



Social Media Tips

Eight Ways to Use Facebook during WyoBraska Gives

Facebook is a great way for you to communicate with current and potential stakeholders before, during and after WyoBraska Gives.

- If you are new to Facebook, visit the Facebook Pages Help Center to learn how to create a Facebook page.
 - Photos, Photos, Photos. Some of the most engaging posts on Facebook include images. Make sure to utilize our prebuilt marketing graphics to emphasize the impact of WyoBraska Gives.
1. **Get started by liking the** <https://www.facebook.com/Oregon-Trail-Community-Foundation-> so you can stay connected with updates, important information and tips from the campaign. Also, link to other organizations participating from your organization's page.
 - *To like a page from your organization's page, click "Use Facebook as Page" on the right-hand side.*
 2. **Promote your organization's Facebook page** – include a link to your Facebook page on your website's homepage, newsletters, emails – anything you can think of. Ask your staff, family and friends to like the page and help you promote it.

3. **Engage your fans in conversation.** Use this opportunity to engage people, ask them why they support your organization and post it on your page. Interview staff and clients and have them talk about your mission, your programs and how you change lives. Upload photos and videos of your organization at work. Let people see you making an impact in our community.

4. **Promote WyoBraska Gives**

- Use the “mention” function to connect with other nonprofits and WyoBraska Gives . To “mention” WyoBraska Gives, type the @ symbol and Facebook will prompt you to type in the name of a page or a friend. If you’ve “liked” WyoBraska Gives, it will show up below the update window as a selection.

- Share the link for WyoBraska Gives on your page to help familiarize individuals with the site and direct them to it on Tuesday, November 13th.

- Explain your goals and what your supporters can do to help you reach them to make a bigger impact.

Tell stories that bring your agency’s mission to life.

Invite your friends and followers to “like” Oregon Trail Community Foundation’s

Facebook page o Ask your supporters to ‘share’ your Facebook posts about WyoBraska Gives.

- **SHARE and SEND** invitations to attend WyoBraska Gives 24 Hour Fundraising Event! <https://www.facebook.com/events> to invite your fans to participate in the giving day.

5. **Change your Facebook Cover Photo** to one of our graphic in the Nonprofit ToolKit.

6. **Track your posts** to see which type of content gets the most engagement.

Using Facebook Analytics, you can schedule your posts based on the times your fans are online or discover which content (photo, articles, etc.) receive the most likes, clicks and shares.

7. Want to raise even more awareness? You might consider **boosting your posts** through Facebook Advertising. With Facebook advertising, you will pay for each click, like or view your content receives.

8. **On Tuesday November 13th, update your Facebook status** throughout the day with your organization's progress to help increase awareness, excitement and motivation to give.

Eight Ways to use Twitter during WyoBraska Gives

Twitter is a great place to engage with people throughout the campaign. But it should be more than just about sharing your latest fundraising milestone. We encourage using Twitter to post fun facts about your organization, thank supporters, and engage supporters to share their stories about your organization and why they give.

1. **Follow Oregon Trail Community Foundation @OTCF_NE** and make sure you are following people your organization wishes to reach. This will grab their attention and direct them to your organization's Twitter profile.
2. In your tweets, **share information about WyoBraska Gives** and what it means for your organization. You can tag @OTCF_NE in your messages. Include the hashtags: #StrongerTogether #OneEffort #OneCommunity #WyoBraskaGives in all of your tweets.
3. **Upload photos and videos** of your organization at work and share them on your Twitter account. **Share supporters' stories** and ask supporters to share their message to support on their Twitter accounts.
 - Include the hashtag #WyoBraskaGives and #OTCF in your tweets. Using a hashtag is like assigning a category to your tweets.
4. **Post updates on fundraising goals** throughout the day on November 13th to help increase awareness, excitement and motivation to give. This is also a good way to keep donors up to date on your organization's standing in the event. **Share pictures** of offline events or behind the scenes action on Twitter.
5. **Pin a Tweet** to the top of your profile. Feeling proud of a really good tweet? Pin it to the top of your profile page to keep it from getting lost in all of your other tweets!

6. **Update your Twitter profile picture and header image** to reflect your WyoBraska Gives campaign. Use the Twitter Graphics in your NPO ToolKit.
7. **Create Twitter lists** for supporters and other organizations participating in WyoBraska Gives.
8. **Track your success!** Use Twitter Analytics to track how your tweets are performing.

Other Digital Media Channels:

Consider using some of these other digital media channels to boost your outreach for WyoBraska Gives and beyond.

LinkedIn: Typically used for professional networking or sharing tips on career building, LinkedIn can offer your nonprofit a chance to share company news. Nonprofits can build company pages or create groups to share updates with followers.

YouTube: Did you know you can create a YouTube channel for your nonprofit? Visit online tutorials available through [YouTube.com](https://www.youtube.com)

Vine: Create short, looping videos using Vine. These 6 second videos can make a big impact!

Pinterest: Across all channels, for best engagement on your posts, use photos! While Pinterest may not seem like a natural fit for your organization, more and more nonprofits are using Pinterest to engage with their target audience.

Instagram: Did you know that as of 2018, Instagram has over 800 million users? Instagram allows photos taken from iPhones or Android phones to share photos on Facebook, Twitter, Tumblr and Foursquare.

Snapchat: Snapchat is on the rise in a big way. The popular photo-sharing and messaging app is becoming so big that even other social networks - like Facebook and Instagram - are beginning to incorporate their own versions of Snapchat's unique features. There are over 158 million active users creating 2.5 billion Snaps per day, with 9,000 Snaps every second. That's a huge user base that you can leverage into potential supporters!