

# Digital Marketing for Nonprofits : Social Media



Erasmus+

# Essential Online Tools

- Email



- Social Media

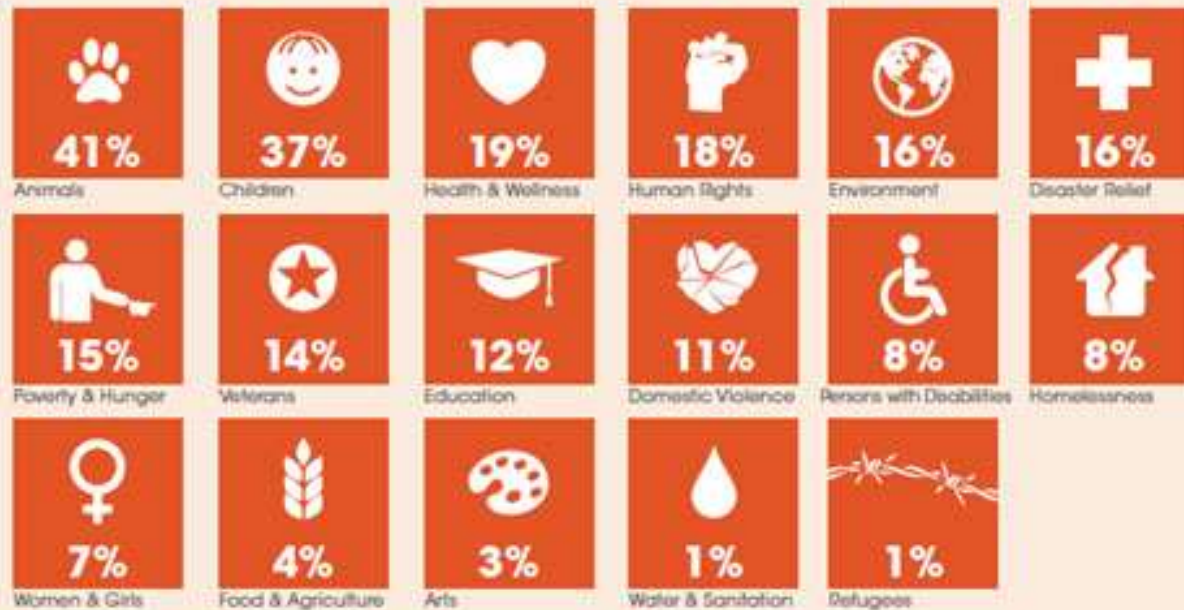


- Online Advertising



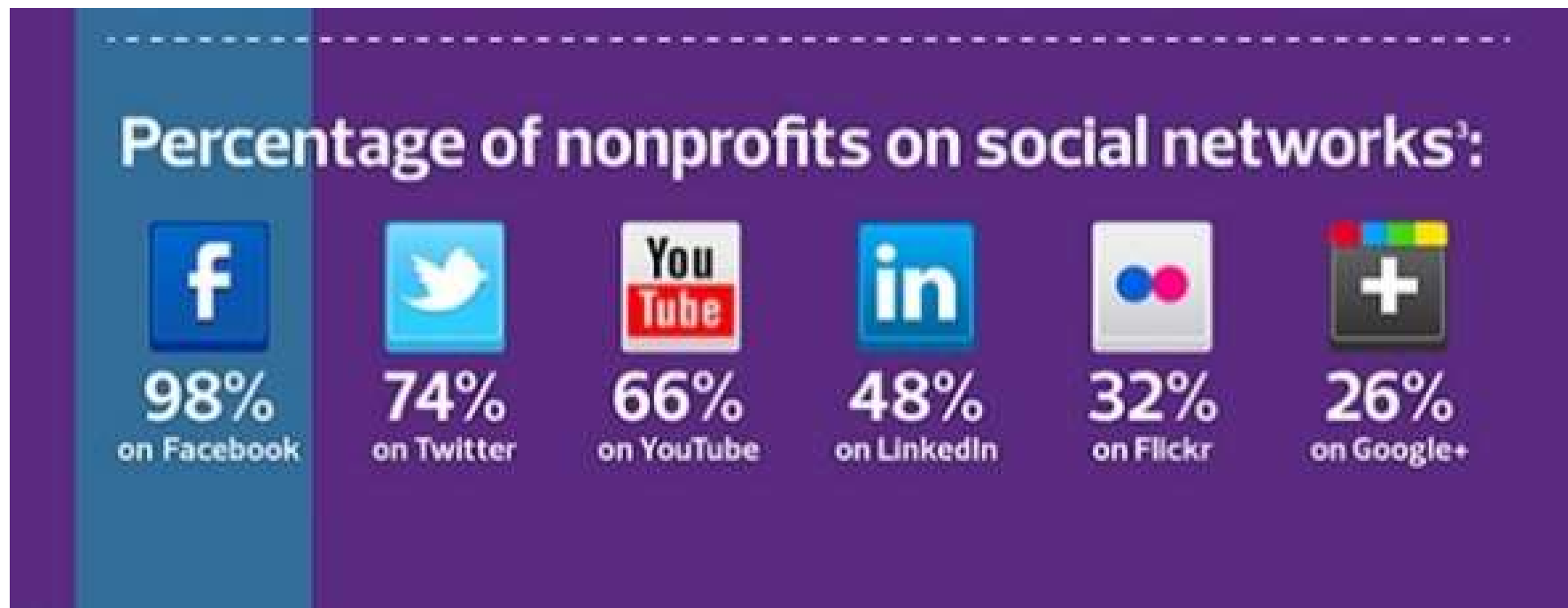
## POPULAR CAUSES ON SOCIAL MEDIA

A major goal of many organizations and causes today is to spark conversation among social media supporters. So which causes are succeeding the most at this today?



