

# The Impact of Social Media Messaging for Non-Profit Organizations

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# What is Business Social Media?

- Social media includes so many channels that there is almost always at least one that is an inexpensive and impactful way to reach your intended audience.
  - Connect with current stakeholders.
  - Increase brand and offering awareness.
  - Boost program engagement.
  - Boost donor contributions.
- Most organizations and community groups are on social media so if you are not, their message will be heard and your voice will be silenced.
- Your stakeholders are on social media and may be looking for information or services that you offer!

# Business v.s. Personal Pages

- Business Pages are NOT the same as a personal pages. You want to have a mix of promotional (sales pitch) posts, educational, industry news and information, differentiation posts, and occasionally fun posts that are appropriate for your organization.
- Most social media channels only show any single post to a very small percentage of your followers. As people like, comment on, retweet, or share your post, the platform's algorithms identify the post as being interesting and they show it to a slightly larger portion of your followers. The more engagement you get with each post, the more people will see it so it is critical that you create COMPELLING content.
- Each business has different needs and audiences so your specific mix is going to be based on your message and audience but all social platforms provide some analytics tools that you can use to see what is the most impactful and is most interesting to your audience.

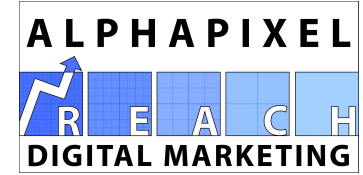
# Business vs Personal Pages



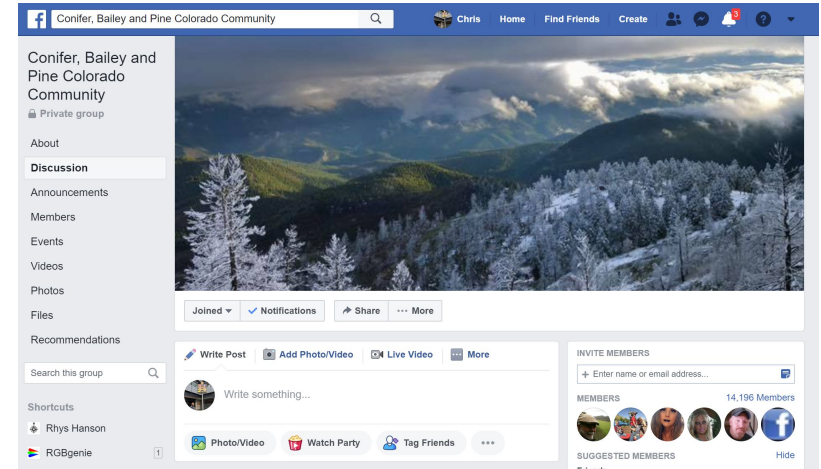
# Facebook Business Pages

- All business pages must be associated with an individual person's account.
- Keep the content interesting.
- Rarely need to post every day and even fewer multiple times a day unless there is a special circumstance or event occurring.
- Make sure your photos and shared content have appropriate copyright permission.
- Videos can be very beneficial and the current algorithm prefers video to photos for some posts.
- Create or share content that encourages engagement.
- Do not shout into the wind. Find ways to get your posts seen!
- Rarely does buying follower actually help.
- ENGAGE with people who reply!

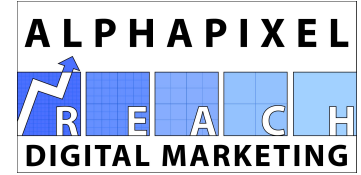
# Facebook Groups



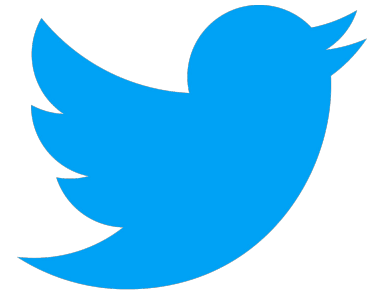
- Facebook also offers Groups that are local, regional or special-interest targeted and can be very powerful at spreading your message if used properly.
- Topics include neighborhoods, fan clubs, lifestyles, products and brands, etc.
- Each Group has its own rules about what can be posted, when, how often, etc.
- Facebook Groups can put your message in front of people who were unaware you exist or that they need what you have to offer.
- You must follow the rules, or be kicked out.



