



Connecticut Foodshare

Our Community, Our Food Bank

Social Media Strategies
October 18, 2023

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Chef T & Erin McDonough, *Open Doors Norwalk*



Welcome!

- Please enter your name, organization and town in chat
- **Enter questions in the Q&A** and we will answer at the end of the presentation
- To view captions for the presentation, click “show captions” in the meeting controls of your Zoom screen.
- Recording and slides will be sent out after the webinar

Upcoming Network Partner Webinars and Info Sessions

- Demonstration: Alternative Online Ordering System
 - Monday Oct. 23
- Food Bank Fundamentals:
 - Online Ordering In Agency Express Thursday, Nov 2. and Thursday, Dec. 7
 - Creating a Welcoming Culture – Thursday, Oct. 26 (last one of the year!)
- Wednesday Webinars will resume in the new year

Register for upcoming sessions and view recordings of past sessions at ctfoodshare.org/webinars



Social Media Can Help You...

build community

find volunteers

spread awareness

help people get to know you

show people what they can expect

Platforms & Uses



Facebook



Instagram

Image/video centered

Food pictures

Videos of the work you do



LinkedIn

People centered

Volunteers

Corporate donors

Staff recruitment



X formerly Twitter

AND OTHERS...

Where to Start

New FB page from your personal account on a computer.

Category – nonprofit

Profile photo – signage or logo (crop as needed)

Cover photo – colorful, showcases who you are/what you offer

- Add all contact & basic info
- + Parking Details
- Photos
- Other social accounts & website
- Create a Welcome post or better a video and PIN it

BUILD COMMUNITY

Invite FB friends

Follow many...and ask IRL to follow you

Get others to post about you and tag you@

Share that tagged content

Post about others and tag them

Create events and invite others

Use #Hashtags to generate more engagement

Posts

Facebook, Instagram, LinkedIn

Brief text

Tag many

1 call to action

PHOTOS! Graphics ok

Include links if needed

People can comment

Comment back and like



Stories

Facebook, Instagram

Posts

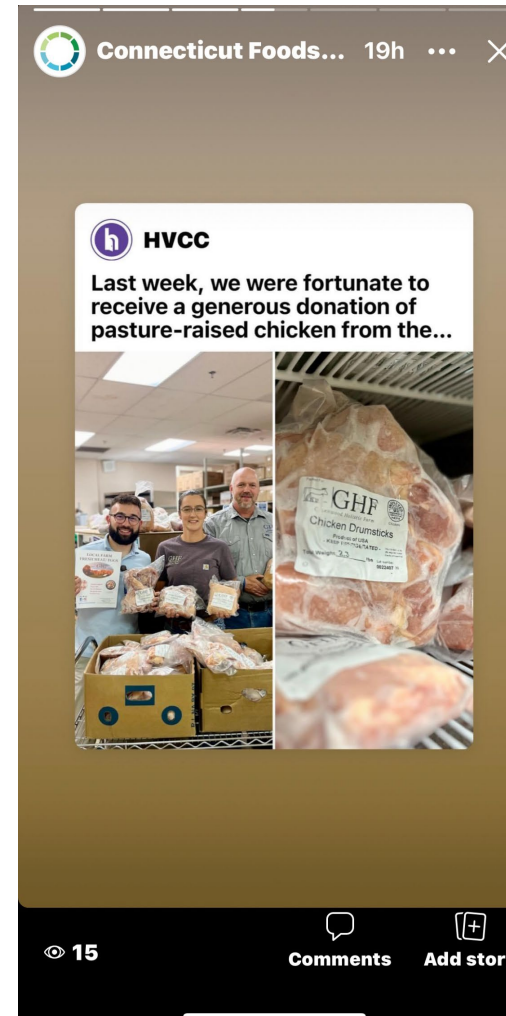
Events

Videos

Reels

Tagged @ content

Others' content



Facebook Groups

Find one/many town-based groups to join
Great for engagement on a more local level

Ask people to follow you as their local
human service organization!

