

# Planning a Social Media Campaign for your Project webinar

## Definitions

**Social Media Campaign** – a targeted set of communications that is designed to meet a specific goal while increasing the overall voice of your organization.

**Return on Investment (ROI)** = 
$$\frac{\text{Social Media Return} - \text{Social Media Investment}}{\text{Social Media Investment Percent}}$$

## Outreach Methods and Sample Options

**Image Based** – Instagram, Pinterest, Tumblr, Snapchat

**Video Networks** – Vine, YouTube

**Kitchen Sink** – Facebook, Twitter

**Business** – LinkedIn

**Traditional Media** – press release, radio, TV, newsletters

**Online News** – e-newsletters, blogs

**Image Editing/ Infographics** – Piktochart, Canva, Adobe Photoshop, Adobe Illustrator, Microsoft Paint

**Email Marketing** – MailChimp

**Content Schedulers** – Hootsuite

**Creating GIFs** – [giphy.com](http://giphy.com)

## Resources

**Facebook for nonprofits** [nonprofits.fb.com](http://nonprofits.fb.com) – a blog designed specifically for nonprofits with articles about increasing follower, using fundraising tools, and discussing other features to grow your Facebook page

**Hootsuite** [hootsuite.com](http://hootsuite.com) – a central dashboard that connects with Twitter, Facebook, Instagram, LinkedIn, YouTube, WordPress and Google+. This site also has a helpful blog with tips on maximizing your social media.

**HubSpot** [www.hubspot.com](http://www.hubspot.com) – the site's Marketing Blog has a lot of helpful tips that can be translated into the nonprofit setting.

**MarketingCharts** [www.marketingcharts.com](http://www.marketingcharts.com) – a source for marketing trends, data and charts related to social media

**Nonprofit Hub** [nonprofithub.org](http://nonprofithub.org) – online educational community dedicated to giving nonprofits everything they need to better their organizations and communities

- Social media report: <http://nonprofithub.org/social-media/how-to-optimize-your-nonprofits-social-media-strategy-with-a-small-budget/>

**Nonprofit Tech for Good** [www.nptechforgood.com](http://www.nptechforgood.com) – a social and mobile media resource for nonprofit professionals

**Pew Research Center** [www.pewresearch.org](http://www.pewresearch.org) – non-partisan research about social media

**Social Media Examiner** [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com) – a resource to help you navigate the constantly changing social media jungle

**Social media outreach methods graphic** – <http://searchengineland.com/choose-right-social-media-networks-b2b-business-186307>

## Examples of Social Media Campaigns

**UNICEF “Anti Like Campaign”** – <http://www.theverge.com/2013/5/3/4296194/unicef-facebook-activism-ad-campaign-likes-dont-save-lives>

**Social Tees Animal Rescue** – <http://www.today.com/style/tinder-goes-dogs-adopt-puppy-profiles-1D80024322>