

- violent, obscene, profane, hateful, or racist posts, links or images
- comments that threaten or defame any person, groups of people or organisation
- solicitations, advertisements, or endorsements of any financial, commercial or not-for-profit organisations, communities or pages
- comments that suggest or encourage illegal activity
- multiple successive off-topic or disruptive posts
- repetitive posts copied and pasted or duplicated
- Crowdfunding pages such as GoFundMe, unless prior approval has been given

We reserve the right to delete any of these types of comments, or ban any user who infringes these guidelines.

This page isn't manned 24/7 – please don't use it for urgent advice or requests.

Links to external content are not an endorsement.



III. Social Media Policy

What happens when a social media crisis takes place on your channels? Who is the main point of contact? Make sure these are clearly identified, and that you have an internal social media policy in place.

- Staff social media guidelines (see [TNT's](#) as an example)

IV. Tools

What tools should your organisation? A few examples might include:

- Hootsuite: Scheduling posts
- Canva: Designing images
- Tweetdeck: Scheduling and monitoring tweets
- Buzzsumo: Identifying influencers
- Followerwonk: Identifying influencers
- Google trends: Monitoring digital trends
- Ubersuggest: Finding most relevant keywords
- Keyword planner: Finding most relevant keywords
- Piktochart: Creating infographics and reports

V. Identifying Influencers

Social media influencers can help to raise the profile of your organisation and your work by engaging their audiences. While it can be tempting to go for influencers with a high follower count, these individuals are often represented by agents and talent agencies who require a fee to engage them. In addition, microinfluencers (those with a more modest following, between 100-10,000 followers) tend to have a higher engagement rate.

When deciding which influencers to work with, focus on how relevant your cause area is to them, rather than the number of followers they have. For example, when designing a Ramadan fundraising campaign, we focused our efforts on engaging with Halal food bloggers to engage relevant audiences.

Followerwonk (www.followerwonk.com)

Followerwonk is a free and incredibly useful tool for identifying relevant influencers. Go to followerwonk.com/bio, and use the search function to search Twitter profiles for certain keywords (e.g. food blogger). Click 'more options' to search by location – the more specific you can get, the better. Do a little bit of research (check out their profile, read some blogposts) to see whether or not they would be a good fit for your organisation, and reach out to them through an outreach email, or a direct message on Twitter.

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

Login with Twitter and we'll overlay your follow status. Don't forget that you can quickly compare yourself to competitors.

search Twitter profiles

Examples: google, architects, actors, dads, inbound, realtors, most influence, VPs

[fewer options](#)

Location: [See example](#)

Name: [See example](#)





URL: [See example](#)

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

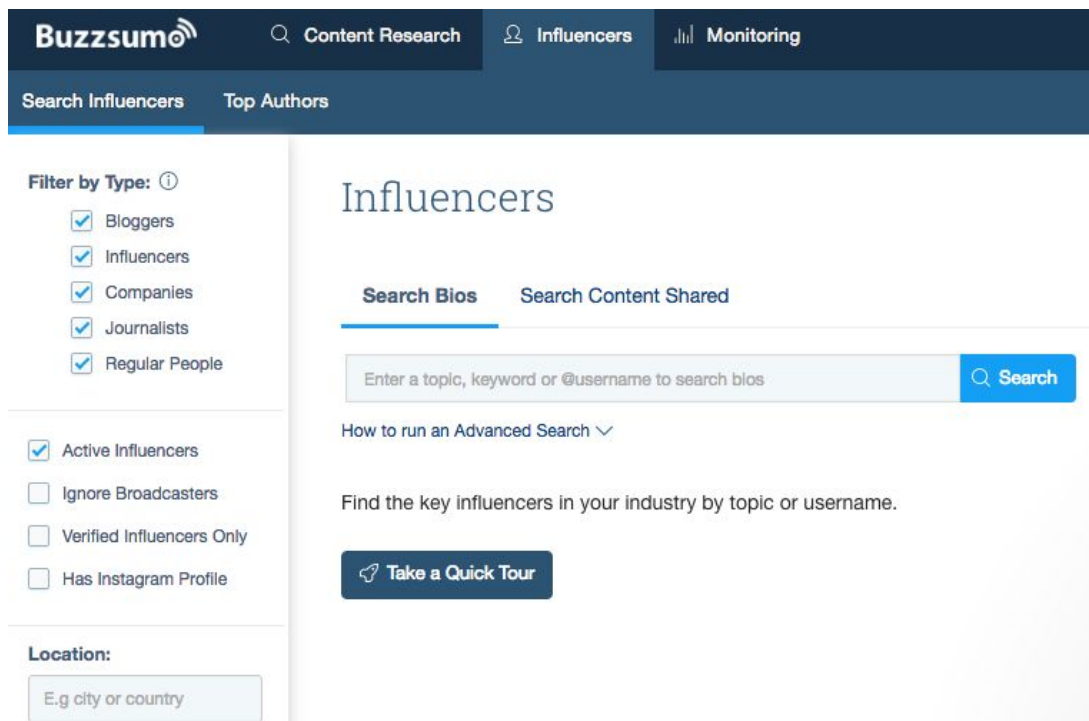
In this example, we searched for food bloggers in London.