Facebook Events

Easy to set up

Start/End times, location

Share a link to invite people

Share a link right to posts & stories

RSVPs sync with mobile calendars

Post pics and comments right in the event





Highly visual, even less text

Emojis & #Hashtags

Have more fun with stories

Connect with students

LinkTree is free and can keep multiple links



Ask corporate volunteers to post here and tag @ you. SHARE!

Invite local business people to follow you/visit IRL

Networking for interns/staff/job postings

Engage

Keep it positive but real

Reply to comments, even with an emoji

Decide if/how/when you will ask for \$

Like/react to all comments

Don't be afraid to message with asks to
follow you!



**Photos
are Key**

**Focus on
the food
even if it's
not in focus**

Photos are Key

No faces, but
beautiful food
and people
taking great care
with it.





Goofy is good,
too.



Selfies 4Eva

**Stock photos
are ok
sometimes**



Krista told us that the first treat her children asked for when they shopped with their SNAP benefits card was the raspberries she couldn't afford before.

Show people what they can expect.

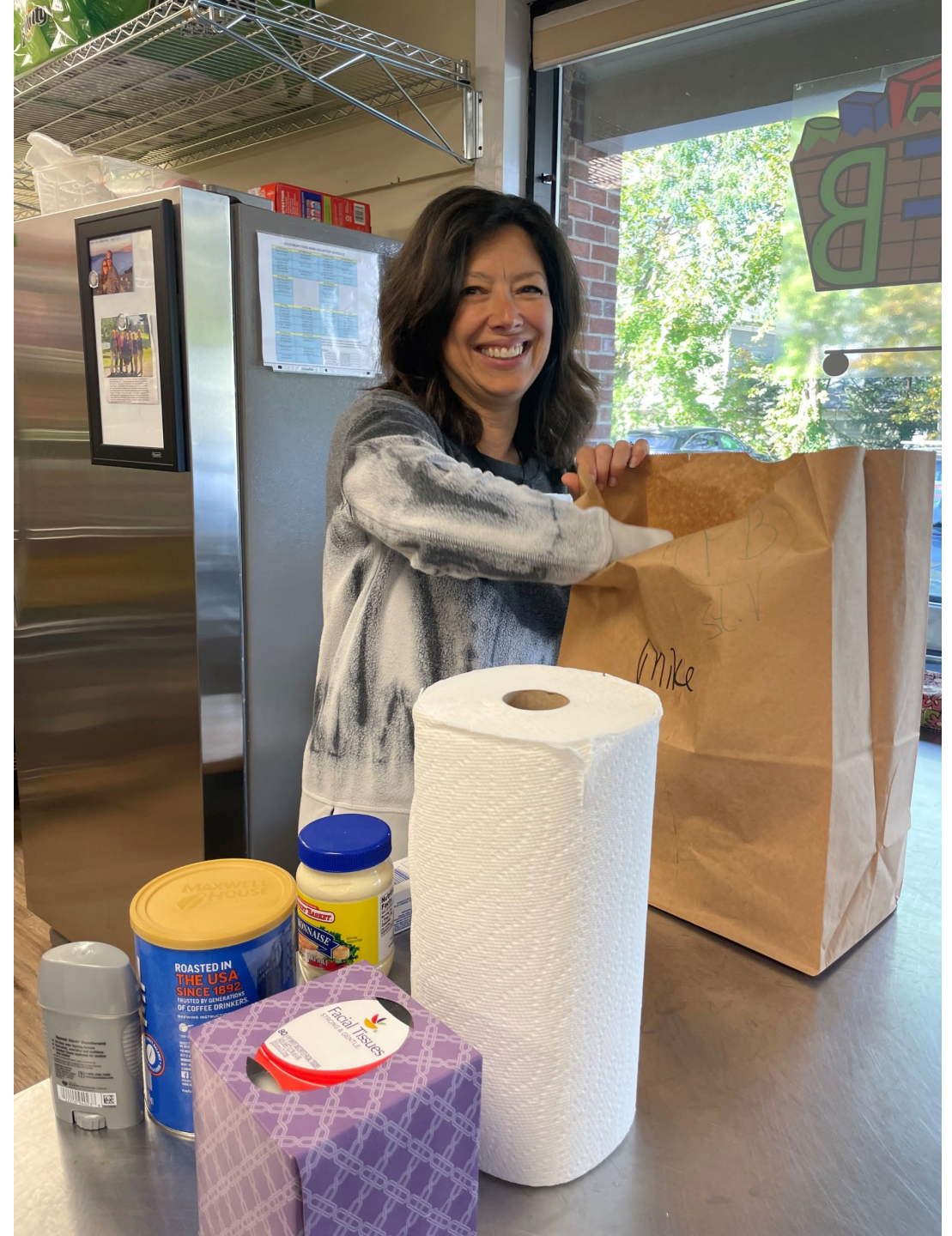
Safe

Clean

Choice

Dignified

Welcoming



Showcase People in ACTION

Show volunteers and staff in action.

Sorting food, stocking shelves, cooking dinner, hugging neighbors.



Showcase Your Space

A quick entry & walk thru
makes people feel
welcome and at ease
before they even arrive.

Or post and pin pictures
with captions.



CANVA - *your new* BFF

FREE web-based graphic design tool

Import your own photos

Use design elements & templates

Resize graphics for platforms & type of content

GO PLAY you won't break anything

Get creative with templates



Juice Bottles

Crackers

Cookies Packages

