



Social Media: The Basics

A Powerful Tool for ITP Patient Support Groups

NANCY POTTHAST – DIRECTOR OF MARKETING

Platelet Disorder Support Association (PDSA)

www.PDSA.org



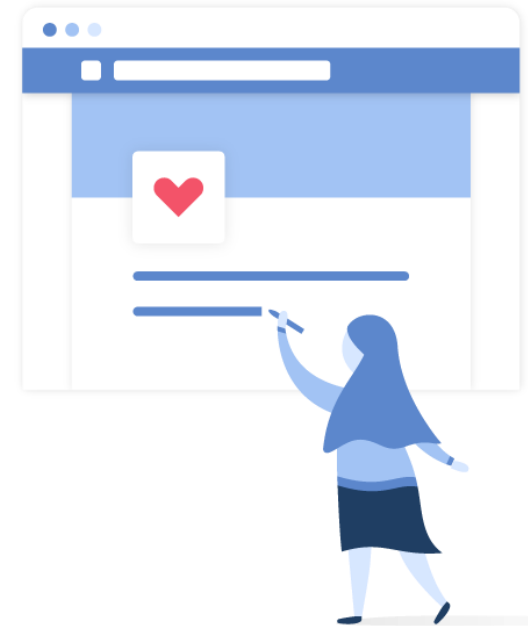
Facebook Pages

▶ What is a Page?

- ▶ A Page gives your charitable organization a voice and presence on Facebook, creates an opportunity for new people to discover your organization and serves as a public communication forum.

▶ When should I use a Page?

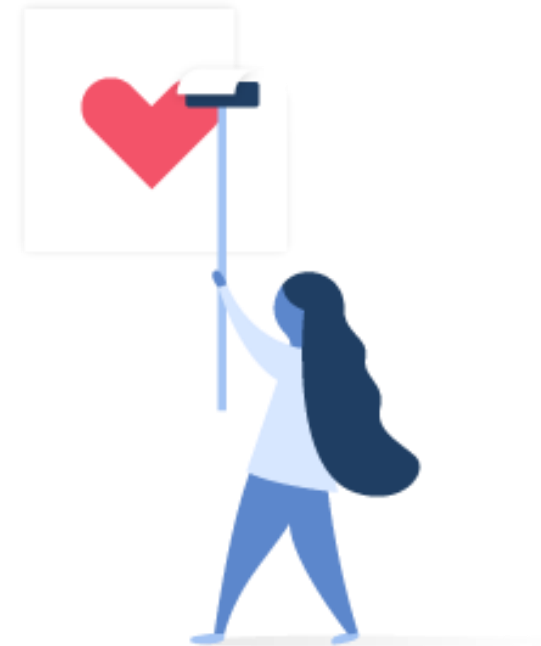
- ▶ To grow your community of supporters and create more connections and interactions with people. A Facebook Page connects you to a global network of over a billion people.





Facebook Pages

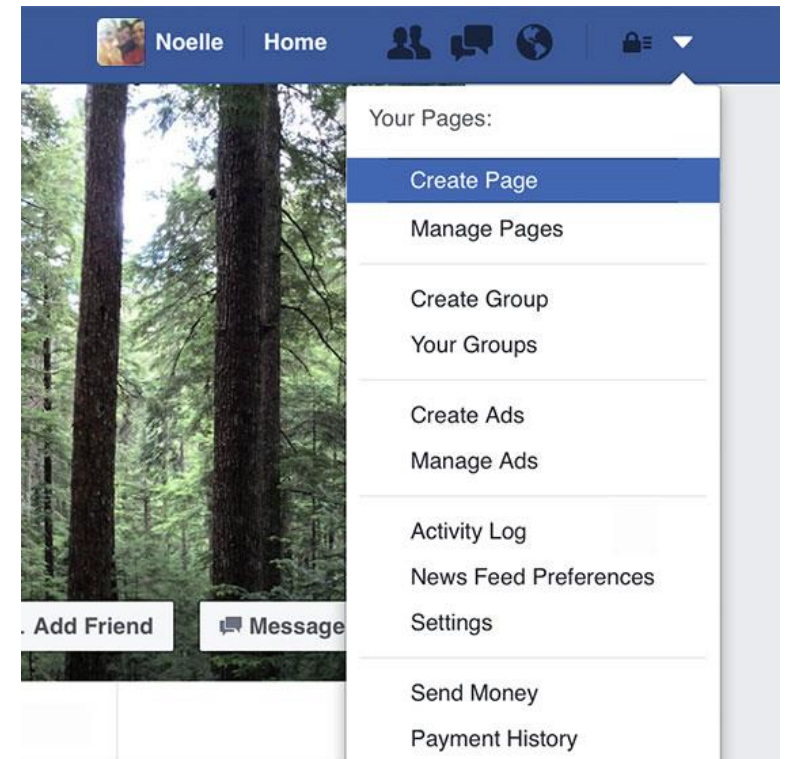
- ▶ **How can I use a Page to support my mission?**
 - ▶ Educate your community about your cause and update them on your organization
 - ▶ Find and connect with new supporters who share your passion
 - ▶ Engage your community by creating opportunities for people to interact with you and each other
 - ▶ Inspire people to take action by spreading the word, attending events, volunteering or donating funds



Facebook Pages



- ▶ **How do I create a Page?**
 - ▶ Log into your personal Facebook account
 - ▶ Click the arrow in the top-right corner of any page and then select **Create Page**.

