

ACCELERATE YOUR SOCIAL MEDIA



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POSTMODERNPULPIT



YOU DO THE MINISTRY, WE DO THE WEBISTRY

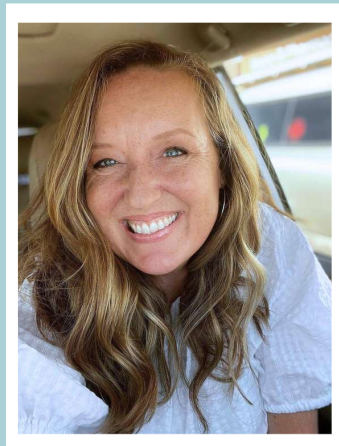
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Thank you!
venture1:9



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INTRODUCTION:

Treva Runyan

- Communications & Care Coordinator at HWC
- Social Media Manager
- Muralist



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WHAT IS HOPE?

Serving, Teaching, & Supporting women
and teen girls in any difficult life situation.

We are a faith based, trauma informed, non-profit
organization that provides vulnerable women and
teen girls with education, mentoring, and support.



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READY! START YOUR ENGINES...

Let's go!



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WHY?? SOCIAL MEDIA

A place to *effectively* tell your story.

A place to share your brand, mission and vision.

A place to impact your community.



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KEEP IT SIMPLE.



60% of the world uses social media.

It can feel overwhelming to manage your social media well.



There are a thousand ways to manage your social media.

You don't have to complicate it.



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BENEFITS SOCIAL MEDIA



Build Trust

Make Connections

Increase Engagement

Promote Events

Fundraising



Posting on social media platforms furthers your organization's goals and purpose in a different format. 55% of individuals who engage with nonprofits on social media take action and 59% of those donate money.

nonprofitsource.com



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DIFFICULTIES SOCIAL MEDIA

- Not having the **TIME** to manage your social media.
- Not enough **STAFF** to focus on creating and posting.
- Deciding on which social media **PLATFORMS**.
- Being **CONSISTENT** with your social media presence.
- Coming up with **CREATIVE CONTENT IDEAS**.



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START WITH YOUR WHY?

- What is your goal with social media?
- What impact do you want to make?
- What voice do you want to have?



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WHO IS YOUR AUDIENCE?



CLIENTS



DONORS



VOLUNTEERS



COMMUNITY



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CONTENT CATEGORIES



EDUCATE



INFORM



CONNECT



REQUEST



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CONTENT CATEGORIES



In the marketing world, there's an "80-20 rule" that states that 80% of your social media posts should aim to inform, entertain, and educate your audience – and only 20% should be actively promoting your organization.

donorbox.com



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CONTENT TYPES



TEXT



PHOTO



VIDEO



REELS



LIVES



STORIES



QUOTES



EVENTS



REPORTS



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CHOOSE YOUR PLATFORMS

Facebook: 2.07 billion monthly active users

Instagram: 800 million monthly active users

Twitter: 330 million monthly active users

LinkedIn: 500 million members

Pinterest: 200 million monthly active users

Snapchat: 178 million daily active users

Donorbox.com



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CHOOSE WISELY

You cannot be all things to all people on social media.

Choose the platforms **where your audience is**.

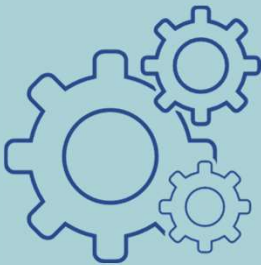
Choose **one or two** platforms that your nonprofit can manage well.

Choose what **works best** for you.



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TOOLS FOR SOCIAL MEDIA



CANVA:

“Design brings your message and mission to life. And with Canva for Nonprofits, creating visuals that captivate your audience is much easier. Canva creates a templated approach to tackle marketing and communications as a group effort or a dedicated team member leading the charge.” [classy.org](https://www.classy.org)

CAPCUT:

CapCut offers easy-to-use video editing functions with free templates. It can be used to create reels fast and easy.

CHATGPT:

ChatGPT is a free to use AI System that can help write social media posts, create hashtags, and create content.

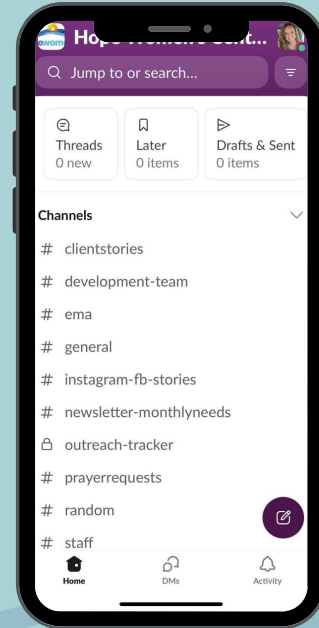


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COMMUNICATION YOUR NONPROFIT

Slack Channel

Slack is a messaging app for business that connects people to the information they need. By bringing people together to work as one unified team, Slack transforms the way organizations communicate.



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COMMUNICATION YOUR NONPROFIT

Social media team

One voice online as part of your brand. This can be one person who manages the social media or a team where each responsibility is designated.

Google Drive

Keep your social media content in one place so that your team can access the information easily.



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CONSISTENCY IN SOCIAL MEDIA



SOCIAL MEDIA MANAGER

HAVE A
POINT PERSON



PLAN YOUR CALENDAR

TAKING TIME TO PLAN
WILL MAKE IT EASIER



SCHEDULE YOUR CONTENT

HOOTSUITE
PLANABLE
MARKETING CO.



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WRAPPING UP QUESTIONS



I've learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.

-Maya Angelou

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