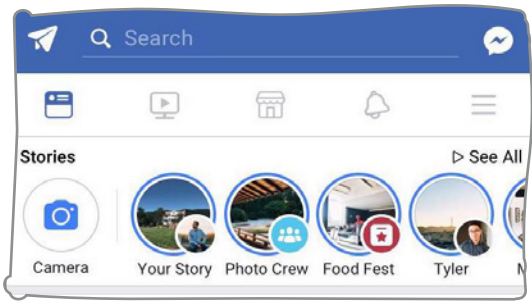


UPGRADE YOUR SOCIAL MEDIA EXPERIENCE

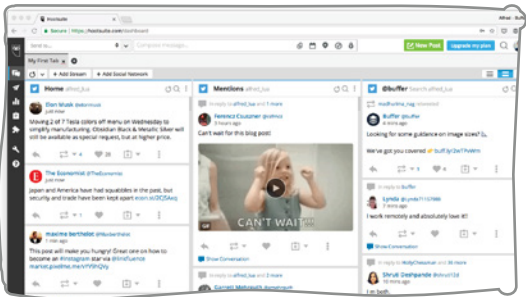
LET YOUR DONORS TELL THE STORY

There's perhaps no better way to showcase your organization than through your donors – with Facebook, you can do exactly that. Users in events and groups can post stories that are visible to the rest of the members. This provides an authentic way for people to see the impact they can make!



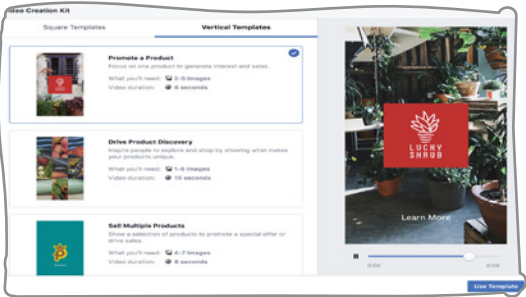
MANAGE THE MEDIA

Effectively utilizing your social media is no easy task; it requires organization and strategy. That's why management programs like Hootsuite are so valuable, and they're always updating their features. They recently added a reach calculator tool that estimates impressions, so planners can make accurate media buys. They've also implemented a dynamic inbox sorting tool to help organizations connect with their donors more seamlessly.



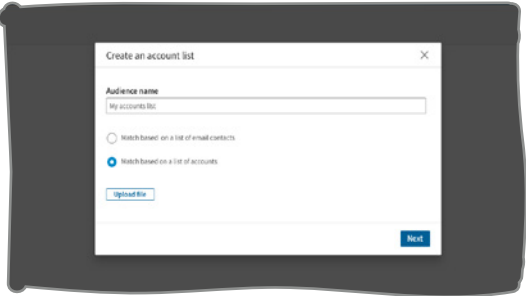
A PRODUCTION STUDIO IN THE PALM OF YOUR HAND

You don't always need to hire an expensive production company to create something that will connect with prospective donors. With Facebook's Video Creation Kit, you can templatize footage, add overlays and more, then directly upload as a Facebook ad.



KNOW YOUR AUDIENCE

Finding new donors is all about starting a conversation with the right people. By utilizing Account Based Targeting on LinkedIn you can target your message to people with a specific professional demographic to increase your chances of establishing an emotional and lasting connection.



GO LIVE

Live video streaming is now a feature offered on LinkedIn, Twitter, Facebook and Instagram. This is an incredibly valuable way for people to get a personal and in-depth look at a program or effort you may be running. When you go live, you can follow along with audience comments to host real-time conversations. You can also encourage people to subscribe to your live channels – it's a great way for prospective donors to keep up with the amazing things your organization accomplishes every day!

