

How Social Media Can Help Nonprofits Make a BIG Impact

presented by @brandonacox

our story

gracehills.church

Grace Hills Church started in the summer of 2011 with two families. We had about 30 people show up for our first informational meeting, about 75 joined our launch team, and over 175 showed up at our first service. We now (January 2017) average about 400 weekly attenders and we meet new people every single Sunday.

We've never used traditional advertising, direct mail, or door-to-door canvassing. We've never had a brochure and we're terrible at remembering to print business cards.

But we have the most-liked church Facebook page in Northwest Arkansas (nearing 8,000), and we're #1 in Google for "churches in Northwest Arkansas." Welcome to the social, digital, mobile world.

why social media matters so much

you know the stats.

we must develop a communication mindset

EVERYTHING is communication

strategy: the nonprofit website

- The website is still greatly underestimated in its worth and value.
- Effective websites are simple, but thorough.
- The basic information is often the hardest information to find.
 - Who are you?
 - What do you do?
 - How can I be involved?

how your website can be found

- Optimize your website for local search results.
 - #1 Factor: Inbound links.
 - #2 Factor: The <title> tag.
 - #3 Factor: The <h1> tag.
 - Other factors: keyword content, bounce rate, recently updated, length of content, optimization of images with the “alt=” tag, etc.
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how your website can be found

- Use third-party sites for inbound links and a larger presence online.
 - Google, Bing, Yahoo!, Yelp, Facebook, Better Business Bureau, Angie’s List, Merchant Circle, LinkedIn, YP.com, Whitepages, Superpages.com, Yellowbook, CitySearch, MapQuest/Yext, Local.com, Foursquare, CitySlick, plus more (<http://bc Cox.me/locals>)
 - Ask to be listed in local directories maintained by government agencies, educational institutions, and other nonprofits.

strategy: social networks

1. Facebook (almost as important as a website)
 2. Instagram (most engaging platform, integrates with Facebook)
 3. Twitter (for connecting to people, media, and other organizations)
 4. LinkedIn (for connecting to professionals in the community)
 5. Google+ (integrates with Maps, Business Listings, etc.)
 6. Others: Snapchat, Pinterest, Youtube
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strategy: social networks

- the content: up to 3 per day, offer value, NOT just announcements.
 - Appreciation – 1/3 of your social updates should recognize your donors, supporters, volunteers, and employees
 - Advocacy – 1/3 should engage and share with the content of other groups or nonprofits Appeals – 1/3 should solicit donations or help

Credit: <https://blog.hubspot.com/marketing/nonprofit-three-as-social-media-ht#sm.000007sxq1acbd6xw1a1cl9mwi1d6>

strategy: other tools

- video - vimeo, youtube, etc. (iMovie, Final Cut, Premier)
 - graphic - instagram, pinterest (Photoshop, Pixelmator, Canva)
 - professional - twitter, linkedin, etc.
 - other apps - buffer.com, feedly.com, getpocket.com, hootsuite.com
 - **people!** empower the people!
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random tips & tricks

- Use crowdfunding sites such as purecharity.com, crowdrise.com, causes.com, razoo.com
- Highlight a “donor of the week
- Help your sponsors by interacting with their content
- Use knowem.com to claim your name on multiple networks
- Create a page about your organization on Wikipedia
- Ask questions. Use more question marks (?) than exclamation points (!).
- Use landing pages for single calls to action.
- Use Twitter lists.

for further reference

- rewiredsocial.com
- socialmediaexaminer.com
- blog.bufferapp.com
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