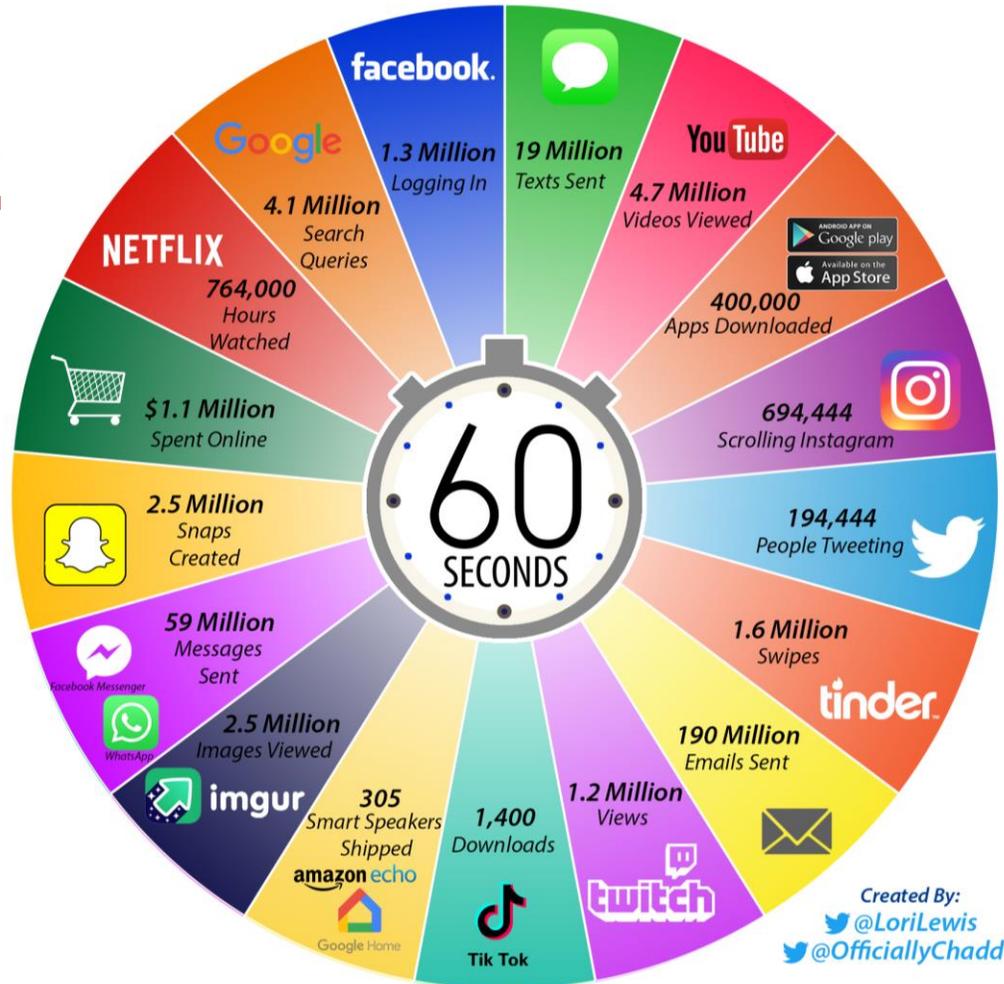




**Social Media Marketing for Fundraising –  
*Increasing engagement & using tools***

# The Internet: *The single largest network of networks*

This is what happens in an  
**INTERNET MINUTE**



# Enhancing engagement & increasing followers

1. Identify your Social Media goals
2. Fill out your profiles in their entirety
3. Use hashtags
4. Create valuable content
5. Use images
6. Include calls-to-action
7. Use attention-grabbing headlines
8. Be active on Social Media sites that add value to your
9. Optimise your Posting schedule
10. Track your progress

# Tips & tricks

- **Grow Your Following**

Social media engagement is a numbers game—the more followers you have, the more interaction you'll see with your social media posts, which means one of your goals should be to get more followers. Keep in mind, though, that you don't just want *any* followers when it comes to increasing engagement. You want quality followers who are interested in your brand and who will interact with your social media content in a meaningful way. Not only can this boost your engagement, but you might even convert followers into customers.

