THE SOCIAL STORY: CREATING COMPELLING CONTENT TO DEVELOP COMMUNITY SUPPORT

Learn how to engage communities, acquire and retain donors, generate brand awareness and build thought leadership through social media. This learning track unpacks the power of storytelling and content marketing on social media platforms and how it can increase supporters and their engagement with your organization.

Global Social Media Statistics

Facebook

▶ Over 1590 million active monthly users

Instagram

▶ Over 300 million active monthly users

Twitter

▶ Over 320 million active monthly users

LinkedIn

▶ Over 100 million active monthly users

Canadian Social Media Statistics

- ▶ 35.7 million people in Canada
- ▶ 33 million people are active internet users
- ▶ 20 million have active social media accounts

- ▶ 47% of the population is on Facebook
- ▶ 23% of the population is on Twitter
- ▶ 12% of the population is on Instagram
- ▶ 12% of the population is on LinkedIn

Four reasons nonprofits don't use social media

1. They don't have time
2. They don't have money
3. Don't know how to use the technology
4. Don't know what content to create

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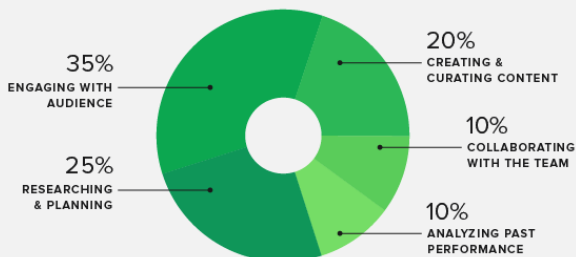
Lack of Time and Money

▶ Who will post to social media?

▶ How often will that person post to social media?

▶ What will is cost?

A typical social media manager spends his or her time:

- ▶ Curating
- ▶ Crafting
- ▶ Posting
- ▶ Scheduling
- ▶ Measuring
- ▶ Analyzing
- ▶ Responding
- ▶ Listening
- ▶ Engaging
- ▶ Helping
- ▶ Planning
- ▶ Experimenting

Social Media Time Management

How to Allocate Your Time on Social Media

35% ENGAGING WITH AUDIENCE
25% RESEARCHING & PLANNING
20% CREATING & CURATING CONTENT
10% COLLABORATING WITH THE TEAM
10% ANALYZING PAST PERFORMANCE
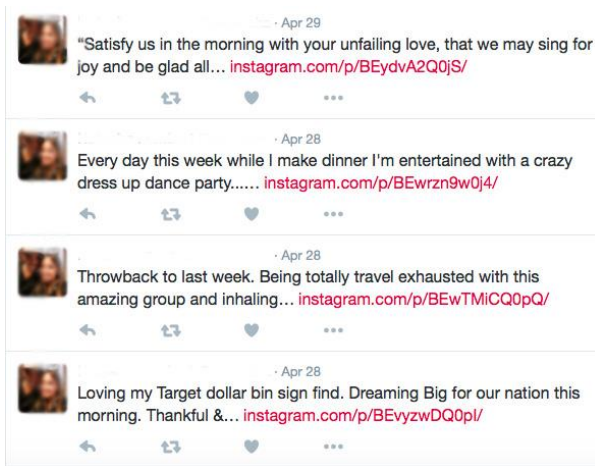
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Content Scheduling

- ▶ Hootsuite
- ▶ Facebook
- ▶ Tweet Deck
- ▶ Latergramme

Content Calendar

Planning out what content you will post in advance will:

- ▶ Maximize the time spent on social media
- ▶ Reduce stress
- ▶ Keep you organized
- ▶ Plan & develop strategy
- ▶ Create consistency

Treat Each Social Media Account Differently

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Don't know how to use the technology

There are plenty of tools and resources available to learn to use social media or increase your knowledge base:

▶ Social media help section
▶ YouTube
▶ Events (ex. Social Media Breakfast YYC)
▶ Online

Content is King

Your content should reflect these questions:

▶ Why did you send that?
▶ What will your audience do with the information?

Content Marketing Definition

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

The Perfect Post:

1. Does it sound like you?
2. Is it believable?
3. Is it short?
4. Is it eye catching?

Visuals

- ▶ Researchers found that colored visuals increase people's willingness to read a piece of content by 80%.
- ▶ When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.
- ▶ Visual content is more than 40X more likely to get shared on social media than other types of content.
- ▶ The Instagram community has grown to more than 400 million as of September 2015.
- ▶ Facebook posts with images see 2.3X more engagement than those without images.

Storytelling

- ▶ Establish a personal connection
- ▶ Empathize with your audience
- ▶ Emphasize authenticity
- ▶ Match the medium with the message

Identifiable Victim Effect

► The identifiable victim effect refers to the tendency to offer greater assistance to an identifiable individual as opposed to a larger, unnamed or statistical group of people.

"Great stories told well, engaging videos, and simple take-home messages consistently increased the audience's emotional engagement during presentations."
- Dr. Carl Marci, CEO and Chief Scientist for Innerscope Research

Increasing Charitable Giving Through Stories

▶ Find someone that has been helped by your organization.

▶ Name them.

▶ Share their story.

▶ Share how your organization helped them.

▶ Focus on the hopeful and not so much on the hopeless.

▶ Give them a chance to know that their contribution will make a difference.

Charity: Water

charity: water @charitywater · 22 Jun 2015
Best thank you note ever! Thanks Noah for helping 71 people get clean water! 8 days to donate: my.charitywater.org/noahs-toy-driv ...

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Neural Coupling

Princeton Professor, Uri Hasson, found that the human brain patterns mirror each other simply through listening to stories. This is called neural coupling or mirroring. Successful neural coupling produces greater comprehension, understanding, anticipation, and receptivity.

Thought Leaders

Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. They are trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

Top 7 Questions Board Members Should Ask

1. Strategy - What is this organization's strategy and goals for the use of social media?
2. Communication - What groups does your organization engage with on social media?
3. Presence - How is your organization's reputation portrayed on social media?
4. Governance - How does your organization manage decisions?
5. Readiness - Does the organization have competencies and tools to manage social media?
6. Transparency - What are the company's principals and brand voice on social media?
7. Operations - How does your organization share information?

Time Spent Online Breeds Success

- Add your nonprofit to your social media accounts
- Tell your nonprofit's story
- Have a conversation with your audience
- Vary the content: how-tos, videos, blogs, stories, behind the scenes, photos

Sources

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