Baking Items (Sugar,
Flour, Oil, Pie filling, etc)



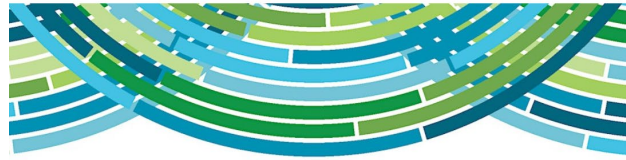
Southbury Food Bank



Note- you still need a text post with #hashtag.

A graphic with a #hashtag is not the same as an actual #hashtag

CANVA vs Photo



TASTE OF GRATITUDE

L to R: **Alfred D. Watts, Pete Sannizzaro,
Beth Henry, Jason Jakubowski**




A fun & free “fill-in” resource



NationalToday.com

But keep context.



Merry Renduchintala

Communications & Marketing Director

**FOLLOW US &
Tag us**

@ctfoodshare

BEST PRACTICES – SOCIAL MEDIA

ENFIELD LOAVES AND FISHES





Introduction



Consistent Visual
Language



Your Website Is
Home Base



Use Social Media
to Your Advantage



Why We Love
QR Codes



Summary

AGENDA

INTRODUCTION

- Keep it recognizable
- Keep it consistent
- Keep it simple
- Keep it easy

*Nonprofit Marketing Statistics:
32% of donors are most inspired to give via social media, followed closely by email (30%), website (17%), print (15%), TV or radio ad (3%), phone call (2%), and text message (1%).*

*“NonProfit Fundraising Statistics to Boost Results in 2023,”
www.doublethedonation.com, 2023*

“A few months ago, we surveyed a group of people from Generation Z (Gen Z) to get their thoughts on nonprofit social media. When asked an open-ended question about how they supported nonprofits, 71% cited social media sharing.”

Kate Meyers Emery, PHD and Promise Pitman, “Consider social media sharing as a form of generosity this GivingTuesday,” www.candid.com; October 10, 2023



BRAND YOUR
ORGANIZATION



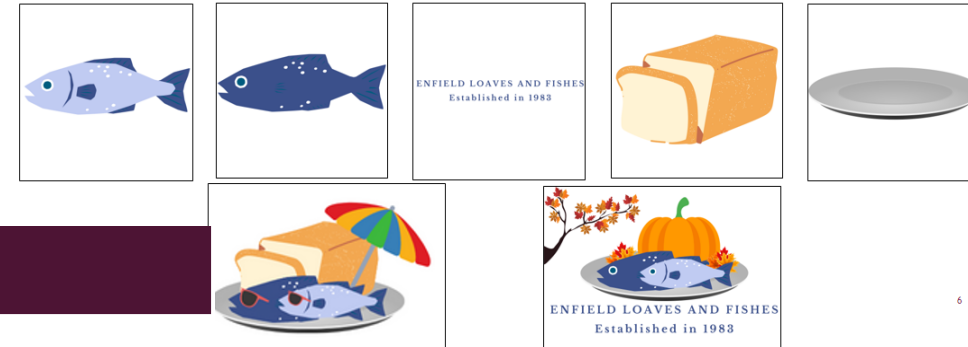
CONSISTENT
VISUAL
LANGUAGE

KEEP IT RECOGNIZABLE

Let Everyone Know Who You Are

- Use Free Graphic Design Tools
- Create a Logo
- Simple Color Scheme
- Save Designs
- Use Existing Templates

