



Empowering Your Online Presence: Social Media and Content Marketing Strategies for Nonprofits



Introductions

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Overview

Today, we will cover:

- Getting started (and becoming an expert) on social media.
- What, where and why post on social media.
- The role of social media in modern marketing.
- Content marketing synchronization
- Questions and answers.



Getting Started With Social Media



What Platforms are Right For You?



Social Media Channels Explained

Each social media platform is different



Facebook

I like donuts



Twitter

I'm eating a
tasty #donut



YouTube

I'm watching
donut videos



LinkedIn

My skills include
donut eating



Instagram

Here's a photo
of my donut



Snapchat

Short video
with my donut



Reddit

Discuss our
love for donuts



TikTok

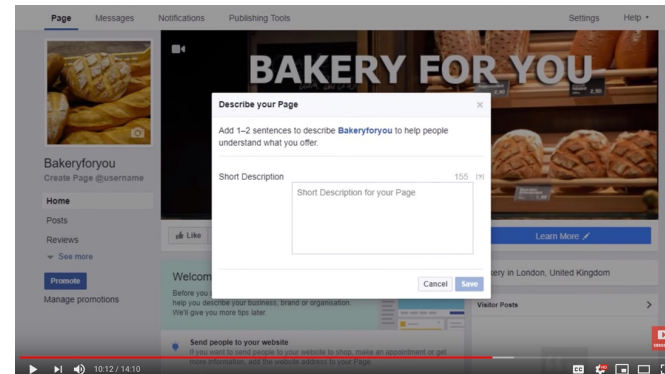
I dance & sing
with my donut



THE-PIXEL.COM

Create Your Accounts

- **How to start a Facebook Business Page**
 - <https://youtu.be/Zl87ugrZSfo>
- **How to make sure you Google Business Profile is Ready**
 - <https://www.youtube.com/watch?v=81nhmYRTYZM>
- **How to start an Instagram Brand Account**
 - <https://www.youtube.com/watch?v=gJh1QvV9fVE>
- **How to start a Twitter Account**
 - <https://www.businessinsider.com/how-to-setup-a-twitter-account>
- **How to start a YouTube Channel**
 - <https://www.youtube.com/watch?v=6o7qODwjEz8>





Become a Social Media Expert

HubSpot Academy

Social Media

FREE Certification Course

The set of lessons in this certification course covers social media strategy, social listening and moderating, social content, extending your reach, digital advertising, measuring ROI, and more.

Course Details:

8 lessons

Sign up to access this course



Sign up with Google

OR

First name *

Last name *

Email address *

Password *

[Show Password](#)

Website URL *

Company name *

Start course

By creating a HubSpot account, you're agreeing to accept the



THE WHAT, WHERE, WHEN & WHY OF SOCIAL MEDIA POSTS





What



#FREE #FOOD: Start the new year off with a fully stocked fridge. Today from now until noon, join us and the [@LAFoodBank](#) at Annunciation Catholic Church in **#Arcadia** for a **#grocery #giveaway**.



Feeding America @FeedingAmerica · 1h

A single act of kindness can have a powerful impact. For Tania in Los Angeles, that act helped change her life.



Social Media should be just that; *social*.

Posts should demonstrate that you know and care about your audience

POST TYPES

User Generated Content (UGC)

This is any *content*—text, videos, images, reviews, etc.—*created* by people, rather than brands. We will often share UGC on our own social media accounts, mainly Instagram.

These are opportunities to show appreciation and build credibility.



Another Way for UGC

Our **mission** is something pretty much no one can argue with; when people learn about the urgent need and our efficient work to alleviate hunger and prevent food waste, many of them can't help but want to get involved. **We should treat our audience as active participants in our mission, not passive recipients of our message.**

By cultivating and maintaining relationships with influential members of our community, we improve our opportunities to increase awareness, credibility, audience size and, ultimately, conversions.

- Create social media toolkits and messaging points for:
 - VIPs and Influencers for events.
 - Campaigns such as #GivingTuesday.
 - For volunteers and staff.
 - Let's face it! If your story isn't interesting to you, it won't be interesting to anyone else. Employee and volunteer advocacy will help you build your brand and credibility.



100 attorneys and staff from #GTLosAngeles and #GTOrangeCounty offices recently gathered to welcome the Mel on Wheels RV to LA. To honor this stop of the tour, GT donated to @LAFoodBank, @FamiliesForward, and @HumanOptions.
#GettingTogetherTour #GreenbergTouring





UGC Examples

California Volunteers @CalVolunteers 10k+
Mentioned @LAFoodBank

Jul 9, 2021

Got weekend plans? @LAFoodBank is hosting a **#volunteer** day tomorrow, 7/10.

Volunteers are needed to help sort, inspect, & repackage donated food items from local food drives!

