5 TIPS ON GENERATING SOCIAL MEDIA ENGAGEMENT

#GIVINGTUESDAY

By

donorperfect fundraising growth platform

SLICE COMMUNICATIONS

1

The Three A's of Nonprofit Social Media Content

- For nonprofits, the content you post on social media should fall into one of three categories: appreciation, advocacy, and appeals.

Follow the rule of thirds:

- Appreciation: 1/3 of your content should recognize donors, volunteers, employees, etc.
- Advocacy: 1/3 of your content should be shared from relevant groups and organizations that your audience would find useful
- Appeals: 1/3 of your content should solicit donations or help

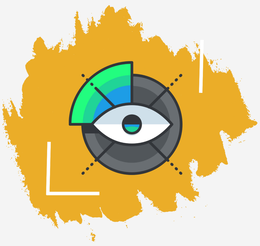
2

Get Visual

- Native Facebook videos get more reach than any other type of post (and 10x more shares than Youtube videos).

Share your stories by showing them, not telling them.

- People only remember 10% of the information they read or hear three days later. However, if a relevant image is paired with that same information, people retain 65% of the information three days later!



3

Make It A Conversation

- Did you know? Posts that end in a question mark receive twice as much engagement as posts that end in a period.
- Get your audience involved by encouraging them to share their thoughts, feelings, and opinions.

4

Include A Call To Action

- What do you want your audience to do with this post? Do you want them to share it with their friends, leave a comment, or tag a friend?
- Tell them! Encourage your followers to interact with your content and they are more likely to do so.

5

Mobile Is The Future (And Present)

- Over 56% of Facebook users only log in through a mobile device, so make sure your content, videos, and images are mobile-friendly.
- Create a great user experience for your supporters by making your website mobile-responsive as well.

Sources:

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