



SOCIAL MEDIA TOOLKIT 2024



RESOURCES TO
HELP YOU ENGAGE
YOUR AUDIENCES



BUILDING YOUR MESSAGE: START WITH WHY!

WHY you exist is the most important thing you need to communicate with your audiences. Simon Sinek Golden Circle: <https://youtu.be/fMOlfsR7SMQ>

What is your WHY?

Take some time to think about what your WHY is today. Even though our goal is to land on the "why," don't be afraid to start with the "what" you do.

- Why do you do what you do?
- Why is it important, essential, or different?
- Why does it matter?
- What do you believe?
- Why should people give money to help?

WHY BE SOCIAL?

Nonprofit social media should inspire and motivate people to take action.

- Spread your message- your WHY
- Inspire change
- Connect with your supporters
- Connect with your new networks
- Share your events and programs
- Engage more people in your mission
- Raise \$\$\$\$\$



"We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us."

-Simon Sinek

IDENTIFY YOUR AUDIENCES

Who are your top 3 target audiences?

- -----
- -----
- -----

What top messages can you identify to help them engage in your WHY?

- -----
- -----
- -----

Audience Clarification & Key Messages Worksheet



BUILDING A YEARLY COMMUNICATIONS CALENDAR

Coschedule bundle download: includes 13 Types Of Marketing Strategies including social media calendar and email marketing strategy



Editorial Content Calendar Template:

<https://info.mightycitizen.com/editorial-content-calendar-template>



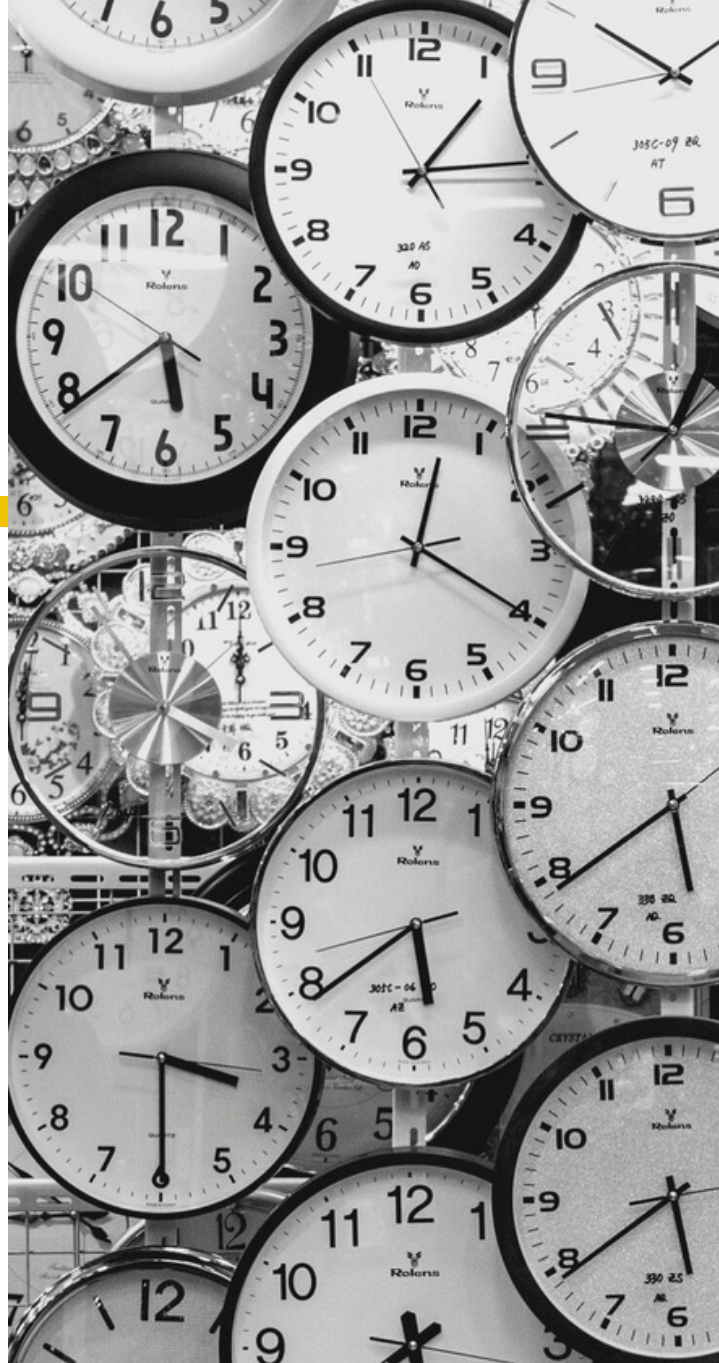
SOCIAL MEDIA MANAGEMENT TOOLS

One of the main reasons people turn to social media manager apps is for queuing and scheduling updates.

With the right tool, you can set up keyword searches, monitor mentions, measure reach, and follow hashtags to better engage with your audience.

What are 20 best social media management software tools of 2024?

<https://financesonline.com/top-20-social-media-management-software-tools/>



MEASURING SOCIAL IMPACT

**17 Social Media Metrics That Really Matter
—And How to Track Them (Hootsuite)**



INSTAGRAM TOOLS

Multiple links in bio:

Linkin.bio (by Later)

Linktr.ee is under \$10/month

19 Apps for Instagram Stories That Will 10X Your Views

(Tools to create great graphics and add stickers to your stories and posts on instagram)

<https://blog.hootsuite.com/instagram-story-apps>

The Top Instagram Reels Trends to Try This Week

<https://later.com/blog/instagram-stories-highlights-covers/>



SOCIAL MEDIA GRAPHICS

Canva for template-based design

Adobe Express for scaling a side hustle

Pablo by Buffer for quickly making images to share on social media

Snappa for creating occasional images

VistaCreate for a free social media and print design app

Top 10 Reasons to Use Social Media

- 1.To stay in touch with friends (42%)
- 2.To stay up-to-date with news (41%)
- 3.To fill up spare time (39%)
- 4.To find entertaining content (37%)
- 5.Networking with other people (34%)
- 6.Because friends are on them (33%)
- 7.To share photos or videos (32%)
- 8.To share their opinion (30%)
- 9.Research new products to buy (29%)
- 10.To meet new people (27%)

USING AI FOR GOOD

AI-powered tools help you create awesome content with less staff time. This is important for making your brand stand out on social media, where things change all the time. By using automated content creation, you can boost your brand's social success by cranking out more content with less work.

Popular AI-driven content generation tools being used by marketers today.

Canva Magic Design: AI design generator that uses AI to create custom, on-brand, and attention-grabbing designs in seconds

Handwrytten: The leading online handwritten notes service (uses AI generation tool)

Jasper: Helps marketing teams with both speed and performance

Lumen5: Unlock the power of AI for video creation

Ripl: Content posting ideas for your specific business

OpenAI, ChatGTP, Microsoft CoPilot (and many more!)



About Big Mission Consulting

We help you amplify your mission, clarify your message, and measure your impact- all to help you raise more resources to make a bigger difference.

While you are busy changing the world, we will work to help you better attract and engage individual and corporate donors, volunteers, and participants with a mission-minded marketing and development strategy.

Let's make something BIG happen together!



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30 min
consultation!**

Mission
Message
Marketing
Measurement
More Revenue