

Campaign Day Social Media Strategy

Tips for using social media for a one-day Giving Campaign - like #GivingTuesday.

Step One: Draft your plan

Nail down these three things to get your basic plan in place:

1. Focus on your story.

The theme or major story that you are communicating through your #GivingTuesday appeal should be an integral element of your social media messaging.

For example, [Badass Brooklyn Animal Shelter](#) posted social media updates about a group of dogs they were rescuing during the first week of December. They featured stories of these pups throughout the day and reiterated that donations saved these dogs' lives. The images included a call to action to donate, and a short URL that lead directly to Badass' donation page.

2. Stay consistent with messaging.

Map out your social media posts ahead of time. If you draft all your content all at once, it's easier to see the natural progression of your posts while keeping your campaign's theme consistent. Line this messaging up with your email campaign, phone-a-thon, or other mediums you are using to ensure your message is consistent and clear.

3. Pace yourself.

Don't stay glued to Facebook the whole day. Pace yourself or give yourself a break. If you're planning on doing all the social media yourself, please don't! If you typically have an active social fan base and anticipate needing help, recruit a volunteer or colleague you trust to help you monitor social media or work "shifts" throughout the day.

I highly recommend that you schedule the majority of your "donate now!" posts beforehand and create updates on campaign milestones as they are available. In addition to asking for gifts and updating supporters on your campaign's progress, use social media to thank donors, interact with your ambassadors, and answer questions.

Step Two: Recruit some social media ambassadors

To get the most out of your social media efforts, recruit social media ambassadors to help spread your message for the big day. Start asking your most loyal social media fans to share and post original content on their pages to drive donations. Better yet, send them pre-made tweets and Facebook posts they can simply copy, paste, and post!

If you want to take it a step further, ask these ambassadors to launch their own peer to peer fundraising campaign on behalf of your nonprofit.

Step Three: Get a tool to automate content posting

You're going to be quite busy and you shouldn't be pausing every hour or so to update your nonprofit's social media accounts. Luckily, there are many tools out there to help you automate this process so you don't have to be glued to Twitter and Facebook. Here are a few to look into:

- [Buffer](#)
- [Sprout Social](#)
- [HootSuite](#)
- [SocialOomph](#)

These tools can help you update your Facebook and Twitter accounts with a steady stream of shareable content during the week leading up to and on campaign day.

Step Four: Get some graphics going

Check out how your social media followers respond to [video](#), [photos](#) and [images](#).

But, keep in mind, not all images get the same rate of attention. Be sure to post images that are relevant to your audience. And, "images" doesn't necessarily mean "photos." These images can be calls to action to donate, an infographic highlighting the impact of your work, or be part of your storytelling campaign. Free tools like [Canva](#) or [PicMonkey](#) are great for creating your own images. Just be sure to use consistent branding throughout your images so it's obvious that these visuals are supporting the same message and the same campaign.

Adapted from *Your Four-Step Plan to Conquer Social Media on #GivingTuesday* posted by Liz Ragland - Manager, Content & Community at Network for Good, on November 5, 2015.