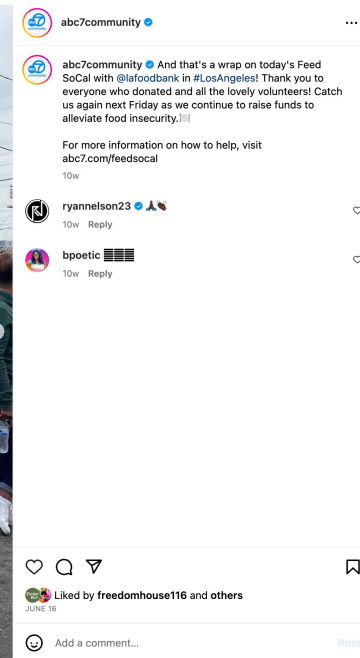
More info. here: bit.ly/3xuL6X2





What

Curated Content: These are opportunities to show our expertise and that we are paying attention to topics that are of interest to our audience; these include articles and other content we share from reliable third parties.





Original Content: Just like it sounds, this is content we've created and which we own.

Video: It's best to upload video natively to social rather than sharing a link to YouTube.

Blog: Post a teaser, photo and link that make the reader want to learn more. This will drive traffic back to your site and improve chances of a conversion.

Photos: Grab attention and cut down on wordiness with photos!

What



Los Angeles Regional Food Bank

3,059 followers

1h • 🌐

Today marks National Food Bank Day, a day to recognize the power of community support in the fight against hunger!

Join us in this movement to end hunger. Whether you donate, volunteer, or spread awareness, your contribution matters. Let's create a world where no one goes to bed hungry.

Learn more about the power of volunteers and donors:

<https://lnkd.in/eRQJHbU>

#NationalFoodBankDay #WeFeedLA #CommunityImpact #TogetherWeCan #VolunteerHeroes



🌐 2

1 repost



👍 Like

💬 Comment

↻ Repost

When in doubt, keep your posts as brief as possible. Remember: there's a good chance you're dealing with scrollers and mobile users.

Treating your posts like novels creates more opportunities for readers to lose interest and likewise miss your CTA. So, using photos and videos is a good way to engage a distracted audience.



What

Micro Content: These are shorter posts which might include a stat and a CTA or a even just quick “thank you.” These help to keep audiences primed and engaged.



LA Regional Food Bank @LAFoodBank · Aug 17

The Food Bank thanks Congresswoman Sydney Kamlager-Dove for visiting the LA Regional Food Bank and helping to raise awareness around food insecurity in Los Angeles County!



Congresswoman Sydney Kamlager... @RepKamlager... · Aug 17

Today I visited @lafoodbank, the SLA WIC Office, and the SEE-LA Farmers' Market to discuss the importance of nutrition assistance programs in #CA37. I have made combating hunger and food insecurity a priority and will continue to fight GOP attacks on SNAP and WIC.



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LA Regional Food Bank @LAFoodBank · Aug 31

We're grateful to @Albertsons, @vons, and @pavilions Foundation for their \$300K Nourishing Neighbors grant! It significantly impacted our Children's Breakfast Program, providing nutritious meals to food-insecure children in LA County. Together, #WeFeedLA.



1



1

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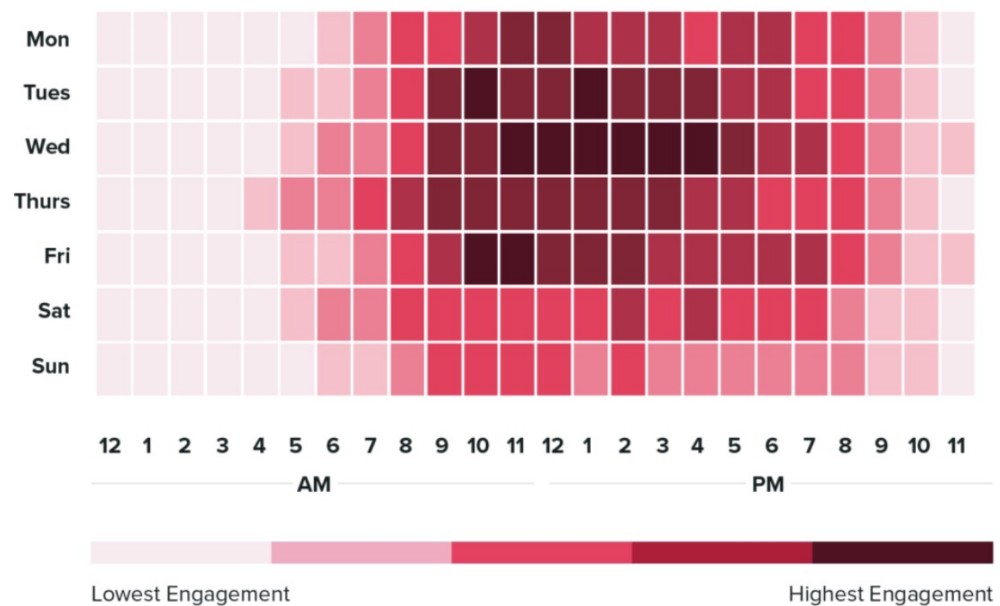