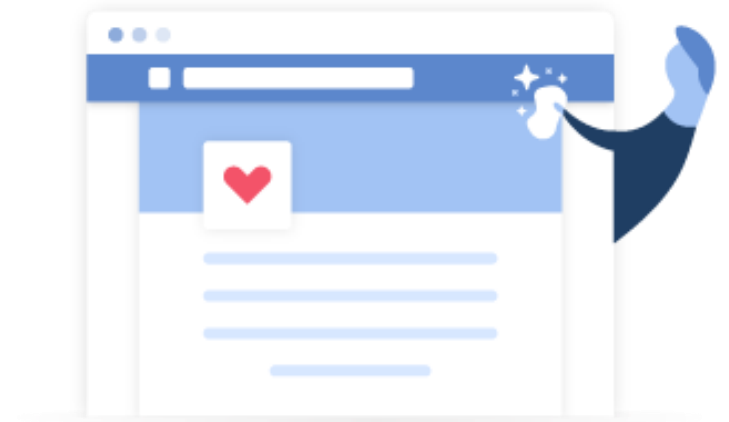




Facebook Pages

▶ Optimize each Page section

- ▶ **About:** briefly state the mission of your organization and its impact. Include contact information.
- ▶ **Profile Picture:** use a square version of your organization's logo.
- ▶ **Cover Photo:** an image that represents the work your organization does and the communities it serves.
- ▶ **Video & Images:** photos, albums and videos will offer more depth and understanding of the work and impact of your organization.
- ▶ **Events:** a great way to let people know about events your organization is hosting.





Facebook Pages

▶ Promote your Page

- ▶ **Website:** include a social share icon and link to your Facebook Page.
- ▶ **Blog:** if you have a blog, include a plug-in to your Page.
- ▶ **Email:** if you email supporters, promote your Page there.
- ▶ **Social Media:** photos, if you have other social media sites, promote your Page there.

▶ Create a Page Strategy

▶ Helpful Resource:

<https://nonprofits.fb.com/topic/create-a-campaign-strategy/>





Facebook Groups

▶ What are Groups?

- ▶ Let you create specific communities of people who interact directly with each other. You can use Groups to share exclusive updates, photos or events, and Group members can coordinate through comments, collaborate on documents and message other group members. Groups can be public, closed or secret.

▶ How to use Groups

- ▶ Update your volunteers on upcoming opportunities.
- ▶ Provide donors with exclusive content, services or benefits.
- ▶ Host discussions with beneficiaries.
- ▶ Create a forum for feedback and questions.
- ▶ Connect with other organizations or causes in your sector.





Raise Awareness

▶ **Grab people's attention**

Creating posts that people like, comment on and share is key to raising awareness.

- ▶ Know your audience.
- ▶ Find your voice.
- ▶ Be authentic.
- ▶ Use visuals
 - ▶ Videos
 - ▶ Images
 - ▶ Infographics
 - ▶ Links





Activate Supporters

▶ Ask People to Speak Out

Empower others to share your message. Be clear about what you stand for and how people can use their own voice to spread the word.

- ▶ Define actions to take: share a post or photo, change profile picture, post about cause, share a personal story.
- ▶ Craft your call to action: ask the right people, define the problem, offer a specific action, make it easy to do.
- ▶ Show a clear need: use examples, understand your community's needs.
- ▶ Inspire people to share their stories.





Activate Supporters

▶ Get People to Show Up

Online communities can unite people with shared interests. Getting people together in person can further build momentum and empathy for a cause. Facebook can help you organize people both online and face-to-face.

- ▶ **Create Events.**
- ▶ **Encourage sharing at Events.**
 - ▶ Collect contact info
 - ▶ Recruit volunteers
 - ▶ Take photos and video
 - ▶ Engage the press



Raise Funds



▶ Collect Donations

Nonprofits and charitable organizations can also use Facebook donation tools to raise funds on their Page header, posts and live video without having the donor leave Facebook. Currently, charitable organizations based in select countries are eligible. Those eligible include US-based, 501(c)(3) nonprofit or charitable organization in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Norway, Poland, Portugal, Spain, Sweden, the Netherlands, UK.

▶ Create Events.

▶ Encourage sharing at Events.

- ▶ Collect contact info
- ▶ Recruit volunteers
- ▶ Take photos and video
- ▶ Engage the press





Raise Funds

► Fundraise for your charity

Eligibility: US-based, 501(c)(3) nonprofit or charitable organization in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Norway, Poland, Portugal, Spain, Sweden, the Netherlands, UK.

► Send supporters to a donation website of your choice.

- Donate button in Page header
- Donate button in Ads

► Drive supporters to donate directly on Facebook.

- Donate button in Page header
- Donate button in posts
- Donate button in Facebook Live
- Page Fundraisers: dedicated fundraising Page with integrated tools
- Birthday Fundraisers





Marketing Toolbox

- ▶ **Canva.com – user-friendly marketing design platform**
 - ▶ Free premium version available to registered nonprofits - https://about.canva.com/en_in/canva-for-nonprofits/
- ▶ **Low-cost or free website options**
 - ▶ <https://nonprohithub.org/nonprofit-web-design/the-best-low-cost-website-options-for-nonprofits/>
- ▶ **Facebook for nonprofits**
 - ▶ <https://nonprofits.fb.com/>
 - ▶ **Facebook guides:** <https://nonprofits.fb.com/topic/giving-guides/>
 - ▶ **Facebook tools:** <https://nonprofits.fb.com/tools-products/?ref=nav-dropdown>
 - ▶ **Instagram:** <https://nonprofits.fb.com/topic/instagram/>

