

Beyond The Feed



**The social media
guide for fundraisers**

**Welcome to the
Social Media Guide for Fundraisers!**

I'm your guide, Ari.

**Join me as we dive into the world
of social media.**

Ready, set, go!

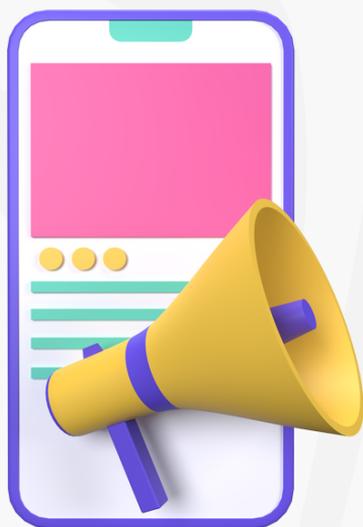


Table of Contents

Social media strategy	01
Content planning and creation	06
Profile optimization	11
Posting	15
Engagement tactics	19
Hashtags and trends	24
Analytics	29
Recommended tools	33

part 1

Building your strategy



First things first...

... establish your strategy.

Think of it as laying a robust foundation
before constructing walls.

This approach brings clarity, helping
you prioritize what truly matters.

Ready to dive in?



Start with your vision

What inspired you to launch your social media channel? What's your driving force? Identifying your primary goal above all else will be the North Star guiding your journey and aiding in developing a robust strategy.

Consider these examples to start your brainstorming process:

- To raise awareness about my work
- To inspire and connect with a community
- To promote and sell my products/services
- To network with like-minded individuals

Set your goals



Now, outline precise, smaller goals that resonate with your overarching vision. Ask yourself these questions:

- What steps can I take this year to realize my vision?
- What actions should I focus on this month to progress toward my vision?
- What specific tasks can I accomplish this week to contribute to my vision?

Strive to include measurable action items in your goals. For example:

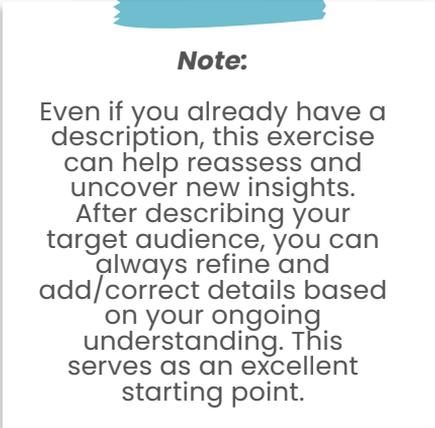
- Identify and collaborate with three micro-influencers this month.
- Publish five posts this week.
- Share three partner posts to Stories.

Who is your audience?

Discovering and engaging with your specific social media communities is crucial. To avoid being abstract or vague, tailor your content to resonate with your target audience.

Identifying your target audience involves a simple exercise: envision the person on the other end when you write an email, work on your website, or engage in any work-related activity. Grab a pen and paper or open a new document and brainstorm:

- Where do they live?
- What hobbies do they enjoy?
- What is their profession?
- What characteristics define their personality?



Note:

Even if you already have a description, this exercise can help reassess and uncover new insights.

After describing your target audience, you can always refine and add/correct details based on your ongoing understanding. This serves as an excellent starting point.

What channels work best for you?

Once you've identified your target audience, the next step is to locate them on social media.

- Compile a **list of keywords** related to your audience, such as their profession, education, or interests. For instance, if they're interested in gaming, you can use keywords like "games", "gamer" or "gaming".
- Use the **social media search bar** to find individuals who have incorporated these keywords into their profile name or bio.
- Utilize **social media hashtags** to identify users employing these keywords and manually check if they align with your target audience.
- The search may be challenging, but once you've identified 5-6 people, it becomes easier. Navigate to their **list of followers and following** to find similar accounts. Additionally, social media algorithms will learn your preferences, presenting you with relevant content.
- Remember to **follow those who may be interested in your content**. While they might not follow back at first, they will at least notice and potentially remember your brand name.
- Different social media platforms offer varying search experiences and results. You may find a more active audience on a particular platform, suggesting **you should be present there as well**. Google Search can also provide valuable insights. Avoid spreading yourself thin across too many platforms right away; start with 1 or 2.

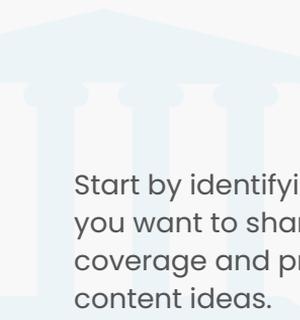
Woo-hoo!