Instagram Post Timing



Instagram Non-Profit Engagement

sproutsocial

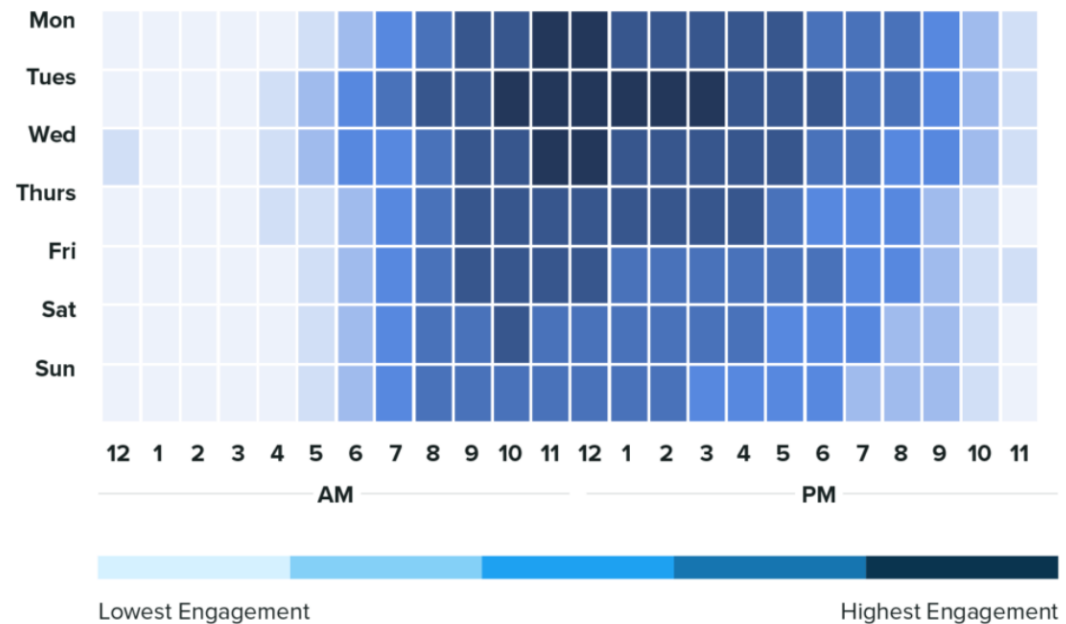


Facebook Post Timing



Facebook Non-Profit Engagement

sproutsocial

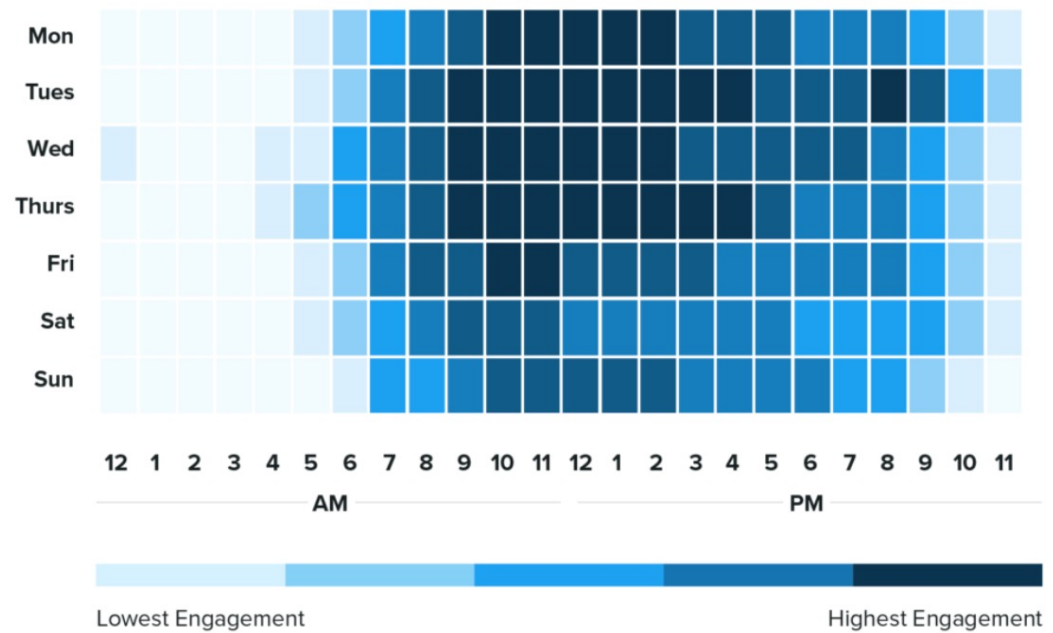


X (formerly Twitter) Post Timing



Twitter Non-Profit Engagement

sproutsocial



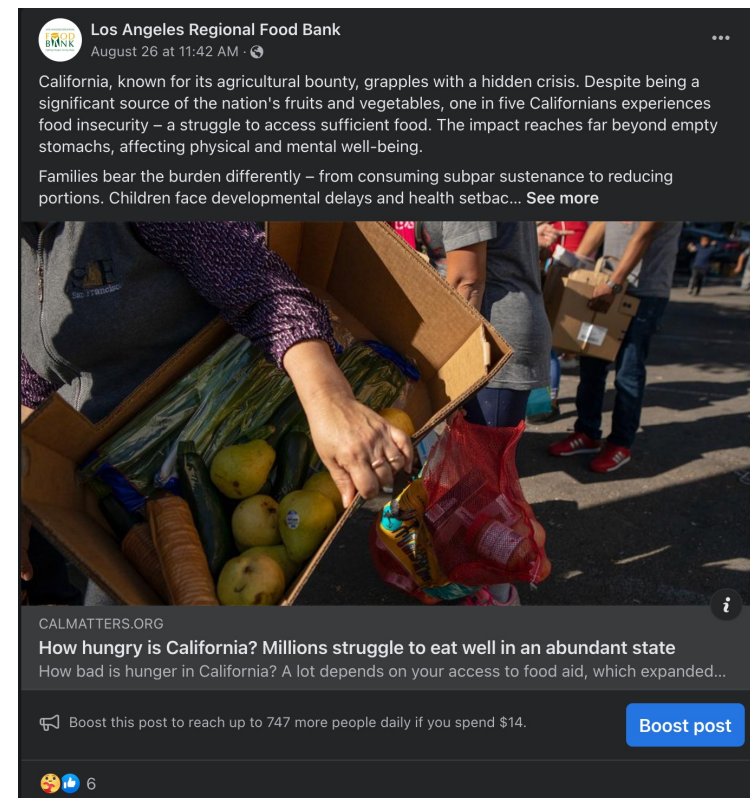
Why Post This?

Before posting, ask yourself:

- Who am I trying to reach?
- What do I want them to **do** or **learn**?
- Am I demonstrating value?
- How will I know if I have been successful?
- Would I share this if I didn't work at this organization, or in this space?

Successful posts:

- Are Relevant
- Spark Emotion
- Are Trustworthy
- Demonstrate Empathy
- Authoritative/Educational
- Authentic
- Share worthy/Interesting





Privacy

Respecting the privacy of clients

- Image releases
- Getting consent
- Try to avoid license plates or remember to block if using



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1734 East 41st Street
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Fax: (323) 234-0943

IMAGE RELEASE FORM

I (the undersigned) do hereby confirm that I have agreed to be photographed and filmed for and/or by the Los Angeles Regional Food Bank (hereinafter called FOOD BANK) and that FOOD BANK will own any and all rights in said photography, filming and recording of me.

