GTMD23 SOCIAL MEDIA TIPS

One of the most common questions we get at GiveMN from nonprofit leaders is, "How should I be using social media during Give to the Max Day?"

So, we've created a guide to help you think through your social media strategy this fall! Use this to decide what platforms you want to use, how frequently you want to post, and how you can work smarter, not harder, with your communications.

Choosing which communication channels to use

Which social media platforms are most successful with your audience?
Which platforms do your donors use the most? Check all that apply.

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ LinkedIn
- ☐ YouTube
- ☐ TikTok
- ☐ Other

Of the options you checked above, what are the two or three most impactful channels for your campaign?

1 .... **2** .... **3** ....

What do you need to effectively engage donors through your top three channels?

- ☐ Photos (and photo use consent)
- ☐ Quotes or testimonials (and story use consent)
- ☐ Story and/or appeal copy
- ☐ Video content (and video/audio use consent)
- ☐ Organization logos and/or graphics
- ☐ Images sized for social media
- ☐ Other:

Tips based on each platform

Facebook
Facebook is a great way to tell a longer-form story with an image and call-to-action. **Pro Tip: Don't be afraid to invest some money in boosting your Facebook posts!** Even a few dollars behind your GTMD post can help introduce your organization to new audiences.

Twitter
Twitter is great for short content and announcements. We recommend using the **#GTMD23** hashtag so that your tweets are associated with Give to the Max Day! This is a free and easy way to get more visibility to your content.

Instagram
Instagram relies on your organization having high-quality and eye-catching images and/or short videos. **The downside of Instagram is that you're unable to include a link** to your website or GiveMN page in the caption of the post.

YouTube
YouTube is great if you have a compelling video your organization wants to share during GTMD. It can also be a great way to **connect with your audience via live stream** if you have GTMD related events or announcements.

LinkedIn
LinkedIn can be a really powerful tool if your primary audience is industry-specific for geared towards businesses. However, **LinkedIn posts aren't always displayed in chronological order so your time-sensitive post may get lost in the shuffle of content.**

TikTok
The **lighthearted and fun aesthetic** of TikTok could be a great platform for celebration messages, content geared for a younger audience, and short-form video content.

Content planning

One of the best ways to work smarter, not harder is to pre-schedule your content on social media! Pre-scheduling your posts for automatic upload saves you time during GTMD and helps you plan out the cadence of your communications.

There are a number of content planning tools out there, but two that GiveMN recommends are Hootsuite and Canva.

Why we like Hootsuite

Hootsuite is a great and robust tool for managing many different social media platforms. From Facebook to TikTok, you can see all of your content in one place. Hootsuite also has many tools to help you see where you have gaps in your content and it can suggest days and times to upload your posts for maximum visibility.

The downside to Hootsuite is the price. For some organizations, their monthly subscription fee might not be within their budget.

Why we like Canva

Like Hootsuite, you can also pre-schedule social media posts in Canva. Plus, all nonprofits are eligible to access Canva Pro absolutely free-of-charge! Read more about how your nonprofit can access Canva Pro for free.

The downside to Canva's Content Planner is that there are fewer platform options you can upload to. However, it covers the most popular platforms like Facebook and Twitter. Read more about how to use Canva's Content Planner.

Additionally, if you use Canva to design graphics and visuals, their Content Planner is a great option because you can create and schedule your post all in one place!

Last minute tips

Social media is meant to help enhance your campaign, not create unnecessary work for your team. The best social media will be based on a compelling story and a clear call-to-action, so be sure to focus on the heart of your campaign first!

As you decide which platforms are right for your campaign, keep the following in mind:

- **It's totally ok to re-use content!** Don't be afraid to use the same image on multiple platforms. Think about how you can re-use previous content that people engaged with, too. Posting consistently helps keep your organization top-of-mind for people so don't feel pressured to re-create the wheel everytime.
- **Use tools to help you design and plan!** Canva Pro is offered at no-charge to nonprofits which gives you access to thousands of images, videos, and tools to make eye-catching posts.
- **Mix in your regular content with your GTMD content.** Posting non-GTMD related content helps remind your audience of the important work you do. Make sure to continue sharing stories that are relevant to your mission!
- **Social media isn't just for asking - it's for thanking, too!** While posting on social is a great way to ask people for their support, it's an even better way to thank them for their support. Make sure to follow-up after GTMD with your audience to let them know how your campaign went and share your gratitude.
- **Manage your team's expectations regarding social media**. While it's a great way to spread the word, social media doesn't always have the highest return when it comes to fundraising. Be sure to incorporate other communication channels like email and postal mail to diversify your fundraising strategy!

Want more?

Still have questions? Here's some places you can go to for more help:

- Email our team at help@givemn.org if you have questions about your organization page or any of the tools on GiveMN.org.

- Visit the GTMD23 Resources area on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.

- Take advantage of GiveMN's pre-made GTMD23 Canva templates to help you get started!