

SOCIAL MEDIA BOOTCAMP SESSION #2

SYNOPSIS: In Session #2, we dive into using social media for fundraising, influencer strategy, and building authentic engagement. Learn best practices for collaborations, community management, and how to navigate crisis communications effectively. This session is packed with practical tools to help you grow, protect, and activate your online presence with purpose.



CONTENT PILLARS

BREAKING YOUR CONTENT INTO PILLARS

Content pillars are a helpful way to break up your content based on what it’s meant to achieve

- Fundraising content
- Artistic content
- Political / activism content
- Behind-the-scenes footage



NOTE: All of these categories have a different goal, whether it’s encouraging followers to donate or getting “shares” on posts.



CONTENT CALENDAR

A content calendar is a tool used to plan, organize, and schedule content creation and publication. Once you have identified your pillars, try a content calendar tool or template to plan and schedule your content.

FIND YOUR CONTENT PILLARS

Write down 3-6 different pillars your content naturally falls into and figure out which pillars are most successful for your account.

COMMUNITY MANAGEMENT

WHAT IS A COMMUNITY?

Anything can be a community including, but not limited to:

- Niche fan forums, Discords, message boards
- Group chats & text-based threads
- Brands and companies on social media platforms
- Comment threads on various websites
- Spotify playlists, Twitter lists, etc;
- Reviews on shopping sites ([seriously!](#))

WHAT IS COMMUNITY MANAGEMENT?

Community management is the process of listening and interacting with social users, in order to:

- Build brand connection beyond posts, by connecting with audience directly.
- Learn from users in real time, as they share feedback on content, account and products/services.
- Transform fans into advocates, by making them feel heard/seen/valued - which often inspires more conversation.

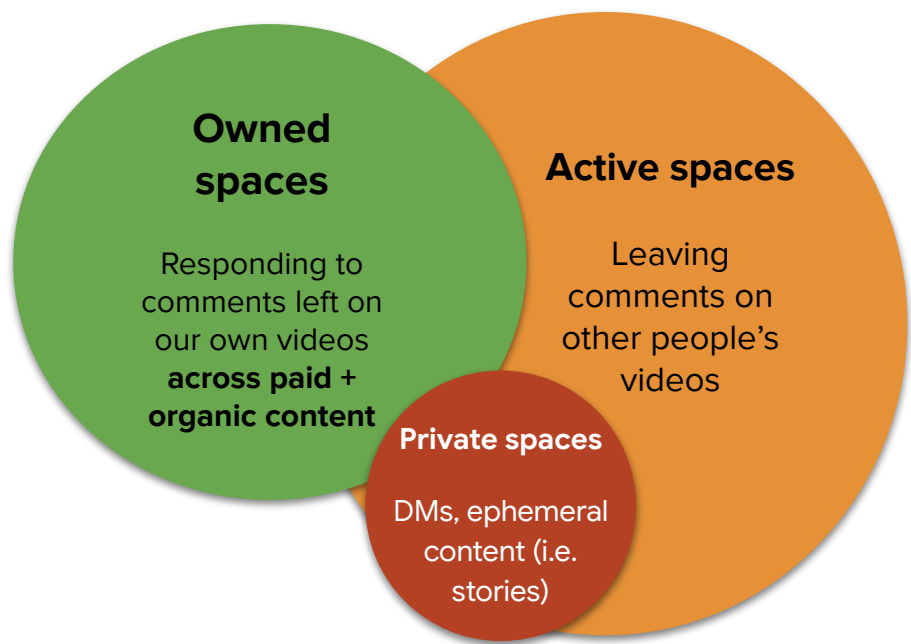
COMMUNITY MANAGERS WEAR MANY HATS

- Customer Service: Identifying customer/user issues on social media
- Public Relations: Identifying when the internet at large is at your brand on social media
- Marketing: Making people feel a connection to your brand

You are the people paying THE MOST attention , hearing from THE MOST people and with THE MOST direct access to both sides of the equation.

In many cases, you will be asked to be everything to everyone.

