

# DON'T THINK OF IT AS A BURDEN, THINK OF IT AS THE BEST FUNDRAISING TOOL IN YOUR BACK POCKET

Social media should be added to your toolkit to help support activity you already do, to help you reach more people in a cost-effective way.



BENEFACT GROUP

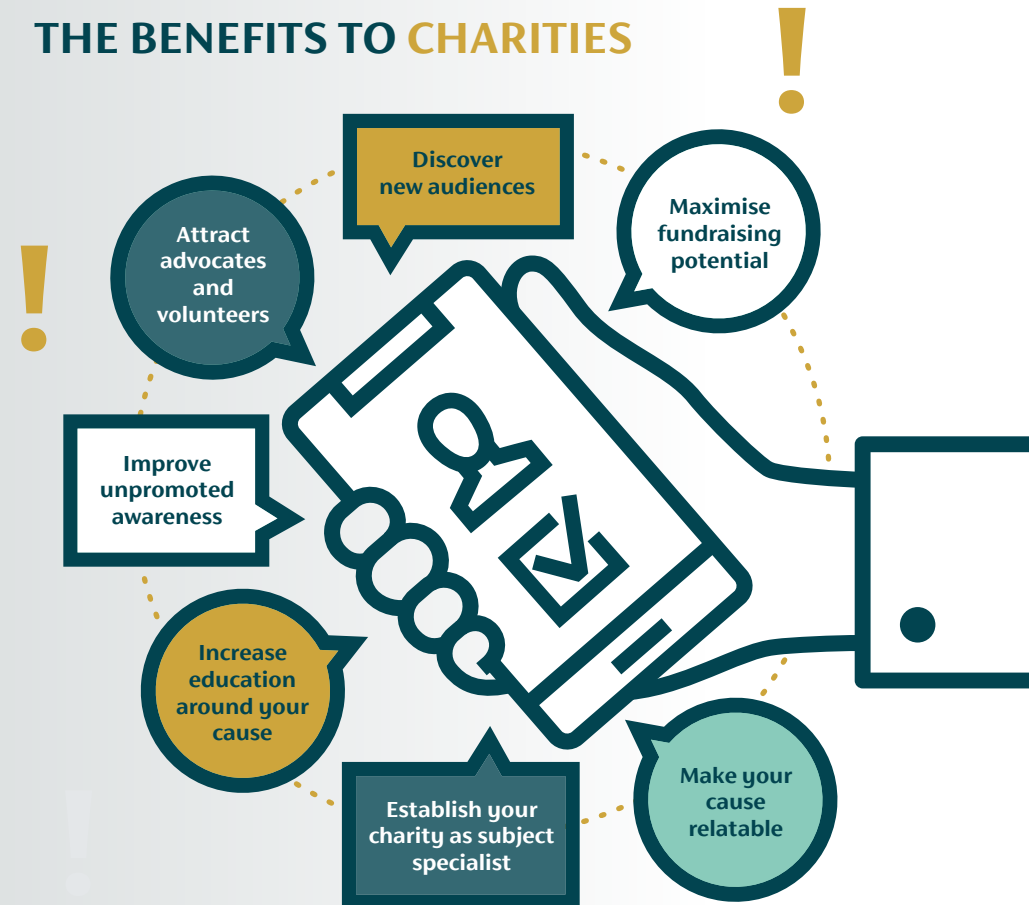
Traditional forms of reaching potential donors and advocates, from print advertising to maintaining a presence in public and getting involved in events, are always going to have a place in fundraising. Social media should be added to your toolkit to help support activity you already do, to help you reach more people in a cost-effective way. When managed efficiently, using tools and platforms to help, social media can be a great way of reaching an engaged audience, and keeping your cause front of mind.

Adaptable

Targetable

Measurable

## THE BENEFITS TO CHARITIES



The list of benefits effective social media can bring is endless. If you're not taking advantage of social, you're missing out on a fast, inexpensive and effective way to reach a far greater audience and a wealth of fundraising opportunities. From keeping you front of mind for your followers, to increasing awareness and website traffic, social media offers the opportunity to connect, engage and grow your charity and as a result its impact.

## MEASURING SUCCESS

It is important to measure your social activity, to see what works and what doesn't, and to ensure return on your investment (both time and monetary). Your results will also help to shape your social media strategy going forward.



### LinkedIn

#### Impressions

The number of times the update was shown to LinkedIn members.

#### Clicks

The number of clicks on your content, company name or logo.

#### Interactions

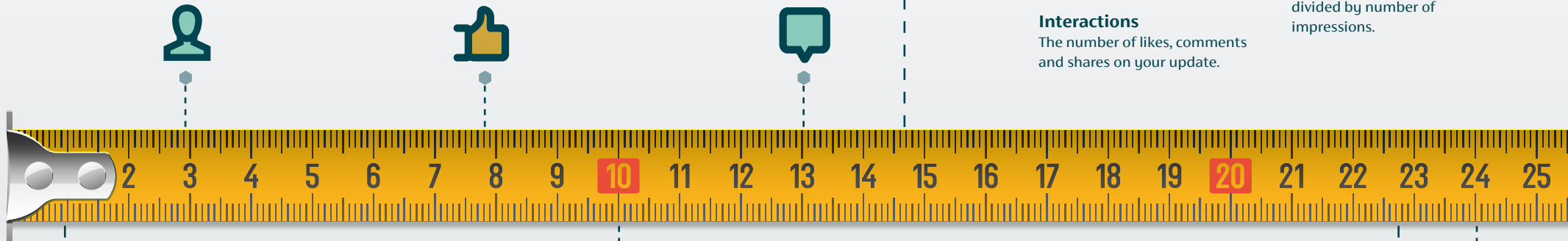
The number of likes, comments and shares on your update.