Source: Auctra

# Percentage of Nonprofits in Social Networks (US)

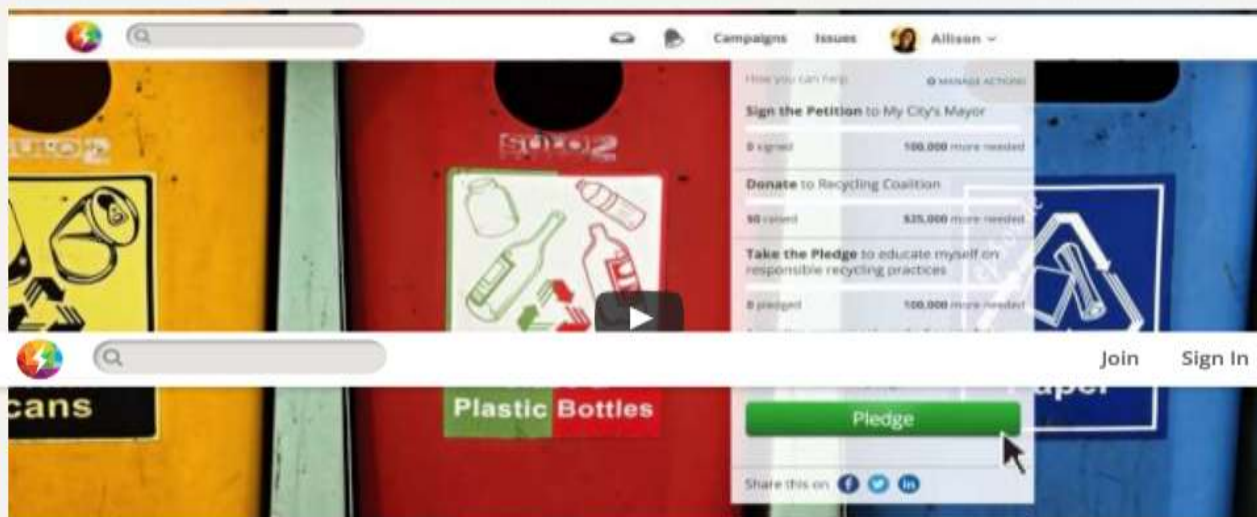


Source: Apectra



Support the people and causes that inspire you. Campaign to make a difference.

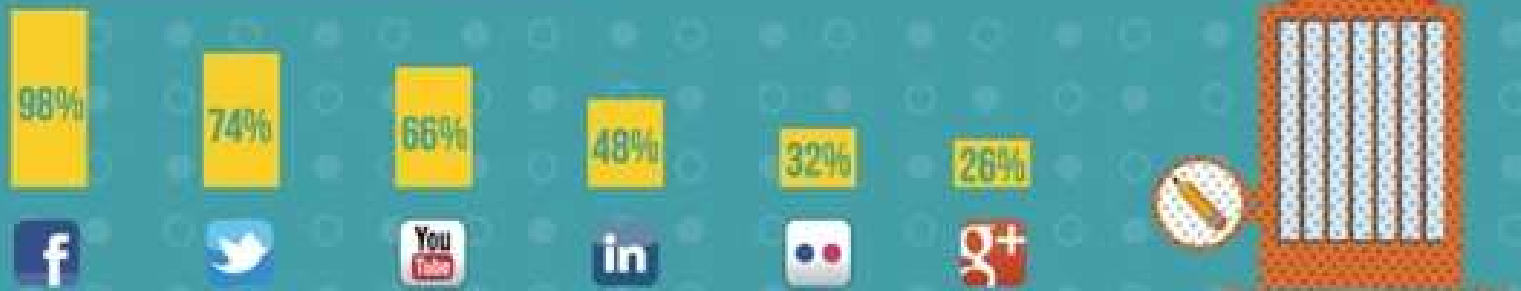
Join now



Causes is the place to **discover, support and organize** campaigns, fundraisers, and petitions around the issues that impact you and your community 🌍