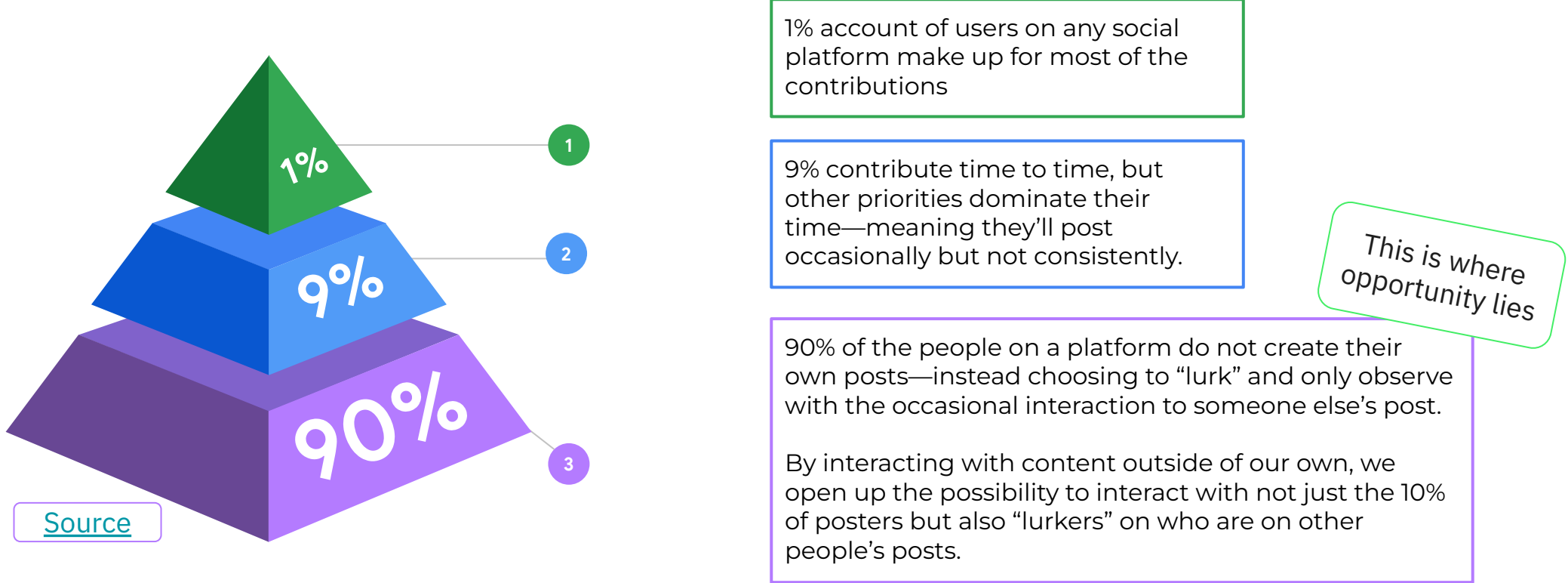
WHERE COMMUNITY MANAGEMENT SHOWS UP



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COMMUNITY MANAGEMENT (CONT.)

OUTSIZED OPPORTUNITY IN ACTIVE SPACES



COMMUNITY BUILDING

So, how do you talk to that 90% of people? Here are some ideas, but the “right” answers differ based on brand and audience:

- Ask questions in captions and Stories (there are Poll features to facilitate this, too).
- Reply to comments and DMs to show that you’re actively reading what people write you.
- Repost, or just engage with, tagged photos, Stories, and videos.

OTHER THINGS TO REMEMBER

Community management is everywhere including:

- Reviewing tagged posts and mentions
- Responding to Direct Messages and Stories
- Interacting with your content and other’s content

INFLUENCERS

INFLUENCERS AND ORGANIZATIONS

Influencers ,who have grown their own followings, can offer specific first-person promotion posts for organizations that can look like:

- Videos talking about their first-person experiences with the organization
- Still images or memes they took from their visit to the brand/organization
- Cross-posted content

MACRO VS MICRO INFLUENCER

There are two types of influencers: Macro (usually defined as 100K+ followers) & Micro (10K-100K followers.)

- **Macro influencers** are more expensive to work with and can charge upwards of \$100,000 for a single post.
- **Micro influencers** will usually charge much less, and will sometimes do partnerships that are unpaid.
 - Things like merch, access, crossposting deals, etc. can be offered instead of direct payment.
 - You can also consider bringing influencers on in a contract position for a handful of posts.