#### Followers

The number of followers you acquired when sponsoring an update.

#### Engagement rate

The number of interactions divided by number of impressions.



#### Key X metrics to measure:

##### Posts

The number of Posts you've posted to your account.

##### Tweet impressions

The number of people that have seen your Posts.

##### Profile visits

The number of people who have visited your profile.

##### Mentions

The number of times your username has been mentioned by others.

##### Followers

The number of followers on your X account.

##### Engagement rate

The number of total link clicks, Reposts, favourites and replies your Posts received divided by the number of impressions.

##### Link clicks

The number of times links within your Posts were clicked. This includes links, hashtags and other users mentioned in your Posts.

#### Facebook Page metrics to measure:

##### Page likes

The number of people who like your Page.

##### Page followers

The number of people who have followed your Page.

##### Post reach

The number of people who have seen any content associated with your Page enter their screen, including ads.

##### Engagement

The number of times that people have engaged with your posts through likes, comments, shares and more.

##### Actions on page

The number of clicks on your Page's contact info and Call to Action button.



### X



### Facebook

## YOU'RE NOT ALONE



### Scheduling tools

As the importance of maintaining a social media presence has grown for charities and fundraisers, so too has the popularity of tools needed to manage those profiles. Social scheduling tools are more than just a way to schedule posts in advance – the right tools can improve efficiency, help your overall management process, aid collaboration and so much more.



1

#### Schedule posts ahead of time

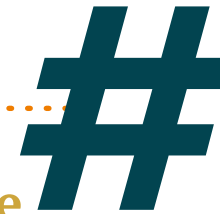
These tools allow you to create and bulk schedule multiple posts at a time. You can do this at a time that suits you and the tools will deliver the posts at the time selected. This approach can also help ensure you have the right mix of content, and help you maintain consistency across your channels. Clear out a day in your diary and schedule a month's worth of posts to avoid the stress of daily posting!

2

#### Manage multiple accounts at once

We all struggle to remember all of our different passwords and login details – you might have X accounts for each niche you operate in, Facebook pages for sub-brands, keeping track of them all is time consuming. Scheduling tools allow you to link multiple accounts from multiple platforms into one place. The tools can collate messages and notifications from each account into one spot, saving you time and effort (and you'll only need to remember one password!)

#Volunteer  
#Makeadifference #CharityTuesday



#Donate

#Payitforward

#Givingback

3

#### Monitor keywords for potential opportunities

Partners, advocates, government bodies, potential donors and fundraisers may be sharing content that you could engage with, share on your profiles or offer help and advice on – but if they don't tag you directly, how can you find them? Some scheduling tools enable you to track mentions of keywords, so you never miss a thing.

4

#### Streamline team collaboration

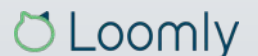
Sharing the load of social media management can improve efficiency and help you maintain levels of activity, however, having multiple people working on multiple accounts can get a bit confusing. Tools can help make sure you aren't commenting on a post more than once, or that it is clear who is responding to a direct message.

5

#### Measure performance and track ROI

Social tools make it quick and simple to export easy to understand, presentation-ready reports.

#### Top tools in the trade





BENEFACT GROUP

# SOCIALGUIDE

## How we can help

The Benefact Group is owned by a charity, and as such uniquely aware of the challenges the sector face. We know one guide might not answer all your questions, which is why we're here to support you with further charity specific support and resources on our website.

[benefactgroup.com/charity-support](https://benefactgroup.com/charity-support)

## Platform help



[help.twitter.com](https://help.twitter.com) | [linkedin.com/help](https://linkedin.com/help)  
[facebook.com/business/help](https://facebook.com/business/help)

## Contact details

**Factor 3** are a fully integrated Digital and Creative agency, with a 23-year history working across the full spectrum of Financial Services. From Brand, Design and a huge expertise in the Digital/Social realms, Factor 3 have been working on global brands in Insurance, Mortgages, Investment and Banking.

[factor3.co.uk](https://factor3.co.uk)

# factor<sup>3</sup>

This guidance is provided for information purposes and is general and educational in nature and does not constitute legal advice. You are free to choose whether or not to use it and it should not be considered a substitute for seeking professional help in specific circumstances. Accordingly, neither Benefact Group and its subsidiaries nor Factor3 Communications Limited and its group companies shall be liable for any losses, damages, charges or expenses, whether direct, indirect, or consequential and howsoever arising, that you suffer or incur as a result of or in connection with your use or reliance on the information provided in this guidance except for those which cannot be excluded by law. Where links are provided to other sites and resources of third parties, these links are provided for your information only. Benefact Group is not responsible for the contents of those sites or resources. You acknowledge that over time the information provided in this guidance may become out of date and may not constitute best market practice.

Benefact Group, Benefact House, 2000 Pioneer Avenue, Gloucester Business Park, Brockworth, Gloucester GL3 4AW, United Kingdom. Firm Reference Number 113848.