This will permit the FOOD BANK to proceed with the said photography, filming and recording and I now waive, to the FOOD BANK and its successors assign and license, all personal rights and objections to any use to be made of me, my name, likeness, voice, image or personality in connection with the use of photography and filming containing my photograph and voice, for any and all motion picture, radio and television purposes, and performances thereof, accompanied by any narration and dialogue whatever, and the publicity in connection therewith, and/or for any other trade and advertising purposes. I understand that in proceeding with said photography and filming the FOOD BANK will do so in full reliance on the foregoing permission. I understand that I shall receive no compensation for my appearance in and participation in the photography and filming.

I agree to hold you and any third parties harmless against my liability, loss or damage (including reasonable attorney's fees) caused by or arising from the exhibition of my appearance or material furnished by me in connection with my participation.

Signature _____
(signature of parent or guardian if subject is under 18 years of age)

Date _____

Name (Print) _____

Title _____

Home Address _____

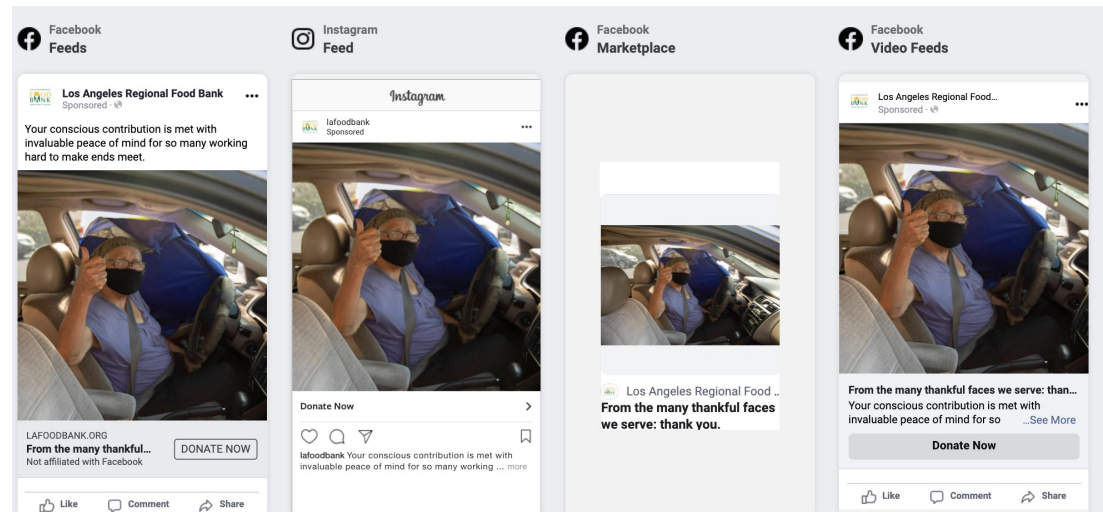
Phone Number _____

Keeping Up With Social Media

- QR Codes: the rise and familiarity of using these is something to consider and to think about if it fits your demographic
- User experience moved from more mobile to more desktop and now, it is shifting to more mobile – something to think about as you are creating content

