



# **SOCIAL MEDIA FOR NON PROFITS**

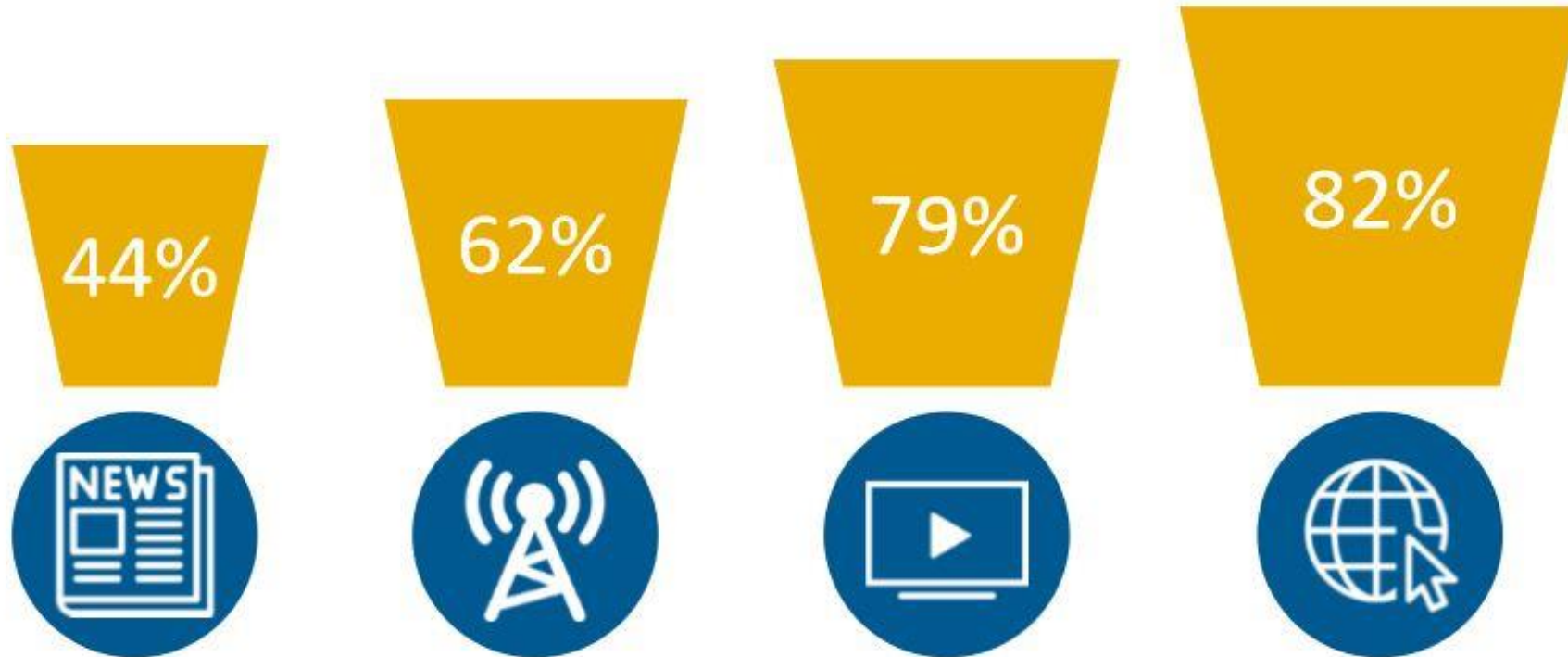
NAME 5 OF THE MOST  
POPULAR SOCIAL MEDIA  
PLATFORMS?



# WHAT IS SOCIAL MEDIA?

- Social Media is a dynamic online medium that has changed the way we live.
- It offers opportunity to collect and share news, communicate with audiences and promote your organization.
- The most popular social media platforms for organizations are Facebook, YouTube, Twitter, LinkedIn and Instagram.
- Social Media is used by nearly 1.75 billion users worldwide.

# MEDIA IN THE BAHAMAS



# BAHAMAS ONLINE



# BENEFITS OF SOCIAL MEDIA FOR ORGANIZATIONS

Social Media provides a valuable opportunity for organizations to reach their community goals more efficiently and to engage with their audiences more deeply.

