



CHARITABLE GIVING KC
Connecting Hearts & Minds

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In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

Once you complete a social media audit, no matter the depth of your analysis, you have to DO something with it or it is all for naught! So what does that look like?

I have my results....now what?

Once you have examined your social media analytics and done a deep dive into what content people are interacting with on your social media, you will want to ask yourself a few questions: 1) Which of my social media's accounts are getting the most traffic? 2) Does one "type" of account get more engagement than another (i.e. likes, comments, shares)? 3) Are there certain times of day when engagement seems to peak? 4) Do you notice any correlation between event attendance or other measures of success you use that appears to correlate with your social media interaction and engagement? and 5) What does your social media audience look like? (in terms of demographics, etc.). Looking at all of this in total will give you a great platform of data from which to launch a successful nonprofit social media marketing plan.

But I am not sure HOW to use this information!

Sure you do! The obvious idea behind social media is the same as it is with any marketing strategy, connecting with the right audience for your purposes in a way that engages them and pulls them into the fold of support, participation, volunteering, donating, and the like.

For example, let's say that when you look at your numbers they tell you that no one ever really looks at or engages with your nonprofit Twitter account and it seems that you get the most engagement from your nonprofit Facebook account. However, you have been putting the same amount of content and energy into your Twitter account as your Facebook account. Then you look at the demographics of both and you see that those engaging and visiting your Facebook page tend to fall more along the lines of the people you were actually trying to target with that piece of marketing vs. on your Twitter demographics it is an audience that you weren't targeting as much.

In simple terms, that means you should put more of your time and effort in your Facebook social media strategy for your marketing in that particular area than into Twitter. It's really as simple as that. You just need to be strategic about the information you are seeing and be creative in how you might be more likely to attract and cultivate engagement where you may not have gotten engagement before or eliminate platforms that likely aren't going to garner the audience you need for that marketing purpose. But it is fine to have several different "audiences" within your nonprofit that you would want to target in your social media strategy! In fact, you should set up your social media campaigns in such a way that you are very clear which audiences you are targeting with that particular piece of content. It would also be a great idea to create a chart for yourself after your audit of the qualities and demographics of people who are in your various audiences. This will help you tailor pieces that target one or several or all of your audiences depending on what you are going for with that marketing item.

There are SO Many Numbers!

I know marketing can be tough, especially in the days of social media! There are so many numbers and so many analytics and so much to try and strategize and figure out, and let's not forget that's probably only one tiny part of an immense job you are already doing as a nonprofit professional!

Chances are that you don't have a single person, let alone a team of people, constantly focusing on your social media strategy and there can be so much to know and do. That being said, just having this data and really understanding your audience a bit better should help your marketing all around and will help you immensely in simply crafting your messages on social media since you will know what "works." Try not to get overwhelmed and focus on the connection in person and online with your donors and other audience members.

Up Next? Stay tuned for our next *Connecting Hearts and Minds* article on how to figure out where your target audience "hangs out" on social media and how to know which social media platform might be the best to focus on first.

Here are additional resources about this topic that you may find helpful:

["How to Conduct a Social Media Audit for Your Nonprofit with Free Template," J. Campbell Social Marketing, 2021](#)

["Going Viral: How to use social media to promote your charity and raise funds," Goodbox, June 8, 2020.](#)

["Social Media for Nonprofits: How to Make an Impact with Little Budget," Sendible, September 9, 2020.](#)

Quote of the Week

"Build it, and they will come" only works in the movies. Social Media is a "build it, nurture it, engage them, and they may come and stay."

Seth Godin

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