

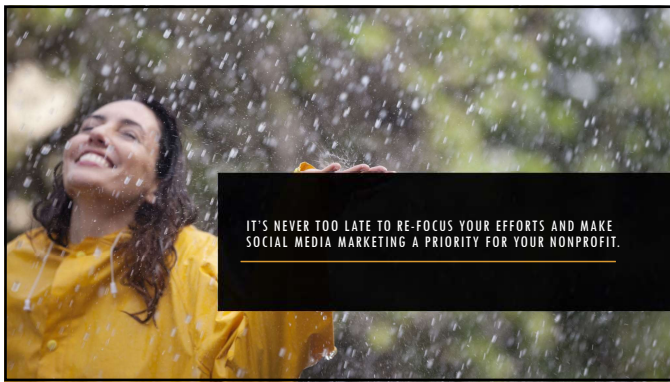
1

2

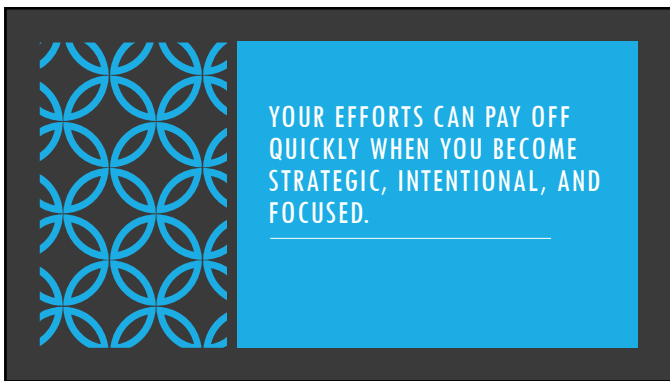
3



4



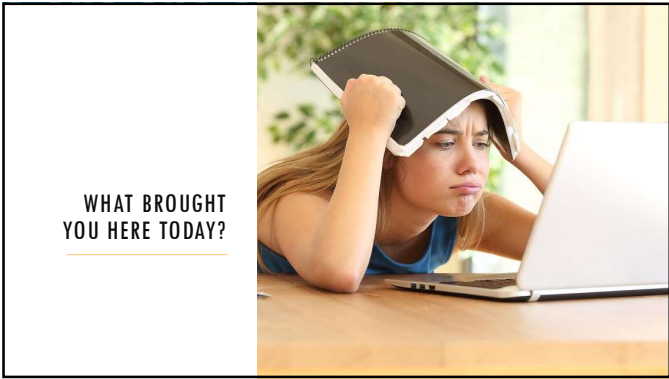
5



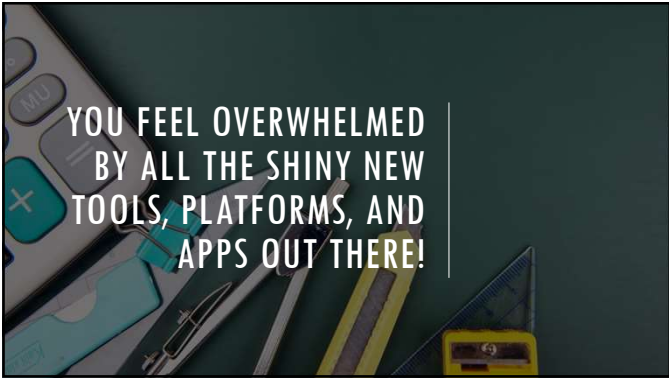
6

**EVERYTHING I AM GOING TO
TEACH YOU IN THE LIVE
TRAINING IS 100% DOABLE
- EVEN FOR SMALL
NONPROFITS!**

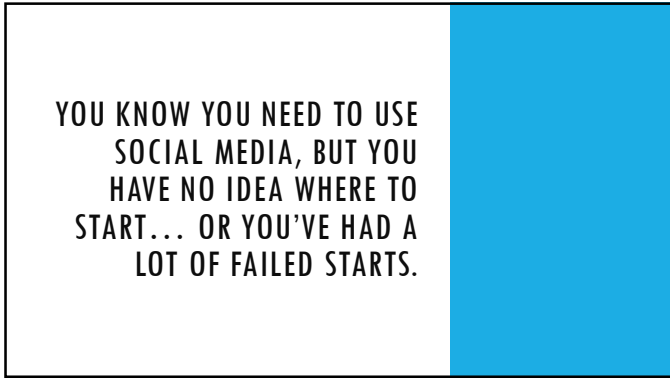
7



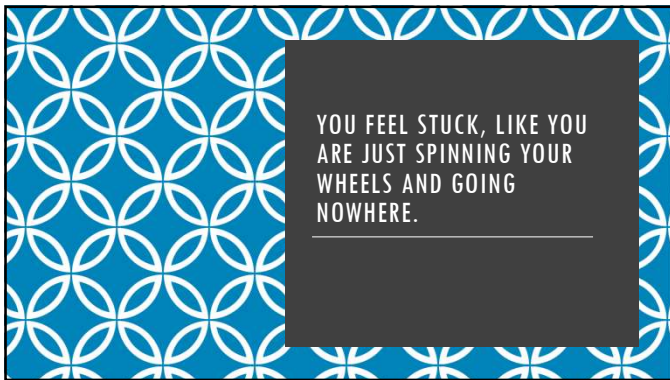