Here are some of the benefits of social media for an organization:

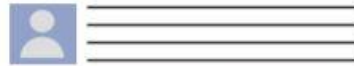
- Improves governance and accountability of organizations
- Helps organizations directly engage with audiences through a simple and cost-effective medium
- Allows for quick dissemination of timely information
- Establishes a transparent venue for public discourse
- Helps create a highly responsive organization
- Helps organizations engage segments of the population difficult to reach with traditional media

# STEPS:

1 Identify platform(s) on which your target audience has a significant presence.



2 Create a profile on the platform(s) to begin utilizing it for your objective.



3 Determine what you need to do to reach your objective.

PROMOTE EDUCATE REINFORCE

4 Determine how you will achieve each goal via social media.

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| ✓ | ✓ |
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5 Identify performance indicators to measure success.



6 Measure success. Based on results, adjust or continue strategy.

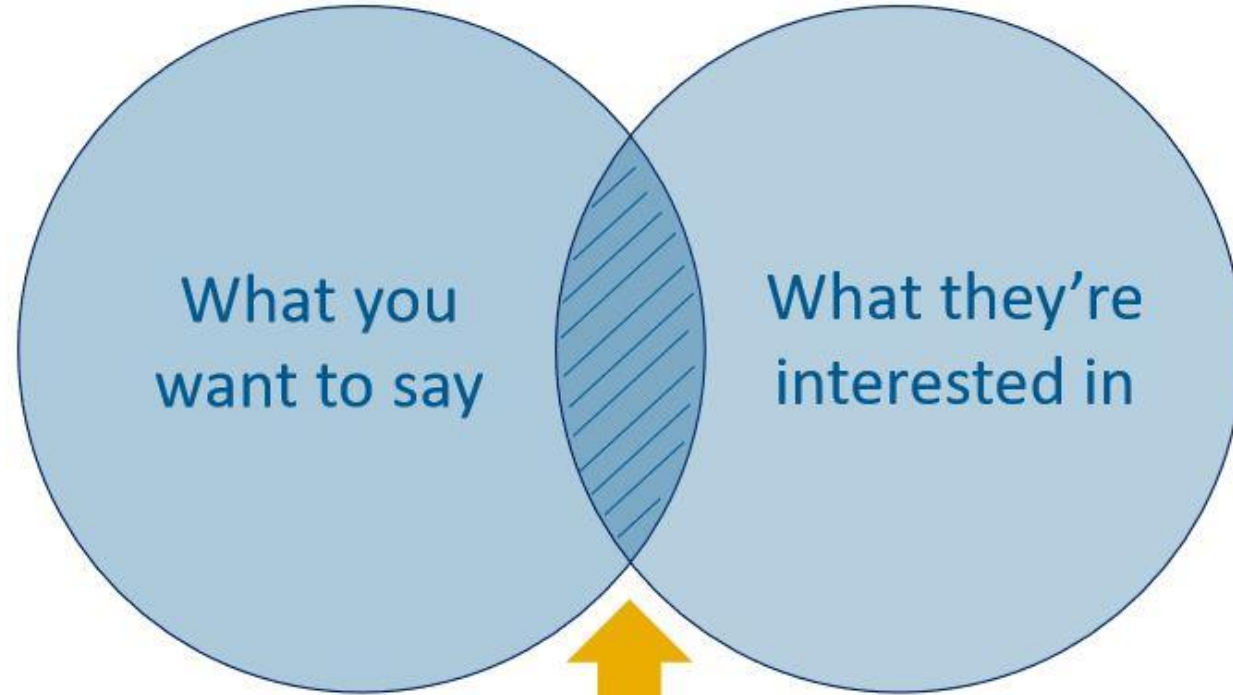


# GUIDELINES

- Define Your Audience
- Prepare Your Content
- Brand and Positioning
- Engage with Your Audience
- Collaborate with Those Who Share Your Values
- Advocate for a Cause