Algorithms

- Relevance
- Recency
- Resonance (how engaging)
- Authenticity is key
- Boosted/sponsored ads help gain visibility (platforms will offer promotions)

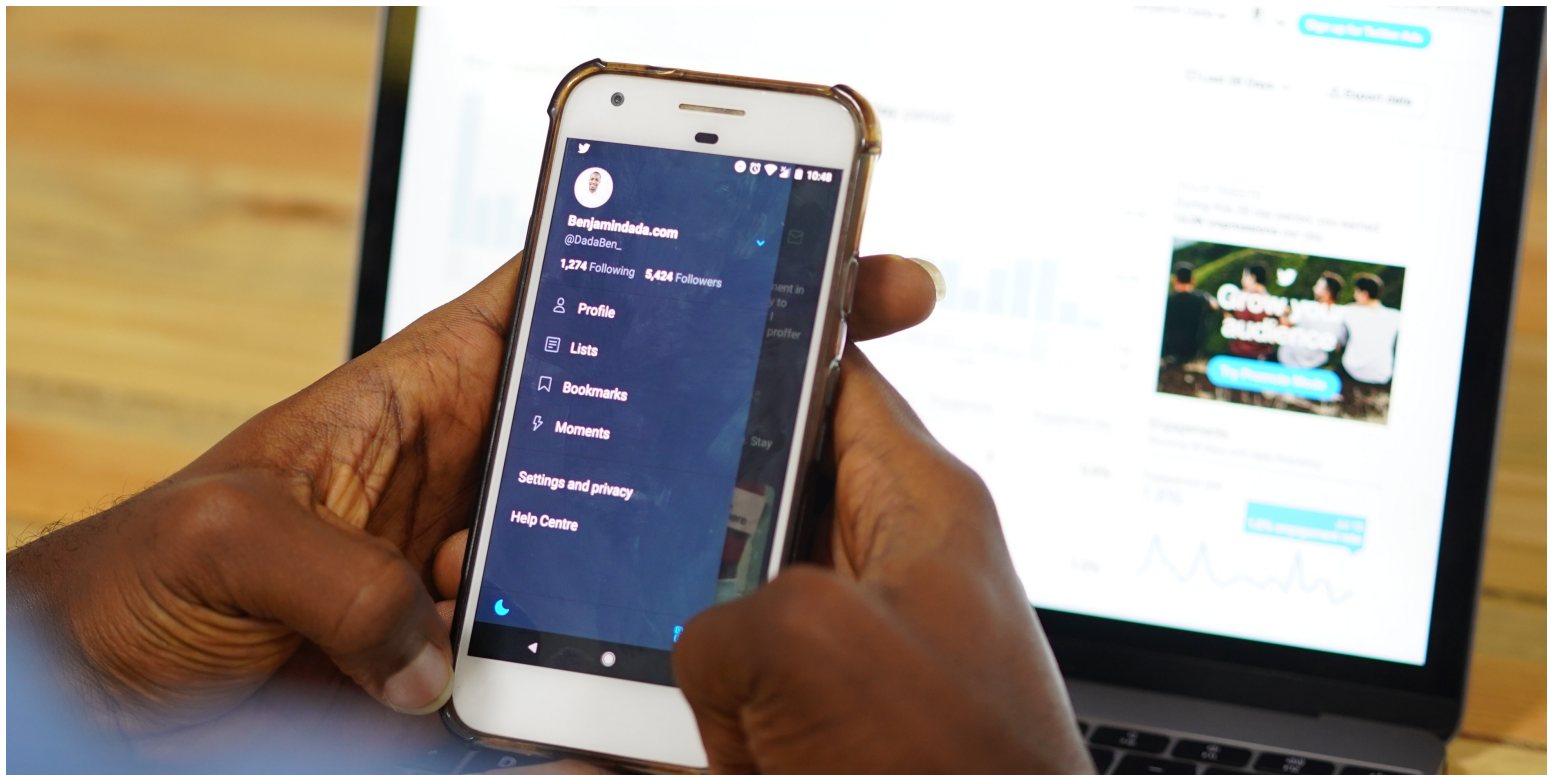




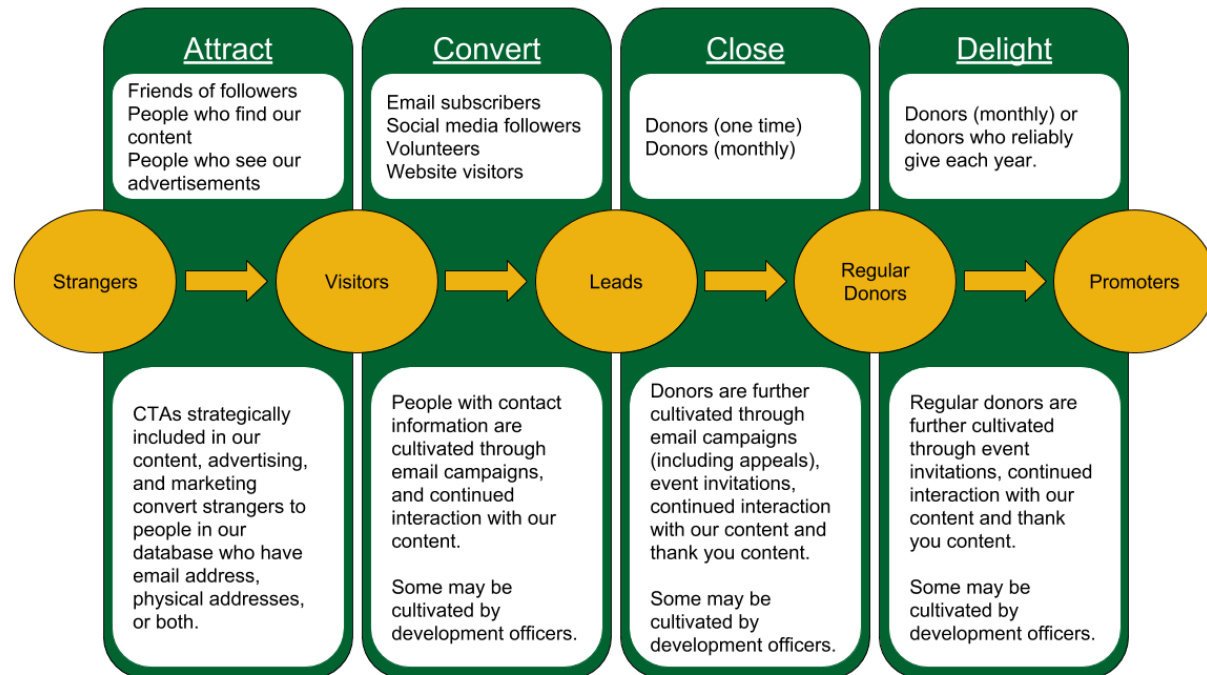
Engagement

- What is social media engagement?
- How to increase engagement?

