



JULIA CAMPBELL ·

3 Must-Have Elements of Social Media Content that Converts

Welcome! You should be hearing music right now! If not, check your audio settings. 😊



LISTEN WITH AN OPEN MIND.

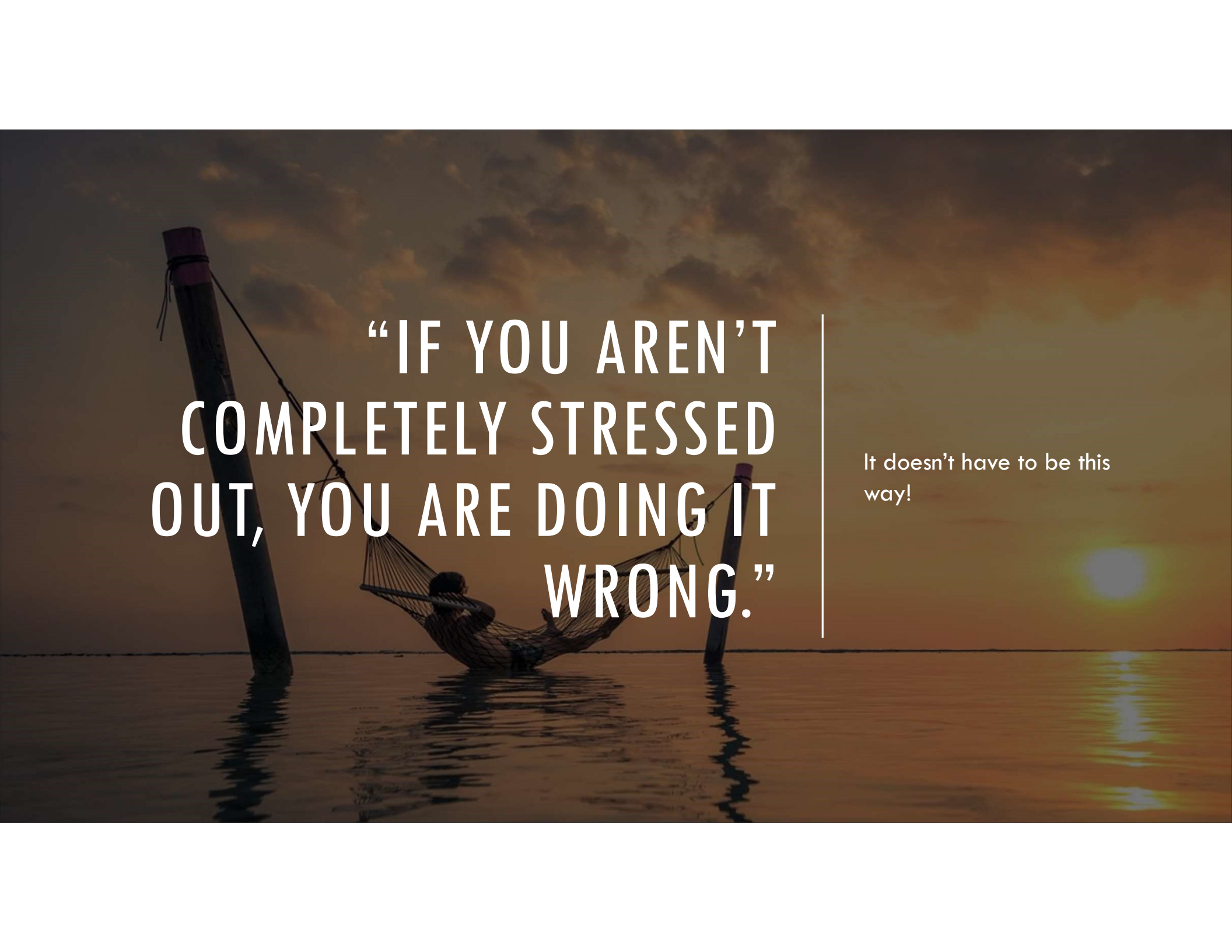


TURN OFF ALL DISTRACTIONS
AND FOCUS.



THINK OF THE QUESTIONS YOU
WANT TO ASK AT THE END!

HOW YOU CAN GET THE MOST OUT OF THIS
CLASS

A person is lying in a hammock strung between two wooden posts on a calm body of water. The scene is set during a sunset or sunrise, with a warm, golden glow in the sky and on the water's surface. The sky is filled with soft, dark clouds. The overall mood is peaceful and serene.

