Social Media Strategies
October 18, 2023

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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
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
LinkedIn

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!
Focus on the food even if it’s not in focus

Photos are Key
Photos are Key

No faces, but beautiful food and people taking great care with it.
Goofy is good, too.
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

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
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

- 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
Let Everyone Know Who You Are

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

COLORS AND DESIGN ELEMENTS

- Know your brand’s color codes
  - #06a8d2
  - #435790
- Keep design elements handy
- Reuse pieces from previous designs to customize other templates

THE INDIVIDUAL ELEMENTS OF YOUR LOGO
YOUR WEBSITE IS HOME BASE
WHERE EVERY QUESTION IS ANSWERED
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.

Keep it consistent
USE SOCIAL MEDIA TO YOUR ADVANTAGE
SHOW THE WORLD YOUR BEST SIDE
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
WHY WE LOVE QR CODES
CONVENIENCE AT YOUR FINGERTIPS

Cost Effective

Get Donations Anytime, Anywhere

Instant Access to Information

Customizable

Keep It Connected

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[QR Codes for Venmo, PayPal, and 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

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enfieldloavesandfishes
5 WAYS TO USE FACEBOOK LIVE

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

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

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

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

4. **CLEAR ASK**
   Let your audience know exactly how to support.

5. **DON’T FORGET THE JOY**
   Share wins and fun moments with your audience.

*OPEN DOORS*
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.