8



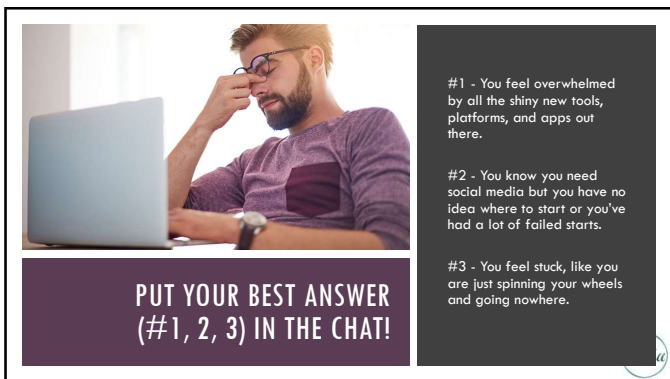
9



10



11



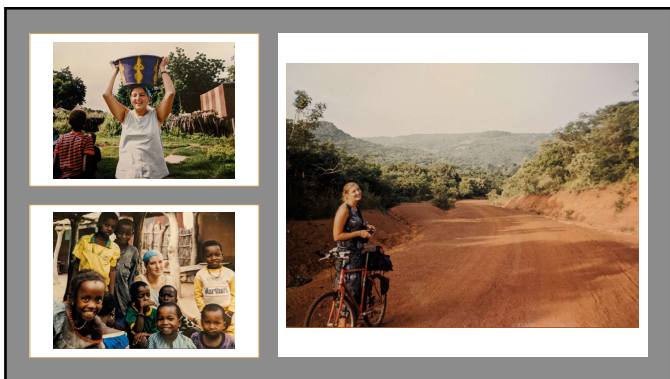
12



13



14



15

Treating your social media plan as a **cornerstone of your nonprofit marketing strategy**—rather than something shoehorned in when you have five minutes to spare—will result in dramatically greater impact, engagement, and revenue for your organization.



