

The logo for Strong Coffee Marketing is centered within a white square border. It features the words "STRONG" and "COFFEE" in a large, bold, white, sans-serif font, stacked vertically. Below them, the word "MARKETING" is written in a smaller, white, all-caps, sans-serif font with wide letter spacing.

**STRONG  
COFFEE**  
M A R K E T I N G

# **Social Media Basics For Non-Profits**



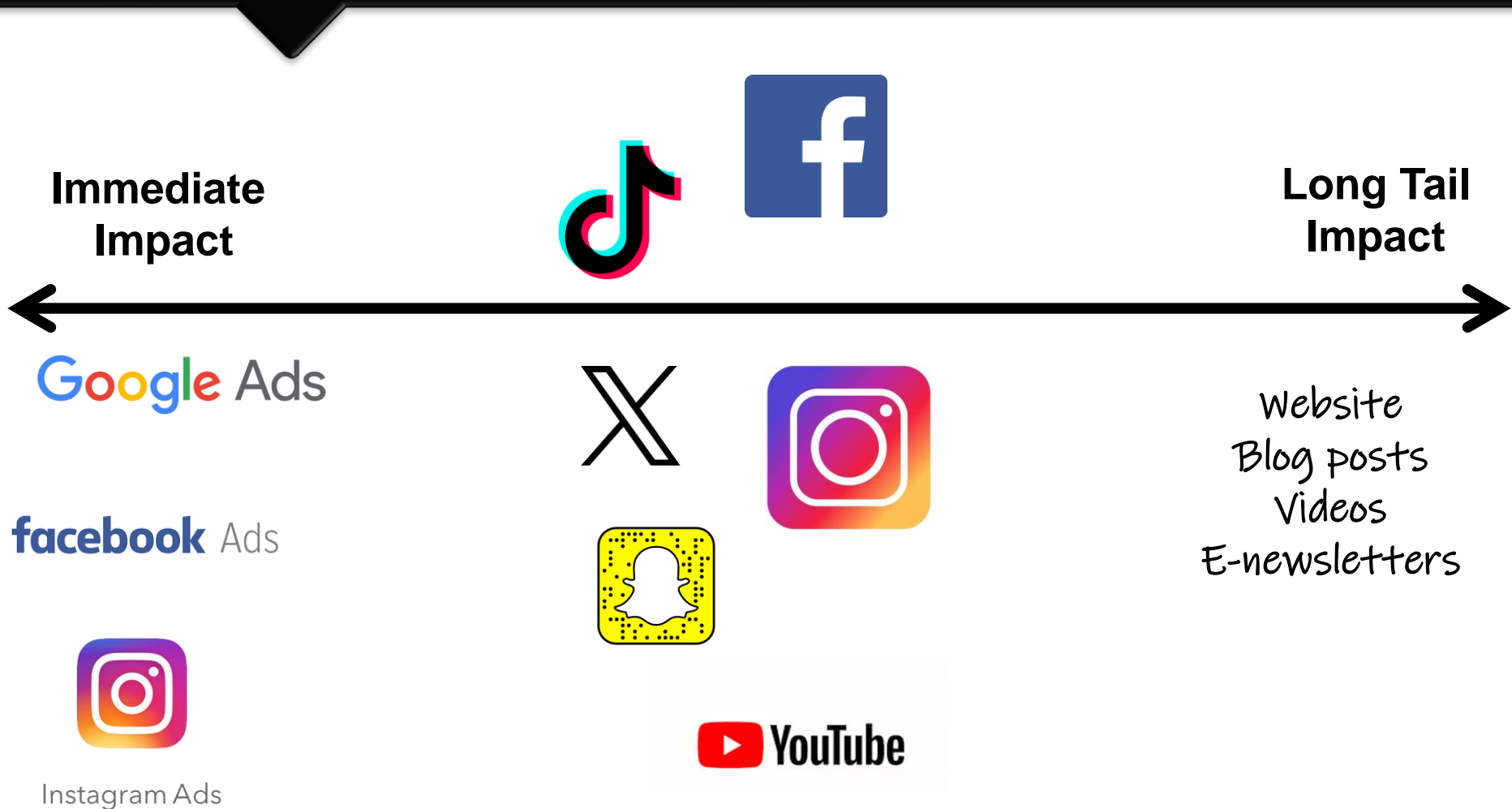
Hi! I'm **Brian**



**Lots of  
Questions!**

# Understanding The Basics

# The Online Marketing Mix



# Maximizing Your Channels

- Many social media channels have multiple content delivery options
- Instead of starting a new channel, expand on the ones that you already use



# Hot Tip

Don't spread yourself too thin. If something isn't working, get rid of it.






