



CUTTING EDGE

SOCIAL MEDIA PROMOTION

2022

UP ADVERTISING



“WE
HAVE THE POWER TO
BRING YOUR BRAND
TO LIFE”



www.upatlanta.com

ABOUT US



Founded in 2013 UP Advertising is a full-service multicultural advertising and digital marketing agency specializing in reaching Multicultural markets worldwide.

We work across many different industries in business, non-profit organizations, and sport teams. Our clients include large organizations in Georgia such as the Georgia Hispanic Chamber of Commerce, The Latin American Association, the Atlanta Gladiators, and more!



UP TEAM



Veronica Nemer



Alondra García

UP Account Managers



AGENDA

1. Goals of a Non-Profit
2. Find your target (audience)
3. SMART goals
4. Content
5. Social Media Data
6. Cutting Edge Marketing Channels: Social Media
 - Facebook
 - Instagram
 - Tiktok
 - Twitter
 - LinkedIn
7. Tips
8. Questions



5 GOALS OF NON-PROFIT SOCIAL ENGAGEMENT

1. Increase awareness
2. Drive donations
3. Build trust & relationships
4. Increase traffic
5. Increase Members, Volunteers and Sponsors

FINDING YOUR TARGET AUDIENCE

What is the target audience to direct the communication and what actions do we want them to carry out?



SPONSORS

- Corporations
- High-income individuals
- Everyday donors



BENEFICIARIES

- Recipients of services
- Families of those recipients



To help your communication, building personas will help direct messaging.

OBJECTIVES



Specific



Measurable



Attainable



Realistic



Time-bound

EXAMPLE

S

Increase visits to our website compared to last launch

M

By 50%
(1,000 to 1,500)

A

Duplicating content distribution

R

We prepare for the launch of our new program

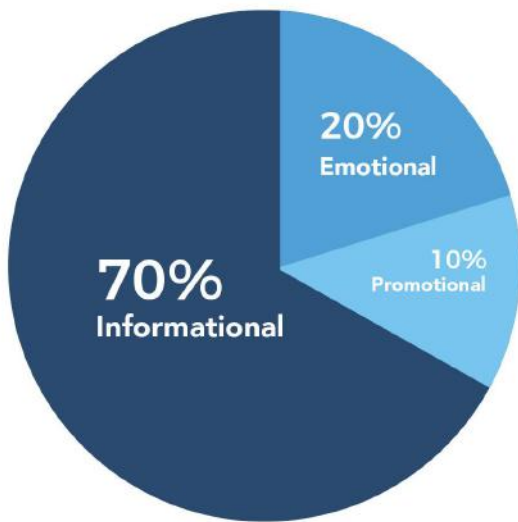
T

In the next 30 days

A wrong SMART goal example would not include one part of the goal.

Remember to set your KPI's!

WHAT KIND OF CONTENT SHOULD YOU HAVE?



**70-20-10
RULE**

Knowing your target audience =
Knowing your online personality

Content types:

- Informational
- Educational
- Entertainment
- Promotional
- Emotional

Most importantly your content
should make your non-profit
look more human!

SCHEDULING YOUR CONTENT



Hootsuite™

Content calendars will help you organize your social media.

Do it yourself:

- Microsoft Excel
- Google Sheets
- Meta
- Physical calendars

Pay for a service:

- Hootsuite
- CoSchedule
- Kapost
- Trello

Posting depends on your social media channel.

SOCIAL MEDIA CONTENT IDEAS

FOR NON-PROFITS

Remind followers
about ongoing programs

1.

Use Hashtags to
get found

3.

Feature inspiring,
touching stories

5.

Share facts, statistics
and quotes

7.

Encourage Tags

9.

2.

Put a volunteer
In the Spotlight

4.

Include a visual
with every post

6.

Give a shout-out
to partners and
Sponsors.

8.

Run polls and
ask questions

10.

Share best
fundraising advice's

Post FAQs about your
Organizations' services

11.

Use the CTA button to
make to donate

13.

Post pictures of your
Events of fundraiser

15.

Make fundraising
Campaign postings

17.

Share your
organizations history

19.

12.

Record a video tour of
your charity works

14.

Post testimonials

16.

Promote an upcoming event

18.

Change and rotate your
profile photos and banners

20.

