



5 WAYS TO USE SOCIAL MEDIA LEADING UP TO ARIZONA GIVES DAY

Follow these best practices to get the most out of your followers and fans

- 1 Plan ahead.**

Create an editorial calendar for social media posts long before you plan to post them. Think of creative ways to engage your audience in the weeks leading up to Arizona Gives Day: Tell the story of someone who has benefited from your nonprofit's work, explain the amount of need there is and how your organization can help and, if available, share stats of what you were able to do with the money raised during last year's Arizona Gives Day.
- 2 Focus on photos.**

Use imagery that reflects your organization's message while also evoking emotion. Stay away from using logos and branded materials and instead opt for images of people, places and things. If you don't have the time or budget to invest in original photography, consider purchasing high-quality stock images.
- 3 Expand your reach.**

Ask board members and staff to share your nonprofit's posts on their own social media pages. Many people are more likely to pay attention to content that comes from a friend than an organization.
- 4 Create clear calls to action.**

Don't leave your followers confused — use clear, concise language to let them know what you want them to do and when they need to do it by. Remind them of the date of Arizona Gives Day and consider including a specific ask, especially as the day draws nearer.
- 5 Get more likes.**

If your organization doesn't already have a large following on social media, create a campaign to connect with more people. Ask your board members and employees to invite their friends on Facebook to connect with your nonprofit.