# Twitter



- Only 280 characters to get your message across. Be interesting, clear and concise.
- Twitter is VERY public. Every tweet of yours is there for the whole world to discover, see, and comment on. This can be powerful, for good or bad.
- Have a compelling image or video to attract attention as people scroll through.
- When someone wants to learn about a specific topic on Twitter they can search using hashtags (number or pound signs for many of us).
- If you decide to use a hashtag make sure you check it first. Other people may be using it for... things you do not want to be associated with!



# Instagram

- Instagram posting is very visual and lifestyle-centric.
- Every post is an image or video and graphic appeal and impact are key to success.
- Hashtags are common and accepted.
- Instagram posts are primarily submitted from their mobile app “to encourage spontaneity”. This makes it more difficult to plan and schedule campaigns.
- If your offering is visually powerful, you should be on Instagram. Products, foods, travel, lifestyle and fashion all do well.
- Instagram posts & comments are globally public, which can be a double edged sword.
- Instagram “influencers” will try to get you to give them money and/or free products/services in order to get them to post about you on their *Insta*.



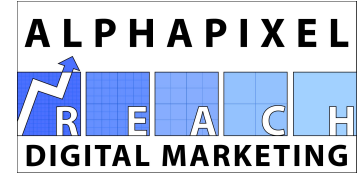


# Community Social Forums

- Interactive websites with discussion forums like My Mountain Town or Pinecam
- Excellent place to have a **free** account, post messages, offers, answer questions, raise awareness of your business and offerings.
- Budget friendly and impactful way to advertise within your local community.
- My Mountain Town 7,800 members and average 49,000 page views per month!



# NextDoor



- Hyper local audience. Just your immediate neighborhood or town.
- In 2019 over 63% of households had accounts on NextDoor. However, it is not known how many of those are active accounts.
- Unmoderated.
- Can be good to reach through recommendations.
  - I am looking for a tree trimmer who services Bailey. None of the places I have called from down the hill will come this far. Anyone have ideas?

The NextDoor logo, consisting of the word "nextdoor" in a lowercase, rounded, green sans-serif font, set against a light gray rectangular background.

# Social Media Calendar

- Plan your posts so they are consistent with your message and brand.
- If you have a plan, you can deviate but social media does not become a stress point.
- Post during the times your followers are online and active.
- Keep in mind: analytics tell you what kind of posts is most impactful with your followers.
- Take time to reply! Social media is not a vacuum! Remember the SOCIAL part!
- Mix it up!
  - Industry News
  - Special Offers
  - Meet Our Team
  - Fun Fact
  - Differentiators

# Social Media: Tips for Engagement

Encourage followers to share, like, comment, retweet etc.

Ask leading questions.

Encourage photos and videos

Create sets for selfies

Encourage check-ins

Respond to comments promptly



# Social Media: The Plan

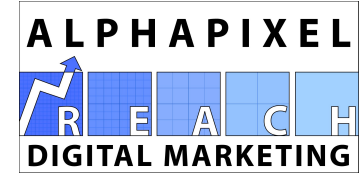
- Start with a plan. Random posts are almost worse than no posts at all.
- Determine what you want your message to be.
- Write a series of posts that express that message.
- Do not use all sales pitch posts.

If you get a letter every week in the mail from the same person and you open the envelope and every week it is another sales pitch, how long before you no longer open the envelope? But if the envelope sometimes includes a sales pitch, sometimes an interesting industry-related article and sometimes something to make you smile, will you open it?

- Schedule the posts and then be sure to reply and respond when people interact with your posts.
- **Do not ignore the SOCIAL part of social media!**
- Be creative!



# Conclusion



- Happy to answer questions
- Feel free to email or call me afterward

**“We don’t have a choice on  
whether we **DO** social media,  
the question is  
**how well we DO it.”****

– Erik Qualman