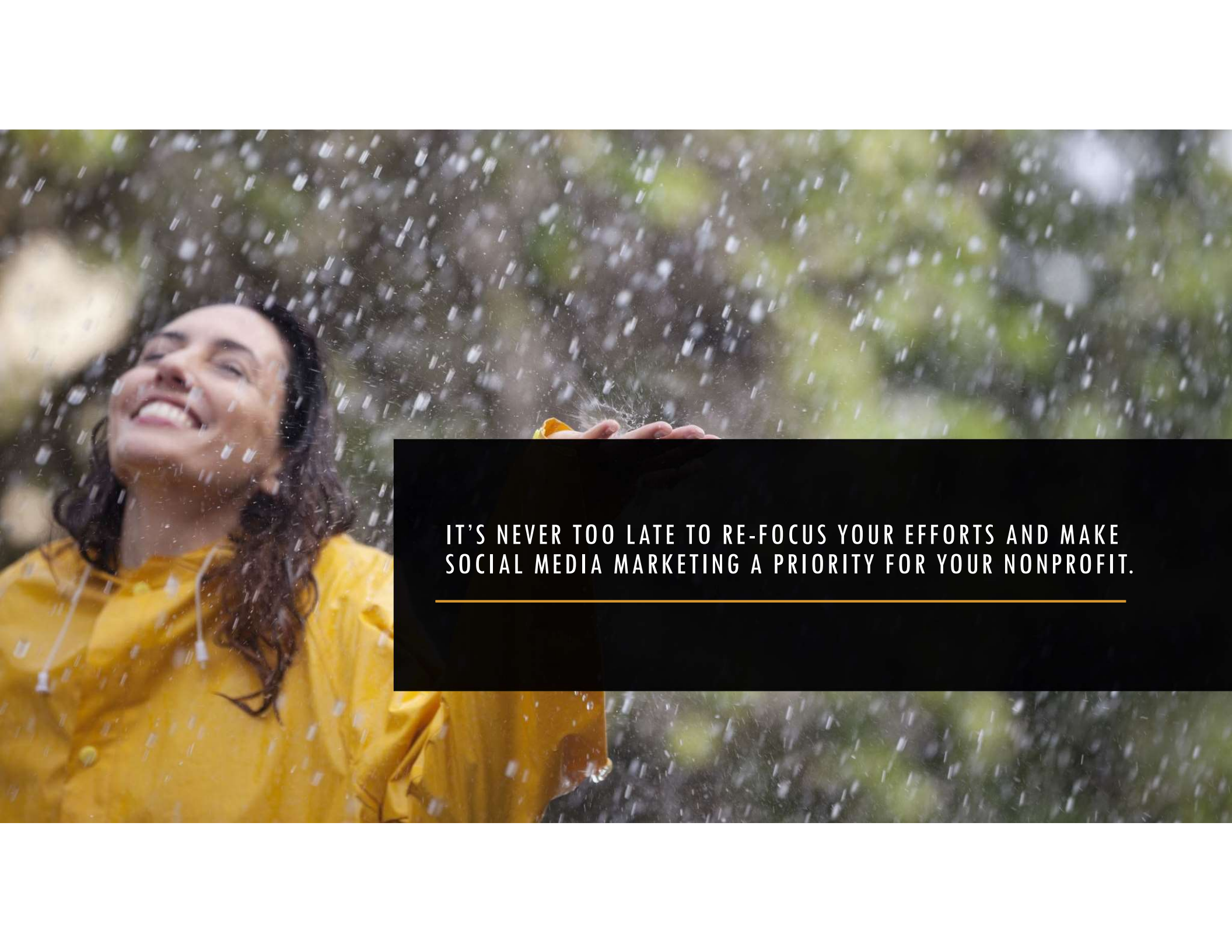
**“IF YOU AREN’T
COMPLETELY STRESSED
OUT, YOU ARE DOING IT
WRONG.”**

It doesn't have to be this
way!

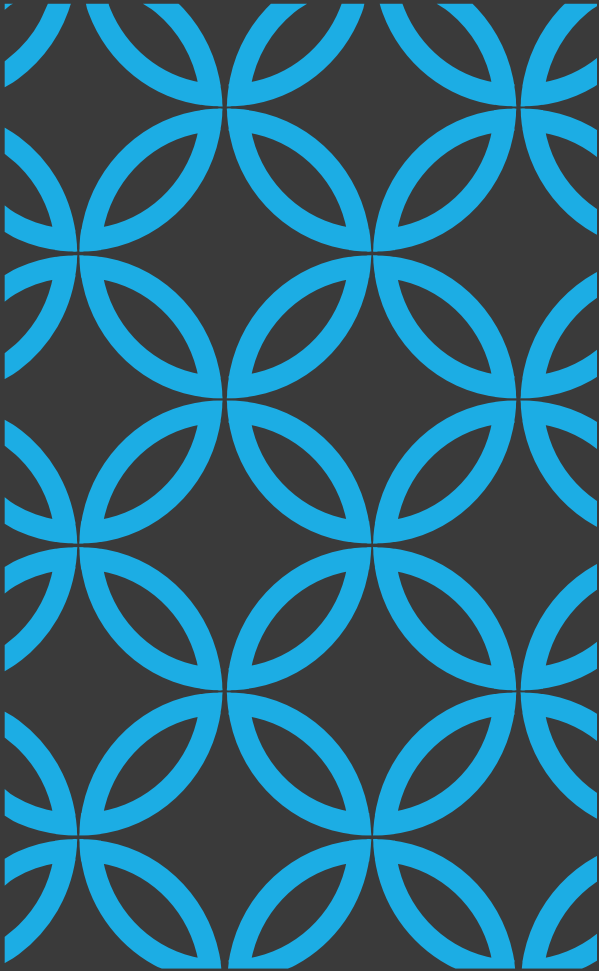
THE BIGGEST SOCIAL MEDIA MYTH

You have to be everywhere, and do everything, all of the time.