Congratulations on finishing Part I!

You now have a solid foundation in social media strategy. While you'll continue learning along the way, this knowledge will empower you to start with confidence.

The next segment is **Content Creation**, where you'll discover how to produce content for your social media—even if you're a complete novice!





Content pillars

Start by identifying **4-5 content categories** that align with what you want to share. This approach ensures comprehensive coverage and provides a foundation for generating future content ideas.

Consider these content pillars:

- Reviews about your product/service
- Work in progress, offering a behind-the-scenes look
- Engaging stories about your brand/product
- Detailed insights into your product/service
- Interactive elements like games, inspiring quotes, and polls

Choose categories that resonate with your brand. But **DO NOT select too many content pillars**, as this could overwhelm both you and your audience. It's more effective to focus on a few key categories, delivering high-quality, genuine, and interesting content.

Content calendar



Creating and adhering to a content calendar is essential whether it's a straightforward spreadsheet or an online planning tool. Consistency stands out as a key factor in social media success. Plan your content a month in advance, aligning it with your chosen content pillars. Maintain a balanced mix of entertaining and informative content. Remember, social media is often a source of entertainment for users. As you compile your calendar, consider how to keep your audience intrigued and engaged.

How and where to create?



Start by **creating a Canva account**– it's user-friendly and offers a wealth of resources like photos, videos, fonts, elements, icons, etc. Canva provides both free and paid versions; the free version grants access to all functions, excluding some resources like photos and videos.



Establish **the visual direction** for your social media accounts, e.g. minimalistic, clean with predominantly grey colors, OR bright, funny, and quirky. Before diving into content creation, identify the right font, colors, elements, and references. Try compiling a mood board to ensure every post aligns with your initial vision.



If you lack design skills, no worries! Canva offers numerous **templates** for each category, whether it's an Instagram Story or a LinkedIn post. Simply choose a template you like and customize the texts, fonts, and colors.



For **captions**, decide whether you prefer long or short ones; this also depends on the platform. Instagram, X, and Bluesky usually have shorter captions due to the platform's dynamic nature. LinkedIn posts often feature longer captions where individuals share essential insights and facts.

Formats



The most prevalent formats on social media include:

- Text posts (commonly on LinkedIn, X)
- Single-image posts with captions (Instagram, Facebook)
- Image carousels (Instagram, Facebook)
- Short-form videos (TikTok, Instagram Reels)

Choose your format with care to ensure you can produce content without feeling overwhelmed. Opt for a format that aligns organically with both you and your audience.

Don't forget to...

Stay authentic



What attracts followers to an account is authentic content — how unique and genuine it is. Stay true to yourself, and take the time to discover your strengths and the right format to share them. Don't view your social media account merely as a tool for promoting your product or service. Your strategy should be more subtle, aiming to attract people with excitement and intrigue rather than pushing a hard sell.

Keep it consistent



Allocate at least 10–15 minutes every day not only for posting but also for engaging with other accounts. Like, comment, and share others' content. Maintain consistent posting, even if it's just once a week.

Do quality control



Share only high-quality images and videos, and double-check your captions for any mistakes. The caliber of your content significantly influences the level of trust people place in your account.

Did you know that...

The average person spends about **145 minutes** on social media every day



The most engaging type of content on social media is **short-form videos**

81% report that social media **increases accountability** for businesses



part 3

Profile optimization



Wow!

Great news!

You've successfully completed Part 2.
Now you have the skills to create
your content.

Next on the agenda is **profile optimization**. It's crucial to make your account appear presentable and trustworthy. This way, anyone who visits your profile will want to stay longer and explore.



Your bio

Craft your social media bio strategically, choosing impactful information. Opt for **short and punchy sentences**, incorporating relevant keywords. Present the information in digestible bullet points, covering what you do, the value your product/service offers, and key achievements.

Note: On certain platforms like Instagram, your profile name and description significantly impact **discoverability**. Ensure the inclusion of pertinent keywords, not just your brand name.



followyourlegend [Follow](#) [Message](#) 🔍 ...

1,279 posts 390K followers 3,746 following

Follow Your Legend

[followyourlegend](#)

🌍 A brand on a mission to Protect the World and its Wildlife.
♥️ When you Follow Your Legend you choose the path of the heart.
followyourlegend.com



animalhumanemn [Follow](#) [Message](#) 🔍 ...

4,098 posts 47K followers 1,070 following

Animal Humane Society

[animalhumanemn](#)

Animal shelter
Helping animals and the people who love them.
Animal rescue & adoption, low-cost vet care, pet training, youth programs, & pet resources
📍 Minnesota
linktr.ee/animalhumanemn



tunasnaps [Follow](#) [Message](#) 🔍 ...

