

## Tips for Using Social Media Messaging to Elevate Your Campaign

Social media is a digital tool that distributes messages to the public. Anyone with internet access can share and receive social media messages. There are many social media platforms, such as Twitter, Instagram, Facebook, YouTube, and TikTok, to mention a few. All, or some of these platforms, can amplify your message, promote awareness, and drive social change. According to the Pew Research Center, nearly one-quarter of social media users in the U.S. say social media led them to change their views on an issue.<sup>1</sup>

Social media is highly competitive and there is a lot of noise. Your message and content must grab a person's attention as they quickly scroll through their feed. Provide content that is relevant to your audience and will engage them in re-posting and sharing your message. Be positive. Celebrate victories and achievements.

Social media, when used effectively, can build momentum, and inspire action through community engagement; it can rally people through video messaging, live events, infographics, and call to action tags. Highlight the work of grassroots advocates and those directly affected by your campaign; the power of grassroots advocacy resonates with your audience. Amplify personal experiences in your social media platforms. Partnerships are essential to your strategy and will increase reach.

Successful social media posts are short and simple using language that is easy to read and understand; use two to three clear sentences or bulleted lists to share your content. Images and videos in social media posts increase viewer engagement. Your posting frequency may vary depending on the timing of your campaign and staff availability but planning and collaborating on social media efforts with campaign partners can help. Remember to like and/or follow your partners' social media accounts so that you can share each other's posts with followers.

Highlighted below are online resources that will help you create and use social media to amplify or fuel your campaign through posts, videos, and call to action requests. As you create, or enhance, your social media presence, remember to evaluate how your social media efforts affect or influence your audience.

1. The CDC provides a helpful guide to writing social media content. The guide includes details to identify your target audience and how to draft messages and create content that appeal to them. The website provides specific requirements, such as post lengths, for both Facebook and Twitter. In addition, you will also find a glossary of social media terms and definitions, as well as a checklist to use when crafting a post. Access the CDC's Guide to Writing for Social Media here:

<https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>

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<sup>1</sup> Perrin, A "23% of users in U.S. say social media led them to change views on an issue; some cite Black Lives Matter," Oct. 15, 2020, Pew Research Center. <https://www.pewresearch.org/fact-tank/2020/10/15/23-of-users-in-us-say-social-media-led-them-to-change-views-on-issue-some-cite-black-lives-matter/>

2. The 5 Things Your Nonprofit Can Do to Step Up Its Instagram Game, by Ophelia Overton with M+R Strategic Services, highlights tools that can be used in Instagram to grab a user’s attention, and gain traction for your campaign including the use of the questions sticker, quizzes, the countdown feature, and the swipe up feature. These tools help to promote events, collect real-time feedback, and measure the knowledge your audience has on a specific topic. Learn more about engaging your supporters with Instagram Stories here: <https://www.mrss.com/lab/5-things-your-nonprofit-can-do-to-step-up-its-instagram-game>
  
3. A call to action (CTA) is a prompt to get your audience to do something specific. In addition to a social media campaign, a CTA is often utilized in blog posts and webpages. A CTA is clear and easy to read. It is user-friendly and motivates your advocates to react or act quickly. Jay Wilkinson with Firespring documented 40 examples and suggestions for crafting call to action prompts. Access 40 Nonprofit Call to Action Examples that Drive Engagement here: <https://firespring.com/solutions-for-nonprofits/40-call-to-action-examples-that-drive-engagement/>
  - Examples of STRIPED’s CTAs can be found here: <https://www.hsph.harvard.edu/striped/examples-of-stripeds-calls-to-action/>
  
  - Below are CTA examples from Firespring:

<p>Volunteer with us.</p> <p>Fight (blank) now.</p> <p>Partner with us to help (blank).</p> <p>Advocate for our cause.</p> <p>Get involved!</p>	<p>Find out more!</p> <p>Join the fight!</p> <p>Transform (blank) lives now.</p> <p>Make a difference in (year).</p> <p>Become a member!</p>
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4. Social Media for Nonprofits: 11 Essential Tips for Success written by Katie Sehl for Hootsuite offers suggestions and instructions for setting your social media campaign up for success. This is especially helpful for organizations run by volunteers or operating on a tight budget. Additional information on establishing social media operating protocols and guidelines for nonprofits can be viewed here: <https://blog.hootsuite.com/social-media-for-nonprofits/>.
  
5. NPSsource, based in Bethesda, Maryland, is dedicated “to educate nonprofits on how they can improve their digital marketing strategy to effectively connect and engage with the communities they serve.” Their research includes social media statistics focused on nonprofit engagement. Listed below are general social media statistics. Additional details can be found on their website: <https://nonprofitssource.com/online-giving-statistics/social-media>
  - 25% contact their elected officials either by phone, letter, or email after engaging with a cause on social media.
  - 28% of nonprofits are on YouTube.
  - 55% of people who engage with nonprofits on Twitter take some sort of action.
  - 6-10 online adults ages 18-29 use Instagram.
  - Nonprofits share a daily average of 1.2 updates on Facebook and 5.3 Tweets.