The background is white with scattered confetti in blue, yellow, and green. There are four balloons: a yellow one with a white ribbon, a blue one with a white plus sign, a green one with a white musical note, and a blue one with the text 'Get Up & Give'.

NORTH TEXAS GIVING DAY

.ORG

9.19.19

powered by

COMMUNITIES
FOUNDATION of TEXAS



*Get Up
& Give*

Social Media Toolkit 2019

#NTxGivingDay

Connect With Us

Connect with #NTxGivingDay on our social media networks. Like, share and repost from our feeds and tag North Texas Giving Day when you post!



facebook.com/NorthTexasGivingDay
@NorthTexasGivingDay to tag



instagram.com/ntxgivingday
@NTxGivingDay to tag



twitter.com/ntxgivingday
@NTxGivingDay to tag



Search Communities Foundation of Texas



Use #NTxGivingDay across all social media to join in the online conversation!



Plan

Take time before North Texas Giving Day to plan out your social media approach:

- What stories will your organization tell?
- Who will be responsible for social media updates and conversations?
- Who will monitor your North Texas Giving Day progress to track donations and keep donors informed and engaged throughout the day?

Engage

North Texas Giving Day is an opportunity for your organization to increase visibility both on- and offline. Harness the momentum and excitement around North Texas Giving Day and use it to amplify your online presence.

- **Have conversations about #NTxGivingDay on social media** in the months leading up to and following September 19.
- **Make your content relevant, interesting, shareable and uplifting.** Tell real stories about real issues surrounding your cause and show how your organization is working to make change.
- **Be authentic and engaging.** Participate in the conversation. Respond to what people are saying about you.
- **Ask your followers to tell you why they support you using the hashtag #WhyIGive.**
- **Talk about your success stories** – what were you able to do with the funds raised from last year's North Texas Giving Day?
- **Engage others to tell your story** – get your staff, board and volunteers to be brand ambassadors, sharing your content on their own feeds.

Tips for Your Channels

Facebook

The Internet's Watercooler

- Get started by liking the North Texas Giving Day and Communities Foundation of Texas pages. This will allow you to get updates, important information and tips for North Texas Giving Day. It's also a great place to get shareable content that you can post on your page.
- Promote your Facebook page. Include a link to your Facebook page on your website's homepage, newsletters, emails... basically everywhere and anywhere.
- Using your personal account, tag the page and ask your Facebook friends to check it out. Ask employees and board members to do the same.
- Create a Facebook event for North Texas Giving Day that links to your North Texas Giving Day profile page and reminds people to give to your organization. Invite your followers to be part of North Texas Giving Day so that they can be reminded as the day gets closer. Also, tell people to invite others. It doesn't matter if you're hosting on site – the whole day is worth celebration!

Do all of the above and repeat...over and over and over!

Twitter

Short and Sweet

There's a lot happening on Twitter and it all happens quickly. On Twitter, you can connect your organization with those who are outside your usual sphere using #hashtags and retweets (RTs).

Follow @NTxGivingDay and @GiveWisely on Twitter to stay connected with updates, important information and tips. Retweet us for quick and easy content for your feed.

Twitter Tips

- **Use the hashtag #NTxGivingDay** to be in the North Texas Giving Day conversation.
- **Follow and interact** with people/organizations who are important to your nonprofit: people who have fundraised for you, those who hold important positions in your community, experts in your area or people who are talking about your interests already.
- Start talking, and **have something to offer**, such as a link, picture, fact or video.
- **Use images!** Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.

Tips for Your Channels

Instagram

Picture Perfect

Instagram is a great tool to visually tell your story to supporters, whether it is a fun quote, graphic or photo. On Instagram, the image has the most impact. Use the caption to give more information, but keep them short – let your picture do the talking! Use #NTxGivingDay so your images will show up in the North Texas Giving Day feed.

