



PARK COUNTY
COMMUNITY
FOUNDATION

Tuesday Tune-Up:

Social Media Made Easy

Featuring:

Kris King, Buzz Media



Online skill-building workshops to enhance your Give a Hoot outreach.

Social Media made easy for Give a Hoot

Kris King of Buzz Media background

Nonprofit Fundraising

A quarter century of nonprofit fundraising and as a magazine writer taught me about marketing and outreach.

Marketing Business

In 2016 I started Buzz Media to help small businesses and nonprofits tell their stories across media platforms to connect with supporters.



Teaser: we'll discuss choosing personal and emotionally evocative images.



Tips on Maximizing Campaigns with Minimal Pain on Social Media

We'll focus on Facebook and Instagram for intermediate users. These 2 social media platforms work together and similarly.

**If you use Apple products, your system may look different than my PC and Android examples.*

Today's Presentation

MAIN TOPICS

#GiveAHoot49 | Give a Hoot

- Linking Facebook & Instagram
- Content
- Scheduling
- Images
- Events
- Hashtags
- Tagging, sharing & boosting
- Timeline & Strategy
- Why Give a Hoot?



Facebook + Instagram

Facebook (FB) and Instagram (IG) posts can easily be shared to linked business profiles, but their audiences and formats differ. In our area, FB users are generally older, more regional. FB posts can contain more text and weblinks, and minimal hashtags. IG's users are generally younger and spread across a wider region, many are not on FB and expect you to engage with their comments, likes & messages. so be prepared to check IG more often. IG posts are focused on images and weblinks can be added to profile. FB seen more often during the day, IG seen more often in the evening. Both have Insights to check best times.

-> Anyone want to talk about "stories" feature function on IG & FB?

When sharing posts across platforms, update organization tags: profile names vary.

Content

WHO - WHY - WHAT: CONCISE & CLEAR

- > **WHO** are your supporters? What motivates and inspires them? Are they casual, more formal, older, younger, local, part time residents? (If your target market is diverse, you can vary your messaging style in different posts.)
- > **WHY** should they support your organization? What will the \$ will be used for? How has the pandemic changed your needs or services? What you did with Give a Hoot \$ last year? etc.
- > **WHAT** do you want them to do? For example, share your Give a Hoot weblink, timeframe, gifts will be matched **AND** non-financial ways to support you: share the post, invite friends to give on other platforms (email, text, in person), share why you care, tag friends, comment with encouragement, etc.
- > **Vary** posts' first line emphasis (using basically the same content) throughout each week with: **1. Feel Good** (this is what we do! we're excited! have your gift matched! 100 givers already!) **2. Call to Action** (give today, share with friends, support more than one org, deadline approaching.) **3. Interactive** (ask a ? Tell us what you love about Park County, our services, Livingston, etc, share a pic of your "Why I #GiveAHoot49" note, visit website, see video.)
- > **SUCCINCT**: occasionally text can be longer to explain how Give a Hoot works (use bullet points or numbers for steps) and why they should support you, but usually make your text brief with action items in the first part.
- > **TIPS**: Use #GiveAHoot49 as part of text or intro. Use spaces between concepts so you don't have a block of text (can use emoticons between lines on IG). Hashtags can be in comments. Use weblinks for more info instead of that info. Don't use more than one exclamation point!! per post. Don't use all caps unless for ONE word.

Remember: at least 1/2 will see your posts on their phone or small screen

Scheduling

STRATEGIZE TO MAKE MOST EFFICIENT USE OF TIME

1) Decide on a strategy; what you want to say, where, and how often. 2) Create 3 basic templates with the hashtags and links you want in a Word doc. 3) Organize the images you will use in one place, including Give a Hoot graphics.

CREATE MESSAGES THAT ARE CONSISTENT & BALANCED

In FB Publishing Tools schedule 3 posts a week (average, you can do more or less) pasting from your templates and altering text a bit for variety and using a balanced mix of images. To share across platforms, copy and paste FB content to IG or share IG posts to FB. Scheduling from IG requires a paid app.

CAN BE CHANGED

You can make changes to your scheduled posts, add content, switch times, etc. except after they're boosted.

*Images
as you
know –
they're
worth a
thousand
words.*



CHOOSE EMOTIONAL OR PERSONAL

Your services or clients ideally, or generic

People respond to personal and emotionally evocative photos. If not feasible, use generic images that reflect your field.

USE GRAPHIC PROGRAMS TO SHINE

Create half a dozen images in Canva or similar first

They size graphics for Facebook headers, event headers, posts, and Instagram. You can add text, your logo, generic images and elements, and some animation features.

GIVE A HOOT GRAPHICS

Take advantage of PCCF's Give a Hoot graphics

Use as primary or interspersed headers and post images to increase recognition and be part of the cohesive community-wide campaign.

The screenshot shows a Facebook Events page. On the left is a navigation sidebar with options like 'Events', 'Calendar', 'Birthdays', 'Discover', 'Hosting', and a '+ Create Event' button. The main content area displays two events:

- May 26 TUE: Social Media Made Easy** (1 PM - Online Event) with 1 Going and 5 Interested. Buttons: Going, Share, Edit, Boost Event.
- May 27 WED: Online Native Plant Talk with Montana Botanist Thomas Elpel** (4:30 PM - Online Event) with 1 interested. Buttons: Interested, Share.