Julie Campbell

16



STAY WITH ME UNTIL THE END! |

17

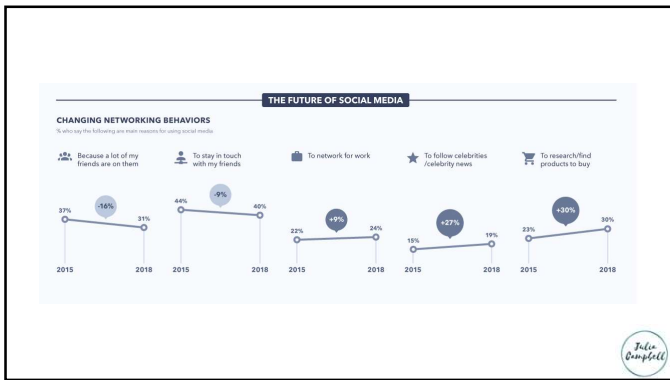


FRIENDS
COMMUNITY
SHARING
SOCIAL MEDIA
NETWORKING
FOLLOW
CURRENT SOCIAL MEDIA LANDSCAPE |

18



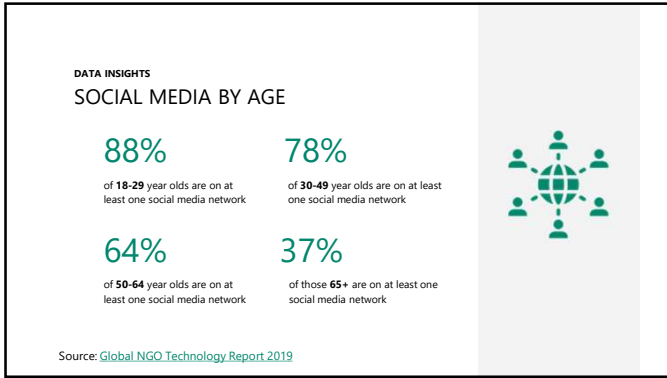
19



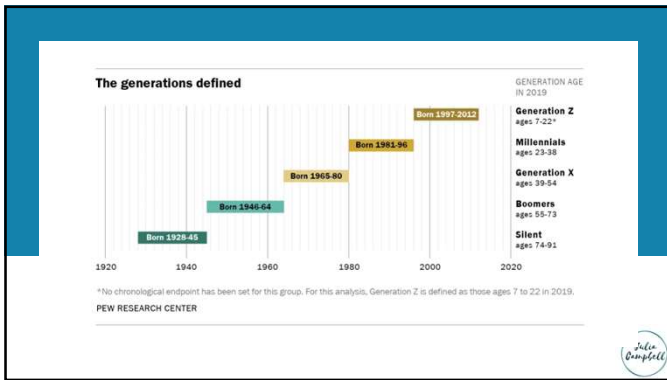
20



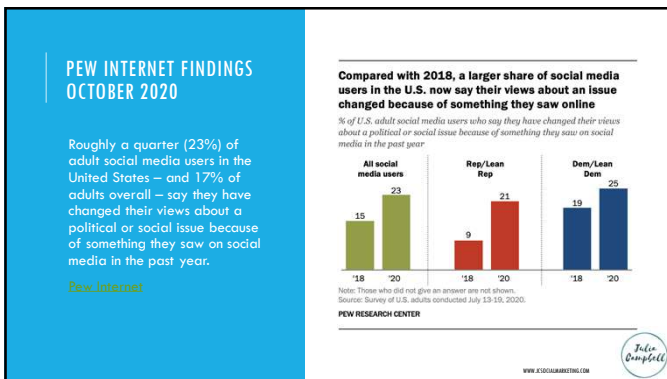
21



22



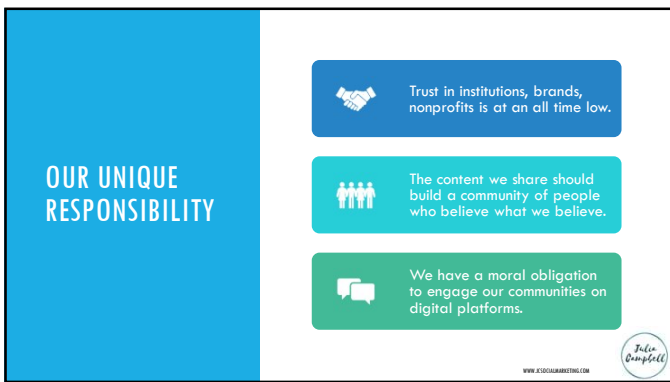
23



24



25




26



27

If you still aren't convinced that your nonprofit can actually use social media to turn fans to donors, advocates, and active participants – then you may not understand the essential elements of social media content that converts.

There is no silver bullet, and there is no money spigot that can be turned on and left to pour donations into the bank account.



28

TO GET PEOPLE TO CONVERT:

- People have to **KNOW** you.
- People have to **LIKE** you.
- People have to **TRUST** you.