Social Media's Role In Marketing Strategy



Donor Lifecycle / Constituent Journey



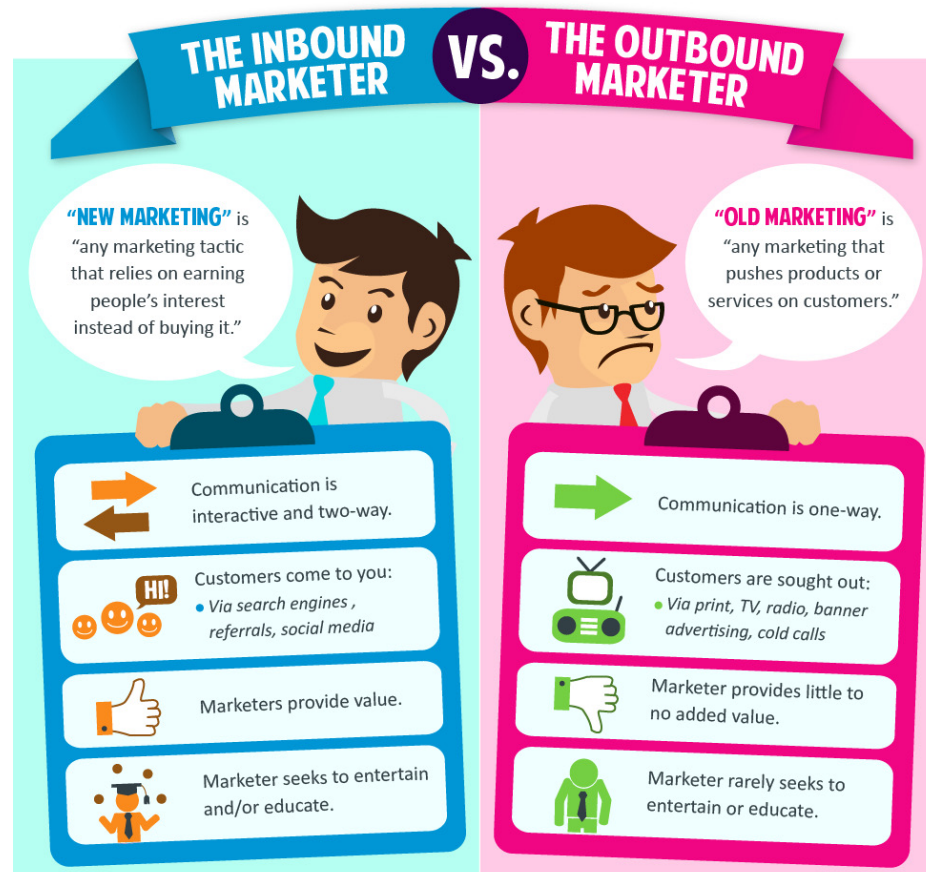
LOS ANGELES REGIONAL



Fighting Hunger Giving Hope



