

HERE FOR GOOD

2024 ANNUAL CAMPAIGN

SOCIAL MEDIA TOOLKIT

**Your Guide to Connecting,
Communicating, and Raising Funds**

HERE FOR GOOD

2023 ANNUAL CAMPAIGN



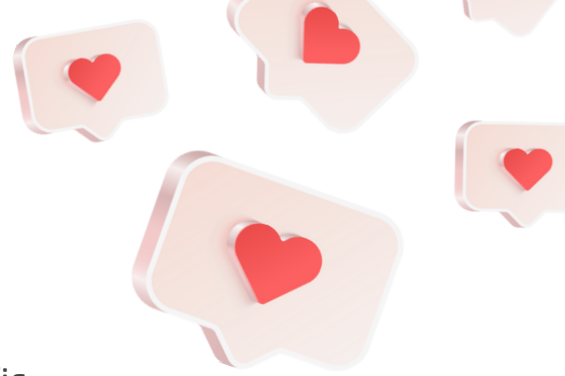
Welcome!

This year's Annual Campaign is from February 1-29 and social media is essential to generating awareness and raising dollars. To help support you in these efforts, please use the following tools and ideas to help guide your social media activity for the 2024 Annual Campaign.

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Social Media Channels



FACEBOOK

- Update your profile picture to be campaign specific
 - You can set this to be temporary during campaign dates
- Update your cover to be campaign-specific
 - Create a multi-image carousel or use a video for greater effect
 - Samples can be found on YCONNECT Annual Campaign Resource Page
- Always include a direct link to your fundraising page when you post
- Engage with others on Facebook about campaign to increase exposure
 - Example: “Hey, are you coming to the event this Friday?”
- Use pictures and videos to inspire action
 - Make sure you have a waiver or permission to post photos of other people
- People are more likely to “Like” and “Share” photos and videos, not just text
- Invite friends to like the branch page and comments/posts
- Set up Facebook Fundraising page
 - <https://www.pocket-lint.com/apps/news/facebook/140690-facebook-personal-fundraisers-how-do-you-start-one-are-there-fees-and-does-it-work-like-gofundme>

LINKEDIN

- Be sure to “follow” the YMCAOC LinkedIn page
 - <https://www.linkedin.com/company/ymca-of-orange-county>
- Invite colleagues, friends, and any potential donors to join your network
- Post consistently (at least 1 time per week)
- Link all posts to your fundraising page

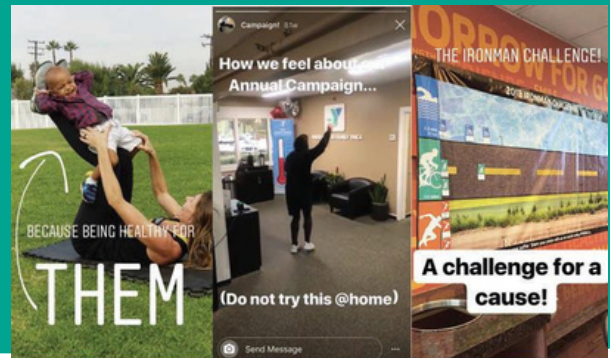
INSTAGRAM

- Update your profile bio
 - This is where you get the chance to show your personality and tell people what you are all about. Be strategic and use keywords, you only get 150 characters here.
- Update your Linktree to place the donate button at the top
 - Update yours or create one at <https://linktr.ee/>
- Use popular and trending hashtags to raise awareness for your campaign. This includes the designated hashtags for this year’s campaign. See page 5.
- Use pictures and videos to inspire action
 - Make sure you have a waiver or permission to post photos of other people
- Follow others on Instagram who might be interested in your campaign
- Celebrate those who donate by posting photos or gifs and tagging them
- Post short videos and use Instagram Stories to pique curiosity.

Tools and Tips

Tips for Awesome Instagram Stories

- Give your followers a behind the scenes look at our organization by featuring Y Staff and Annual Campaign. (Fun activities or decorations around campaign such as bulletin board, tabling event, etc.)
- Organizing a special event? Put together a slideshow with before and after pictures.
- Pin Highlights: While Stories will by default disappear after 24 hours, you can opt to save key stories as highlights on your profile. These display as miniature albums above your main Instagram feed.



Instagram Story Sample

Tools and Tips

HASHTAGS

Hashtags create a community of support and connect people and businesses. In all posts, please use the following 2024 Campaign hashtags:

- #hereforgood2024 – All Users
- #hereforgood – All Users
- #MYMCAOC – Orange County region only
- #MYMCAOV – Pomona Valley region only
- #MYMCAOSGV – East San Gabriel Valley only
- Feel free to add other related hashtags that are popular or trending

USER-GENERATED CONTENT (UGC)

UGC refers to content related to the brand that's created by someone who's not an official representative of your business. It could be a social media update, a review, a video, a podcast, or a number of any other types. If it involves The Y, and none of our employees or affiliates created it, it's user-generated content. This is great for volunteers and community partners to use!

TAG

It's when someone mentions you in a post. Not just by name, but by using the @ symbol to find your profile. This means that your name is linked to your profile and you will receive a notification to let you know it's happened. Think when a friend adds a photo to Facebook, and you get a notification because you've been tagged. You can TAG your friends in your posts, photos, and videos as well. Click below for more details.

<https://www.socialmediatoday.com/social-networks/courtney-hunt/2015-07-06/understanding-and-using-tags-and-tags>

TESTIMONIALS

Share what people are saying! People love to share what they are passionate about and we want them to share about us! Testimonials can be in the form of videos, written comments, Yelp reviews, or social media posts. The more you share, typically the more you receive. Also, at the end of the testimonial, ask the question to your followers, "Do you have a Y story to share?"