## NONPROFITS HAVE A STRONG PRESENCE ON FACEBOOK, TWITTER, AND YOUTUBE.

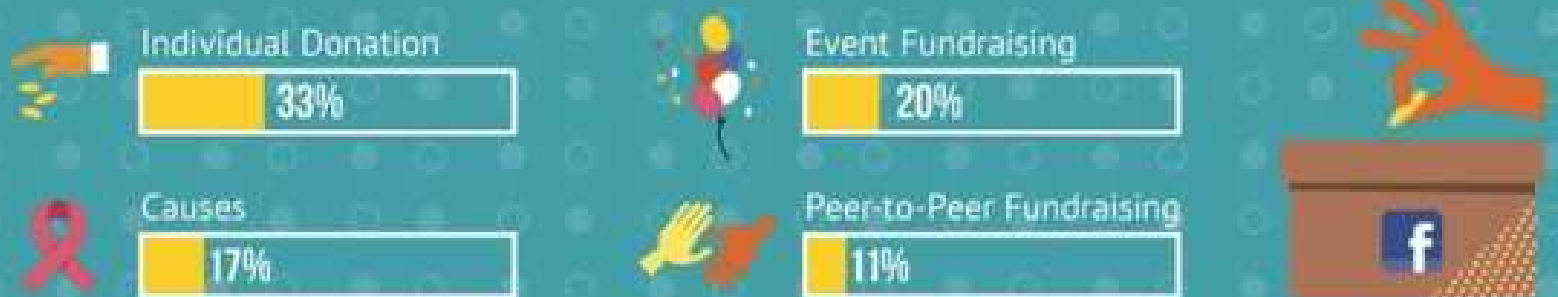
Percentage of Nonprofits on Social Networks:



## FUNDRAISING ON FACEBOOK

For nonprofits, the most common fundraising tactic on Facebook is to ask for an individual donation.

Top Fundraising Tactics on Facebook



Source: <http://fedobe.com/raise-your-charitable-fund-through-non-profit-organization-online-marketing-guide/>

# Facebook



The success of a Facebook campaign depends on its design. All other things being equal, its influence will be greater if:

- it has a 'catchy' title that attracts attention.
- it calls for immediate action.
- It carries a simple, clear and succinct message.
- it is supported by multimedia content i.e, a photo, or a video.
- it aspires to reach an ever larger audience.

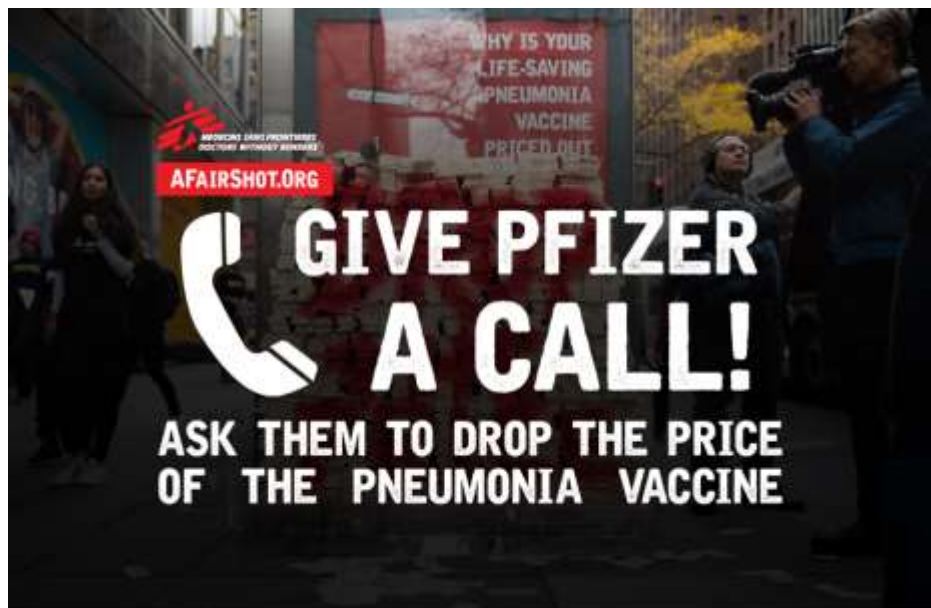
For every 1,000 e-newsletter  
subscribers, nonprofits have 149  
Facebook Fans



