

HOW TO ENGAGE WITH NEW AUDIENCES ON SOCIAL MEDIA

Whilst it doesn't necessarily translate into donations, engagement is all about the top of funnel work to increase awareness of your charity, cause and purpose, whilst also encouraging consideration.

So how do you actually generate engagement on social media? Well, there's a big difference between a scattergun approach, or scheduling posts that get you nowhere, and actually being present. The latter allows you to engage with your target audience creating advocates and potential fundraising opportunities in real time.

Social media engagement measures the public shares, likes and comments for your social media efforts.

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TIME TO FOCUS ON THE SOCIAL

Rather than just seeing social media as a means to garnering donations, start focusing on the **social** element. It's all about starting two-way conversations, identifying those people you want to connect with and start talking to them.

S · O · C · I · A · L O

OFFER INSIGHT & SUPPORT

Social channels are the place where customers go to complain, share opinions, or ask for advice – it's the perfect space for charities to offer help and support.

SHARE

Share valuable content that your audience wants to see. If your content helps your followers, addresses hopes, fears or pain points, they will be far more likely to engage with it.

INFORM

There has never been a better platform for educating an audience on the topic you're so passionate about. Keep people up-to-date on relevant news topics that affect your charity or the people and communities you're trying to help. Take the time to share the good news stories too, so people can see the impact of what you set out to achieve.

ASK QUESTIONS

One of the best ways to provoke engagement with someone is to ask a question. Share your most recent blog post asking, "what do you think?" in your post. When sharing your opinion ask, "do you agree?". Create a charity or issue relevant poll on X or Facebook.



COMMENT

Make that move! Either reactively or proactively. Reactive engagement means commenting on mentions, shares, direct messages – the things that come to you. Proactive engagement is when you make the first move – for example, commenting on someone else's post.

LISTEN

Perhaps the one that most people overlook. Make a list of search terms people might use when talking about the charity sector, fundraising, or your charity's cause and look out for them on social channels. Engage with these people when you can, offer insight, it's not about converting them into a donor at this point, just letting them know you're there for them.

CHARITY SOCIAL GUIDE

Social media has the potential to be your growth tool; but doing it takes effort and that deserves recognition. To get you started we've put together nine effective ways of improving your social engagement. Complete our challenges to increase your engagement on social media and earn your badge!

01



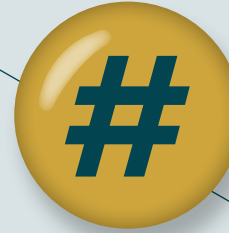
USER-GENERATED CONTENT

Helps turn supporters into advocates by sharing positive stories about your cause.

CHALLENGE

Share three pieces of user-generated content.

02



USE #HASHTAGS

Helps place your charity in relevant conversations.

CHALLENGE

Use a #hashtag in all of your posts this week.

03



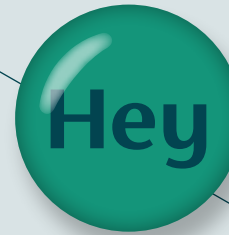
RUN A SURVEY/POLL

Helps gather feedback from supporters whilst also engaging them.

CHALLENGE

Run a survey or poll to gather feedback from users.

04



RESPOND TO MENTIONS AND COMMENTS

Shows that your charity cares and is personable.

CHALLENGE

Respond to all mentions and comments you receive this week.

05



POSE A QUESTION TO YOUR AUDIENCE

Posing a question is a great way to engage people and start a conversation.

Ask a question on your LinkedIn page.

CHALLENGE

08



COMMENT ON OTHER PEOPLE'S POSTS

This can be a great way to make new connections and show that you, and your charity, are personable.

Comment on three posts on LinkedIn from those within your community this week.

CHALLENGE

06



RUN AN AD CAMPAIGN

Allows you to reach new audiences with targeted messaging.

Run an ad campaign on a platform of your choice.

CHALLENGE

09



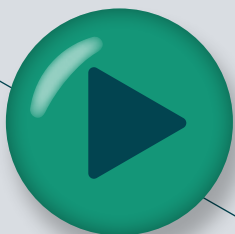
CONTENT PLANNING

A content plan allows you to be more considered with your activity.

Create a content plan for next week's activity.

CHALLENGE

07



USE VIDEO CONTENT

Visuals are a great way to cut through the noise and grab a user's attention.

Post a video sharing your thoughts on a topic related to your cause (record it on your phone!).

CHALLENGE

For more information and insight into gaining an advantage through social media, check out our third module which covers conversion.



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