



# Building Communities: Increasing Online Engagement and Awareness with Social Media

*for Healthy Aging by United Way*

*May 28, 2020*

**techsoup**  
CANADA 🍁

Healthy Aging  
by United Way At home. In community.

# Presenter:

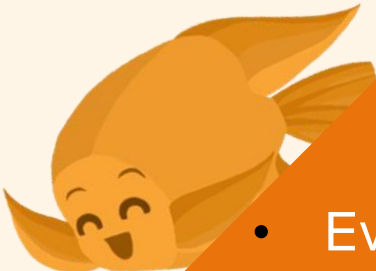


## Chiara Camponeschi

Digital Education Coordinator, TechSoup Canada

- 14 years of nonprofit experience: worked for international NGOs on community engagement, content creation, and digital campaigns;
- Currently producing and curating educational resources for TechSoup Canada (blogs, social media, webinars, newsletter);
- Keep in touch: @techsoupcanada





# Webinar Instructions

- Everyone will **remain muted** and **cameras will be off**
- You will be prompted to reflect and provide feedback throughout the presentation – please use the “**Chat**” box
- There will be a **10-minute question period** at the end – use the “**Q&A**” feature to ask questions at any time, and the question will be posed to during the questions period
- Webinar is recorded and posted on Healthy Aging CORE – slides will also be made available



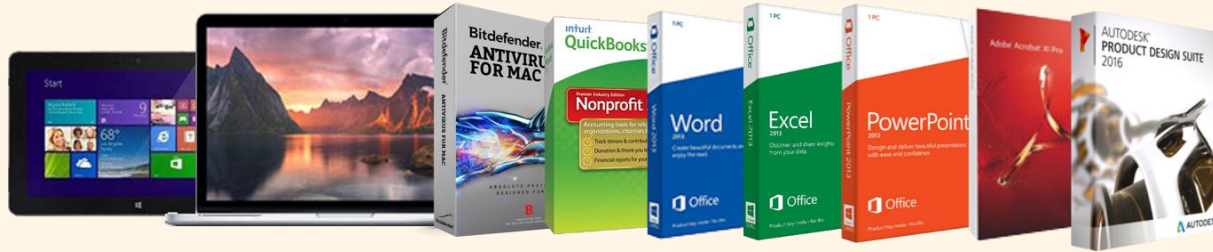
# Hi,



We're from TechSoup Canada.

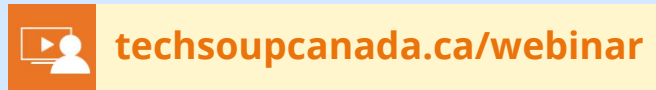
Our mission is to help nonprofits  
use tech effectively.

Nonprofits can save money on tech products through the Technology Donations Program.



Register your charity, nonprofit or library for free and see which products you're eligible for: [www.TechSoupCanada.ca/Getting\\_Started](http://www.TechSoupCanada.ca/Getting_Started)

You have access to free nonprofit tech resources.



We also do in-person workshops and speaking engagements! Learn more at [www.TechSoupCanada.ca/Community/Get\\_Involved](http://www.TechSoupCanada.ca/Community/Get_Involved)

# Today's Agenda

- Understanding the social media landscape
  - How are nonprofits using social media?
  - What social media channels are out there?
  - How to decide which ones should you be using
- Best practices & tips for using Facebook, Twitter, Instagram and more
- Examples of other nonprofit social media campaigns
- How to fit it all into your schedule