2,945 posts 103K followers 966 following

Art By Tuna

[tunasnaps](#)

Illustrator, comic-maker, and professional spacecase 🌟
📍 Tsukinocon (uVic), Otafest (Calgary)
📍 Vancouver, BC
linktr.ee/tunasnaps

Links & Contacts

Include crucial links in your bio. Your social media account serves as a gateway for your audience to explore your brand, assess its credibility, and engage in a conversation.

Therefore, redirect them to a destination where they can actively contribute, such as your **crowdfunding campaign link, website, or portfolio**.

Ensure you provide your **email address**, offering an alternative for those who prefer not to use direct messages on social media. Including your **phone number** could also be beneficial, depending on your comfort level.

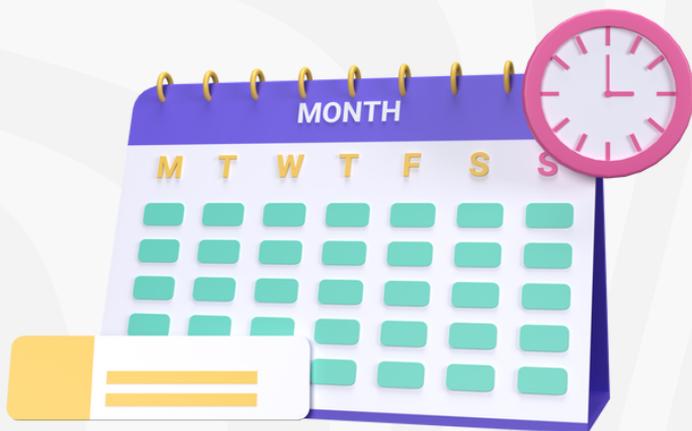
Profile Image

Your profile image serves as the face of your account. Ensure it's in the right format for each platform, as each has its specifications. Opt for colors that catch the eye and create a pleasing contrast with your logo color or photo.



part 4

Posting



Impressive!

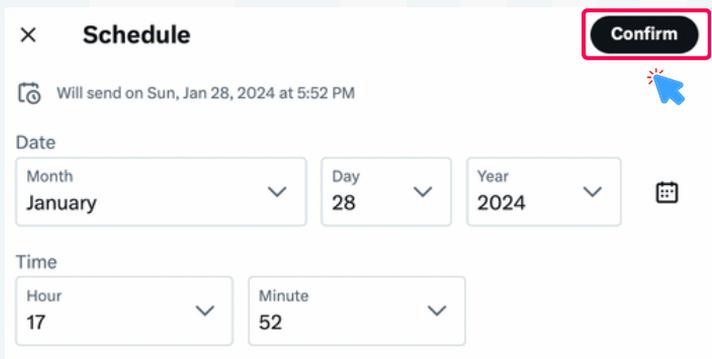
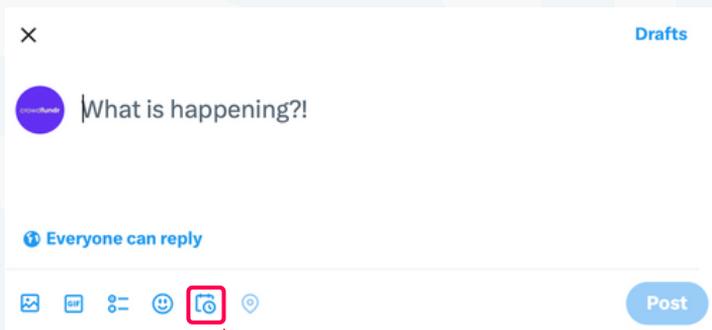
You've successfully navigated through three sections of this guide. Well done!

Now that you've mastered the art of making your account visually appealing, easy to navigate, and trustworthy, let's dive into the world of **posting on social media** and the optimal timing for it.



How to pre-schedule?

Leverage supplementary tools such as [Buffer](#) or [Later](#) for pre-scheduling posts, or utilize the **built-in scheduling features** on certain platforms. This ensures a consistent posting schedule, even if you get busy with other tasks or forget to post. It's a **fantastic time-saving strategy** – spend one day a month planning, creating, and scheduling content, leaving you with a month to focus on engaging with your audience, responding to comments, and handling other minor tasks.



When and how often to post?

Begin with this:

Frequency: 3 posts / week
Days: Mon / Wed / Fri
Time: 12 pm EST

Consider this a starting point. Readjust your posting schedule according to audience analytics, available in the Analytics section of your chosen platform. Analytics highlight the days and times when your audience is most active.

