



# Nonprofit Nation Implementation Guide

May 2022, Content for Social Media

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## From the Video

### Introduction

Hi and welcome to this month's lesson: Content for Social Media. This month we are learning what content to post, how often to post, and a content system to help you automate social media and keep it manageable.

### What Content Do We Post?

#### Content Pillars Column (from the Worksheet)

Let's talk about the journey we want our donors to make through our social media. I use the acronym ACT-R for this journey. The four pillars are attract, connect, transform, and retain. By using pillars, you will be able to focus your content so it can obtain your goals.

## Donor Journey for Social Media



### Attract

This stage is where you will begin finding and attracting those who are most likely to give to your cause (Ideal Donor). It's important to know and understand who those people are. You can't attract who you don't know. Attracting starts with subcategories of Awareness and Authority. Let's go deeper.

#### Awareness

Awareness is when your posts make your ideal donor understand what your organization is about. This is content that makes your ideal donor aware your organization exists and what you do.

#### Authority

These posts show your ideal donor why your nonprofit is the organization that can solve your causes' problem. Why should a donor partner with your nonprofit to solve the problem? What makes you different from other nonprofits doing similar things?

## Connect

Connect is where you post content that lets your ideal donor know you understand them and the two of you are working for the same purpose. You let them know that you understand them and their values. You are pointing out the things you have in common also.

## Ideal Donor

Ideal donor posts simply start calling out who your ideal donor is, how they identify themselves as it relates to your cause, their beliefs, and their frustrations they face as it relates to your cause.

## Transform

Transform focuses on moving the followers to a deeper connection with you. You are converting (or transforming) them into volunteers, donors, and advocates for your cause.

## Action

Actions are both micro-conversions and promotions. Micro-conversions are small, low commitment actions that train your followers to do something. This can be clicks that get engagement or steps that move people into your donor funnel. Promotions include donation campaigns or a one-time ask for in-kind or monetary donations. They can include advertising for upcoming events or signing up for your donor magnet.

## Advocate

Advocate posts will motivate your followers to share your content with others. They will begin talking about your nonprofit's good works in other groups and in their own circles. Advocates don't have to be donors. Their actions can be just as valuable because they are bringing in people who will become volunteers, donors, and advocates.

## Retain

Retain posts help keep donors informed, give them recognition, and help keep them as donors.

## Updates

Updates are just like they sound. They keep donors informed of things going on in the nonprofit, impacts the nonprofit is making, and fundraising campaign updates.

## Check Presentation

Anytime you get a check presented to your organization, get a picture taken and post it with tags of the people and/or company that gave the donation. This helps others know they aren't the sole funders to your nonprofit.

## Donor Spotlight/ Recognition

Donor Spotlight and Recognition posts can be very powerful. Asking a donor why they donate and providing a picture of the donor is all you need for Donor Spotlight posts. Recognition posts can be "shout out" posts for volunteers, donors, and advocates that have gone over and beyond for the organization.

## Thank You

Thank you posts are obvious but often overlooked. These posts will be general thank you posts as opposed to the Donor Recognition posts that are specific to a particular donor. You should have a general thank you post at least once before asking and again after you have results from a recent ask. This helps avoid the "ATM" feeling donors can get when you ask for donations too frequently.

## Why do we need a content strategy?

Needing a content strategy goes back to having a purpose for everything we do in nonprofit work. Our strategy focuses our efforts in a process that moves our followers towards actions that meet our goals. Social media becomes a tool in our efforts instead of something we "otta" do because that's what everyone is telling us to do.

## What/How

Here is a list of the different categories you can use for your content strategy. When you are starting out, posting three times a week is all you need. The Implementation Guide has a system to help you get started.

Let's talk about the 30,000-foot view of the system and what exactly you can post to get your goals met.

# Social Media Content Using the Donor Journey

## Attract

### Awareness

- Story-telling posts
- Day in the life
- Beliefs (nonprofit specific)- Universal belief statement
  - Examples:

- We believe children shouldn't live in fear and neglect. It is so deeply rooted in our organization that... (tell a story where your organization lived out these beliefs. Gather stories from programs).
  - We believe no one should go to bed hungry. It is so deeply rooted in our organization that our food distribution is expanding! We will be able to get 100 people off our waitlist with this expansion. (picture of physical expansion coming or a picture of a client getting services).
- Inspirational- What life looks like if you succeed
- What the nonprofit stands for
- Nonprofit values- similar to beliefs but you are talking about your values.
- Myths around cause/ Belief shifting content
- How is your nonprofit different from the alternatives?
- Entertainment
- Engagement
- Recognized Days of the month, weeks, or months specific to your cause.  
<https://www.mathisnps.com/april-posts-for-nonprofits/>

## Authority

- Education about cause
  - Did you know (statistics)
  - Share articles related to your cause
- Inspire
- Thought Leadership- How nonprofit uniquely solves the problem
- What is- content that defines terms for your audience
- Your success stories

## Connect

### Ideal Donor

- Identity posts
  - I am a...
    - Examples
      - Lover of animals
      - Compassionate person
      - Helper
  - I want a...
  - Even if...
    - These are the roadblocks that stop your ideal donor from donating to you. They can be statements like, "I can't because..." or "I'm struggling because..."
- I want (as relates to nonprofit/cause)
  - Examples:

- (a) World where animals aren't abused.
  - (a) World where people are fed.
- I hate (as relates to nonprofit/cause)
- Beliefs (of Ideal Donor that nonprofit has in common)
- Problems of ideal donor
- Dreams of ideal donor
- Things they face that no one else faces
- Motivation
- Connection Stories

## Transform

### Action

- Promotions
  - Events
  - Donation Drives (Inkind, monetary)
  - Free resources/services
- Micro Conversions
  - Take a tour
  - Join a group (Facebook, etc)
  - Join a mailing list/ newsletter
  - Click a link to websites

### Advocate

- Reviews
- Testimonials
- Services in use
- Volunteer recognition/spotlight
- Corporate spotlight/recognition

## Retain

### Updates

- Fundraising
- New services
- What is your nonprofit up to?
- Client Stories

## Check Presentation

Anytime you get a check presented to your organization, get a picture taken and post it with tags of the people and/or company that gave the donation. This helps others know they aren't the sole funders to your nonprofit.

## Donor Spotlight/ Recognition

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- Asking a donor why they donate and providing a picture of the donor is all you need for Donor Spotlight posts.
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- These posts will be general thank you posts as opposed to the Donor Recognition posts that are specific to a particular donor.
- You should have a general thank you post at least once before asking and again after you have results from a recent ask.
- This helps avoid the “ATM” feeling donors can get when you ask for donations too frequently.

That’s all for this lesson! Download the Implementation Guide and begin formulating your strategy for next month.



## Worksheets

## Nonprofit Social Media Content System

Start by selecting the subcategories from the ACT-R topics that you will be able to easily write. You will need three posts per Pillar since we are aiming for three times a week to start. Consistency feeds the algorithm so doing what we can consistently manage is what we are focusing on.

	Attract	Connect	Transform	Retain
1	1	2	3	4
2	5	6	7	8
3	9	10	11	12

### A Sample:

#### *One Month's Social Content for Mission: Children, Inc. Planning Page*

	Attract	Connect	Transform	Retain
1	Belief: We believe children shouldn't live in fear and neglect. 1	I am a... protector of children. 2	Promotion: \$5 Friday 3	Update: We are serving 10 families in our Support Foster Parents Program 4
2	Inspirational- What life looks like if you succeed 5	I want a... world where children have childhoods without severe trauma. 6	Micro-conversion: Check out our website! 7	Thank You for your support 8
3	Did you know statistics about our cause 9	I believe... everyone deserves a safe place to grow up. 10	Volunteer Spotlight: Meet Our Board Member 11	Thank you for supporting abused and neglected children. 12

Now write out the caption for each of these posts and add a photo, video, or make the post a conversation starter for greatest impact. Use the red numbers on our planning page as the post number. A more detailed Spreadsheet can be found at [Social Media Content Master File](#)

Post #	Category	Caption	Post Type

## How Do You Use The Posting System to Post?

You can use Facebook's native scheduler and schedule all your posts at once. The red numbers on the planning sheet make it easy to vary your pillars and categories. Follow the numbers to have a mix of posts. Create a video or find images to go with your posts. Put some conversation starters in for more variety. You can use Facebook's native scheduler and schedule all your posts at once.

## When Do You Post?

If you don't have a lot of followers, then picking three days and a time is the best you can probably do. Most pages have followers online at 9 pm so that is a good time to schedule until you know about your fans.

If you have more than 25 followers, you may be able to check your page's Insights for the most popular days and times your fans are on Facebook. It's good to schedule posts at these times so you can maximize your organic reach.

As you get more traction and get 1K in followers, you can up your post frequency to 2 to 4 times a day if you are able.

## And Beyond...

Once you have done this for a few months, you will start to get a database of posts. Once a month go into your post insights and highlight in yellow in the spreadsheet the three posts that did the best as far as reach goes. You will want to keep these and repost next quarter. Highlight in red the three that did the worst. These will be deleted from your spreadsheet. You will then need to create three posts to replace the posts you deleted.

If you want to batch more than 12 posts, then use multiples of 12. An entire quarter with the basic system is 36 posts.

You can add the different topics/categories/subcategories under each pillar for more posts as you expand. Each time you do this, you will grow your database and have more posts to test. The idea is that after 12 months of posts, you will be reposting what you have because no one will remember or might have seen them after a year. You will be adding check presentations on the fly but for the most part, your posts will be a set them and forget them type thing.

To quickly expand your posts, add a photo, video, and conversation starter to each post category you already have. Alternate the posts every month between the types (photo, video, and conversation starter). So, the planning sheet looks like this now with the first post filled in:

### Three Months' Social Content for Mission: Children, Inc. Planning Page

	Attract	Connect	Transform	Retain
1	<p><b>Post:</b> Belief: We believe children shouldn't live in fear and neglect.</p> <p><b>Post Type:</b> <i>Photo:</i> Stock photo of happy child.</p> <p><i>Video:</i> Video of Founder talking about the why behind the belief.</p> <p><i>Conversation Starter:</i> What is your best childhood memory?</p> <p style="text-align: right;"><b>1</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>2</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>3</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>4</b></p>
2	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>5</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>6</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>7</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>8</b></p>
3	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>9</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>10</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>11</b></p>	<p><b>Post:</b></p> <p><b>Post Type:</b> <i>Photo:</i></p> <p><i>Video:</i></p> <p><i>Conversation Starter:</i></p> <p style="text-align: right;"><b>12</b></p>

There will come a time when you'll need a scheduler like SocialBee to put posts in and let the scheduler keep things going. Won't that be a good thing?