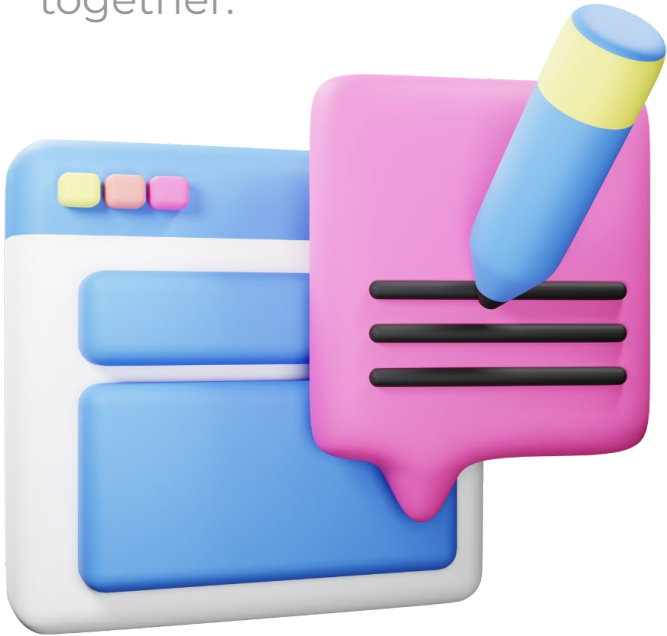
FINDING AND WORKING WITH INFLUENCERS

Ask yourself:

- What influencers would want to work with you?
 - The first place to check is your followers list and tagged posts to see if any accounts with high followings have interacted with you. Also check location tags to see if anyone’s been there without your knowledge.
- You can also follow hashtags on Instagram, like the #conservation tag, to see top posts and identify large accounts.
 - Begin interacting with those creators, and consider reaching out via DM or to their listed email account to see about working together.



DON’T FORGET: Nano influencers, even those with just a few hundred followers, have influence and exist as well!

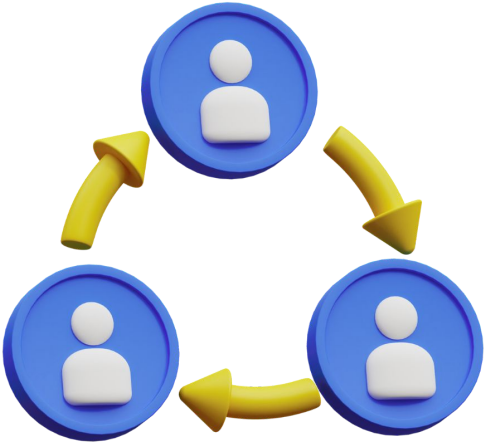


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PARTNERSHIPS

WHAT ARE PARTNERSHIPS?

Partnerships are typically mutually beneficial agreements, often between two brand or organization accounts.



CREATING PARTNERSHIPS

Find a brand/organization with a similar mission/set of values, and come up with ways to cross promote each other.

You can invite each other to collaborate on Instagram posts by clicking “Tag people” and then “Invite Collaborators” when uploading your post. They’ll get a notification and can accept the invitation to collaborate, so posts show up on both feeds.

FUNDRAISING

RAISE MONEY AND AWARENESS

ENCOURAGE FUNDRAISING

Your supporters are the best vehicles for fundraising. Provide social media language and graphics for volunteers and supporters that they can post directly to their social media accounts and encourage donations from their networks.

FUNDRAISE DURING TOPICAL MOMENTS

Without being opportunistic, share posts with soft asks and donation links at times people are talking on social media about something related to your organization. Make sure your organization is actually fighting for what is happening, or else it can be seen as opportunistic.

DON’T RELY ONLY ON DIRECT ASKS

Sharing great content is the best way to encourage donations. Make it easy for people to donate by having donation links on website and social pages

SEE WHO IS FOLLOWING/ENGAGING WITH YOUR PAGES

Take a deep dive into who is following your organization and who frequently engages with your content. They are individuals who should be proactively engaged with as potential donors.

CRISIS COMMUNICATIONS

CRISIS MANAGEMENT

You should know about every controversy, crisis, and frequent question before they come to a head.

MONITOR SENTIMENT

- Monitor mentions and keywords about your organization to see if anyone’s talking about you on social.
- Brainstorm potential examples of crises
- Create protocols in advance about potential scenarios and what you will and won’t respond to.
- Get leadership alignment on plan

RESPONDING TO SOCIAL BACKLASH

- Don’t try to be trendy at expense of your reputation
- Have a clear review process for posts and gut check with other people, even if you’re a one-person social team
- Offer a full-throated apology if you have something to apologize for quickly OR double-down if you stand behind what you said.
- Sometimes silence is golden! Don’t respond if it will just draw attention to an issue most people don’t know about.