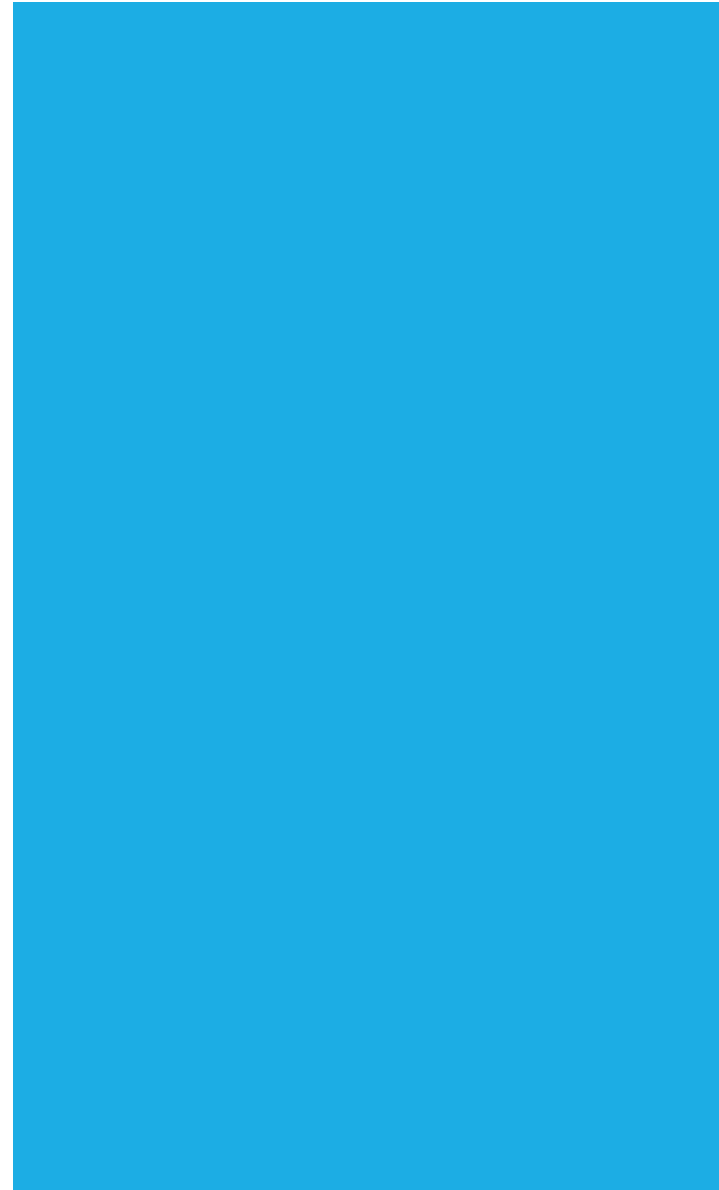


IT'S NEVER TOO LATE TO RE-FOCUS YOUR EFFORTS AND MAKE
SOCIAL MEDIA MARKETING A PRIORITY FOR YOUR NONPROFIT.



YOUR EFFORTS CAN PAY OFF
QUICKLY WHEN YOU BECOME
STRATEGIC, INTENTIONAL, AND
FOCUSED.

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



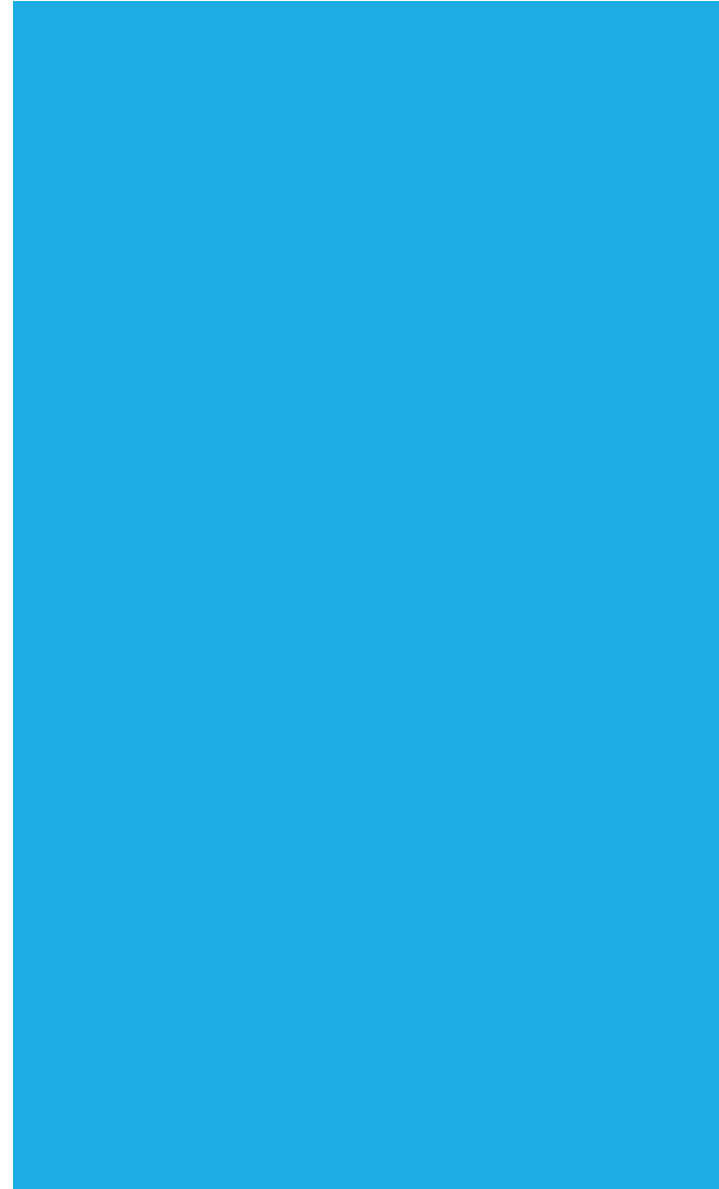
**WHAT BROUGHT
YOU HERE TODAY?**




A collection of school supplies including a calculator, paper clips, a pencil sharpener, and a ruler on a dark background. The text is overlaid on the image.

**YOU FEEL OVERWHELMED
BY ALL THE SHINY NEW
TOOLS, PLATFORMS, AND
APPS OUT THERE!**

**YOU KNOW YOU NEED TO USE
SOCIAL MEDIA, 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.



**PUT YOUR BEST ANSWER
(#1, 2, 3) IN THE CHAT!**

#1 - You feel overwhelmed by all the shiny new tools, platforms, and apps out there.

#2 - You know you need social media but you have no idea where to start or you've had a lot of failed starts.