- **Be Authentic**

90% of customers say that authenticity plays a role in deciding which companies they like and support, so one of the best ways to boost social media engagement is to be more authentic. Find a social media marketing voice that embodies your brand and stick to it while interacting with your audience online. The majority of users prefer funny content, so you might consider using humour as a tactic to improve your shares, comments, or likes. Another tactic you could use is to be honest. Whether it's acknowledging mistakes or sharing your company values, honesty can go a long way in building trust with your audience and keeping them interested in your brand online.

- Practice Proactive Engagement

- ❖ Proactive social media engagement strategies require *you* to start the conversation.

- ❖ Moderating branded groups with active forums

- ❖ Making and monitoring branded hashtags

- ❖ Creating social media stories with Instagram link stickers, filters, or polls

- ❖ Collaborating on Instagram Reels

- ❖ Hosting Ask Me Anything (AMA) sessions

- ❖ Responding to indirect social mentions

- ❖ Crafting posts with open-ended questions

## • Respond to Followers

A conversation requires input from both sides, and social media interactions are no different! By replying to incoming mentions, comments, and direct messages, you can show your followers that your brand cares about them—and that you're interested in continuing the conversation. This will likely be rewarded with more mentions, comments, and direct messages. When responding to followers, make sure you address both positive and negative feedback—all preferably [within 24 hours](#). And don't be afraid to redirect the conversation to DMs for a more responsive and personalized interaction.

## • Share Engaging Content

Not only is creating unique, relevant social media content a great strategy for attracting new followers, but it also keeps existing followers engaged. When creating content for your social media channels, follow the 80/20 rule—where 80% of your social media posts either educate, entertain, or help followers solve a problem, while the remaining 20% directly promotes your business. This will help you focus on creating quality content your audience likes.

## • Craft Effective Posts

Knowing the [anatomy of a social media post](#) is helpful when sharing social media content. No matter how unique your content is, nobody will read it if your headlines aren't engaging. In fact, [eight out of ten people only read the headline](#) of posts, which means good headlines can be a deciding factor for engagement. Additionally, if you want your audience to take further action when engaging with your social media post—such as clicking through to your website or signing up for a giveaway—you'll need strong [calls-to-action](#) (CTAs).

## • Use Hashtags Strategically

Hashtags make it easier for your target audience to find your social media channels and content. Some platforms like [LinkedIn](#) and [Instagram](#) allow users to follow hashtags, which means you can join ongoing conversations and become more visible to users beyond your followers. Consider using a mix of popular and branded hashtags to extend your reach, gain more followers, and boost your content's social media engagement.

- **Incorporate Visual Assets**

When your audience is scrolling through social media, you only have about [three seconds to grab their attention](#) before they move along to the next post in their feed. Visual assets like videos, photos, and infographics are more likely to stand out in the feed and grab your followers' attentions, which can lead to more engagement overall. For example, Twitter posts with videos get [ten times more engagement](#), while Facebook posts with images see [2.3 times more engagement](#). Look for ways you can work more visual posts into your social media content calendar.

- **Follow a Post Schedule**

When and how often you post on social media has an impact on the engagement levels you see. Your posting schedule should change depending on when your audience is most active online, as well as which platform they're using. Of course, there's a general sweet spot for [how often to post on social media platforms](#). For Instagram, it's about three to seven times per week; for Facebook, it's about once or twice daily; and for Twitter, it's about one to five times per day. That said, you should still track your audience metrics and adjust accordingly so that you're targeting followers when they're online.

- **Cross-Promote Content**

If you're struggling to get engagement with your current social media audience, one way you can expand your reach is to team up with another content creator. [Cross-promotion](#) on social media allows you to grow your followers by tapping into another channel's audience. You might consider pairing up with another company with a similar audience to yours or even [collaborate with influencers](#) to attract new followers and see more engagement.

