Arizona Food Bank Network
Virtual Conference

SOCIAL MEDIA 101
Agenda

Purpose of today's presentation

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- Why should you be on social media
- Identifying Best Platforms
- Defining your goals
- Setting up your profiles
- Creating and planning content
- Publishing your content
- Best Tools
- Best Practices
Why should you be on social media

- You and your organization are doing great work and impacting thousands of lives every month.
- Does anyone, such as key donors, volunteers and supporters, know this? If not, isn’t it time take a closer look at your social media program?
- Social Media platforms allow organizations to tell their story
- Messages can help engage supporters, increase brand awareness and promote fundraising initiatives
Establish Goals

- Volunteer Recruitment
- Donations
- Education
- Advocacy - Push legislation.
- Build trust > Drive more donations
Identifying Best Platforms

- **Facebook**
  - 27 Million Active Users
  - 35 Min on Platform
  - 96% Mobile
  - **Best Content:**
    - Short videos (30-90secs)
    - 1x a day.

- **Instagram**
  - 1 Billion Active Users
  - 53 Min on Platform
  - 83% discover companies this way
  - **Best Content:**
    - Shareable Photos/Graphics
    - 1x day in main feed/Multiple posts in stories.

- **Twitter**
  - 330 Million Active Users
  - 3.39 Min on Platform
  - **Best Content:**
    - Advocacy, news and updates. Short posts.
    - At least 1x a day.

Source: Khoros, Social Media Demographics Guide
Setting Up Accounts

- **Step 1:** Sign up and get started. Go to facebook.com/pages/create
- **Step 2:** Upload profile and cover picture for your Facebook Page
- **Step 3:** Username and business details. About Us!
- **Step 4:** Tell Your Story and Create your first post
- **Step 5:** Publish your Page and Invite your friends and family to Follow
What To Post?

Eye - Popping Imagery

- Volunteer photos
- Food being delivered/transported
- Food being packed
- Food distribution
- Employee photos

Videos

- 30-60 sec videos
- Authenticity is important but be professional.
- Respect client privacy, make sure people are comfortable being on camera.

Educational Graphics

- Factoids
- Shareable Knowledge - one click share.
- Infographics
Publishing Your Content

- Editorial Calendar
- Define a theme for a day of the week, #AdvocacyMondays
- Social Media Holidays
- Posting at random
- Call to Action
- Hashtags
Best Tools

- **Apps for Instagram**
  - Layout
  - Hyperlapse
  - Boomerang
  - Repost

- **Creative Design**
  - Canva
  - Over
  - Chant

- **Video Editing**
  - iMovie
  - Clips
  - Adobe Elements
Best Practices

- Plan the content a month or two in advance.
- Consistency - post every day!
- Look at your analytics to see when the best time to post is. Different on every platform.
- Start with one platform and master it, before adding a new one.
- Look back and see what posts did better - post more of that!
Q & A

Questions after the session? Email us

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