No filters			tweets	following	followers	account age	Social Authority
follow	 PEACHII @impeachii ordinary blogger youtuber education food travel	London, United Kingdom	61,105	833	436,934	9.04 years	94
follow	 Sian Lloyd @SianWeather TV presenter, weather forecaster, travel & food writer. Columnist & Huffington Post blogger . Awards & functions host. My agents: Champion Talent 0208 761 5395	London & Wales	40,759	28,530	83,136	7.52 years	73
follow	 Fiona Beckett @food_writer Food journalist, author, blogger , @HawksmoorLondon's mum. For wine tweets follow my alter ego @winematcher.	Bristol & London	36,578	1,248	44,350	9.61 years	57
follow	 Chris Pople @chrishople Instagram @chrishople Food blogger , writer, Londoner.	London	79,844	982	33,653	9.86 years	57

When you reach out to an influencer, it's important to see what you can offer them – it should be a two-way street. Influencers don't work for free, but that doesn't mean you can't approach them for your cause – but you need to give them something in return, whether its an exclusive opportunity, the opportunity to be an ambassador for your organisation, or even just a cup of coffee. Make sure to check out this [infographic on influencers](#) for more information and inspiration.

Buzzsumo (www.buzzsumo.com)

Buzzsumo is a paid-for tool to identify influencers, but they have a free version available (although it is limited). You are able to search for relevant influencers based on their bios and the types of content they share. Remember to include location, in order to narrow down the searches as much as possible.



VI. Outreach Email & Follow Up

When you first reach out to an influencer, do your research first, and personalise your approach as much as possible. When you develop a list of influencers, be sure to follow their social media accounts from your organisation, and engage with their content (where relevant, and if appropriate).

Reach out with an offer – either to meet them, have them come to your offices, or to find out more about your organisation, rather than an ask. In addition, it's worth noting that influencers are able to share compelling and useful content because their audiences follow them to hear their opinions, so they won't follow your organisation's brand guidelines. This is why it's so important to be able to share things like a social media toolkit, and provide as much information as possible ahead of time so that when they talk about your organisation, they know exactly what it is that you do, and can talk about it in their own voice.

Be sure to follow up with them periodically, and cultivate this relationship as you would a donor – keep in touch, thank them, and be proactive.

Dear [influencer],

I'm [your name], from [organisation]. I wanted to reach out because we are fans of your work, and would really love the opportunity to tell you a little bit more about our work at [organisation]. We do [organisation's mission], and we thought it would be a great fit because you focus on [an example of their work, a relevant hook].

We would love to treat you to a coffee, or have you a phone call at some point to see how we might be able to work together. We think you'd be a great fit for us, and we would love for you to get to know us, and help us on your journey.

Please find attached some more information about us, and don't hesitate to get in touch if you have any other questions – we look forward to hearing from you!

Best,

[your name]