THE INDIVIDUAL ELEMENTS OF YOUR LOGO



COLORS AND DESIGN ELEMENTS

- Know your brand's color codes
 - #c0cbf2
 - #435790
- Keep design elements handy
- Reuse pieces from previous designs to customize other templates



WHERE EVERY
QUESTION IS
ANSWERED

YOUR
WEBSITE
IS
HOME BASE

Keep It Consistent

YOUR WEBSITE SHOULD BE A HELP NOT A HASSLE



ALL THE ESSENTIALS

Everything about you should be accessible – donations, volunteering, hours, and contact info.



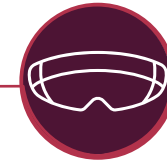
KEEP UP TO DATE

Remove outdated information and campaigns immediately. Set up a blog/news page. Scan every couple of months to find room for improvement.



EASY NAVIGATION

Use the 3 click rule. Don't make it hard for your audience to find what they are looking for.



HIGH VISIBILITY

Make the most important things easily visible. Titles and subtitles should stand out.



BE PROACTIVE

What are your frequently asked questions? When you introduce something new, what might need clarification? **Put it on your website.**



SHOW THE
WORLD YOUR
BEST SIDE



USE
SOCIAL MEDIA
TO YOUR
ADVANTAGE

Keep It Simple

Grab (And Keep) Attention The Easy Way



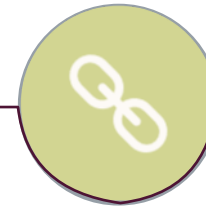
WORDS, WORDS, WORDS!

- Important Info First
- Say A Lot With Less
- Utilize Links
- Engage the Eye
- Spotting the Basics



USE THE TOOLS

- Meta Business Suite
- Link Your SM Accounts
- Boost Posts with Intention
- Profile and Cover Photos
- Build Your Audience



KNOW WHAT AND WHEN TO POST

- Research Traffic Patterns
- Special Occasions
- Brag About Accomplishments
- Ask For Help
- Tag Your Friends