You can also share in-the-moment events using the Instagram Stories feature. Here's what you need to know about Instagram Stories:

- The Stories feature is a newer way for users to share photos and videos on Instagram.
- Instagram Stories can be seen for just 24 hours before they disappear.
- Photos and videos shared to your Story don't live on your profile's grid or on your followers' feeds – the content exists only in the Stories bar at the top of the app.
- Stories are a series of videos or photos, all capped at 10 seconds, but you can add as many as you want. So you can add a 10-second video, followed by a photo that shows for 10 seconds, followed by four more 10-second videos, and they'll appear one after another.

How can you use Instagram Stories:

- **Tell a story.** Unlike your Instagram profile, which is likely made up of polished and posed photos, Instagram Stories are much more casual. Use the successive video feature to tell full-length stories and show events or ideas as they unfold.
- **Connect with your followers.** Instagram Stories make it easy for users to send you a message as a response to your Story. Take full advantage of this and encourage users to send you a message. This promotes 1:1 engagement with people in your audience that you may not have reached otherwise. Just make sure you have somebody monitoring and ready to respond!
- **Don't stress.** The casual and spontaneous nature of this feature gives you a ton of room to experiment.

LinkedIn

Strictly Business

LinkedIn is a social media network geared toward professionals, business and networking. LinkedIn is a great tool for content sharing and marketing.

- **Polish your organization's profile.** Before starting with any activity on LinkedIn, make sure your profile is complete. Fill out as much information about your nonprofit as you can. This will make your organization appear professional and attractive. If your company page is missing a profile picture or a description, donors are less likely to take you seriously as someone trustworthy enough to receive their donation.
- **Be consistent.** By posting regularly, you're increasing the credibility of your organization, you're keeping your supporters and followers in the loop, you're establishing yourself as a thought leader, you're interacting with others, and you're staying top of mind – just to name a few benefits. Your goal should be to maintain a presence without spamming your followers' newsfeeds.
- **Share your fundraising and awareness campaigns on LinkedIn.** By posting regular campaign updates and linking to relevant content, you also increase your chances of receiving donations online.
- **Encourage your board** and staff to post relevant articles that share industry-specific content relevant to your cause area.

Create a viral LinkedIn campaign by encouraging your staff, board and network to share their personal “Why I Give” stories.



Sample Posts

Facebook and Twitter

Before North Texas Giving Day

- Thanks to you, last year we raised [enter total raised in 2018] on #NTxGivingDay! This year please help us blow that out of the water!
- We can't wait to be a part of such a BIG day! What's your favorite part of #NTxGivingDay?
- Save the date: 9/19/19 is #NTxGivingDay!
- #NTxGivingDay is a regional movement. Show your Texas pride and share how you will give back in your community!

Scheduled Giving (September 9 through September 18)

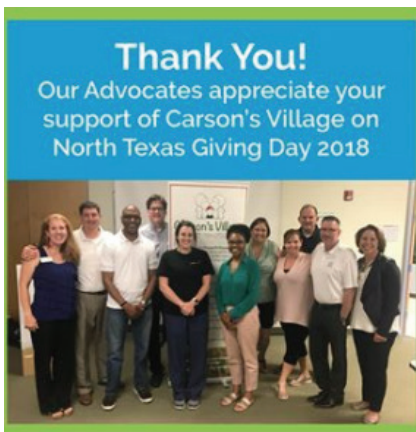
- A little goes a long way when North Texans give all at once. Schedule your gift today for #NTxGivingDay!
- Early birds, this one is for you! Schedule your gift before #NTxGivingDay and help us reach our goal!
- Make a difference and schedule your gift today! [enter link to donation page]

North Texas Giving Day (September 19)

- Help build a stronger and more vibrant North Texas by donating today! [enter link to donation page]
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [enter link to donation page]
- "How wonderful it is that nobody need wait a single moment before starting to improve the world." Anne Frank. Don't wait – #NTxGivingDay is today!
- Your gift matters! Let's show the world how North Texas gives back and donate today!
- Help us get to the top of the #NTxGivingDay leaderboard! Donate here today: [enter link to donation page]
- Millions will be donating to their favorite causes today for #NTxGivingDay – join the giving party! Donate NOW!