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



**WHATEVER BROUGHT YOU HERE TODAY,
I FULLY SUPPORT YOU!**







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.





STAY WITH ME UNTIL THE END! |



CURRENT SOCIAL MEDIA LANDSCAPE |



Source: Hootsuite

DATA INSIGHTS

2020 SOCIAL MEDIA USAGE

79%

of Americans have a social media profile in 2020, compared to 10% in 2008

3.96

BILLION active social media users around the globe

43%

of users are spending more time on social media


376

million new users since 2019.
That's almost 12 new users *every second!*


THE FUTURE OF SOCIAL MEDIA

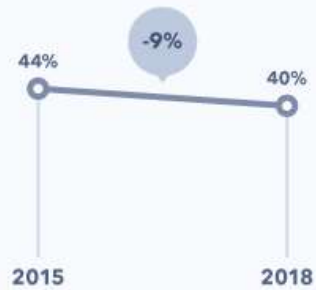
CHANGING NETWORKING BEHAVIORS

% who say the following are main reasons for using social media

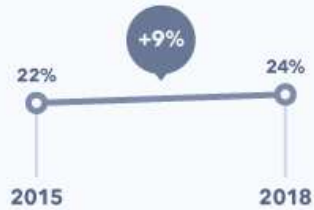
 Because a lot of my friends are on them




 To stay in touch with my friends




 To network for work



 To follow celebrities /celebrity news



 To research/find products to buy



DOES SOCIAL MEDIA MATTER FOR NONPROFITS?

YES,

94% of NGOs worldwide agree that social media is effective for creating online brand awareness

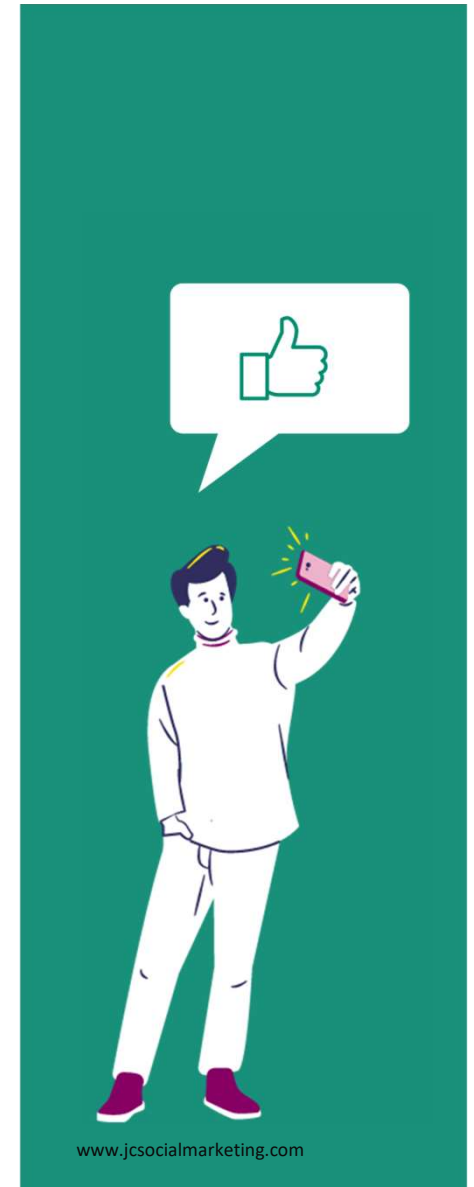
YES,

30% of nonprofit website traffic currently comes from social media

YES,

36% of social media users say that they have used social media sites like Facebook and Twitter in the past month to show support for a cause

Source: [Global NGO Technology Report](#)