**How do social media channels know so much about us?**

How does Facebook know so much about me?



An aerial photograph of a soccer field. The field is green with white lines marking the center circle, the center line, and the three-quarter lines. Several players are scattered across the field, wearing red and yellow jerseys. A large black speech bubble is overlaid on the right side of the field, containing white text.

**We're playing on  
their turf. They make  
the rules. They  
collect the data (\$\$).**

# All About Algorithms

- Every social media channel relies on an algorithm to determine who sees what
- While companies will offer hints and suggestions about their algorithms, how they actually work is a secret
- Algorithms are constantly evolving and changing



# All About Algorithms

The basics...

- Who you are connected with
- What you do on the channel
- What content you engage with
- What your connections do
- Your history on the channel



# Example: Facebook's Goal

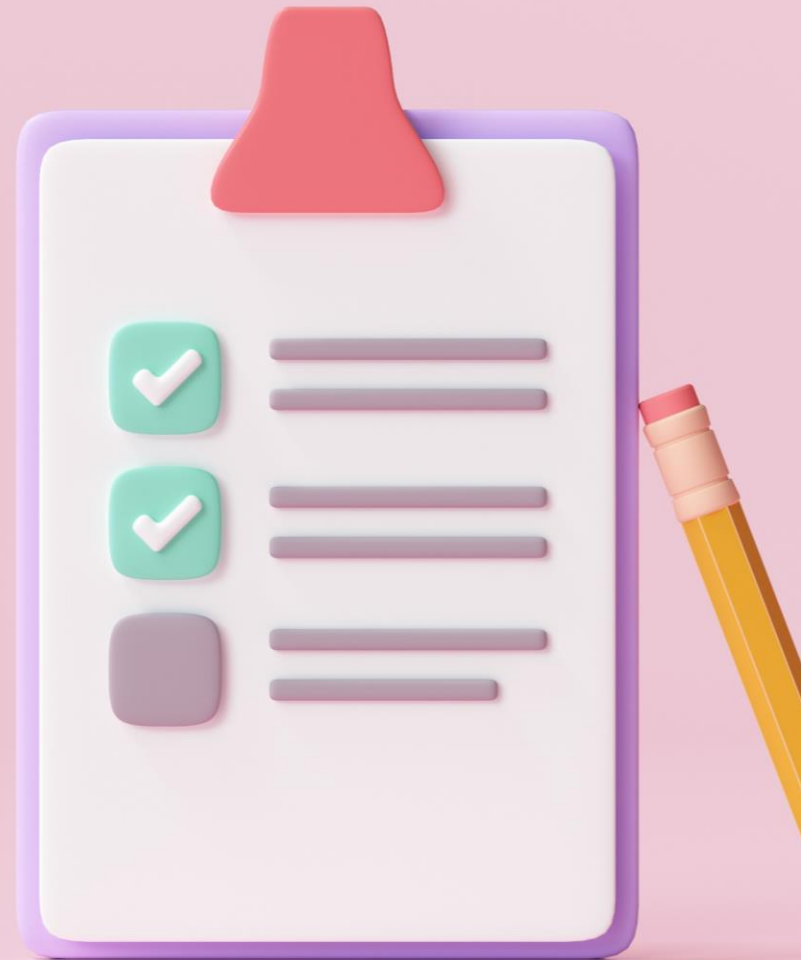
- Serve people the most relevant information
- People engage with that information and want more
- People stay on the channel longer because they are informed and/or entertained
- The longer someone stays on the channel, the more ads they're exposed to
- The more ads that are clicked, the more money Facebook makes



**Increasing Reach**

# Start with a Strategy

- Identify goals
- Have a 3<sup>rd</sup> party look at your posts, channels, etc.
- Do a deep dive into the data
- Create audience profiles
- Review how resources are allocated
- Cut the fat
- Regroup, refocus, and move on
- Repeat on a regular basis



**80%**

**Content**

**20%**

**Delivery**

# Content Creation

- Consider both horizontal and vertical photos and videos
- You don't need to be perfect
- Keep your overall goals and audience in mind
- Content creation is an audience-centric activity
- Create content workflows
- Play to your strengths