ACCESS IN A
CLICK



WHY WE LOVE
QR CODES

Keep It Connected

CONVENIENCE AT YOUR FINGERTIPS

Cost Effective

Get Donations
Anytime, Anywhere

Instant Access
to Information

Customizable




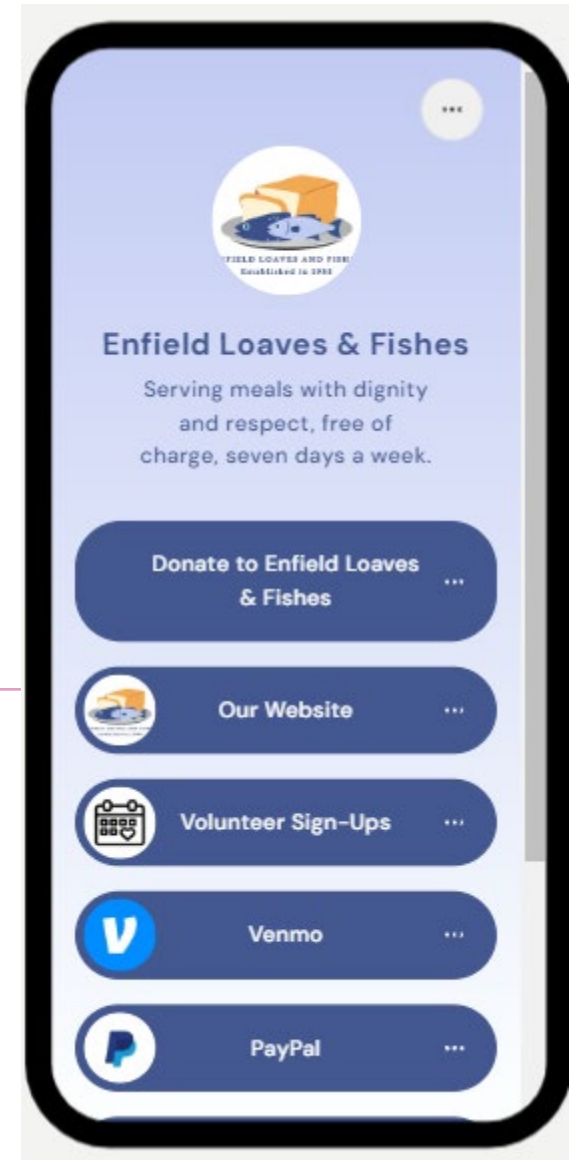
venmo



PayPal



 linktr.ee/enfieldloavesfishes



SUMMARY

- When someone spots your visuals on the internet (and anywhere else), they should recognize that it represents your organization right away!
- Your website is your user manual! Keep it up to date and relevant with the information people would be visiting your site for.
- Social Media is an avenue that easily reaches perspective volunteers and donors. Make sure you are making the maximum impact. Everyone is on it, so USE IT!
- Stay knowledgeable about the latest tools in the marketer's toolbox. QR Codes and link hosting pages have been created and designed for user convenience. Get on board and don't get left behind.

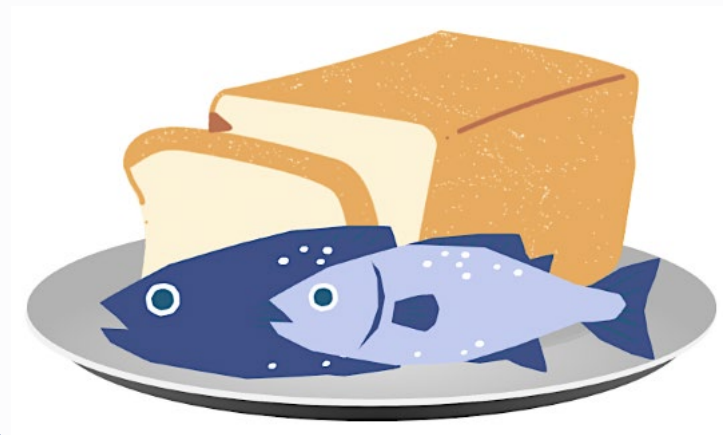
THANK YOU

Info@enfieldloavesandfishes.org

www.enfieldloavesandfishes.org

 [enfieldloavesandfishesinc](https://www.facebook.com/enfieldloavesandfishesinc)

 [enfieldloavesandfishes](https://www.instagram.com/enfieldloavesandfishes)



5 WAYS TO USE FACEBOOK LIVE

The key to using it successfully:
Provide Unique & Authentic Content



GIVE BEHIND THE SCENES TOUR
Your audience want an "exclusive" look at your organization, so give it to them.



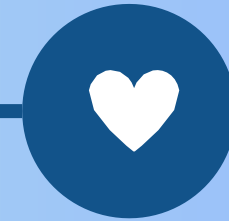
ANSWER FAQs
Instead of answering the same questions over and over, answer them on Facebook Live.



PROMOTE AN UPCOMING EVENT
Hype up your audience by promoting events or campaigns.



CLEAR ASK
Let your audience know exactly how to support.



DON'T FORGET THE JOY
Share wins and fun moments with your audience.

Connecticut Foodshare Partner Newsletter

Network Partner Updates

Monthly updates to inform, connect, and inspire Connecticut Foodshare network and program partners.



Community Resources Newsletter

Community Resource Updates

Monthly updates to share resources beyond food and help connect people with additional resources to meet basic needs



Thank you for joining us!

Please give us feedback.

When the webinar ends, a survey will open in your browser where you can provide feedback on today's presentation.