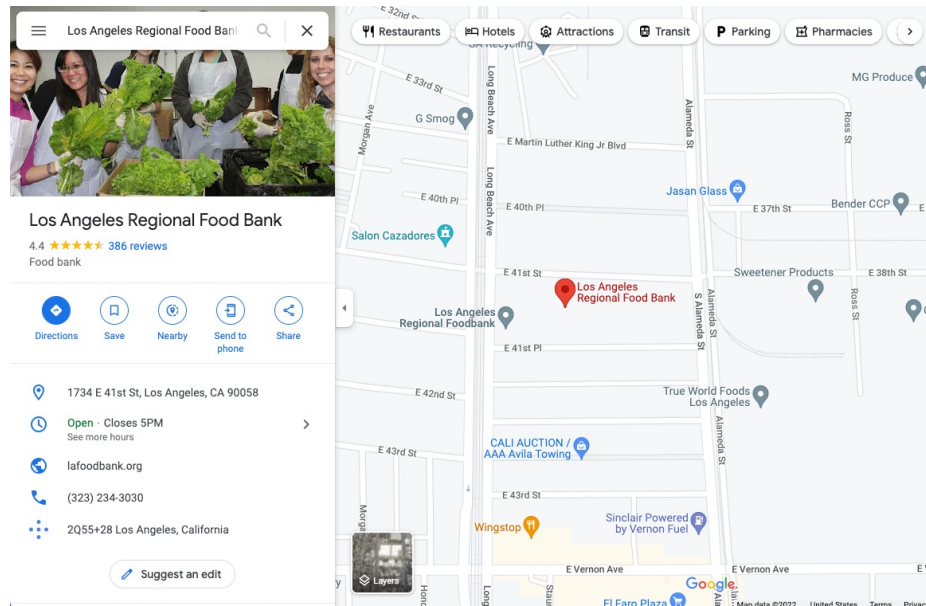
Inbound Marketing



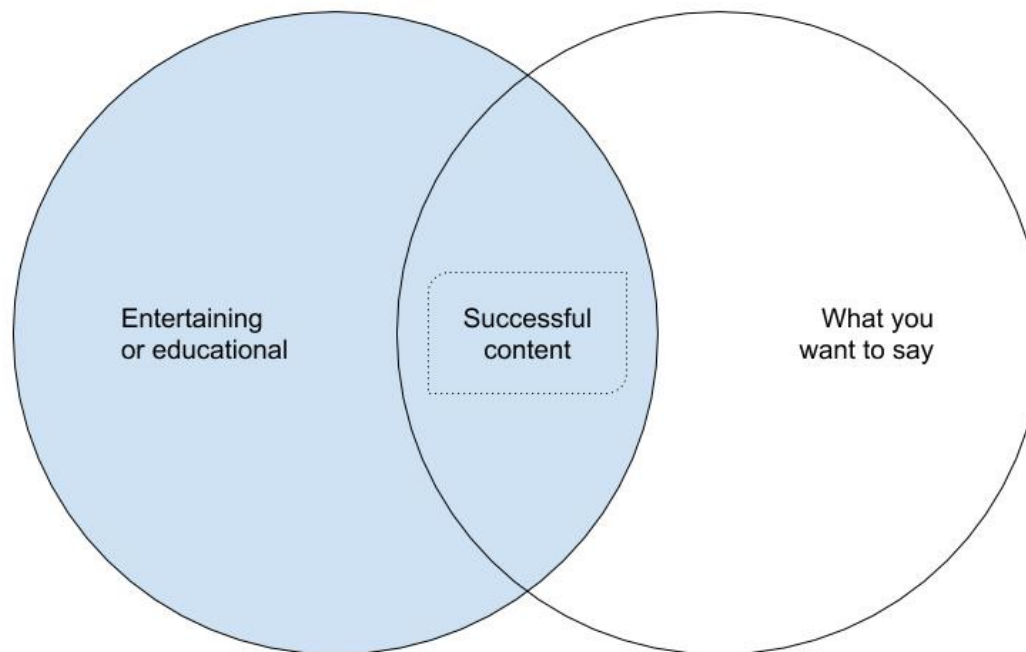


How Can People Find Me?

- Create or update your Google My Business Profile.
- Keep the profile up-to-date.

