

Taking Your Social Media to the Next Level

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1

INTRODUCTION

2

LET'S GET TO KNOW EACH OTHER!

- Name
- Organization
- Job Title
- Connection to Down syndrome
- Something unique about yourself

3

IMPACT OF SOCIAL MEDIA

- Nearly 4 billion people utilize social media in world.
- It is reported that 55% of people "often" get their news from social media.
- Benefits of social media:
 - It is FREE!
 - A strong social media presence creates trust.
 - Expand your reach with a click of a button.
 - Engage current supporters in unique ways.



4



5



IDENTIFY YOUR TARGET MARKET

- Who are you hoping to reach on your social media platforms?
 - Current donors
 - Current volunteers
 - Current families
 - Community professionals (teachers, doctors, therapists, etc)
 - Organizations, companies, etc.
 - Potential donors, volunteers, families, etc.
 - ^^ ALL OF THE ABOVE ^^
- Being on multiple platforms allows you to reach all of the above.
 - Facebook – all ages 18+
 - Instagram – ages 18-30
 - Twitter – ages 18 – 30
 - LinkedIn – ages 25 - 49

	Several times a day	About once a day	Less often	NET Daily
Facebook	51%	23%	26%	74%
Instagram	42	21	37	63
Snapchat	46	15	39	61
YouTube	32	19	49	51
Twitter	25	17	58	42

6

DIFFERENTIATE GROUPS VS. PAGE

- Don't confuse your audiences!
 - Facebook groups and pages are DIFFERENT and communication should reflect that.
 - The majority of people who follow/like your Facebook page are most likely not families.
- Create Facebook Groups for private conversations and sharing.
 - Community Groups (by area, birth year, special interest)
 - Mom/Dad Groups
 - High-Level Volunteers
 - Buddy Walk Team Captains
- Benefits of Facebook Groups:
 - You can control who is in the group
 - Unless someone edits their settings, they will get notified when someone posts on the group
 - You can see who sees what you post
 - Group members can connect and have more private conversations with reliable people

7

CREATE A SOCIAL MEDIA CALENDAR

- Plan your content with a social media calendar.
 - 80% feel good, 20% ask
 - Ask = direct donation ask, register, etc.
- If you have your content prepared, schedule it.
 - Facebook, Instagram, and Twitter have made that easy.
 - If you schedule posts, don't forget when – you'll need to interact with comments and shares.

8

POST CONSISTENTLY

- Post daily or 5 times a week
 - Facebook often changes algorithms, so remember to rely on your insights to figure out the best days/times to post.
- Too much posting can cause people to tune out your message.
- Not enough posting makes the audience lose interest.
- Post often (more than daily / as much as you'd like) on Instagram stories and twitter.
- If you don't have content to post, don't force it.
 - Remember, you can always post about your mission / vision if you need something.

9

TRACK INSIGHTS

- Utilize the insights on your social media platforms.
 - Compare posts that received high engagement to determine when it's best to post.
 - What day did you post?
 - What time did you post?
 - What did you include in your post? Picture? Video?
 - Who was the primary audience that engaged? Families? Donors?
 - Share social media insights with the board and donors.
 - One post can reach hundreds of thousands of people – impressive!
 - Foundations who award grants (and want to be public) also enjoy seeing how many people saw their grant announcement.

10

ENSURE CONTENT SERVES A PURPOSE

- Don't post just to post.
 - Posting content with no purpose is not productive.
 - If someone sees a post by your organization for the first time – will it make sense?
- Every post should have a goal.
 - Do you want people to see the good work you are doing?
 - Do you want people to register for an event?
 - Do you want people to donate?
- Remember, your target audience.
 - Is your post relevant to EVERYONE or is it better suited to be shared in a GROUP?
 - Does it reflect your organization's mission and vision?

11

CREATE SHAREABLE CONTENT

- To attract the most engagement, you will need to create shareable content.
 - The more people that comment, share, like, retweet, etc. on your post – the more people you will reach.
 - People like to engage with content they can relate to or a mission/stance they feel passionate about.

12

SOCIAL MEDIA TIP

ALWAYS SHARE A PICTURE / VIDEO

- Create and edit images in Canva.
- Have a photographer on site at events / programs.
- Ask families for pictures of their loved ones.
- Create videos using Animoto.
- Upload videos in original format, not from YouTube.
- Make sure you have a photo release form or waiver.

13

SOCIAL MEDIA TIP

UTILIZE QUOTES

- With each mission-driven initiative, gather feedback from constituents to share. Have a photographer on site at events / programs.
- Quotes shouldn't be longer than a few sentences.
- Quotes and stories help current and potential supporters imagine the impact in a clear way.