Source: M+R and NTEN

# Example #1 of FB awareness raising campaign





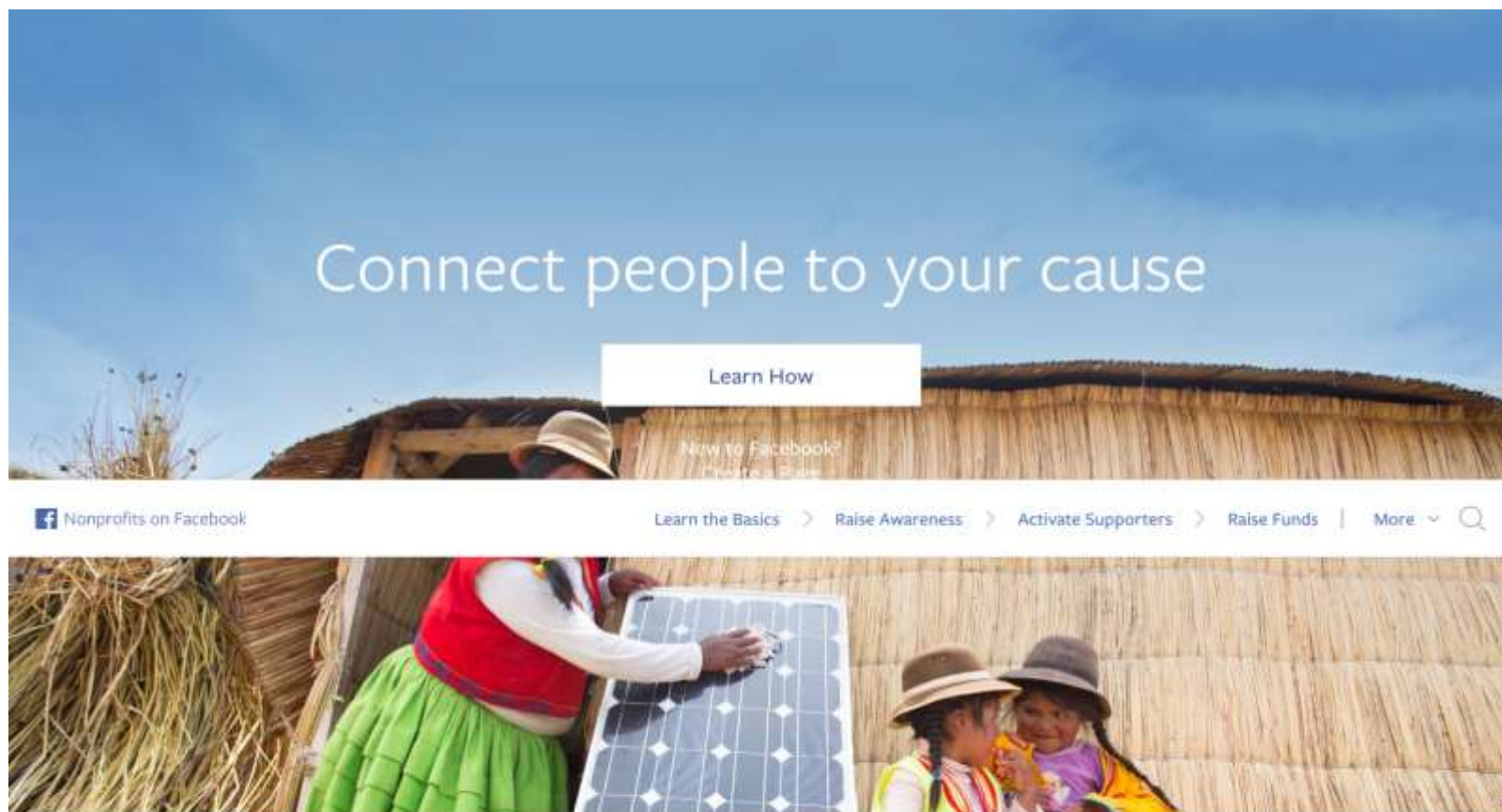
Example #2 of FB  
awareness raising  
campaign

and reporting on  
results....




Check out the tutorial that Facebook has created to help nonprofits:

<https://nonprofits.fb.com>



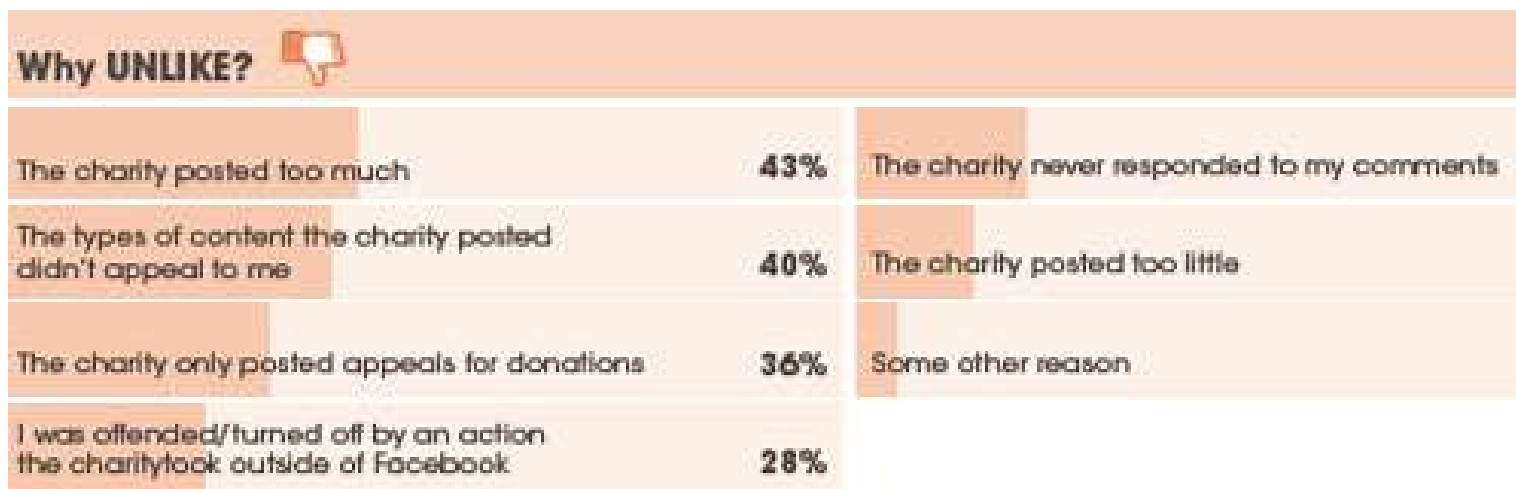
How to use Facebook to help your cause

# 57% of Facebook Fans “Like” a charity on Facebook because they want to publicly display their support for the nonprofit to their friends

Why LIKE? 			
To publicly display my support of the charity/cause to friends	67%	By LIKING I generated a financial donation	26%
To follow news and updates on the charity/cause	55%	Attended an event or volunteered and was encouraged to LIKE its page	21%
To influence my friends or family to LIKE the charity or cause	54%	LIKING it will help them win an online contest	18%
A friend or family member has LIKED it	43%	A company I LIKE supports the charity	16%
I want others to see that the charity/cause has a lot of followers	41%	A celebrity has asked people to LIKE it	8%
To contribute content to the charity's/cause's page	35%	Some other reason	2%

Source: Waggener Edstrom

# 43% of Facebook Fans “Unlike” a charity on Facebook because it has been posting too often



Source: Waggener Edstrom

Be aware ! “Likes” have limits

**Like us on  
Facebook,  
and we will  
vaccinate  
zero children  
against polio.**



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at [unicef.se](http://unicef.se). It will only cost you 4 €, but will save the lives of 12 children.

unicef 

# Twitter



Twitter can be used to update an advocacy or fundraising campaign, and urge participation in an event. Twitter has its own language and terminology to learn. You can start by following some nonprofits on Twitter.

# Example of a twitter campaign post



**UN Refugee Agency** ✓

@Refugees

Follow

There's a lot we can say with #280characters but what matters most for @Refugees can be said with four:

#Home



3:55 AM - 9 Nov 2017

487 Retweets 754 Likes



UN Refugee Agency, Filippo Grandi, Melissa Fleming and 6 others

33

487

754

# Twitter



A few tips for an efficient campaign on twitter:

- Tweet in clear and properly constructed sentences. Avoid too many abbreviations and hashtags. Still, learn the twitter jargon to master the 280 character limit.
- Share content originating from reliable sources to increase your own credibility.
- Add links, infographics and other multimedia content (e.g. videos, photos) to your tweets.
- Tweet frequently, to constantly increase the number of followers.
- Tweet over the weekends with the assistance of scheduling apps.

# Example of a twitter campaign post



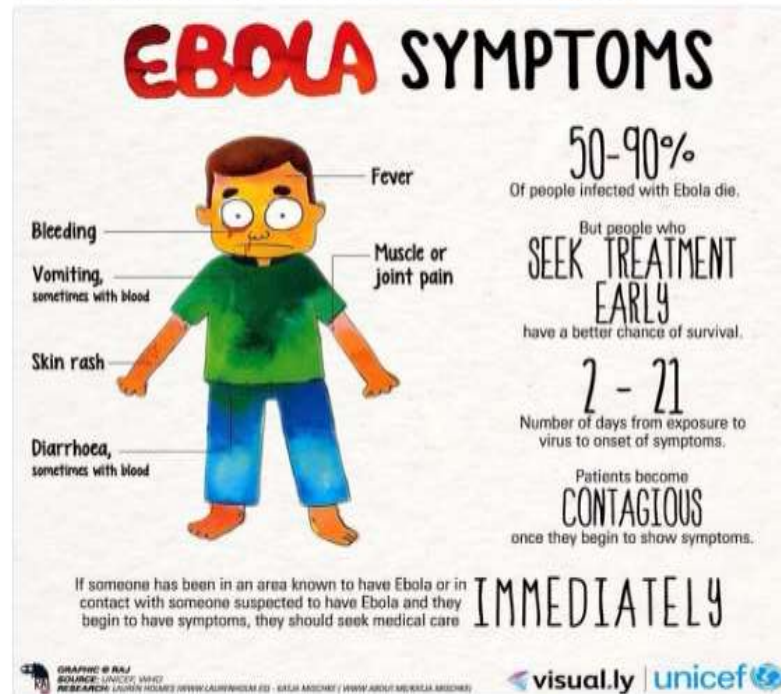
# Example of a twitter campaign with infographics



**1:43 Boy Band**  
@143boyband

Follow

KNOW THE SYMPTOMS OF EBOLA and be safe. Share this infographic from Unicef on the contagious disease. [#WisdomManila](#)



7:57 AM - 12 Oct 2014

45 Retweets 16 Likes



1 45 16

# Example of a twitter campaign with infographics



# The number of followers nonprofits have on Twitter grew by 264% in 2012



Source: M+R and NTEN

Using Twitter during fundraising events can result in 10X more money raised online.