Tools and Tips

AMBASSADORS

These are your biggest fans!! These are the members/volunteers that you can trust and count on to tell the Y story in their communities and inspire action. Define at least 10 to be your 2024 Annual Campaign Social Ambassadors. Provide them with the social media tool kit and list 3 things you would like them to do (i.e. post once a week in their network groups, post in a local mom's group, comment on your posts, etc.)

VIDEOS

Did you know? 100 million hours per day are watched on Facebook. And, 1200% more shares are generated by social videos, then text and images combined. These two statistics are proof enough of the importance and impact videos can have on Campaign. When you begin to film your videos, please remember these key items:

- Keep your video short and sweet. :15 - :30 second max.
- Film horizontally for Facebook, vertically for Instagram
- Try to avoid background noise so you can hear the content of the video clearly
- For more tips to help create a great video with your smartphone, visit <https://www.pocket-lint.com/phones/news/131351-10-tips-for-recording-better-video-with-your-smartphone>

LINKS

Always link your posts! You can either link them to ymcaoc.org/donate or your own fundraising page.

PHOTOS

Photos are a terrific way to visually tell the Y story and inspire action. They should always be relevant to your ask or comment. For instance, if you are asking for donations because you are passionate about swim safety, then images around swimming, water, etc. would be a good choice. Remember, images that are clean and bright perform the best!

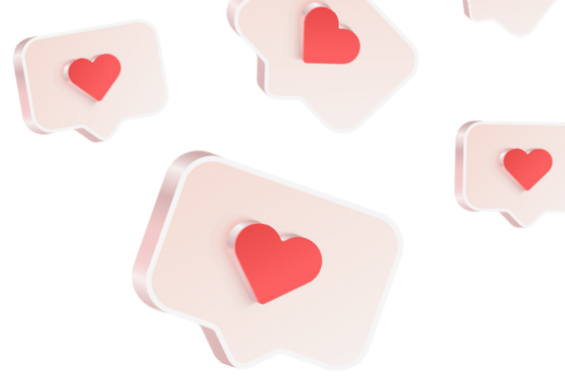
Pro Tip: To email a high resolution photo from your phone, choose “Actual Size” when prompted.

Messaging and Content

WHEN POSTING ON SOCIAL CHANNELS, PLEASE REMEMBER THESE STEPS TO AN EFFECTIVE APPEAL MESSAGE:

- a) Don't ask for money in your first post. Start by introducing what you are fundraising for and why you are a part of this cause.
- b) Answer the “What is in it for me?” question. People are more likely to engage with your appeal if it has a benefit for them. For example, rather than asking for money to help your nonprofit achieve a goal, challenge them to take a stand for what they believe in. This way, what's in it for them is having a direct impact on a cause they care about.
- c) Make your appeal about them. Avoid using the word “we” in your Social Media updates. Remember, the reason why people support your nonprofit is because they view you as a partner. Use the word “you” whenever you make an appeal so you can connect the impact you're making through your programs with your audience's interest in your cause.
- d) Make your appeal emotional. Brain science teaches us that people are more likely to act if it triggers an emotional connection to your cause. Before posting on social media and making an ask –whether to share or to donate –ask yourself, “How does this post make me feel?”
- e) Make your appeal conditional. It's better to ask people to share or donate when you've pinpointed something that resonates with them. Simply commanding people might come off as abrasive or aggressive. Try to add the condition “if” to your ask. That small word turns the command or the call to action into an opportunity for people to share something personal about themselves. For example, “Share if you know someone impacted by the war.”

WHAT YOU SAY AND HOW YOU SAY IT IS VITAL TO INCREASING ENGAGEMENT AND DONATIONS.



ALL CONTENT POSTED SHOULD BE:

- Authentic
- Timely
- Relevant to why you are asking for support
- Clearly demonstrate the need
- Be free of spelling and grammar errors
- Be brief and to the point. Remember, people scroll on social media. Your message has to grab their attention quickly.

KEYWORD BRAINSTORMING

Use carefully selected keywords or “buzzwords” in your posts, links, and hashtags to help elevate your rank in social search results and add to the visibility of your campaign. From a single hash tagged post, a follower might find your profile, more of your similar content, and click through directly to your website or fundraising page.

KEYWORDS “BUZZWORDS”

Start a list of keywords to help you write more engaging and effective posts:

Hope

Families in need

Join us today!

Will you help?

Bring back...

We continue to...

Remember when the Y helped...

What did the Y do for you?

Reconnect with the Y

Social Media Planning Worksheet

Start planning what you are going to post during Annual Campaign!

SAMPLE

Facebook: Create & share Facebook event for a Spin a thon

Instagram: Video testimonial of me and why I give to campaign

LinkedIn: Share link to my fundraising page and what funds go to

Other: Short video: ask friends to give to my fundraiser

WEEK 1

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

WEEK 2

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

WEEK 3

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

Social Media Planning Worksheet

WEEK 4

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

WEEK 5

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

WEEK 6

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____

CAMPAIGN RECAP

Facebook: _____

Instagram: _____

LinkedIn: _____

Other: _____



Our Mission

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.



Our Vision

To improve lives and strengthen character through youth development, healthy living and social responsibility driven by passionate staff and volunteers.



Our Values

Respect, Responsibility, Caring, and Honesty – Our values are celebrated by staff and members and provide a positive foundation for all Y programs and a healthy connection with others.



Our Commitment

To keep programs open for all. The Y is a nonprofit, charitable organization that serves the entire community. Donations support our scholarship program and Our Commitment.



Our Cause

Strengthening the foundation of communities.

YMCA OF ORANGE COUNTY

Orange County • Riverside County • East San Gabriel Valley • Pomona Valley