Instagram

Sample posts:

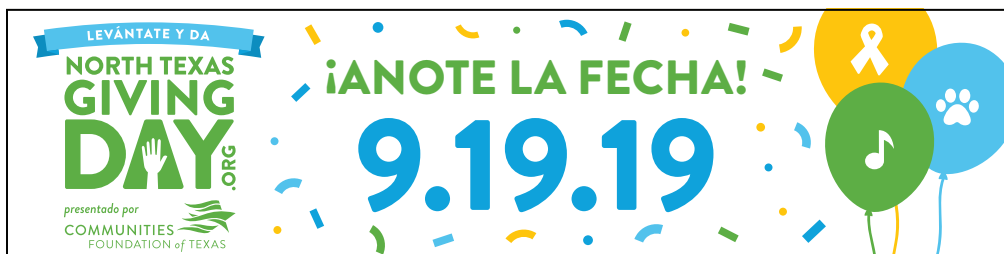
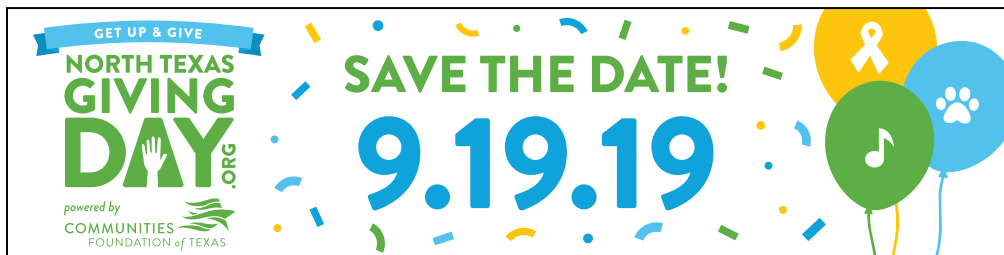


Email Signature

Support your organization through an email signature:

Your email signature is one of the most powerful things you have! We spend 28% of our time in our email, so what better way to show support for your organization than having a reminder on every email you send?

You can download your own email signature through the resources tab in the nonprofit section of the website or by clicking the images below. Don't forget to link the email graphic to your North Texas Giving Day profile page!



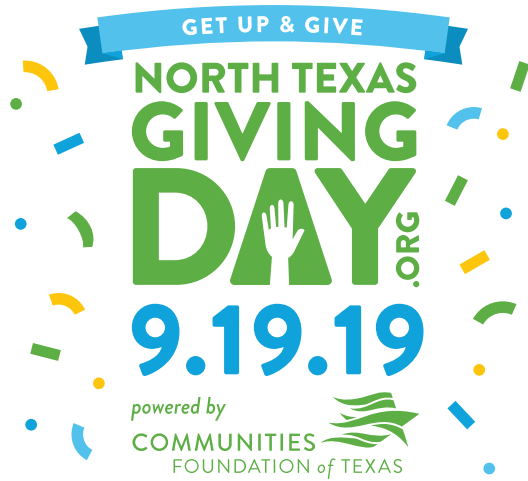
A Few Other Ideas

- Invite a member of your community to take over your social media account for an hour.
- Host a #twitterchat and discuss a topic relevant to your cause.
- Ask followers to vote on your North Texas Giving Day campaign ideas.
- In addition to using the #NTxGivingDay hashtag, create a customized hashtag specific to your organization.
- Check out Nextdoor! This neighborhood-focused network allows you to engage people in your local area. With Nextdoor, you can interact with neighbors, discuss community news and more! Spread the word about North Texas Giving Day and share how your neighbors can get involved.

For logos, graphics and more tools, visit northtexasgivingday.org.

Also, be sure to register for our social media and digital strategy training sessions or catch the replays online.





#NTxGivingDay
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