Source: MDG Advertizing

# YouTube



Videos have significant and memorable impact.

A few tips for a successful campaign on YouTube:

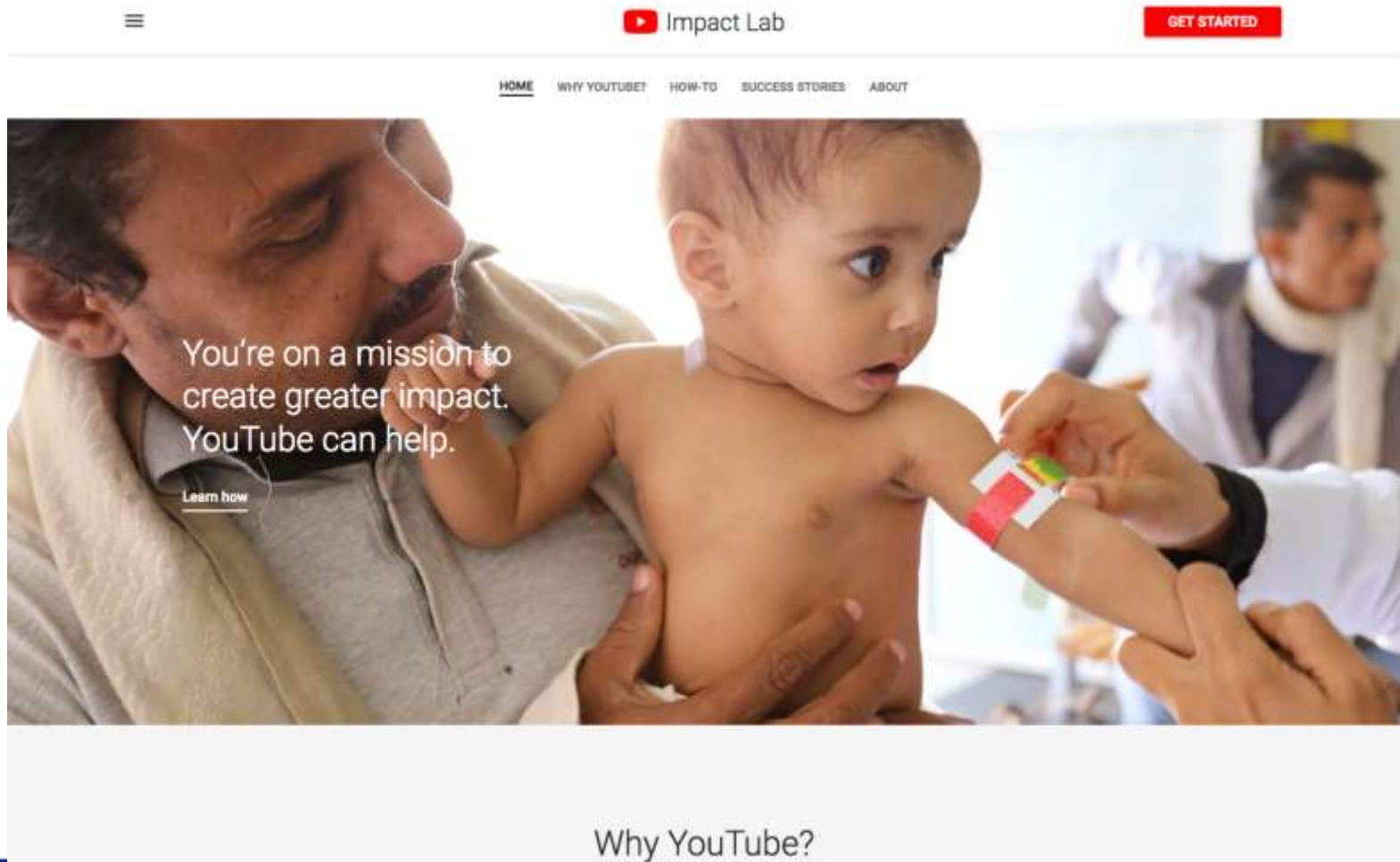
- Post regularly multimedia material on the channel.
- Create short videos and diffuse simple messages.
- Use concurrently different social media (e.g. facebook, twitter etc) to share your videos.

YouTube



- Take advantage of different social mediums by running in parallel different but complementary tasks, e.g., a fund-raising campaign in Facebook together with an awareness-raising campaign (revolving around videos) in YouTube and Twitter.
- Remember; each social media account has different followers and its influence is cumulative.

“Impact Lab” assists you to get started with YouTube & enlist your organization in YouTube Nonprofit Channel:  
<https://www.youtube.com/yt/impactlab/>





Nonprofits may use LinkedIn to find:

- Information about people with whom they are going to work or meet.
- Expertise to solicit.
- Contact-persons in organizations.
- Up-to-date contact details of people.