DATA INSIGHTS

SOCIAL MEDIA BY AGE

88%

of **18-29** year olds are on at least one social media network

78%

of **30-49** year olds are on at least one social media network

64%

of **50-64** year olds are on at least one social media network

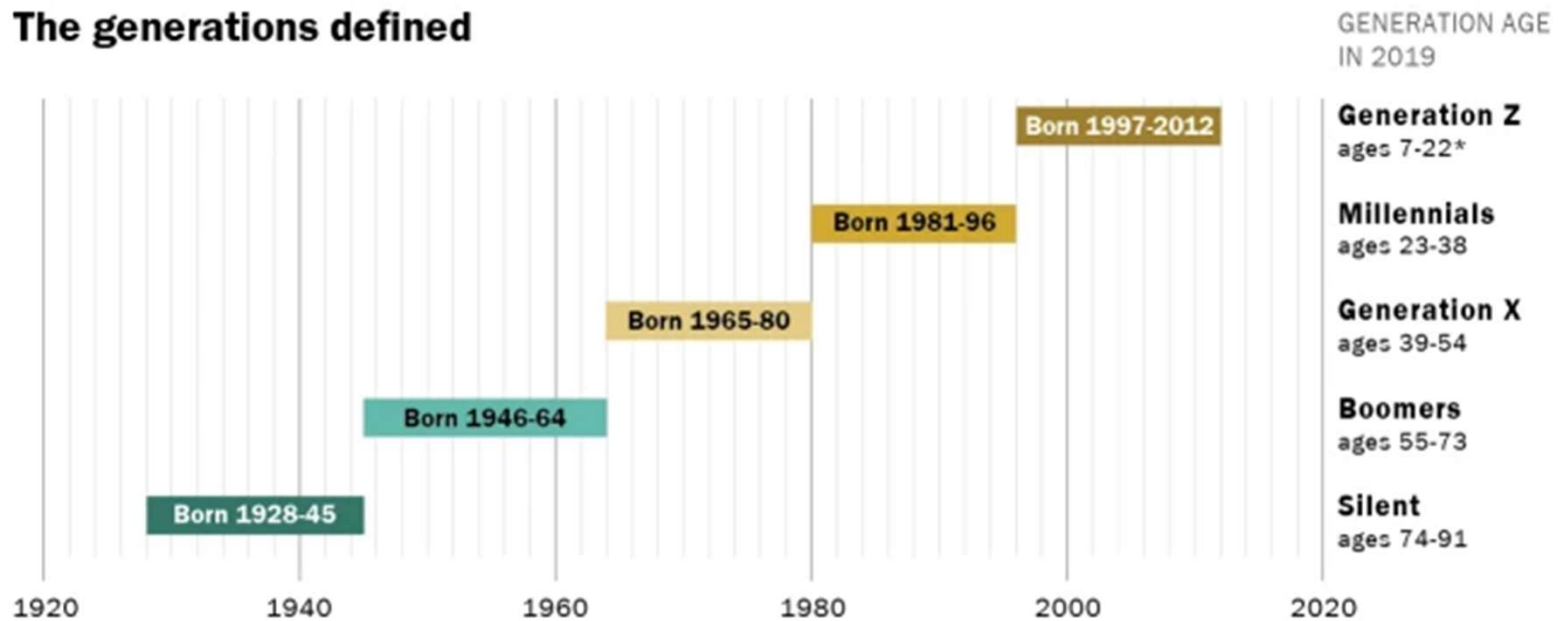
37%

of those **65+** are on at least one social media network



Source: [Global NGO Technology Report 2019](#)

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

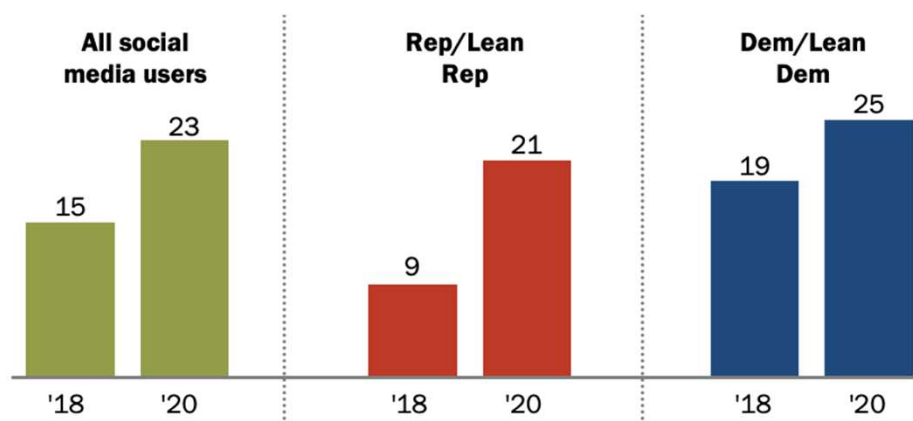
PEW INTERNET FINDINGS OCTOBER 2020

Roughly a quarter (23%) of adult social media users in the United States – and 17% of adults overall – say they have changed their views about a political or social issue because of something they saw on social media in the past year.

[Pew Internet](#)

Compared with 2018, a larger share of social media users in the U.S. now say their views about an issue changed because of something they saw online

% of U.S. adult social media users who say they have changed their views about a political or social issue because of something they saw on social media in the past year



Note: Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted July 13-19, 2020.

PEW RESEARCH CENTER

According to the [2020 Global Trends in Giving Report](#), 25% of donors say that social media is the communications tool that most inspires them to give.



OUR UNIQUE RESPONSIBILITY



Trust in institutions, brands, nonprofits is at an all time low.



The content we share should build a community of people who believe what we believe.



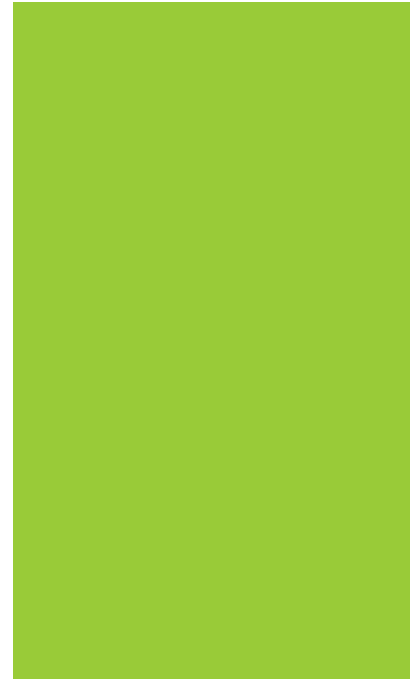
We have a moral obligation to engage our communities on digital platforms.

The image features two white telephone receivers, one positioned above the other, set against a dark blue background. The receivers are connected to coiled cords that extend horizontally to the left and right edges of the frame. Overlaid on the space between the two receivers is the text "SO WHAT DO WE DO NOW?" in a white, bold, sans-serif font. A thin white vertical line is positioned to the right of the text, extending from the top of the text area down to the bottom of the image.

SO WHAT DO WE DO
NOW?

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.



TO GET PEOPLE TO CONVERT:

People have to **KNOW** you.

People have to **LIKE** you.

People have to **TRUST** you.