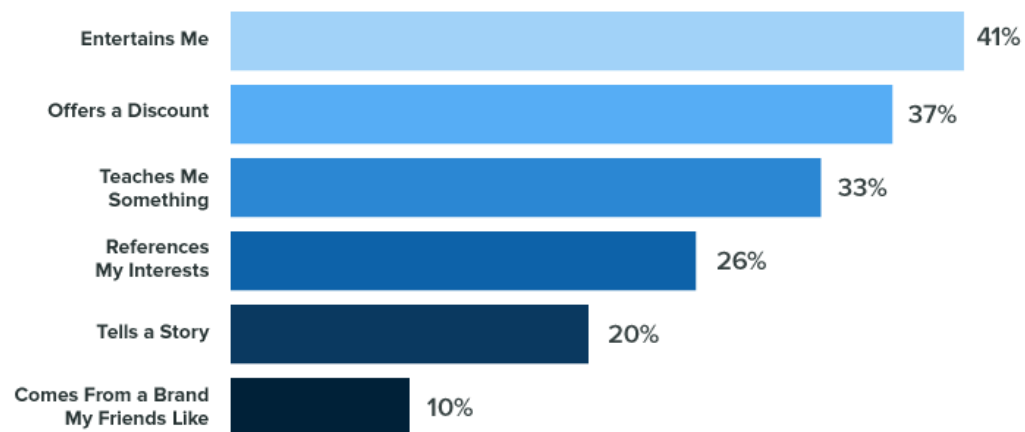


Content Marketing



Content Marketing

The Most Engaging Social Ad Content, According to Consumers



Content Marketing

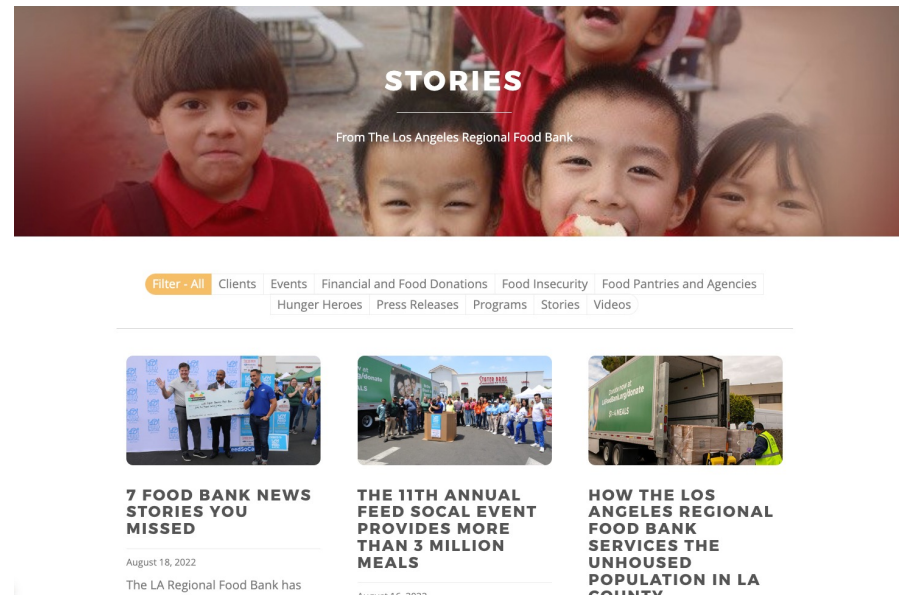
Creating Content

- Social Media - Facebook, Instagram, TikTok, YouTube
- Blog Posts
- Videos



Why Create Content?

- Tell someone's story
- Impact
- Exposure
- Boost support for your organization and/or cause.
- Search engine optimization



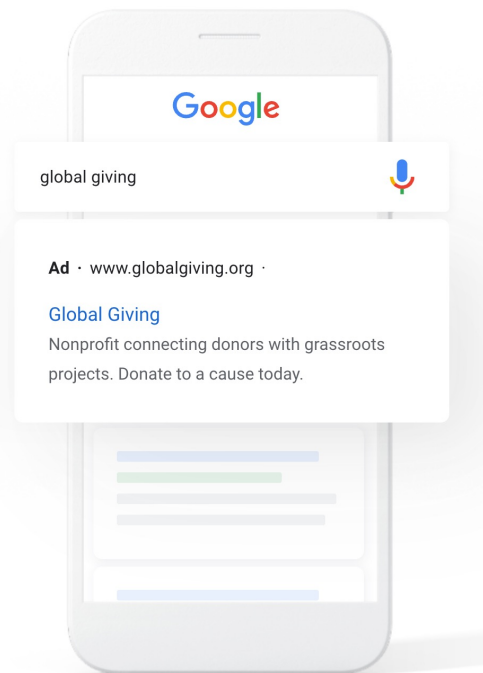


Google Grants

Raise awareness,
attract donors, and
recruit new volunteers
using Google search
ads.

Google Ad Grants shows your message to people searching for nonprofits like yours.

Each qualifying nonprofit has access to up to \$10,000 per month in search ads shown on Google.com. Additional Google Ads may be purchased in a separate account.



Connect Content to Google Grants

- Up to \$10K a month in free ads
- [Free YouTube tutorial:](https://youtu.be/ZilFhTquOBo?si=pG7nDPQk911DUIEA)
<https://youtu.be/ZilFhTquOBo?si=pG7nDPQk911DUIEA>
- <https://www.google.com/grants/>



Social Media Marketing

Social media can be used to syndicate content.

- Organic Social Media Marketing.
 - Video
 - Photos
 - Blog posts
- Paid Social Media Marketing.
 - Boosted posts.
 - Social media advertising.
- Influencer Marketing.

Much of this content can also help you with e-newsletters.



Questions?