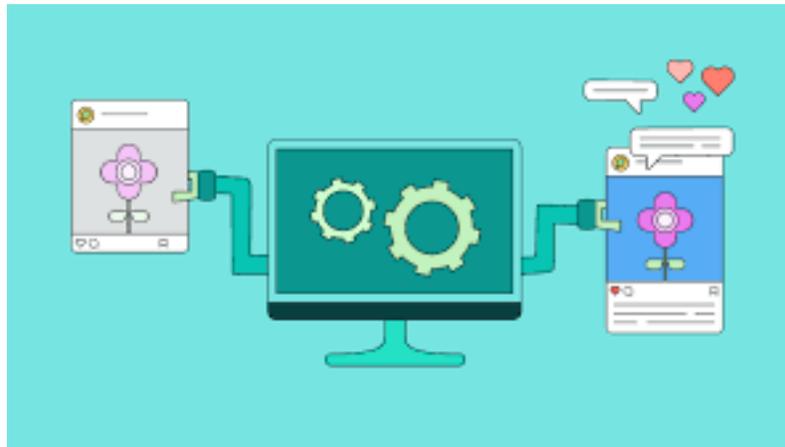
- **Run Social Media Contests**

Hosting a social media contest or giveaway will get people talking and interacting! [Giveaways are short-term promotions](#) that can create buzz, increase social media reach, generate new leads, and boost business sales. [Social media contests](#) should be [designed to entice your audience](#) with a prize they want and push them to engage with your content by following, liking, sharing, commenting, or tagging. For example, you could run an Instagram contest where entrants must follow the main account and refer a friend to be eligible for prizes.

# The internet algorithm and how it works

## What is a social media algorithm?

A social media algorithm is a **set of rules and signals that automatically ranks content on a social platform** based on how likely each individual social media user is to like it and interact with it.



## **Make social media algorithms work for you**

You now know why social media algorithms exist and how they differ across platforms. Here are some overarching tips for scoring points with social media algorithms in general.

- 1. Post relevant, high-quality content**
- 2. Deliver what you promise**
- 3. Understand the trends**
- 4. Know the best times to post**
- 5. Encourage comments, saves, and shares**
- 6. Experiment (a lot)**
- 7. Post more video**

# Social Media Tools



# Social media marketing tools

While part of the digital marketing tools category, social media has become so integral to marketing strategies that it needs special attention.

The main goal of social media marketing is to create connections and develop relationships.

Some social media marketing tools include:

- **Posts.** Posting means creating and sharing your own content and messages on a social media platform.
- **Hashtags.** Tagging content with related words or phrases using the # sign makes it more searchable on a platform so it can be found by people seeking similar content.
- **Influencer marketing.** Partnering or contracting with popular celebrities or well-known users to endorse or promote your brand can be highly effective, [especially on video](#).

## *Tools that make social media planning A LOT easier*

### 1. Sprout Social

- Sprout Social is the ultimate control centre for any business looking to translate its social presence into actual results.
- As a social media management platform, Sprout helps organisations organise their content calendar and assets in one place. This allows you to publish and schedule your content across multiple platforms, all timed to perfection, based on when your followers are most active.
- Beyond social media management features, Sprout makes it easy to collaborate with colleagues. It has a Smart Inbox that enables a bird's-eye view of all of your social messages so you can respond thoughtfully and in a timely manner.
- Sprout also has a full suite of social analytics. It identifies your top-performing posts and the success of your social campaigns. Here, you can uncover trends, hashtags and opportunities to engage with new customers.

## *Tools that make social media planning A LOT easier*

### 1. 2. [Loomly](#)

- Loomly is a tool that's ideal for smaller social teams looking to organise and collaborate on content.
- Built-in calendars, deadlines and workflows make both scheduling and brainstorming content a breeze.
- Bonus! Loomly curates fresh content ideas for users based on trending topics and Twitter conversations.
- The affordability of the platform is enticing for solo businesses and smaller agencies looking to wrangle their social presence.

## *Tools that make social media planning A LOT easier*

### 3. Audiense

- Social listening for identifying trends and potential customers so so important. And so, tools like Audiense take listening to the next level – by helping companies both identify and segment their social media audiences.
- Doing so makes it easier to run laser-targeted ad campaigns and dive deeper into your engagement personas.
- Digging into demographics, personality straight and beyond, you'd be surprised at what you can learn from social alone.
- Audiense's platform focuses primarily on Twitter, making it great organisations looking to understand more about their target audience.

- ❑ One of the greatest advantages of using social media marketing tools is the level of loyalty it can build among followers.
- ❑ By connecting directly with your audience, you create memorable experiences and a strong, authentic bond.
- ❑ Meaningful relationships unfortunately aren't built overnight, so social media marketing is often more time-consuming than other digital marketing tools.
- ❑ But for those who are willing to put in the work, the rewards can be significant.

**THANK YOU**

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