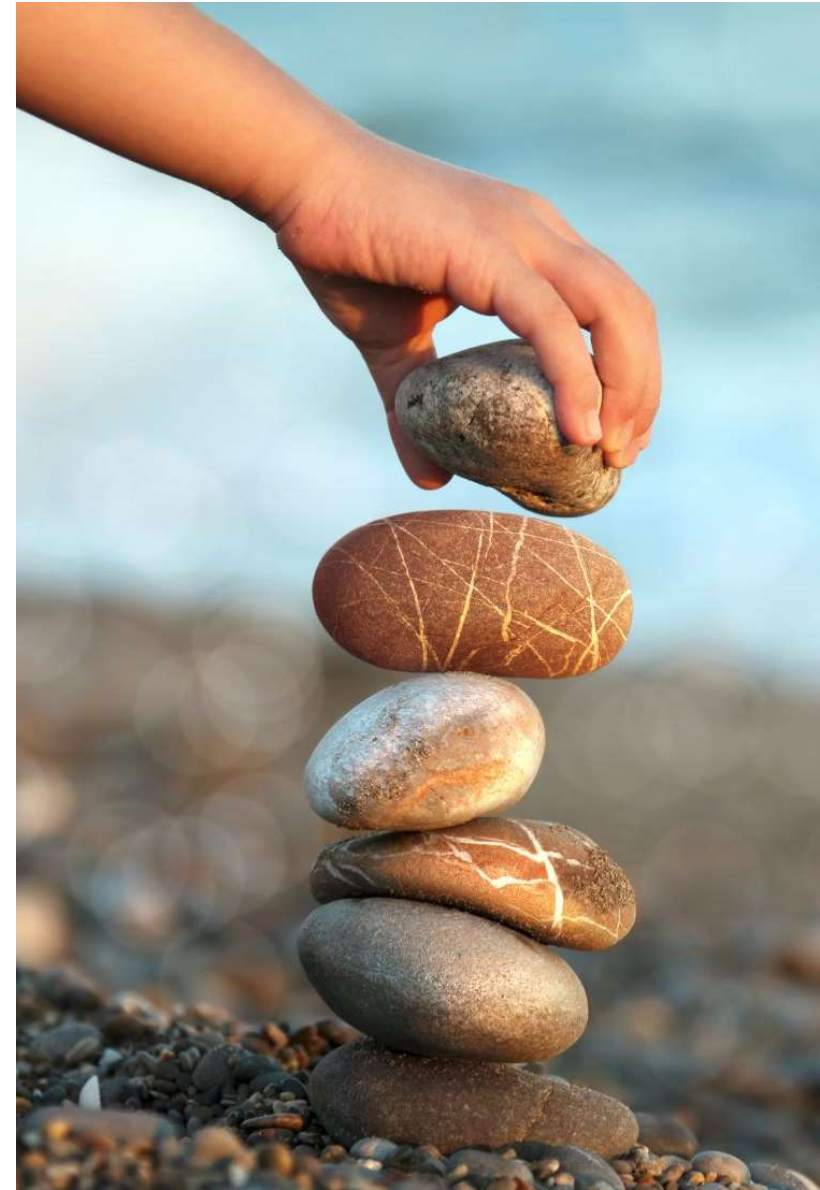
3 MUST-HAVE ELEMENTS OF SOCIAL MEDIA CONTENT THAT CONVERTS

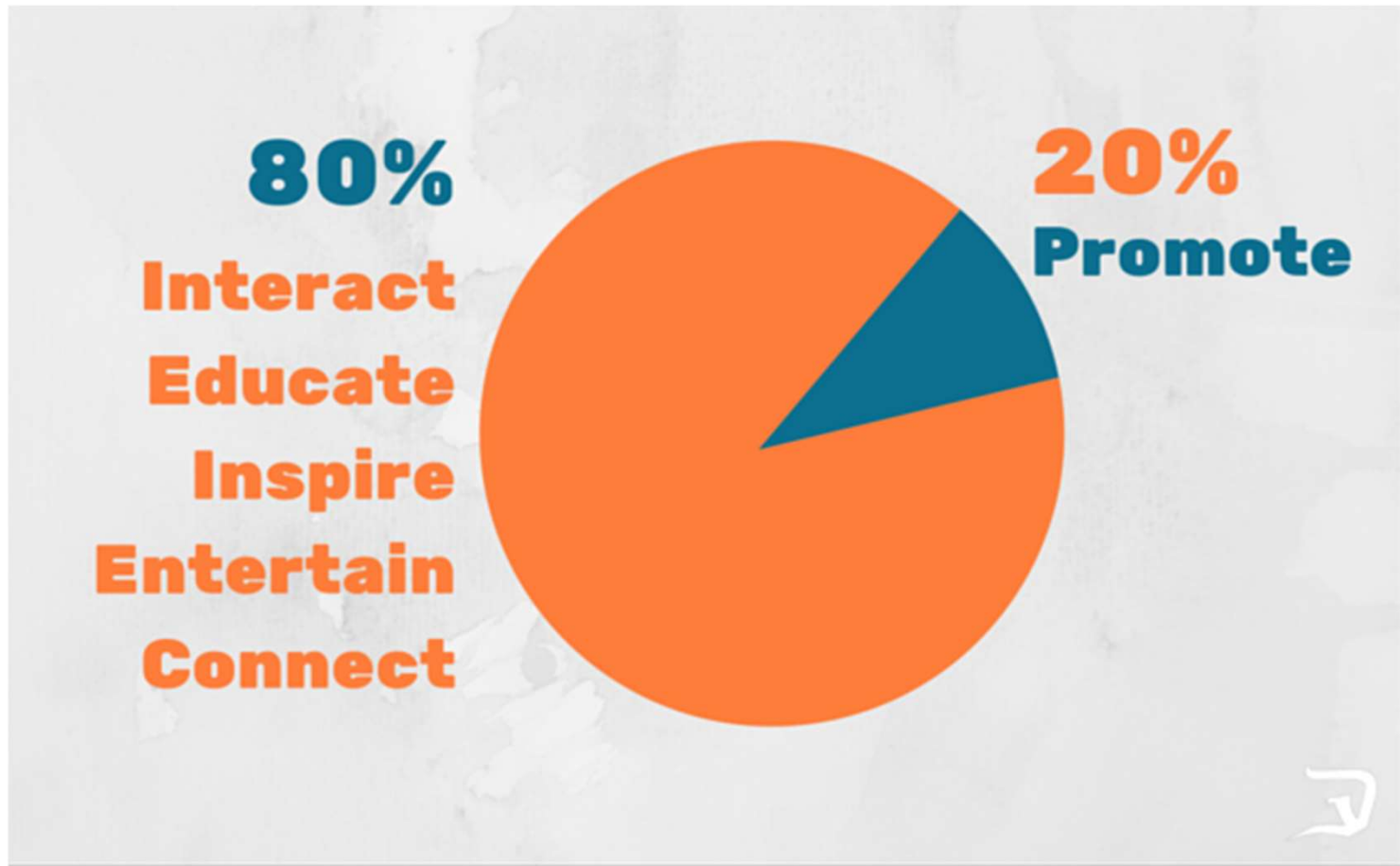
ELEMENT #1 – COMPELLING

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.





DO YOUR POSTS HAVE AT LEAST ONE OF THESE:

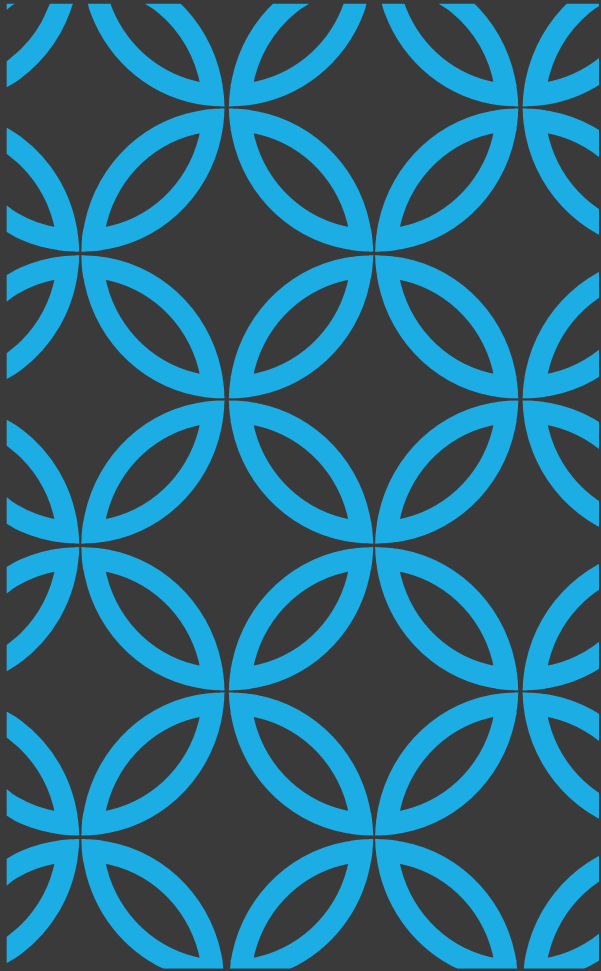
An eye-catching visual

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!



WE DO NOT LIKE TO BE
INTERRUPTED.

LET US KNOW!

What is one tool that you use to create visual appeal in your social media posts?



ELEMENT #2 – CONSISTENCY

Is it consistent?

Quality rules over quantity on social media – but consistency is the name of the game.



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.



Tweets Tweets & replies Media Likes



 **Amirah, Inc** @AmirahInc · 19 Nov
Hey Amirah community 🙌 Tomorrow, November 20th at 12:30, our CEO Stephanie and CIO Mary are going LIVE on our social media! Tune in on Instagram or Facebook to hear about everything that happened at Amirah this year!

Friday Nov. 20th
LIVE at 12:30
[#live](#) [#seeyouthere](#) [#greatnews](#)



1 4

Who to follow

Amirah, Inc follows

 **Stephanie Clark**
@StephClark82 
Hope-filled realist, author, speaker, activist

"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





Road Scholar

Yesterday at 8:49 AM



Where were you 51 years ago today?

Happy Moon Day!

Where were you when ...



ROAD SCHOLAR

1K

385 Comments 579 Shares



Road Scholar

July 16 at 8:15 AM



Today is the anniversary of the birth of Ida B. Wells, journalist, educator, and an early leader in the civil rights movement. Learn more about Ida: <https://bit.ly/38hZ031>. #ThanksLadies

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

Ida B. Wells

Journalist,
educator,
civil rights
leader

#ThanksLadies



ROAD SCHOLAR

686

5 Comments 196 Shares



**EACH PLATFORM
IS ITS OWN
COUNTRY.**

**ALGORITHMS REWARD
CONSISTENCY.**



LET US KNOW!

What is one way that you could be more consistent in your social media management?



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?



WHAT IS THE STORY THAT YOU ARE TELLING?



Women You Should Know

1 hr · 🌐

"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. Realising that she couldn't change the traditionally set mentality of parents, Kachindamoto instead changed the law."