14

SOCIAL MEDIA TIP

HOST A CONTEST OR GIVE AWAY

- Share this post and be entered to win XXX.
 - People need to have a public profile to see their share.
- User-generated voting
 - Vote for your favorite T-Shirt Design by liking.
 - Pick a name for our event by commenting.
- Encourage tagging when appropriate.
 - Tag 5 friends and we will send you a Down Syndrome Awareness Bracelet.
 - Tag an inclusive school or organization and we will enter them.
 - Tag us (your organization) in your Buddy Walk picture!

15

SOCIAL MEDIA TIP

USE APPROPRIATE HASHTAGS

- Appropriate and popular hashtags can help your posts be seen by those searching the hashtag.
 - Specific / long hashtags serve little purpose.
 - Popular hashtags for DSAs
 - #DownSyndrome
 - #BuddyWalk
 - #StepUpForDownSyndrome
 - #TheLuckyFew
 - #DownSyndromeAwareness
 - #DSAM
- Hashtags can also be used for users to share content with you and others.
 - #BuddyWalkCincy

16

SOCIAL MEDIA TIP

SHARE THE RIGHT WAY!

- Avoid sharing direct links.
 - If someone re-shares, it shares the link but does not include your organization's page.
 - To avoid, copy the link into the text of the post and share with a picture.
- Re-sharing posts in groups or from people?
 - Make sure their post are public.
- Sharing from other pages doesn't typically attract engagement.
 - But, you want to be sure to credit appropriately, so sometimes it is hard to avoid.
 - I recommend commenting and liking other pages for exposure.

17

SOCIAL MEDIA TIP

TAILOR TO YOUR PLATFORM

- Instagram
 - Audience is typically younger
 - Photo & video driven platform
 - Live links to do not work on posts (redirect to link in bio or utilize the link section in Instagram stories)
 - Ability to be less formal
- Twitter
 - Characters are limited
 - Every "love", retweet, and reply is seen by your followers and shown on your profile.
 - Hashtags most used

18



BE MINDFUL OF MESSAGING

- Work with your organization to figure out the tone and wording you want to portray in your messaging.
 - Do you want to come across as joyful, serious, collaborative, formal?
 - What key words will you use?
 - What words will you avoid?
- The TONE of your organization should be consistent in all your communication platforms.
 - Remember to keep your tone on brand when you comment (even in messages).
 - Be conversational – most people enjoy conversing with relatable people.
 - Balance between over communicating and under communicating.
 - Every word / sentence / phrase is important.
 - NEVER talk down or talk at your audience.

19



INTERACT, INTERACT, INTERACT

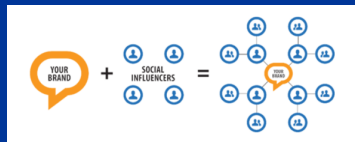
- The most important thing you can do is INTERACT with your audience.
 - Check your social media platforms at LEAST three times a day.
 - People feel valued when engaged and feel a sense of loyalty to your organization when seen/heard.
 - Reply & Like to any user comments.
 - If it is a family commenting, try to use names – “Thank you for the sweet comment, Sally! We are so glad Joey enjoyed the cooking class!”
 - Post a “thank you for sharing” or like on any public share.
 - Retweet when appropriate.
 - Share tagged Instagram content in your stories.
 - Reply to messages as quickly as possible.
 - Try your best to take the conversation offline to email/phone.
 - Thank anyone who hosts a Facebook fundraiser for you (more in the next slides)
 - Don’t hide from negative comments! Reply with professionalism, so others can see you address the concern.
- Be Reachable!
 - Set-up an automatic messenger prompt on Facebook.
 - Facebook, in particular, tracks your response time and it is visible to users.
 - An appropriate response time is 24 hours.

20



THINK ABOUT “INFLUENCERS”

- Organic influencers
 - People who truly believe in your mission and/or find benefit in your services will become organic influencers.
 - They will post often about your organization and others will take notice.
 - Be sure to thank and interact with your organic influencers.
- Make an Ask!
 - Ask those highly regarded in your community to post positively about an upcoming program or event to get some buzz!
 - Is Dr. Smith presenting at your conference? Ask Dr. Smith to post about it.
 - Is the Zoo hosting your next event? Ask them to post about it.



21

MAKE IT EASY TO DONATE

- Facebook Donations
 - Link your donate button.
 - Ask for donations on post (only when appropriate).
- Facebook Fundraisers
 - Encourage these!
 - Be sure to thank the person hosting the fundraiser.
 - Make it personal – look at their profile and do some research if you don't automatically know their connection.
- Instagram Donations
 - You can set it up to have the donation button on your main profile.
 - You can also use the donate button in your Instagram stories.

22

CONSIDER A SOCIAL MEDIA POLICY

- Benefits to a staff social media policy:
 - Many of our staff are parents or become friends with the people we serve.
 - Helps identify the boundary between personal and professional.
 - The staff is a reflection of your organization and your brand.
 - ED / Board can refer to policy if staff's social media negatively effects the organization.

23

24
