



3 THINGS TO DO TODAY

ADVANCE YOUR MISSION WITH SOCIAL MEDIA



STELTER

The Personal Philanthropy Company



TRANSPORT DONORS BEHIND THE SCENES

Use Instagram, YouTube and Pinterest to share snippets of your organization's daily life in the field, in the office or at play. Some ideas:

- + The piles of coats and boots gathered at the annual clothing drive
 - + A dog being shampooed and scrubbed after his rescue
 - + The stacks of college scholarship submissions being reviewed by staff
-
-



FIND YOUR ADVOCATES

Your closest advocates want to collaborate with you to grow your organization and shape its future. Here's how to find them:

- + Run Twitter searches on your organization's name to discover what people are saying about you.
 - + Set up an alert at [google.com/alerts](https://www.google.com/alerts) to notify you of online conversations about your organization.
 - + Monitor social media pages of causes similar to yours for shared and contrasting perspectives.
-
-



LEVERAGE SOCIAL CONTENT TO AMPLIFY YOUR VOICE

Social communities are valuable sources of intelligence and can generate content for use across various communication channels. Some ideas:

- + Feature social media posts (i.e., Facebook, Twitter) on your organization's website.
 - + Repurpose shared social media photos and comments from print and email campaigns.
 - + Publish the results of social media campaigns—such as caption contests, favorite school memories and funniest photo submissions—in print pieces.
-



LET'S TALK

Looking for guidance as you get started? Stelter can help. Contact us at 800-331-6881 or stella@stelter.com to discuss additional social media strategies that can bring clarity to your organization while inspiring your community.



Industry Insight / Customer Focus / Creative Services

800-331-6881 www.stelter.com   