# Example: *Human Rights Watch* use of LinkedIn

Recent updates

**Human Rights Watch**  
45 updates • 98,163 followers

**Follow**

Follow us to stay up to date with Human Rights Watch.

**Human Rights Watch**  
2w

We're seeking a Coordinator to provide operational support and research/advocacy assistance in Sao Paulo. Apply today! <https://lnkd.in/eaJDDyP>

152 Likes · 3 Comments

Like Comment Share

**Human Rights Watch**  
2w

We're seeking a fixed-term Campaign Associate in our New York office. Apply today! <https://lnkd.in/eYwN8ip>

83 Likes · 1 Comment

Like Comment Share

**Human Rights Watch**  
3w

We're hiring a full-time Associate for our Development and Outreach Team in London. This is an administrative - not legal - position. Apply today! <https://lnkd.in/etJfAY9>

195 Likes · 7 Comments

Like Comment Share

LinkedIn has created a page to help nonprofits  
use it: <https://nonprofit.linkedin.com/>



How to use LinkedIn to power your  
nonprofit organization

# Pinterest and Instagram

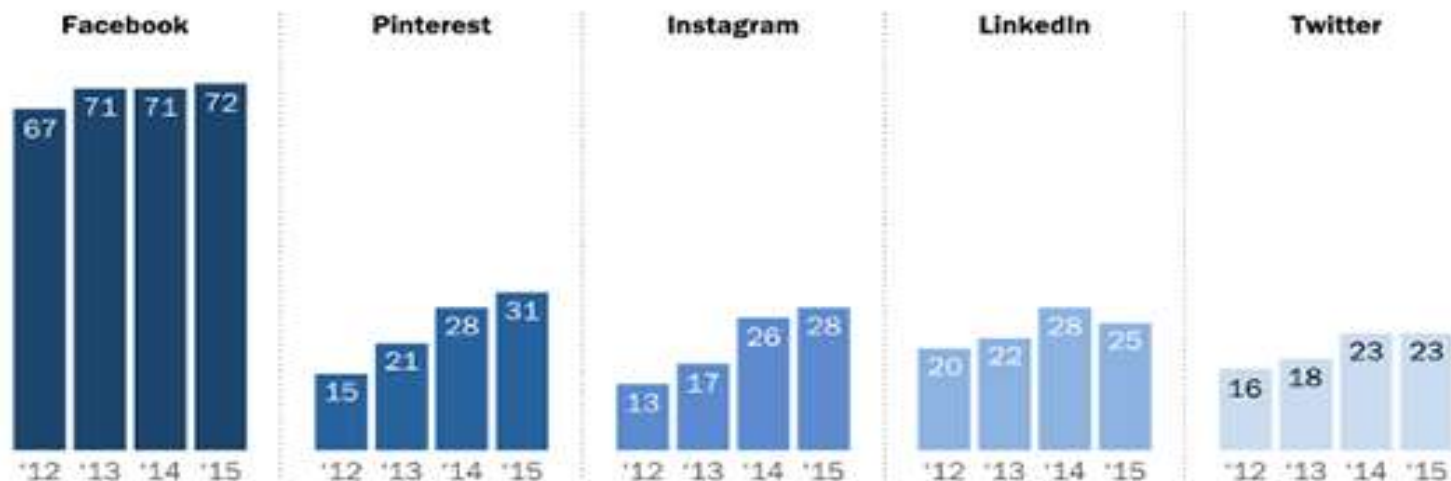


The old adage, “a picture is worth 1000 words” is very timely in the era of social media. A nonprofit organization can deliver a heavy message to the right people by using Pinterest and Instagram. Followers want to see pictures that are attention grabbing and shareworthy.

Instagram has around 100 million monthly active users and is very popular among young people (18 to 29).  
Pinterest is not so popular, but it is used more by people with high income.

### Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

*% of online adults who say they use the following social media platform, by year*



Pew Research Center Survey, March 17-April 12, 2015.

PEW RESEARCH CENTER

# Pictures & Visuals with short messages!

A nonprofit can best use **Pinterest** and **Instagram** by posting pictures and visuals that highlight its mission and activities. Using graphics and short paragraphs can complement your photo message. With **Instagram Direct** and **Pinterest** you can choose a specific person to receive a special message along with the photo. This can help with targeted fundraising.