Be responsive to your
followers



CUTTING EDGE MARKETING CHANNELS

Taking a look at the most effective marketing channels to help your non-profit goals

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SOCIAL MEDIA DATA

Make sure your data is correct:

- Company description
- Website
- Contact information
- Address (for physical locations)
- Keywords
- Post content

Use platform insights and statistics to fine tune your content and establish KPI's

What content gets the most traction? Look at:

- Likes/ Reactions
- Reposts/Retweets/Shares
- Reach/Views
- Saved content/Downloads/Clicks
- Active Times/Demographics



FACEBOOK

A platform for information and interacting with the community with over 2.910 million active users in a month.

Set up as a Facebook non-profit so people can raise money for you!

What you can do:

- Share news, including videos and photos.
- Ask for business recommendations.
- Stay connected: send messages, broadcast live, create events, tag, invite, create groups.

What works for you:

- **Page followers:** This is your community and interaction.
- **Groups:** You can share your events to your community and the surrounding areas.
- **Events:** They show up to anyone in the area.
- **Reach:** See how far your posts go on Facebook.

Key: Always keep your page updated!



INSTAGRAM

A platform for sharing moments with your community with over 1.478 million active users in a month.

If you are thinking of visually marketing your products and services, this is the right place to be.

What works for you:

- **Followers:** Who likes to see and engage with your content.
- **Highlights:** Share information about your non-profit and past events.
- **Reels and videos:** Create fun ways to share information and events.
- **Partnerships:** You can post in collaboration with partners and sponsors.

Tips on effective reels:

Use quick, catchy titles, a call to action, and eye-catching transitions.

The 3 P's: Product, Production, and Personality



TIK TOK

A platform for engaging and being creative with the world with over 1,000 million active users in a month and growing.

Let the “For You Page” work for you!

What works for you:

- **Short videos:** Gain attention without putting too much production.
- **Microblogging:** Show people genuine parts of your non-profit.
- **Lives:** Answer FAQ's or show what you do that affects lives everyday.
- **Micro-communities:** Find passionate people who support your mission.

Tiktok is trend heavy, and encourages creativity, genuine content, and information.

Remember the 3 P's rule: Product, Production, Personality



TWITTER

A platform for engaging and social listening with over 436 million active users in a month.

What works for you:

- **Social listening:** Finding out what is being said about your community or topic.
- **Active users:** News can be circulated very quickly.
- **Freedom of Speech:** Share your goals, information, and opinions to your community.

Keeping up with the latest news? Check the #!



LINKEDIN

A platform for networking with over 830 million members with more than 58 million registered businesses.

What works for you:

- **B2B:** Businesses want to engage and create connections in a professional manner.
- **Job Posting:** Find your team members in a place where they are looking to advance professionally.
- **Business pages:** Interact with your sponsors and create content to appeal to potential donors.
- **Employees:** They can be the best spokesperson for your non-profit.

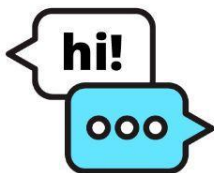
Mind the environment: LinkedIn is for professionals, show the facts!



APPS AND PROGRAMS THAT HELP



TIPS



Make it a conversation:

Simply ask questions. Social media rockstar John Haydon gets even more specific, sharing “posts that end with a question mark vs. a period generate twice as many likes, comments, and shares - esp, thos that start with “should” or “would”.



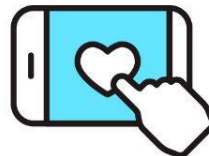
Get Visual:

Nonprofits said attaching a photo or a video to your post, especially of your donors and community, is a surefire way to lift engagement. Infographics. Are also great way to grab attention, and <http://visual.ly> is a great free tool for creating those quickly.



Share the load & have a plan:

About half of nonprofits have a team of people overseeing their social platforms, which we consider a best practice since it allows for a diversity of individual voices. The best tool for actually managing a team is an editorial calendar, which clarifies who is in charge of posting what, where and when.



The future (and present) is mobile:

Today, 47% of people access email via their smartphone. Our respondents shared that their nonprofit newsletters and websites are the keys to online engagement and fundraising. So make sure yours is mobile-friendly.

An aerial night view of the Atlanta skyline, featuring the Georgia State Capitol and the Emory University building. The word "QUESTIONS" is overlaid in large, white, sans-serif capital letters. A horizontal blue line is positioned below the text.

QUESTIONS

An aerial night view of the Atlanta skyline, featuring the Georgia State Capitol and the Emory University building. The image is overlaid with a dark blue gradient and the text 'THANK YOU!' in white, bold, sans-serif font. A horizontal blue line is positioned below the text.

THANK YOU!