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**GENERAL FEDERATION
OF WOMEN'S CLUBS**
CALIFORNIA

Social Media for Non Profits

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What is **ENGAGING**?

Social media engagement is crucial for nonprofits as it allows them to expand their reach, build relationships with supporters, and drive donations and fundraising initiatives. It provides a platform to share their mission, engage with their audience, and ultimately increase their impact.

Today we are going to learn to **ENGAGE**





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Definitions



Likes

Likes are a form of social media engagement; they allow users to interact with updates and show they approve of what has been shared.



Comments

A verbal or written remark expressing an opinion or reaction.



Links

A reference that connects to another source.



Shares

The act of reposting content on your social media channels or other digital platforms. Whether it's a text, image, or video.



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WHY?

Drive Website Traffic

Your club is one of many in your zip code, have you researched. Have you gone on volunteer match and looked at which non profits are in the surrounding area? Your Website is your Gateway.

Increase Brand Awareness

The promotion of a particular product or company by means of advertising and distinctive design.

Members

By branding and working the social media platforms you become a relevant part of the neighborhood. When looking for a volunteer opportunity they will find you.



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How Likes

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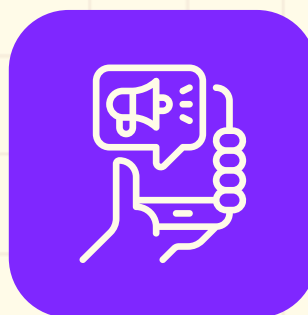
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Likes: 1 Point



Being Found in the Community

By finding the posts and liking the post, you begin to help your club get seen in your local community. The more the likes the more Social Media works for you.



Member Participation

This year we are creating a contest where club members that engage get prizes. Take that to your club. Everyone know who the active member are. Give them notice.



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Comments: 5 Points



Timely Responses and Comments

Your club wants people to comment, it shows that the person is stopping and reading the post instead of swiping.



Comment Step Two: Answering

In the social media world you have 24 hours to answer a comment before your numbers start to decrease.



How to answer a post

The goal is to engage the commenter. Try to pose a question or comment on their comment. The notification goes directly to their inbox and they can respond.



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Links: 15 Points



Fundraising

When doing a fundraiser. Use the Hotel, Vendors, Speakers, Sponsors to get your club in a BIGGER setting.



Tag your Guest Speaker/Author

When a speaker comes to speak. Take a photo, a good photo, . Link the location and tag the speaker.



Locations in the Neighborhood

When out with your members. Take a photo. Link and comment on their pages about their wonderful whatever. This gives you visibility on their much larger pages.



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How Shares

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Shares: 25 Points



Share

Take a moment and go to either GFWC/CFWC/District/Club posts and instead of passing them by, share them to your page.



Its all about the NUMBERS

Shares are worth 25 points to every one point for a like. If you want your club/district/state to grow, they need club members willing to share posts on a regular basis.



Tag

Link and Tag are similar. Link is a business and tag is a person. Find the Tag and then find the person and tag them.



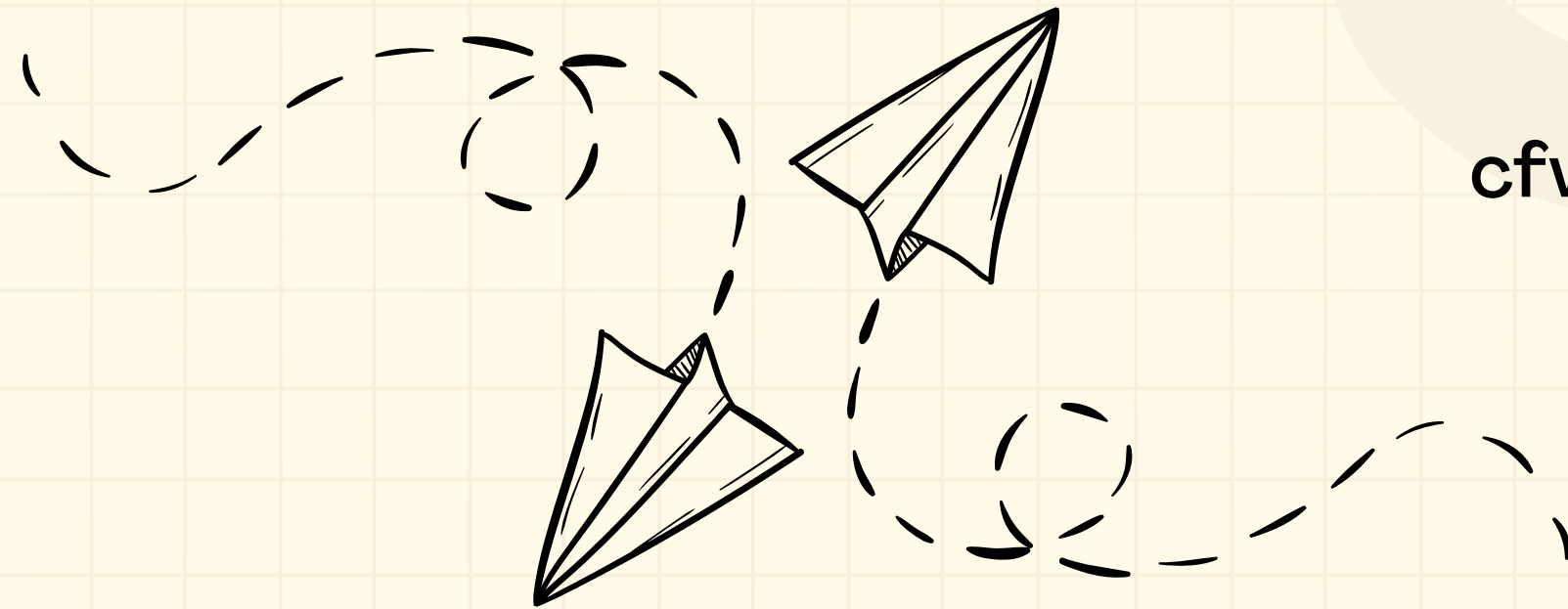
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Non Profit GOALS

As a Non Profit, you need to be seen in order to survive and grow. To do this each member needs to be an active participant. All that needs to be done is take 20 minutes per day to sit with their phones and comment and share whatever posts your club/district/state create. If this happens there will be an immediate growth in your pages' numbers.



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Thank you Time for questions

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