



SYNOPSIS

Storytelling and Fundraising for
Cultural Heritage professionals

Module: Digital Skills

Choosing Social Media

The medium you will choose will mainly depend on the target audience but also on your marketing strategy and your objectives.

Facebook is a good medium to publish photos and videos with text. In July 2021, it was the most popular social network, regarding the number of active users. Also, “Facebook Causes” is one of the most useful functionalities to find fundraising opportunities. There are over 1 million non-profit organisations on Facebook. The platform can easily connect people with potential new donors in an inexpensive, effective way.

YouTube is an efficient way to make videos easily accessible to your followers and become noticed by even more people. The video can also be linked to your other social media pages and embedded into Web pages.

Instagram is a good choice if your campaign has visually attractive objects that can receive attention through photographs, but you cannot post links, unless you have a budget available. Instagram stories is a very lively way to create an everyday connection with your users and direct me to your other media.

Twitter is the place for attention grabbing text. It allows you to create conversations between donors and supporters. It requires a dedicated and knowledgeable scriptwriter because you constantly need to keep the conversation with users alive and active. You may also provide a link, but you need to write in a very motivational or interesting way so that followers are persuaded to click on it.

TikTok is a platform for creating, sharing and discovering short videos. It is mainly used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.

Helping you make a successful post in each medium

Let's see some guidelines before you start posting!

-Plan your social media strategy and your campaign. You need to set goals because it's a motivating factor for donors.

-Make it easy for you sponsors and donors to donate. Provide a direct and easy to use link and/or contact information.



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- Decide beforehand on your target group and how you plan to reach them. Using social media for fundraising requires several types of posts for each social media platform. Use visuals, teasers, videos that stimulate emotional engagement and an immediate call to action.
- Have a good headline or slogan. Keep it constant throughout your campaign and in all social media. Be memorable,, try not to use old or cliché slogans.
- Be engaging and social with supporters. Be active, share posts with relevant hashtags, reply to those who engage with you, mention others in your tweets, retweet etc. Give before you receive.
- Be precise and explain your needs and be clear. Be concise on what you want and what are your objectives. Be careful with syntax and spelling. Followers can expose your mistakes. Be impeccable.
- Make it clear as to why you cannot fund your campaign without your followers' contribution.
- Specify the exact amount of money you intend to raise and what exactly you intend to do with it.
- Employ stories with the help of different visuals and videos. Keep them consistent and enthusiastic. Supporters want to hear about how you make an impact. You want them to feel that they are a part of the success of your cause.
- Call for action. Your social media posts should include a call to action. You must let donors know exactly what you want from them.
- Allow supporters to share your posts to broaden your audience.
- Always allow your sponsors or donors share their contribution after they provided funds for campaign. People not only are happy to give for a worthy cause, but they are also happy if their friends, customers or social circle to know about it.
- Be transparent by sharing how you use the funds and show that every contribution can have an impact.
- Follow up your posts' impact. Try to note the times of the day and the nature of posts the most likes and shares. Once you identify some trends, follow them.
- Use interactive posts to make our supporters participate It will create a special link. You can use polls, surveys, etc. Some people love to share their opinion.
- Don't always ask for something in return in our publications. It is pleasant to connect with your supporters when you do not ask for money all the time.
- You should post frequently on social media because users are going there every day too. According to Non-profit Hub, "each platform has a different optimal frequency for posting. It is better to post 5



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times a day for Twitter, 1 to 2 times a day for Facebook, 1 to 2 times a day for Instagram, 1 time a day on Linked in, ideally in the afternoon”.

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

-You can also utilize scheduling tools to help you plan your posts. You will schedule all posts for the week, then you choose when they will be posted throughout the week.

- Appreciate and thank, in public, sponsors and donors. Make their experience as rewarding as possible.