Gauge your audience's response to your posts and experiment with varying the frequency and timing. Continuously test different posting frequencies and times to determine what works best for your audience.

You can also explore industry-specific days and times through online research to see if there are any relevant trends in your field.



part 5

Engagement tactics



That's the spirit!

You're halfway there—fantastic progress!

Now that you know when, how, and what to post, it's time to focus on **getting those likes, shares, and comments to your posts.**

Let's dive into this part!



Why should you bother engaging on social media? It's not only about follower growth or building an online presence; it's also about reminding your audience about you and keeping yourself in their minds. In addition, the more engaged your social posts are, the more likely the algorithm will reward your content by showing it to users not currently following you.

Here are some engagement tactics to help you foster deeper connections with your audience on social media.

1. Determine your engagement goals

What do you want to get out of having your presence on social media? Setting clear goals for your social media tactics will help you determine your needs and how to achieve them.

For example:

- Educating your audience about your organization
- Building a solid community of followers that supports you
- Shaping the public perception of your brand
- Generate leads or conversions



2. Actually be sociable

Reciprocate - This might be stating the obvious but to get engagement, you need to socialize. Interactions like responding to comments, direct messages, and mentions that you receive are all good practices to get into.

Urgency - How quickly you respond can make an impact on your engagement. According to the American Academy of Audiology, responding to comments within the first few hours is the most critical.

Listen - You may think neutral comments don't require a response, yet engaging to such comments build loyalty and trust. It shows that you care and proactively listen to your audience. It's all about carrying a conversation.

3. Have a consistent and genuine brand voice

Having an authentic voice on social media is important because it is humanizing. Your brand voice should show off your personality and give your audience a good idea of what your persona is like.

To figure out the brand voice, you can start with an "is vs. is not" analysis. For example:

FundRazr is...	FundRazr Is not...
Professional	Stiff and cold
Friendly	Childish
Helpful	Slick or salesy
Engaging	Overbearing
Relatable	Jargon-filled

Once you have determined your brand voice, stick to it and stay consistent while you engage online.

4. Create shareable and valuable content

Whenever you post something on social media, approach it as a “conversation,” not a “broadcast.”

The key to social media engagement is posting content your audience wants to see before they even know to ask for it.

For example:

- Are you offering perks or rewards to your crowdfunding campaign?
- Is your crowdfunding campaign ending soon?
- Do you have a special update about the progress of your campaign?

part 6

Hashtags and trends



Well done!

Part 5 is done!

You've delved into engagement tactics that elevate your social media content from high-quality to truly noticeable.

Now, let's explore the world of **hashtags and trends** you should be aware of.



Hashtags

Using hashtags in social media only makes a difference when done right. You shouldn't overwhelm yourself with too many hashtags, either.

Here are some best practices to follow when using hashtags:

- **Keep them short and memorable.** The hashtags you use should be relevant to the content you post, like #GivingTuesday, #WorldAnimalDay, and #filmcrowdfunding.
- **Establish brand-related hashtags** - Create your own hashtags specific to your brand or organization. For example, hashtags like #FundRazr, #Crowdfundr, and #TabletopNonstop allow users on social media to search for your brand-related content quickly.
- **Have a variety of medium- and high-volume hashtags.** Medium-volume hashtags are more likely to hit the right audience, while high-volume ones ensure you stay relevant to broader topics.
 - For example, #crowdfunding is a high search volume hashtag with over 2 million posts on Instagram. On the other hand, #digitalfundraising is a detailed and specific hashtag with a lower search volume of only 5000+ posts.

Trends

Digital trends are constantly evolving and changing. To ensure your organization or brand is keeping up, here are 3 social media trends worth paying attention to in 2024:

Social media platforms are becoming the new search engines.

Google isn't the only place to search for information anymore. Looking for a new restaurant or need a quick tutorial on something? According to the NY Times, young people, especially Gen Z, are turning to platforms like TikTok for answers.

What to do:

Incorporate content that answers common questions in your niche. Educational content, for example, is more likely to appear in search results long after posting.

Engagement will move from feeds to dark social channels.

Your social feed is constantly filled with memes, news, ads, and curated content. Recognize the need to shift to dark social channels to get proper engagement with your audience. These are private messaging places like DMs, Messenger, WhatsApp, etc.

What to do:

Encourage your audience to DM you with questions or initiate conversation via dark social. Our platform makes sharing to dark channels like Facebook Messenger and email easy and fast with one simple click.

Shares are worth more than likes, comments, or follows.