# TAILOR YOUR CONTENT

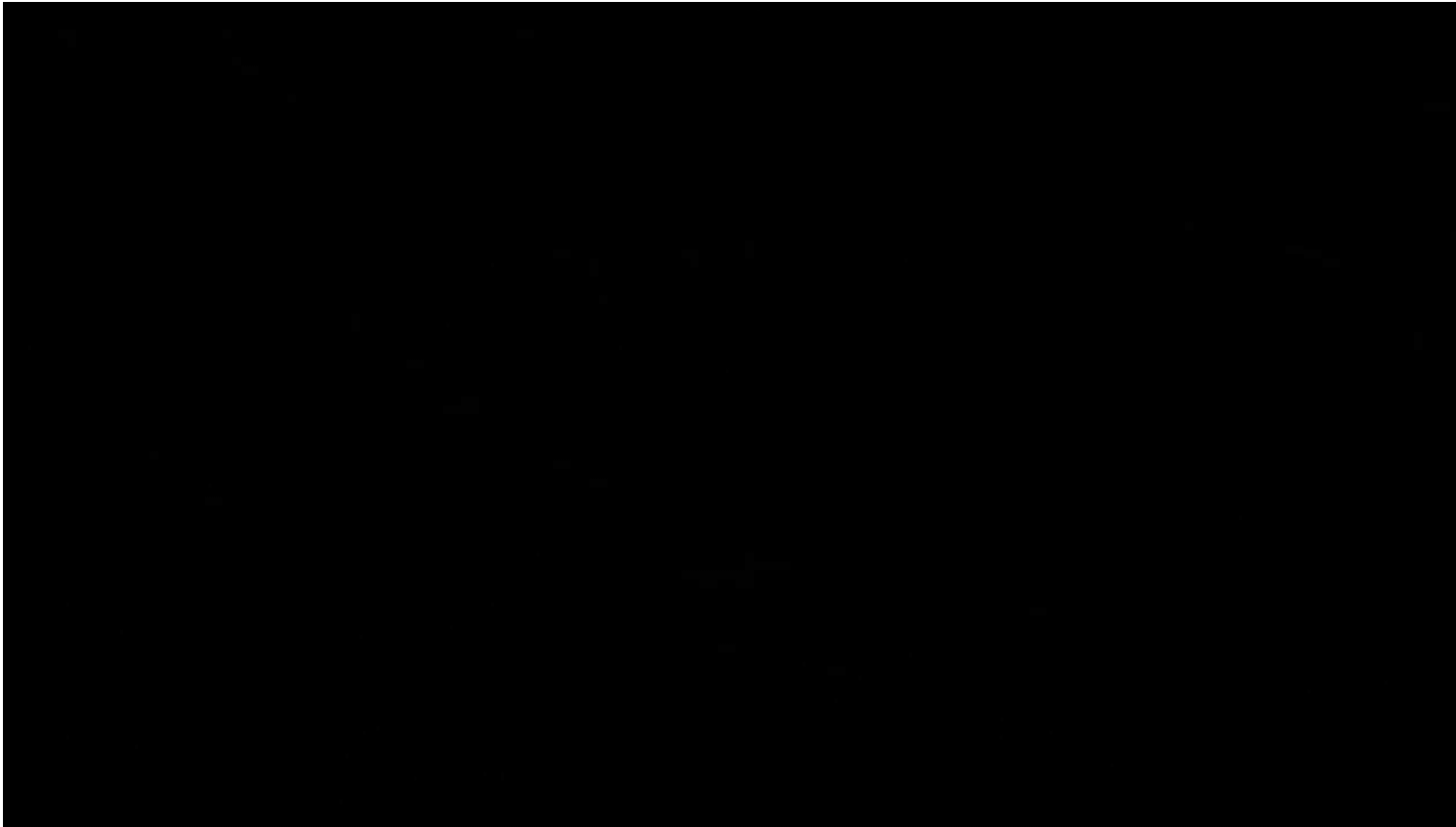


Sweet Spot

# WHAT IS A SOCIAL MEDIA INFLUENCER ?



# THE POWER OF THE INFLUENCER



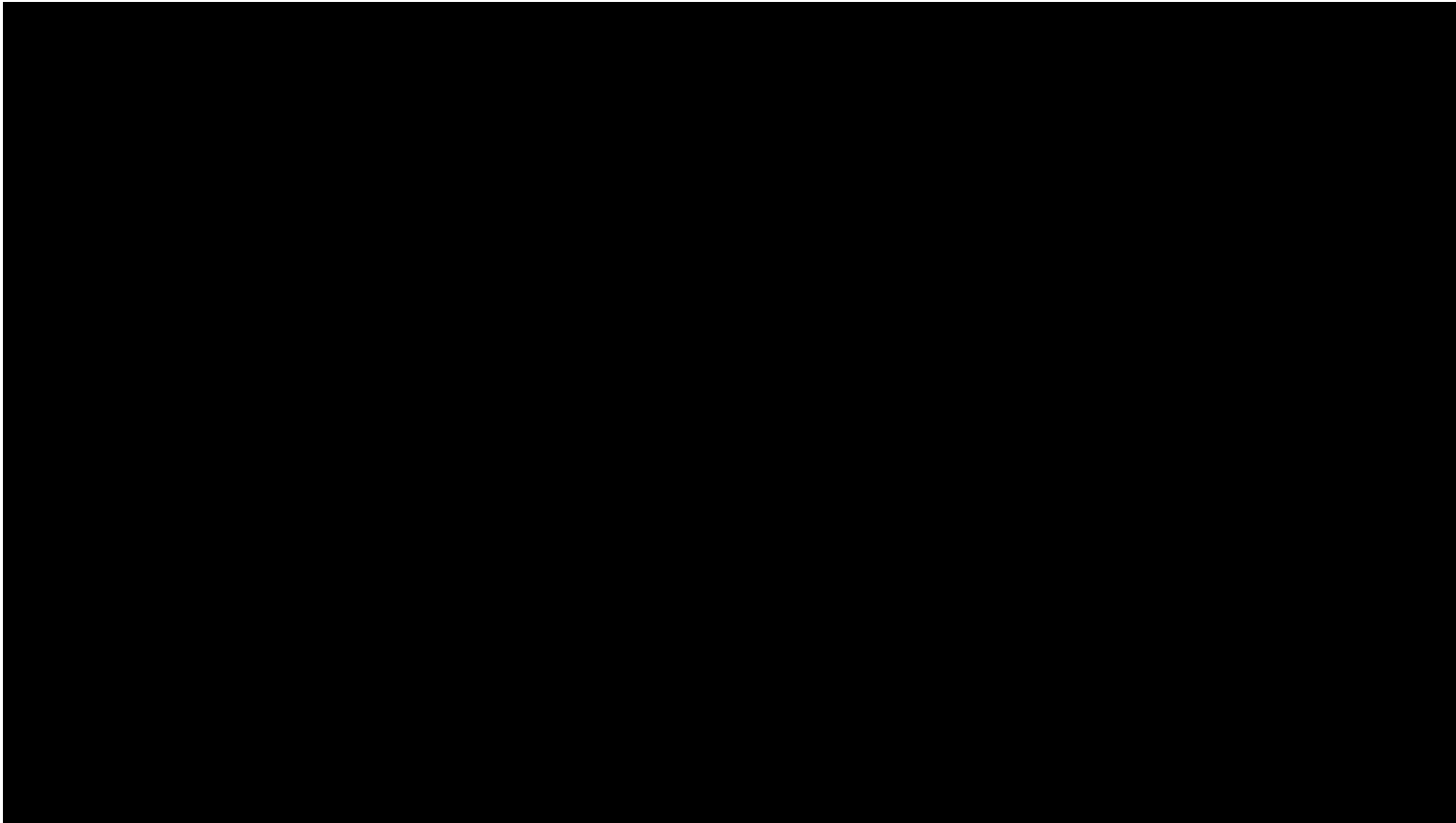
# SOCIAL MEDIA INFLUENCER

- Social Media Influencers are trending
- Allow Influencers to get the word out there
- Reach persons who wouldn't normally search for your organization
- Make sure they are a right fit for your brand

# HIGHLIGHT YOUR COMMUNITY INVOLVEMENT



# HIGHLIGHT YOUR STAFF



# HIGHLIGHT YOUR ORGANIZATION

**do you believe in  
love?**

# TIPS





# THE ALIV DIFFERENCE

- In the span of 1 year we were able to achieve over 50,000 Bahamian followers on our social media platforms.
- Our Social Media team comprises of three very devoted individuals.
- Our inbox is open from 8:30am to 9:00 pm with our website offering 24 hour assistance.
- We take time to study follower response.
- We switch it up!