Theresa Kachindamoto, the terminator of child marriages

aljazeera.com

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

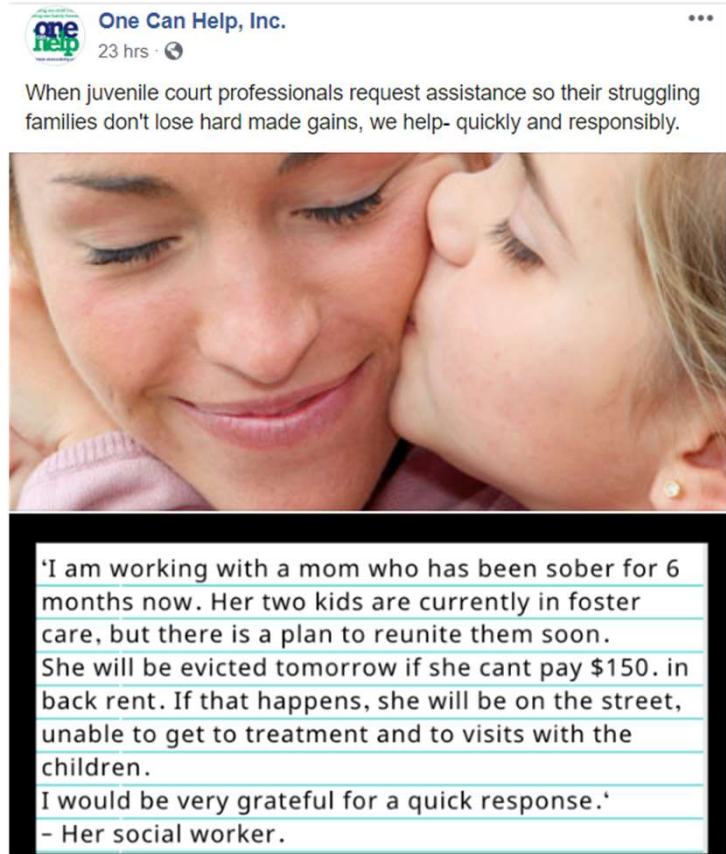
It takes mere seconds for a user to determine whether or not they want to watch the whole video or click over to your website for more information.



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.



one help One Can Help, Inc. 23 hrs · 🌐

When juvenile court professionals request assistance so their struggling families don't lose hard made gains, we help- quickly and responsibly.



'I am working with a mom who has been sober for 6 months now. Her two kids are currently in foster care, but there is a plan to reunite them soon. She will be evicted tomorrow if she cant pay \$150. in back rent. If that happens, she will be on the street, unable to get to treatment and to visits with the children. I would be very grateful for a quick response.'
- Her social worker.





Feeding America

October 22 at 10:13 AM · 🌐



"I do worry about food sometimes. I want my family to have food in their tummies. When you skip a meal, your stomach starts hurting." -Iker, 9
With 1 in 7 kids struggling with hunger, chances are that you know a child who is missing meals. You can help: <https://bit.ly/2MxT6kY>



👍 🥺 ❤️ 93

3 Comments 21 Shares





Best Friends Animal Society

March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

Donate



Organizations that bake social media into their work and spend targeted time building their communities are going to get better results than organizations that show up once per week and post something half-baked and mediocre.



**YOU WILL
ATTRACT THE
RIGHT PEOPLE.**



YOU WILL SPEND
YOUR TIME IN A
MORE EFFICIENT
WAY.





YOU WILL BE ABLE TO TELL WHAT'S
WORKING AND WHAT YOU CAN IGNORE. |

A photograph of a man and a young boy sitting at a desk, looking at a laptop screen together. The man is on the left, wearing a light blue shirt, and the boy is on the right, wearing a green t-shirt. They are both smiling and looking at the laptop. The background is a bright, modern office or home workspace with large windows. The text "SOCIAL MEDIA IS A VALUE EXCHANGE, NOT A TRANSACTION EXCHANGE." is overlaid in white, bold, uppercase letters on the left side of the image. A thin white vertical line is positioned to the right of the text.

**SOCIAL MEDIA IS A VALUE
EXCHANGE, NOT A
TRANSACTION EXCHANGE.**

**IT'S NOT ABOUT
OUR SELF-INTEREST,
IT'S ABOUT OUR
AUDIENCE'S SELF-
INTEREST.**





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?



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!**

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





YOU ARE INVITED TO JOIN ME IN
WWW.SOCIALGOODACADEMY.COM!



SOCIAL MEDIA FOR SOCIAL GOOD ACADEMY 2021

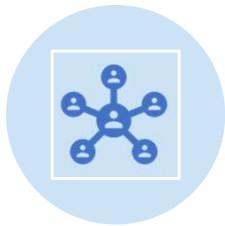
The only live online training for nonprofit social media managers who want to play a bigger game, make more impact, and get 10x results.

This program will give you my complete social media system, designed for nonprofit professionals that want to stop spinning their wheels on social media and start getting real results.

www.SocialGoodAcademy.com



WHEN YOU FINISH THIS PROGRAM, YOU WILL WALK AWAY WITH:



Confidence in your knowledge of what will work—and what will not work—for your nonprofit on social media.



The ability to focus your day and to prioritize social media tasks.



A plan to consistently create, curate, and share compelling social media content that will resonate with your audience.



A playbook for your specific nonprofit, which will provide you with specific ways to captivate your supporters and to build a real community.

HERE'S WHAT IT
LOOKS LIKE ON
THE INSIDE


www.SocialGoodAcademy.com



“I DON'T HAVE A SEXY
CAUSE TO SHOWCASE. CAN I
STILL USE SOCIAL MEDIA
FOR MY NONPROFIT?”



**“HOW DO I GET
BUY-IN FROM MY
BOSS?”**

A stack of four smooth, dark grey stones is balanced on a beach. The stones are stacked vertically, with the top stone being the smallest and the bottom stone being the largest. The background shows a blurred beach with many other smooth stones and a soft, hazy sky. The quote is overlaid on the left side of the image.

“I DON'T KNOW WHERE TO
START. I FEEL LIKE I MAY
BE OVER-COMPLICATING
THINGS.”

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!





YOU ARE INVITED TO JOIN ME IN
WWW.SOCIALGOODACADEMY.COM!

