2019 FM Script – Public Awareness

**SLIDE 1**

Over the past few years, we’ve been putting our focus on Facebook. The time has come to add another social media platform in the mix.

I know a lot of you are thinking, I just got our club to buy in on having a Facebook page. Now you’re adding another thing to learn? Well, YES. We are encouraging you to expand your Social Media presence to include Instagram.

* Who here already has a personal Instagram account?
* How about a business account?

The fact is, if we want to attract younger members, we need to go where they are. The way the world communicates is much different than when most of us joined this amazing organization. We need to continue to change with it.

* 71% of US businesses use Instagram
* 72% of Instagram users are under the age of 35
* 34% are millennials
* 500 million people use Instagram Stories every day

With [7 billion](https://blog.hootsuite.com/instagram-statistics/) users worldwide, 1.1 billion monthly users and 75% of users taking action, the potential of Instagram for nonprofits is substantial.

According to [Nonprofits Source](https://nonprofitssource.com/online-giving-statistics/social-media/).com –

* 55% of people who engage with nonprofits on social media end up taking some sort of action
* 59% of those people donate money
* 53% volunteer
* 43% attend or participate in charitable events in their community because of social media
* 30% of nonprofits use Instagram to create inspiring messages about their mission, build awareness and attract donors.
* How many of you have a club Instagram account? So some of the same people raised their hand. Those that raised your hand, do you have a Social Media or Public Awareness committee?

If your club doesn’t already have one, designate a Social Media committee. It doesn’t have to be one person to do all the posting, especially if your club has multiple social media pages.

* **Create a team** and determine who will post where. You can also decide whether you would like to use a social media scheduling tool, such as [HooteSuite](https://signup.hootsuite.com/pro-ent-na-english-r10/?utm_source=google&utm_medium=cpc&utm_campaign=selfserve-bau-na-en--us-pua-google_search_branded_exact&utm_term=hootsuite&gclid=EAIaIQobChMIrvv_mYaB5QIVFLbICh2X9AWCEAAYASAAEgLc6fD_BwE) or [HubSpot](https://www.hubspot.com/products/get-started-f049?utm_id=377898638079&utm_medium=paid&utm_source=google&utm_term=Marketing_hubspot_EN&utm_campaign=Marketing_MQLs_EN_AdWords_NAM_NAM_Brand-HubSpot_e_c_804389993&hsa_ver=3&hsa_net=adwords&hsa_acc=2734776884&hsa_kw=hubspot&hsa_grp=43208773113&hsa_mt=e&hsa_cam=804389993&hsa_ad=377898638079&hsa_tgt=kwd-298569398281&hsa_src=g&gclid=EAIaIQobChMIpoe5yIaB5QIVCY6zCh1RDAPjEAAYASAAEgIH2fD_BwE). These tools enable you to manage all your pages in one place and schedule posts ahead of time.
* **Create a Calendar** - Some posts will be spontaneous and based on what’s happening in real time. That’s what social media is all about! But your club can plan for other things that you already know are coming up. SIA creates an annual social media calendar that incorporates both SIA events/deadlines and the news cycle (U.N. days, etc.). Clubs should do the same. For example, schedule a post about your Live Your Dream Award application deadline, your Dream It, Be It project, or your upcoming fundraiser. If you map it out ahead of time you can stay organized and ensure your pages always have new content.

ADVANCE SLIDE

Here are a few basics to get started –

1. **Download the app** on your phone and launch it.
2. **Sign up** – you can do this by using your phone number or email address
3. **Enter Username and Password -** Make your profile name easy to find. Meaning, spell out Soroptimist rather than using SI. Try to stay away from acronyms. They don’t make sense to anyone beyond the people that would normally use them.

ADVANCE SLIDE – PLAY VIDEO – ADVANCE WHEN DONE

1. **Set up/Convert to an Instagram Business Account**

Why a Business Account – It gives you analytics so you can see where you’re getting the most engagement. You can also link your Instagram account to post to your club’s Facebook page. It can be set up to automatically post from Instagram to Facebook or you can set it up to ask you if you want to post it to Facebook. Not all Instagram posts need to be shared on Facebook. You might want to post a similar post, but not the exact post to both platforms. Again, you may have different audiences on Facebook than you do on Instagram.

1. **Decide How You Want Your Account to Look** –

Meaning – you want to show off who you are as a club, who you are as an organization, etc. You want something that people will recognize as you.

ADVANCE SLIDE

1. **Create a Content Marketing Strategy**

To make the most of Instagram, use it strategically. Decide what you want to get out of using Social Media. Do you want to –

* Create awareness about who you are and what you do
* Cultivate relationships with donors
* Expand your reach for supporters and volunteers
* Thank supporters and volunteers
* Generate more donations
* Drive traffic to your website, if you have one
* Share news

The list can go on and on. It all depends on what you want the results of being on Social Media to be. Set SMART goals with a deadline to reach those targets.

1. **Create Captions and Hashtags**

Create engaging captions to the photos/videos you’re sharing. Instagram limits you to 30 hashtags. Honestly, that seems like a lot. I recently heard that you shouldn’t really use more than 20. So create some hashtags that are ones that people would think to look for. Such as #Soroptimist, #EmpoweringWomen, #Makingadifference, #GivingTuesday, and then make some up that are specific to your club and the events you are publicizing.

* If you’re sharing your Instagram post to your Facebook page, limit your hashtags in your main post and add more of them in the first comment of your Facebook post.
* Move the hashtags down a few lines, with dots as placeholders/spacers, in your captions.
* Rotate your hashtags. Avoid using them in the same pattern repeatedly. Change them up a bit.

ADVANCE SLIDE

1. **Use Instagram Stories**

This feature allows users to create customizable slideshows with images, videos, text, stickers, GIFs and donation buttons. It allows you to add more of a human touch to your cause and mission. Unlike regular posts, Stories are only available for 24 hours. After that, they’re gone from the feed. Don’t worry though. You can save it to your profile by creating a Story Highlight.

ADVANCE SLIDE

1. **Create a Content Calendar**

It should outline when photos, videos, and Stories are posted to Instagram. When developing your content calendar consider –

* How many times a day or week you want to post
* Are there certain days you only want to post videos?
* Are there certain days you want to highlight members/volunteers?
* Are there certain days you want to ask for donations?
* Are there certain days you want to thank donors?
* Do you want to post on special hashtag days like #GivingTuesday, or to highlight fundraising events or service projects?

It’s recommended that you post as least once a day. However, if resources and time are limited and that’s just not possible, that’s okay. The key is to post and engage with your audience consistently.

1. **Track Performance**

You’ll want to track your content performance. It’s recommended to review this every 3 and 6 months. This helps you see what kind of posts and times are getting the best engagement with your audience. This is also where your SMART goals come in. Having those set and reviewing performance allows you to adjust where needed.

For those that are already using Instagram, can you share some of the ways you use it and what kind of engagement are you seeing with it?

Instagram is all about being visual. It’s not just a place to post pictures, but it’s a crucial platform for sharing our mission, advocate for support, solicit donations, and show impact using visual media.