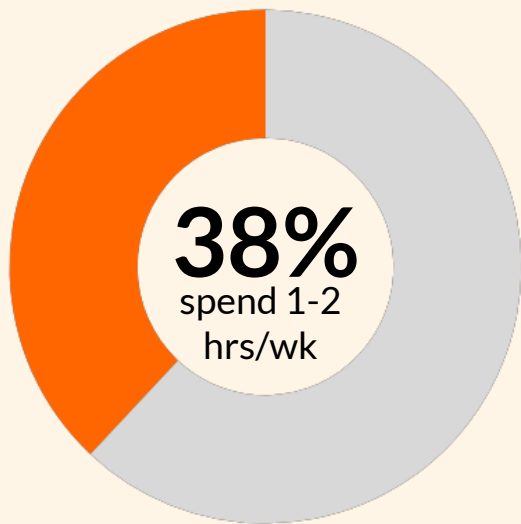


# Understanding social media

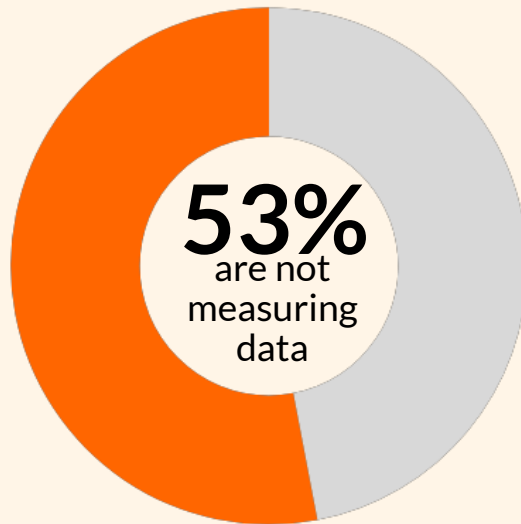


*“But I’m already using  
social media. Why do I  
need to understand it?”*

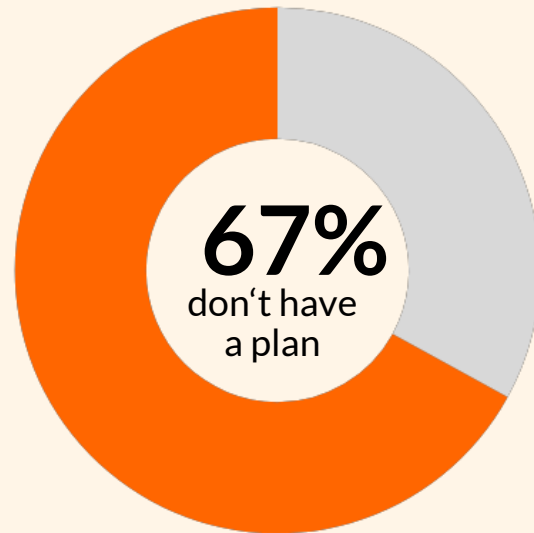
# How are nonprofits using social media?



Nonprofits should budget 2 hrs/wk **per channel** in order to manage it well



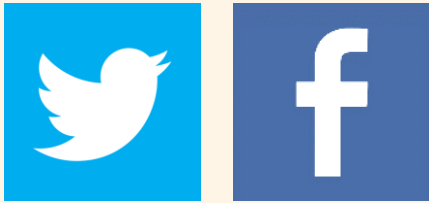
44% of nonprofits only have one person monitoring their social media accounts



e.g., no social media strategy, policies or goals documented

# Which channel should you use?

Consider the advantages and disadvantages, choose what's most relevant for you and plan to spend 2 hours/week per channel.



Raising awareness?



Education?



Engagement?

# Additional considerations

Your social media efforts should not be a product of peer pressure. Ask yourself a few guiding questions:



What are you achieving on social media that you can't achieve elsewhere?



Does it align with or extend your mission?



Why did you choose X channel over Y?



# Best Practices & Tips

Facebook, Twitter, Instagram, and more

# How to get followers and engagement?



It's not all about you. Share other people's content and participate in discussions



