

# Social Media Guide

Strategies, key times to post, post templates, and more! This guide will give you everything you need to engage your supporters on social media.

---

## Social Media Content Strategies

**Storytelling** - Throughout the campaign, share stories of those who are serviced by your organization to show the impact that your organization has had on them, and to show why it's important to them that supporters contribute to your campaign.

**Promote the Campaign** - Use messaging surrounding your campaign (with graphics tied in) to promote the campaign and gain participation from your supporters

**Progress Updates** - At least once a week, use photos, videos, and other content to show how much you've raised. Make sure to also post progress updates whenever you've hit an important milestone such as when you've reached your 100th donor, or when you've funded 25% of your campaign.

**Get Interactive** - Reach out to your supporters on social media and ask them questions they can respond to. Be sure to ask about things that will invoke nostalgia and get them excited about the campaign - this also creates great content (with their permission) to share!

**Calls to Action** - Every post should include the link to your campaign and how your supporters can help.

---

## Key Times to Post

**Before the Campaign** - Inform your supporters that you have an exciting announcement coming to build anticipation for when your campaign launches.

**Day of Launch** - Make a big campaign announcement and provide your supporters with information about the campaign's initiative and your goal (and be sure to link to the campaign page!).

**Important Progress Updates** - Let your supporters know whenever the campaign hits a major milestone.

**Final Days** - Be sure to share your progress daily, because this is the last chance to really push your supporters to help you reach your goal!

**Post-Campaign** - Immediately thank all of those who helped support the campaign by posting a final update with the amount raised and number of donors. In the days/weeks following, share photos or updates about what the funds you raised have helped you to accomplish.

---

## Graphics

Do you have great photos of the population you service every day? Share them! Providing supporters with a visual of those who are impacted by your great work is an effective way of emphasizing your story and making your ask more compelling.

Take your photos to the next level by utilizing free editing resources like [Canva](#)! Simple changes can really help your graphics stand out amongst the crowd on social media. And don't forget to include your campaign hashtag, your organization's hashtag, and/or your campaign link to make it easy for supporters to engage with your campaign.

Creating and posting social share images is another great way to use graphics to engage supporters. Those who have already contributed or who can't contribute at the time of your campaign can still support your initiative by spreading the word about your campaign on social media. Encourage your followers to share your social share image along with a link to your campaign to expand the reach of your campaign.

---

## Popular Hashtags

Hashtags are a great resource for your organization to utilize. These little phrases after the "pound sign" are searchable, so supporters can easily find your content and you can easily find the stories of those who use your campaign and organization's hashtag.

You also have the opportunity to join a greater conversation when using popular hashtags. These hashtags make your content more accessible to a greater audience, literally. Your posts will appear in popular searches and supporters will easily content with your content when crafting your posts around these frequently used messages.

Here are some of the popular hashtags that your organization can utilize when creating your social media posts:

- **#TransformationTuesday:** Have a compelling story of a life that's been changed because of your organization? Highlight it with a Transformation Tuesday post! Create a collage of two photos side by side - a before and an after. Whether it be a rescued kitten who has a new home or a patient in remission, capture your transformation story with images.
  - **#ThankfulThursday:** This is a great way to share stories of those who are thankful for the impact that your organization has had on them- it's also a great way to thank your donors, and maybe even highlight some of your bigger contributors.
  - **#TBT:** Throwback Thursday is a great way to share memories associated with your story by posting a photo!
  - **#FBF:** Missed TBT? No worries! Flashback Friday is another great way to remember the glory days and engage with your network!
- 

### Social Media Plan

Creating a plan for your social media outreach is crucial to keeping your campaign on track. It can be easy to forget to post on your social media platforms, but by establishing a plan ahead of time and scheduling your posts using a resource like [Hootsuite](#), social media engagement becomes easy!