Below these is a 'See All Upcoming Events' link and an 'Events You May Like' section featuring:

- MAY 30: House Concert at A Stone's...** (Sat, May 30 - A Stone's Thro...) with 30 people interested. Button: Interested, 3 friends in...
- MAY 22: All About Beavers** (8 PM - Lewis & Cl...) with 927 people interested. Button: Interested.

Events

GIVE A HOOT FACEBOOK EVENT

When you create a FB event (using Give a Hoot or Canva sized header) you can invite people to join it, schedule posts in the discussion field, create polls, have live weblinks, boost to specific audiences, AND it will show up in event listings on people's feeds and is often picked up by regional event calendars. Events can be tagged in your posts too, making a direct link with more info within a brief post.

Encourage those who are "interested" or "going" to invite those in their circle too!



[View Insights](#)

[Promote](#)



Liked by **bohemeapotheca** and **14 others**

livingston_bid Have you commented and hashtagged today? @smallbusinessrevolution #mylivingston #smallbusinessrevolution

HASHTAGS

#GIVEAHOOT49

- Can be used as branding, a link and search tool, and as content, as a header or in a phrase.
- More common on IG than FB.
- Use 1-8 max, don't do more. Can be in comment section to keep copy clean.
- Start typing into Instagram to see which tags are already in heavy use.
- There are many theories, but I have found that less is more ;)

#ThankYou #GiveWhereYouLive
#ParkCountyMt #LocalLove

Tagging & Sharing & Boosting

TAGGING BUSINESSES

After you've "liked" a business, use @ and type in their name to make a direct link to their page. Note: names on different social media platforms vary, so make sure you're tagging the right group.

TAGGING INDIVIDUALS

You can only tag individuals (and businesses) whose settings allow others to tag them. If you refer to someone in a post you can also tag the photo, or tag them in a comment instead of the post.

SHARING

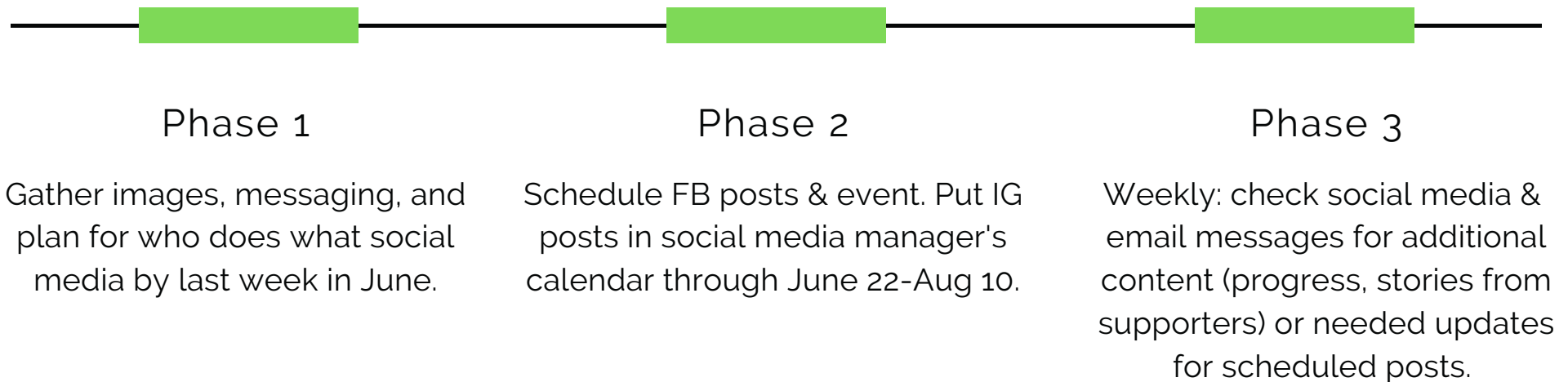
Sharing other's posts builds buzz & collaboration. Hit the "share" button & write a quick intro like "We love what X is doing". To share on Instagram you'll need an app like Repost. You can also do a screen shot and copy text. Be sure to give credit when sharing and **make your posts shareable too! Don't forget to share your posts to groups you are part of also.**

BOOSTING

You can create custom audiences for boosts and boost both posts & events on FB for as little as \$1/day. Text in image should be less than 20%, FB boost can apply to linked IG accounts & vice/versa but FB to IG is cheaper. **Note: triple check text before boosting, you can't make changes after boosting.**

Timeline & Strategy

GIVE A HOOT SOCIAL MEDIA



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TAKE NOTE

*Social media is about sociology
and psychology more than
technology.*

- Brian Solis



Why Give a Hoot?



Park County Community Foundation offers matching funds, templates & support.



Be part of county-wide energy, connection & momentum to support vital organizations.



During this fraught, isolating time give people a concrete way to make a difference.

Questions?

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