Be timely with your responses & be approachable



Focus on stories and engaging your supporters

**TIP:** Lack time? Focus on one channel and deliver consistent content. Be the go-to-resource!

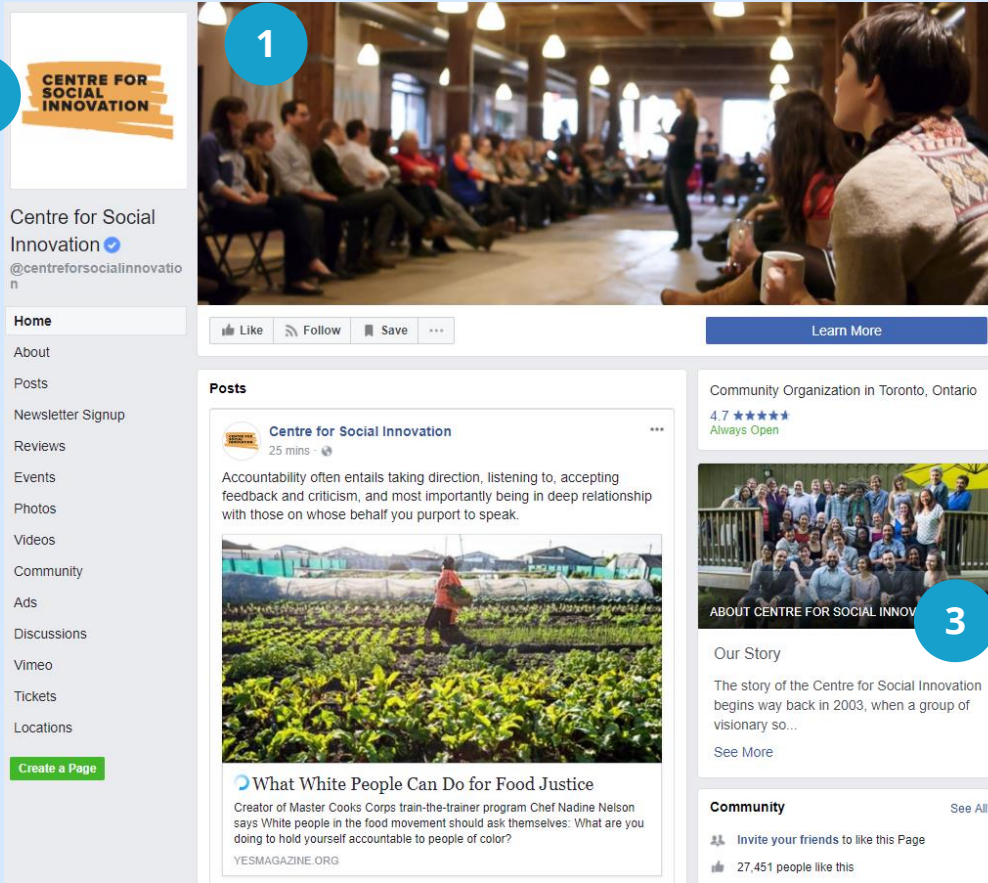


“**Publish great content** — content that teaches people something, entertains them, makes them think or, in some other way, adds value to their lives.

*Brian Boland*

*VP Advertising Technology, Facebook*

# Facebook



## Make sure to optimize:

1. Cover photo
  2. Profile picture
  3. Bio (link to website)
- ✓ Ideal posts are 40 – 80 characters
  - ✓ Prioritize photos over links (& use optimal sizes)
  - ✓ Organic reach can be slow – be patient & consistent
  - ✓ Content marketing is king
  - ✓ Individuals: Weekends, 12-4 pm
  - ✓ Organizations: Weekdays, 1-4 pm

Resource: <https://www.hubspot.com/facebook-marketing>

# Twitter

1

**SPARK** **CHANGE** IN YOUR  
*community*

2



Tweets  
**4,661**

Following  
**2,663**

Followers  
**6,215**

Likes  
**497**

Lists  
**2**

Follow

3

## Community Living Ont

@CLOntario

Community Living Ontario is a provincial association that promotes citizenship, belonging, and equality of people who have an intellectual disability.

📍 Toronto

🌐 [communitylivingontario.ca](http://communitylivingontario.ca)

📅 Joined July 2009

🖼️ 510 Photos and videos



4

Tweets

Tweets & replies

Media



**Community Living Ont** @CLOntario · 5h

February is National Inclusive Education Month. @CLOntario recently presented @yourschools (AMDSB) with the 2017 @CACIAC Inclusive Education Award. Know someone who contributions towards inclusive education? Nominate them for the 2018 award today! 🍏 [ow.ly/fHk730i8UK](https://ow.ly/fHk730i8UK)



## Make sure to optimize:

1. Cover photo
2. Profile picture
3. Twitter handle (ideally no \_ or confusing acronym)
4. Bio (>160 character bio with URL & #hashtag to increase SEO)

- ✓ Ideal tweets are 100 characters
- ✓ Max. two #hashtags
- ✓ 80/20 content rule
- ✓ Individuals: Midweek & weekends, 12pm, 3pm & 5-6pm
- ✓ Organizations: Weekdays, 1-3 pm

Resource:

<https://offers.hubspot.com/how-to-use-twitter-for-business>

# Instagram

1



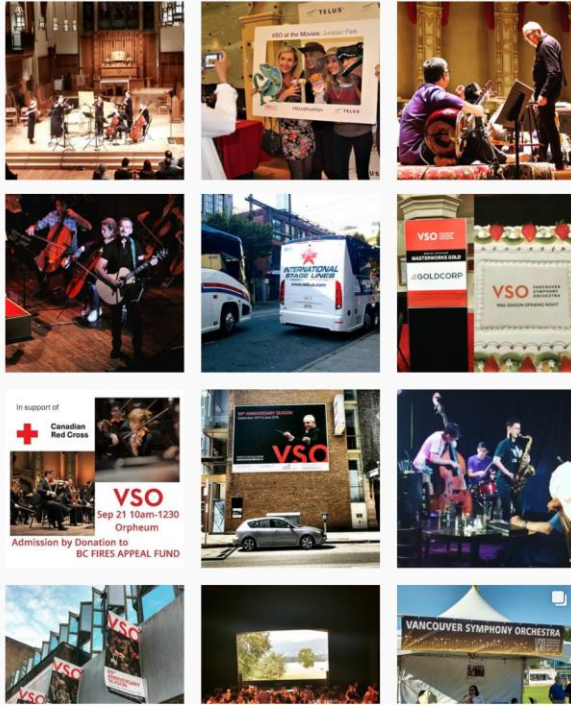
vsorchestra

Follow

330 posts 4,661 followers 799 following

Vancouver Symphony Orchestra Official Instagram Account of the Vancouver Symphony Orchestra | Vancouver, BC, Canada  
[www.vancouversymphony.ca](http://www.vancouversymphony.ca)

2



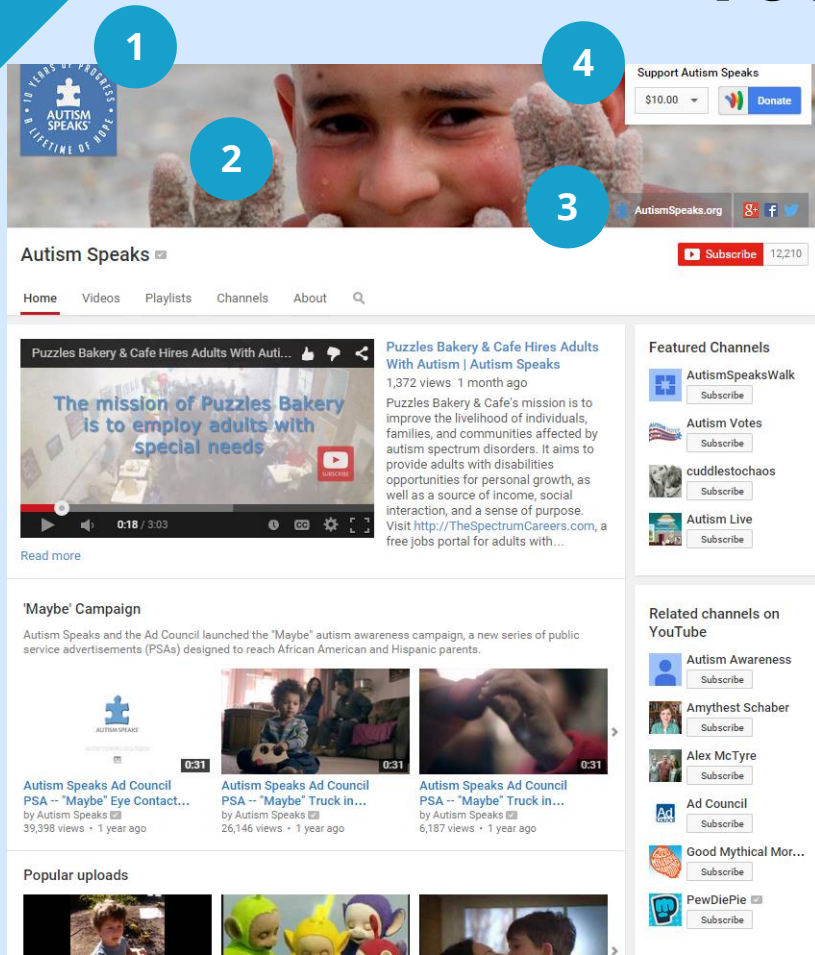
## Make sure to optimize:

1. Profile picture
  2. Short & sweet bio with links (preferably a trackable link)
- ✓ Turn your bio into a call-to-action
  - ✓ Share at least one image daily
  - ✓ Stick to a consistent schedule
  - ✓ Use Instagram to report live from events & conferences
  - ✓ Tell a story with your caption
  - ✓ Use your location as a CTA
  - ✓ Monday-Thursday, 7-9 am & 5-6 pm

Resource:

<https://www.hubspot.com/instagram-marketing>

# YouTube



## Make sure to optimize:

1. Profile picture
  2. Upload a channel banner
  3. Connect your channel to other social media sites
  4. Call-to-actions
- ✓ Use compelling titles. Arrange keywords first and the branding last
  - ✓ Select an impactful trailer video to feature on your channel
  - ✓ Create a playlist of at least 4 videos & add it to your channel
  - ✓ Sign up for Google for Nonprofits; enables external annotation links, "Donate" button, call-to-actions

Resource:

<https://www.hubspot.com/youtube-marketing>



# Taking social media to the next level

Examples of successful nonprofit social  
media campaigns

# What will these campaigns have in common?



Identifying a  
tangible challenge  
and setting goals



Specifying a  
targeted audience



Choosing a channel  
to focus on



**WWF's mission is to stop the  
degradation of the planet's natural  
environment and to build a future in  
which humans live in harmony with  
nature.**

**[wwf.ca](http://wwf.ca)**



World Wildlife Fund launched a SnapChat campaign, #LastSelfie to raise awareness of the threat facing endangered species.



**Just like these  
endangered animals.**





## Goal

Reenergize people's interest in their cause and generate funds

## Campaign

Sent #LastSelfies to followers on SnapChat (paralleling the "fleeting" images to the threat of extinction), encouraging people to share, donate online or via SMS

## Results

40,000+ tweets in one week, & reached their monthly fundraising target in 3 days

## Learn More

[beta21.circussocial.com/campaigns/lastselfie-wwfs-brilliant-snapchat-campaign/](https://beta21.circussocial.com/campaigns/lastselfie-wwfs-brilliant-snapchat-campaign/)



charity: water

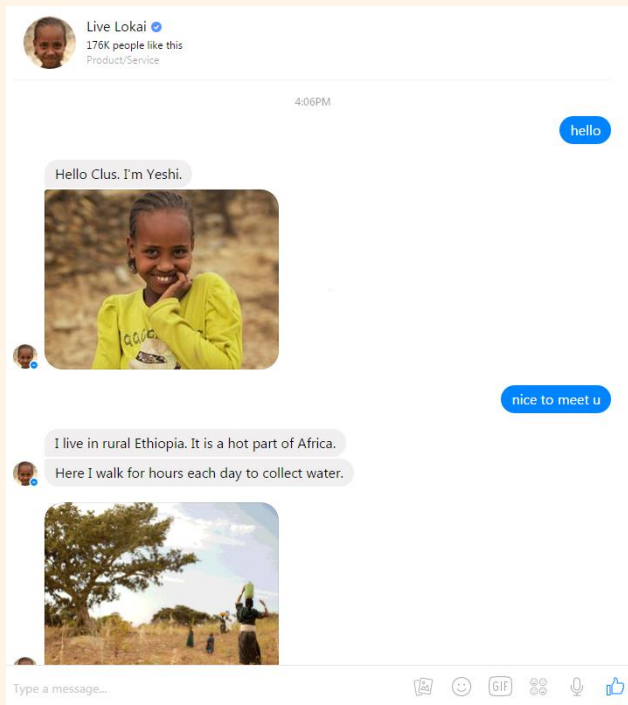
1 in 10 people lack access to clean water. charity: water is on a mission to change that.

[charitywater.org](http://charitywater.org)



charity: water

Enter Facebook Messenger Bot, *Walk with Yeshi*







charity: water

Two and a half hours...

That is the average time it takes young girls like me to collect water each day. Many days I go more than once.



I like to think about different things as I walk...



My dream is to become a teacher. I want to help people get smarter and have better lives.

Learning is living.

## Goal

Help people experience a typical trek to clean water in Ethiopia

## Campaign

Partnered with Lokai to create a Messenger bot that allows users to accompany a fictional Ethiopian girl, Yeshi ("the one for a thousand") on her 2 and ½ hour journey to retrieve water, and donate directly in chat.

## Results

With this partnership, Lokai and charity:water were able to build 33 wells in Ethiopia

## Learn More

[adweek.com/digital/these-two-charities-made-facebook-messenger-bot-draw-awareness-ethiopia-water-crisis-173117/](https://adweek.com/digital/these-two-charities-made-facebook-messenger-bot-draw-awareness-ethiopia-water-crisis-173117/)

# What did these campaigns have in common?



They've identified a tangible challenge and set goals



They understand their audience



They understand their social media channels



They choose the **right** tool



Pulse check!