# Instagram Example 1



world\_wildlife



Follow



World Wildlife Fund Our planet faces many big conservation challenges. No one person or organization can tackle these challenges alone, but together we can.  
[wwf.to/1ZRRu3x](https://www.worldwildlife.org/1ZRRu3x)

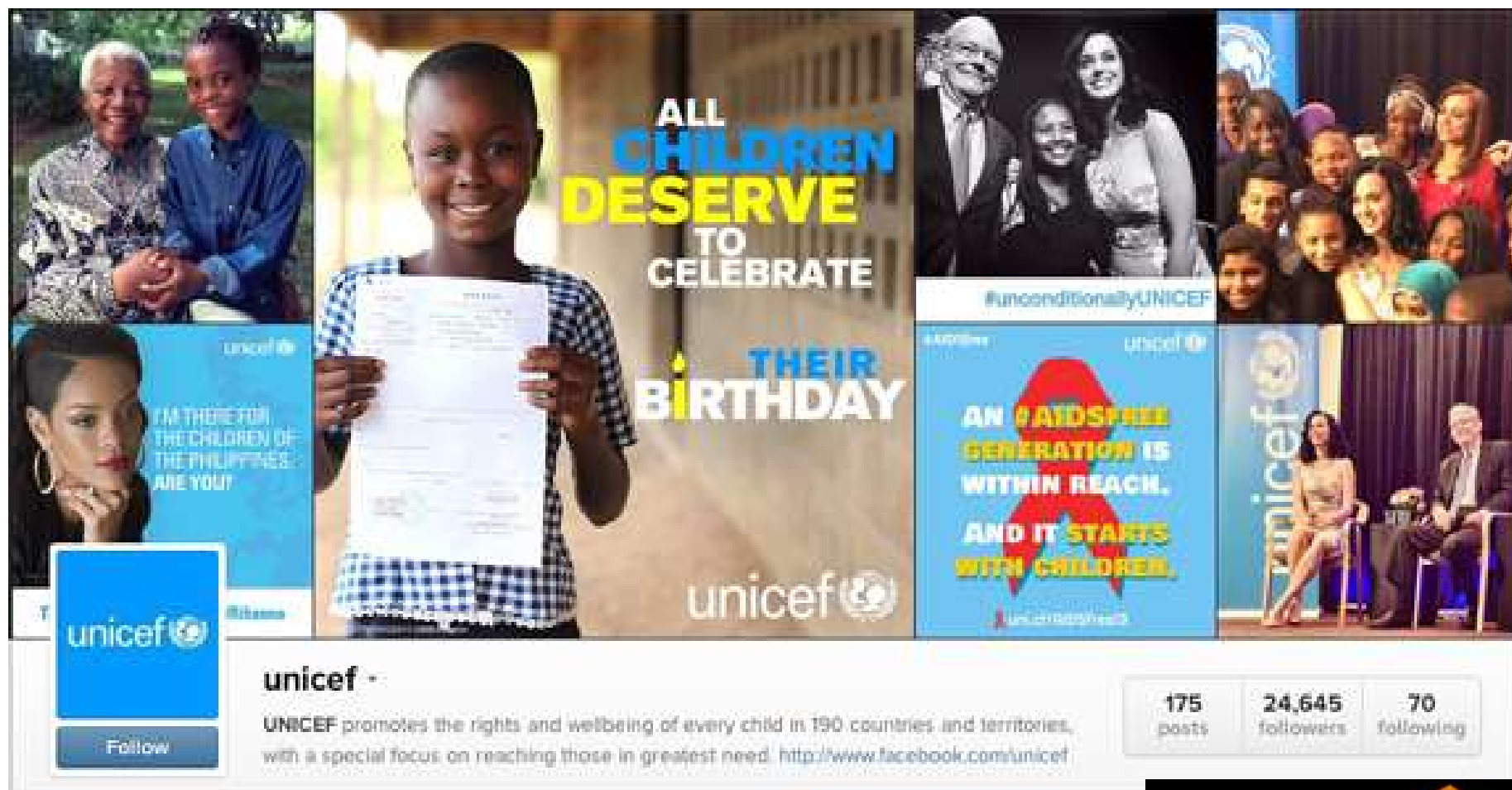
385 posts

454k followers

19 following



# Instagram Example 2



## Be Remarkable On Instagram: A Nonprofit's Quick Guide



Use human-centric photos

Show smiling, hopeful expressions



Tell stories with pictures & show context

Demonstrate project needs



Honor partners and fundraising efforts

Filter images to make them more  
shareable



Show off founders, brand  
collaborations, and celebrity supporters

Drive conversations through hashtag  
movements and commenting



Create videos and giphys to entertain  
and inspire

Host live events with Instagram updates



causevox

# Additional resources

- <http://www.seerc.org/atsiv/vle/>
- <https://www.facebook.com/trainingNGOs/>
- [www.ngotraining.eu](http://www.ngotraining.eu)

This work is part of the professional development resources for NGOs developed under *Advancing the Third Sector through Innovation & Variation* (ATSIV).

ATSIV is a project financed by ERASMUS+ KA2, implemented during 2016-2019 by a consortium of Greek, Bulgarian, Polish and Romanian organizations. It aims at increasing the professional competences of NGO workers by developing and making available an open access online platform of training through gaming.



Erasmus+



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Partner organizations



LAW AND INTERNET  
FOUNDATION  
RESEARCH CENTER FOR LAW AND  
INFORMATION TECHNOLOGIES



Erasmus+