

Shining on Social: Stories & Media Relations to Help You Save More Lives

Topic: Basics of Social Media



Goals of Social Media

- ✓ Advocacy, fundraising, adoption, positive awareness, etc.

Best Practices

- ✓ Post length: 2-3 sentences (the shorter the better!)
- ✓ Post frequency: ideally 3 times a week
- ✓ Monitoring: visit your pages everyday to monitor and engage with your fans!
- ✓ Post types: vary your post types
 - Ex: Static images, albums, produced videos, LIVES, share graphics, etc.

Customer Service

- ✓ Tag the fan using @insertname and respond to legitimate questions and inquiries
- ✓ Engage with comments by sending a reaction (like, love, etc.)
- ✓ Have talking points prepared ahead of time

Good Content

- ✓ Relatable and relevant
- ✓ Every post should...
 - Provide value/benefit to your fans
 - Be framed in the mindset of your fan
 - Be used to learn for future posts (ie: what works and what doesn't)

What content works?

- ✓ Short “snackable” content that’s concise and to the point
- ✓ Actionable content (not just informational)
- ✓ Timely content (ie: current events, things people are already talking about)
- ✓ Creating a sense of urgency
- ✓ PSA style posts (ie: Don’t leave your pet behind in a disaster!)
- ✓ Before/after stories
- ✓ Showing how donations make a difference
- ✓ Video content

What content doesn’t work?

- Informational content without an action element
- High bar asks
- Long form content
- Vague fundraising asks
- Ego driven content