Metrics like comments, followers, views, impressions, and likes can sometimes be inflated. However, shares represent actual value. When someone shares your content, it signals that they are willing to vouch for you and genuinely want their network to learn more about you.

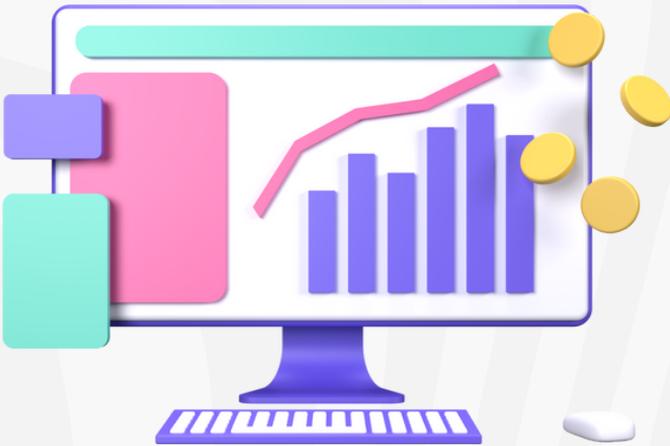
What to do:

Analyze your top-shared posts and determine what made them successful. Create more content similar to your top-shared posts to repeat your wins.



part 7

Analytics



Yay!

Part 6 is in the bag!

Now, let's unravel the mysteries of your **Analytics** tab and leverage these numbers to enhance your social media skills.



Don't let metrics scare you. Analytics provide insight into how your social media accounts are doing and where they need improvement. These are the top 8 metrics we recommend you prioritize:

Impressions

Impressions are how many times your post has been displayed to someone. If your post has appeared in 10 users' Instagram feeds, that counts as 10 impressions. This metric is an indicator of how popular your content is, and that it may be viewed multiple times. Video views are the equivalent of impressions for video content.

Reach

Reach measures how many individuals have seen your post. This is not to be confused with impressions. For example, if the same person has seen your post five times, that counts as five impressions, but only one reached. Both impressions and reach are important to track, especially if you are focused on brand awareness.

Video watch rate

Watch rate measures how much of your video people actually watch. If your audience drops the video after a few seconds, that probably means your video did not hold their attention. The higher the video watch rate, the more interested the audience is.

Engagement metrics (likes, comments, and shares)

Engagement is one of the most important metrics to track because it all boils down to how much your audience interacts with your content. They are vanity metrics, but at a high level, they tell you a lot about how successful it is and how well you hold your audience's interest.

Engagement rate

Engagement rate measures how much your audience *does something* with your content. Engagement is most often measured with the amount of interaction a piece of content has compared to the number of followers or impressions.

Follower growth

While follower count may sometimes not mean much and is another vanity metric, knowing how many followers you gained or lost over time gives you an idea of your overall account health. If your follower growth has paused or declined, you should consider changing your social media strategy.

Profile visits

Not all social media platforms offer profile visits as a metric, but when they do, it gives you an idea of how many people visit your account and drives engagement. Profile visits encourage users to explore your content.

Click-through-rate (CTR)

CTR compares the number of times a user clicks on your content to the number of impressions you get. This is often used in paid advertising but can also be used in organic posts. For example, if your Instagram Story gets 100 impressions and 10 users click on a link in your story, you have a CTR of 10%. The higher the CTR, the more effective your content is.



part 8

Recommended tools



Almost there!

The final part is just around the corner!

Here you'll find the list of recommended social media tools, complete with links.

These essential tools will set you on the right path for your social media journey!



Graphic design and video editors

Canva:

Canva is a free online graphic design platform filled with ready-made templates. They even offer Canva Pro for free for all registered nonprofits!

CapCut:

CapCut is an online video editor most commonly used when creating short-form content. Their mobile-focused video editing tools make it easy for you to use.

Social media management tools

Later:

Later is an all-in-one social media management tool that allows you to publish and schedule your social posts. It offers three paid plans with a 14-day free trial.

Canva:

If you have Canva Pro, they actually have a Content Planner tool where you can schedule the design you created on Canva and directly share on social media.



Link in bios

FundRazr & Crowdfundr:

When you create a campaign, you can use your organization or user profile biography as a landing page in your Instagram or TikTok bios to other important links for free.



Linktree:

Linktree is a popular and free social media reference landing page and has all your links in one place.

Congrats!

Mission accomplished! You've successfully completed this Guide.

Fantastic work! You've acquired all the essential knowledge you need – from building your strategy and crafting content to enhancing engagement and discovering useful tools.

If you still have questions, [join our Discord community](#) to get answers.

See you soon!