29

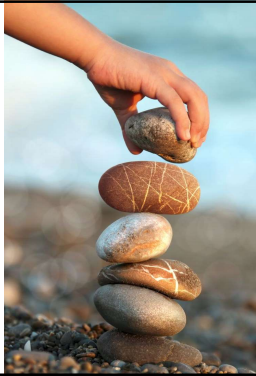


3 MUST-HAVE ELEMENTS OF SOCIAL MEDIA CONTENT THAT CONVERTS

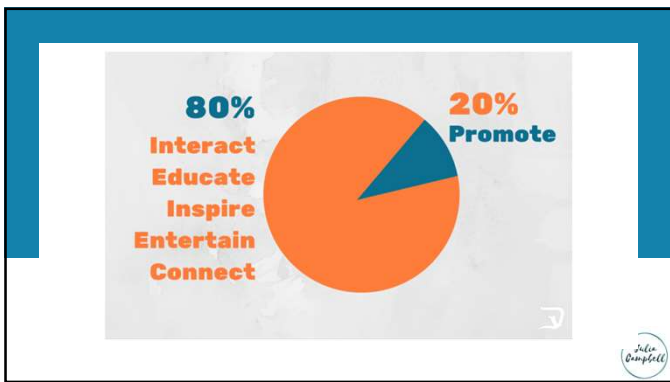
30

ELEMENT #1 – COMPELLING

Is it compelling?
 The definition of compelling is "evoking interest, attention, or admiration in a powerfully irresistible way."
 At least 80% of what we post to social media should strive to be as compelling as possible.



31




32

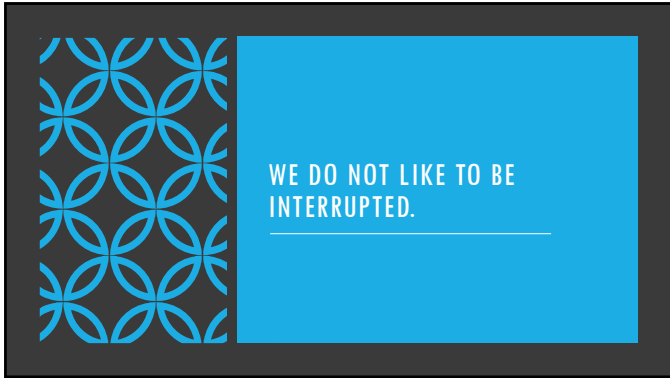
DO YOUR POSTS HAVE AT LEAST ONE OF THESE:

- An eye-catching visual
- Movement (i.e. video, GIF) to grab attention
- Punchy headlines and language
- A great story

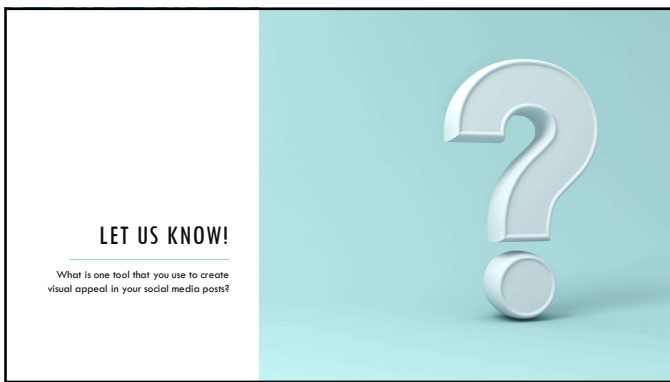
Remember that each platform is different – while a two-minute video works well on YouTube it certainly wouldn't on Instagram or TikTok!



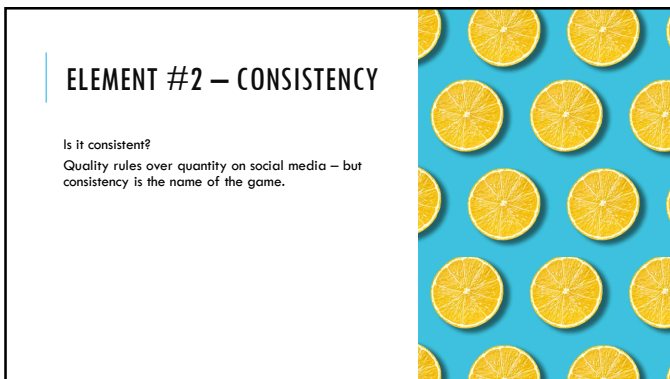
33



34




35



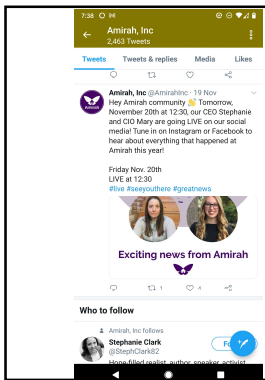
36

CONSISTENT CONTENT CREATION MEANS:

- It looks and sounds like you.
- You understand your brand voice.
- You know who you are talking to.
- You are laser-focused on creating content to achieve your goals.




37




"The model that Amirah follows, of showing unconditional love, means that if someone truly wants to learn to love themselves it will happen. I have a lot of work to do in that area, I still have many insecurities and I doubt myself often, but I have begun the work. Amirah shows patience and care in a way that no other place I've experienced has. I felt respected as soon as I arrived. This environment has made all the difference in showing me that I always deserve to be treated this way by myself and others."

- Amirah Residential Program Graduate




38



"The way to right things is to turn the light of truth upon them."

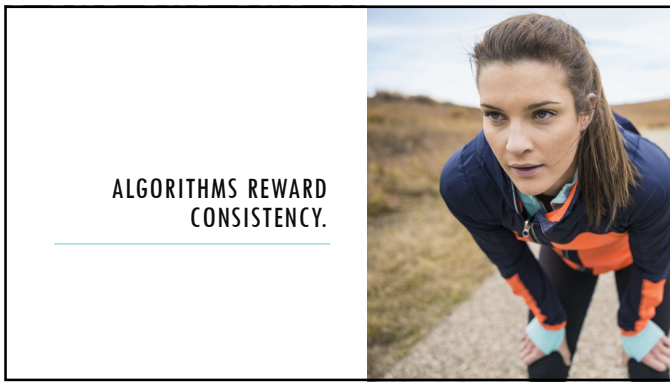
Ida B. Wells
Journalist, educator, civil rights leader
#ThanksLadies



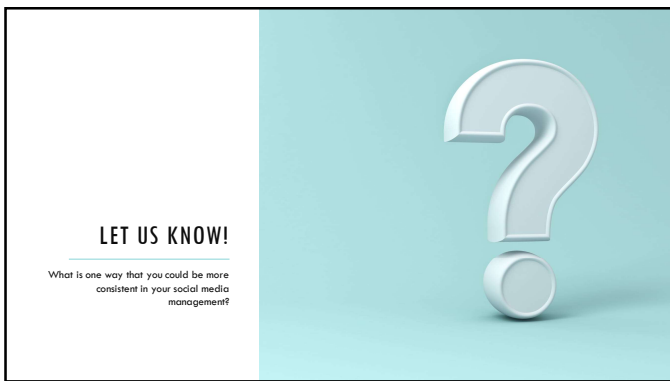
39



40



41



42

ELEMENT #3 – CLEAR

Is your message clear?

Do you have a clear visual branding guide – do the posts look like they are all from the same organization?

Do the posts make sense? Are they clear and concise, succinct, free of jargon and insider speak?

Can I easily understand what you do and why you do it?



43

WHAT IS THE STORY THAT YOU ARE TELLING?

Women You Should Know

"Many parents did not want to hear Kachindamoto's pleas to keep their girls in school, or her assurances that an educated girl would bring them a greater fortune. The common response was that she had no right to overturn tradition, nor, as the mother of five boys, to lecture others on the upbringing of girls. Realizing that she couldn't change the traditionally set mentality of parents, Kachindamoto instead changed the law."



Theresa Kachindamoto, the terminator of child marriages
#jazveer.com

44

THE BEST SOCIAL MEDIA POSTS CAN BE UNDERSTOOD AT A GLANCE.

It takes mere seconds for a user to determine whether or not they want to watch the whole video or click over to your website for more information.



45

CLEAR CALL-TO-ACTION

Pick ONE action you want people to take – even if it's just a like!

