



Creating Engaging Social Media Strategies to Reach a Wider Audience

Scalable solutions for organisations of every size

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Tools and resources to
establish a social media
presence and upskill
communications staff

- Establish what is already working by reviewing past post performance.
- Map out your target audience and compare to your actual audience.
- Your best content resource is your audience.
- Make content creation collaborative.
- Turn your staff and volunteers into advocates.

A red speech bubble graphic with a white outline, containing text. The bubble has a tail pointing downwards and to the right.

Using social media to
interact with younger
supporters and increase
brand awareness

- **BE AUTHENTIC**
- Use the right channel mix.
- Let them create the content rather than just appear in it.
- When it comes to sourcing volunteers ensure you show your volunteers outside of their volunteering role.
- Facilitate a conversation between younger people.

The background of the slide features several sets of curved lines in the corners. On the left, there are multiple concentric arcs, some solid and some dashed, curving from the top-left towards the bottom-left. On the right, there are similar arcs curving from the top-right towards the bottom-right. The lines are light gray and vary in thickness and style (solid vs. dashed).

Best practice in using
small media budgets to
raise organisation
profile online

- Build your organic audience to make the most of small budgets.
- Invest in follower campaigns to build your qualified, retained organic audiences.
- Geotargeting, boosting and lookalikes.

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Incorporating social media into fundraising initiatives to deliver fully digital appeals

- Facebook groups
- Facebook fundraising
- Personalised shareable assets
- Social stewardship

Engaging with senior management to secure buy-in for expanding social media strategies

- **Speak to other organisations**
- **Test and iterate**
- **Talk about social audiences as a retained audience with a lifetime value. Every organic follower is very valuable.**
- **ROI from social is notoriously hard to measure everywhere except Facebook Fundraising but the CPA from digital marketing is always going to be lowest.**
- **Try to find ways to attribute individual sign ups to the channels they were acquired from.**