**How many of us  
have staff working  
on social media full-  
time?**



# Creating sustainable social media & engagement strategies

# Evaluate your presence

Are you currently on social media? Are your channels integrated? Are they updated regularly?

**Resource:**

<https://www.techsoupcanada.ca/en/community/blog/spotlight-on-social-media-performing-a-social-media-audit>

**Tools:** platform Insights/Analytics, Namechk, Knowem, Hootsuite and SproutSocial free templates



# Craft an editorial calendar

How often will you post? Can you post at a regular pace? How are you preparing for major events and milestones?

**Resource:**

<https://www.techsoupcanada.ca/en/community/blog/spotlight-on-social-media-how-to-craft-an-editorial-calendar>

**Tools:** HubSpot, Asana, Trello, spreadsheets, CoSchedule



# Set a schedule

Will you schedule posts in advance?

**Resource:**

<https://www.techsoupcanada.ca/en/community/blog/spotlight-on-social-media-scheduling-content-with-later>

**Tools:**

TweetDeck, Later, built-in Publishing Tools, Later,



# Know your algorithms

When is the best time to post? How are you reaching your audience? How can you maximize the reach of your posts?

## Resource:

<https://www.techsoupcanada.ca/en/community/blog/spotlight-on-social-media-understanding-platform-algorithms>

## Strategies:

Repurposing content, timed posts, hashtags, tagging



# Track Social Media Analytics

## Resource:

<https://www.techsoupcanada.ca/en/community/blog/spotlight-on-social-media-social-media-analytics>

## Tools:

Built-in analytics, Klout Score, SEO integration, HootSuite free guide



# Measure and evaluate

You need to know if your strategies are working (or not!) and adjust accordingly. Social media stats will also help with leadership buy-in and program reports.



# Measure and evaluate



## SEE

- FB page likes & reach
- TW followers
- RSS or email subscriptions
- Youtube views
- Bit.ly clicks



## SAY

- FB post likes & shares
- Retweets
- Email forwards
- Repins & board followers



## FEEL

- FB shares with message
- Retweet with message
- Comments
- Online mentions



## DO

- Donations
- Advocacy actions
- Event attendance
- Membership
- Volunteerism

Source: [fenton.com/resources/see-say-feel-do](https://fenton.com/resources/see-say-feel-do)



# Learn More

**Google:** Skillshop, Analytics Academy

**Twitter:** Insights (blog), Marketing Success Stories, Flight School

**Instagram:** Getting Started, Success Stories

**Facebook:** Increase Brand Awareness, Marketing Education

# Questions?



[techsoupcanada.ca](https://techsoupcanada.ca)



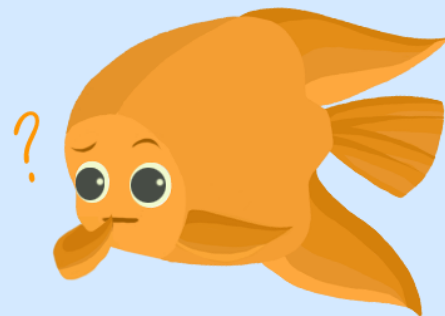
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[facebook.com/techsoupcanada](https://facebook.com/techsoupcanada)



[joyce@techsoupcanada.ca](mailto:joyce@techsoupcanada.ca)



Type “webinar” when searching  
for archived presentations

[www.healthyagingcore.ca](http://www.healthyagingcore.ca)

HEALTHY AGING  
**CORE**  
Collaborative Online Resources & Education

## BY KEYWORD

technology

APPLY

## CATEGORIES

Choose ▼

## SUBJECT AREA

- ☐ Safety, Security & Personal Planning
- ☐ Social Connectedness
- ☐ Caregiving
- ☐ Home Support
- ☐ Wellness & Mental Health
- ☐ Education, Recreation, & Arts
- ☐ Food & Nutritional Support



### Tips for Older Adults to Avoid Social Isolation (with and without technology)

Canadian Frailty Network



DOCUMENT



### Article: The use of artificial intelligence to combat social isolation during COVID-19

BBC



WEBSITE

### VIRTUAL VISITS TOOLKIT

APRIL 2020



Helping people use technology to see and connect with their families during the COVID-19 pandemic is absolutely critical. Never before have residents in long-term care and retirement communities felt more isolated and removed from normal life. The mental and emotional well-being of many is at stake.

### Virtual Visits Toolkit

Family Council of Ontario



DOCUMENT



### Fall and Injury Prevention 2019

November 2019