Inshot



TinyWow





# Posting Best Practices

- Provide enough information to grab attention
- Include a compelling graphic or photo
- Include a next step (link, request for feedback, etc.)
- Reply to comments
- **Be informative, helpful, and useful**

# Hot Tip

Sharing relevant content

+

Being consistent

=

Increased social media reach



# Common Mistakes

# Social Media Isn't Free

- Social media has become a paid game
- Organic growth can still be achieved but it is increasingly difficult
- Most successful businesses on social media have a content and advertising budget



# Most Common Problems

- Don't make it all about you
- Social media and content creation are audience-centric activities
- Information needs to be packaged and delivered based on your audience
- Don't make social media convenient for you, make it convenient for them
- Does your 9-5 schedule work with you audience?



# Marketing **Events**

# Marketing Events

- Time = flexibility
- Think about the decision-making process
- Multi-channel approach
- Generally, 2-3 waves for ticketed events
- Don't forget about post-event activities



# Marketing Events - Tips

- Get something online ASAP
- Don't wait to launch
- Leverage partners through content toolkits
- Track as much as you can for future learnings
- Be smart with your budget





# Hot Tip

“Raise awareness, attract donors,  
and recruit new volunteers using  
Google search ads.”

[Google.ca/grants](http://Google.ca/grants)



# **Tools To Consider**

# Descript.com

The screenshot displays the Descript.com video editor interface. At the top, there are window controls, a menu, and the project name "Now you see it Geometry". The main workspace is divided into three sections: a left sidebar, a central video preview, and a right-hand properties panel.

**Left Sidebar:** Labeled "Edit", it contains the video title "Psychology of Shape and Color in Design" and an "Introduction" section. The introduction text reads: "Hi everyone, I'm Tifa. Welcome! To communicate to your target audience effectively as a designer, having knowledge of the psychological principles of human behavior can be very helpful. I'm going to show you two shapes you two shapes, shapes /one and shape two. / Shapes have associations that can be used by a designer to set the mood and visualize a backstory. For example, shapes can be applied to typefaces, cartoon characters, compositions and logos. Our brains are hardwired to derive meaning from shapes which have a bigger impact on our su".

**Central Video Preview:** Shows a video of a woman speaking. A red circle and a purple square are overlaid on the video, with a blue bounding box around the red circle. A play button is visible at the bottom center of the preview area.

**Right Panel:** Titled "Properties", it includes tabs for "Project" and "Search". The "Shape" section shows "Opacity" at 100%. The "Layout" section includes alignment and position controls, with X: 10, Y: 10, W: 90, H: 90, and rotation of 0°. The "Fill" section shows a red color swatch. Other sections include "Border", "Effects" (with a shadow control), and "Animation".

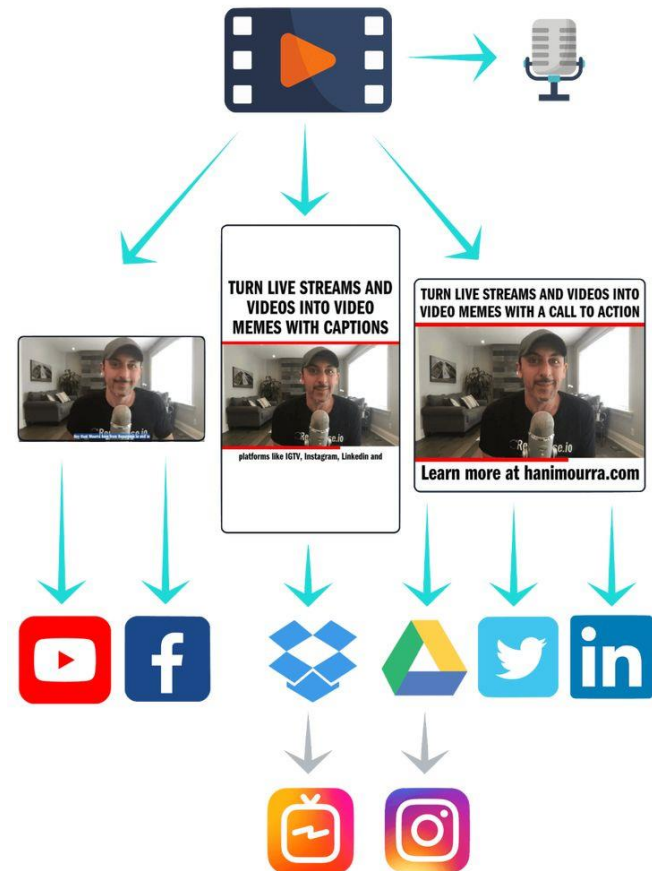
**Bottom Timeline:** Shows a video timeline with a play button and a "Shape" label. Below the timeline, there are several video thumbnails, including one of the woman speaking and others with abstract patterns.