The more engagement you get, the more the algorithm sees you as a trusted resource – and the more people will see your post, thus getting more eyeballs on your message.



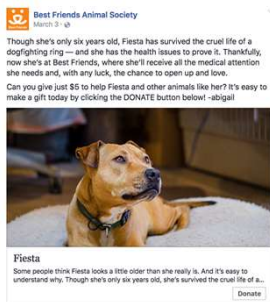
Julie Campbell

46



Julie Campbell

47



Julie Campbell

48



49



50



51




52



53



54



DO YOU NOW SEE...

How these 3 essential strategies can guide your entire social media plan?
How easy it could be to create a workable social media plan once you know all of the ingredients that go into it?

55



You feel overwhelmed with all of the choices out there around social media.



You know you need this in your marketing plan, but you have no idea where to start or you've had a lot of failed starts.



You feel stuck, like you are just spinning your wheels and going nowhere.

REMEMBER WHY YOU'RE HERE!

56



YOU ARE ON A MISSION TO DO BIG THINGS, CREATE A TON OF IMPACT, AND TAKE ACTION!

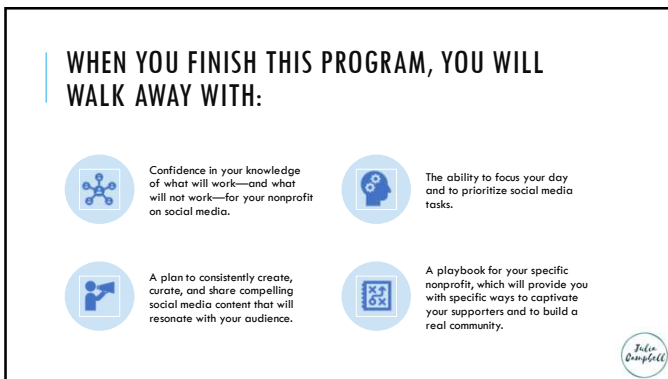
57



58



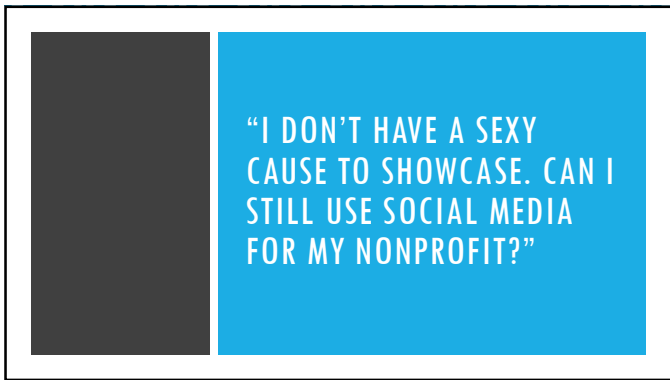
59



60



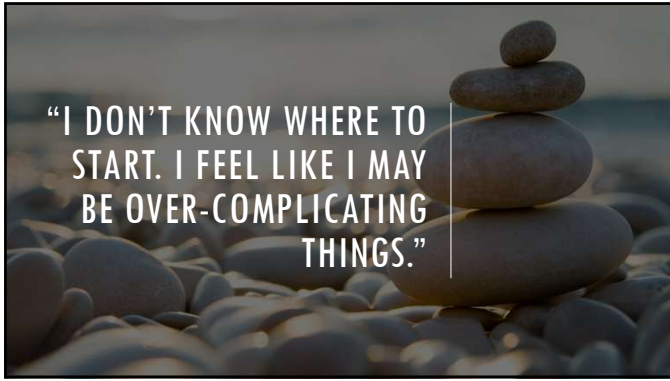
61



62



63



64

THIS COURSE WAS CREATED TO HELP YOU:

- Better understand and make sense of the social media landscape and emerging trends that affect nonprofits.
- Feel self-assured as to where to place your focus.
- Develop a consistent strategy rather than frantically posting the week before an event or fundraising campaign.
- Turn storytelling and social media engagement into action!

65

YOU ARE INVITED TO JOIN ME IN |

WWW.SOCIALGOODACADEMY.COM!

66