# Repurpose.io

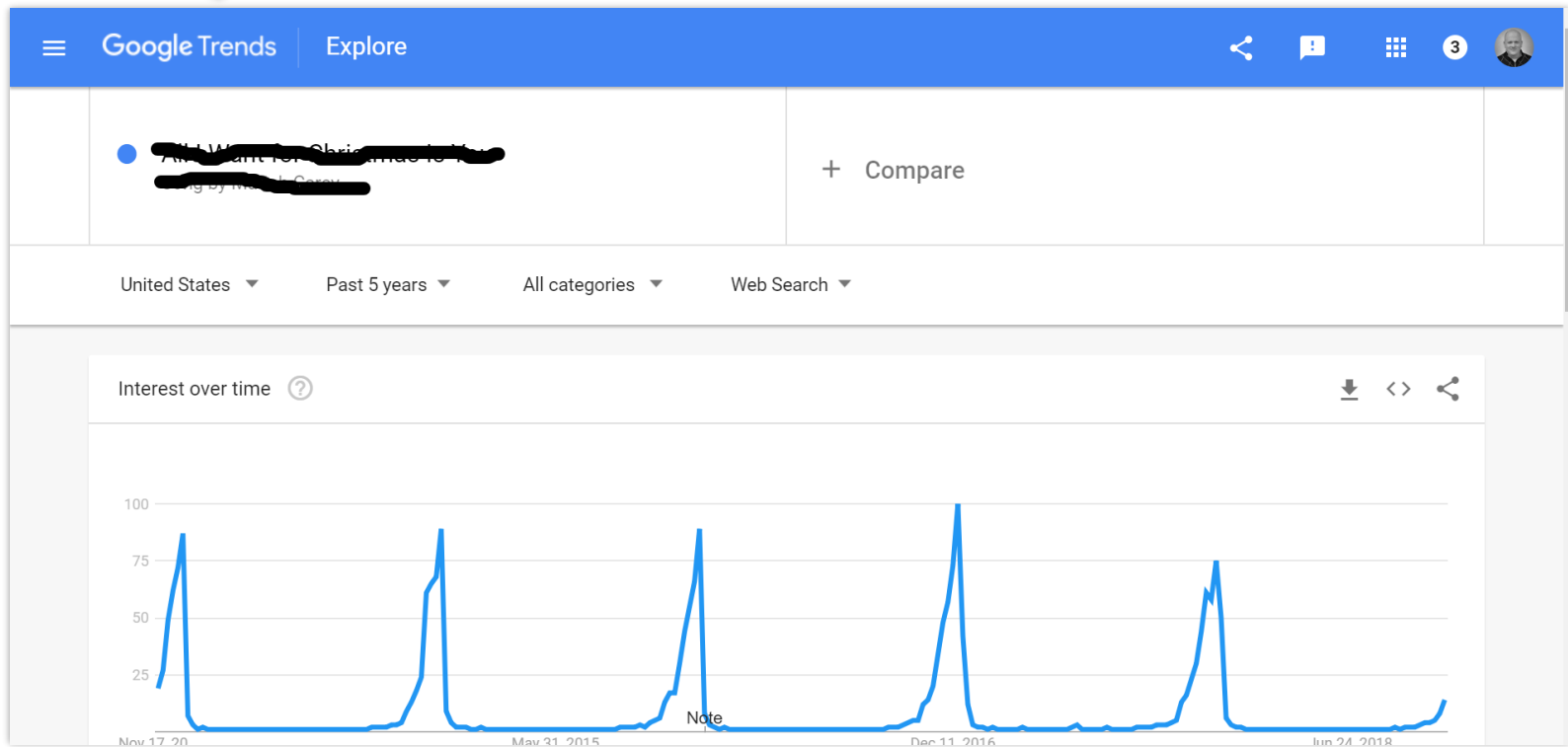
Helps you reuse, repurpose and recycle your social media content

Workflows can be created to automatically post based on triggers

Easy to use



# Trends.Google.com



**Merry Christmas!**



# Final Thoughts



**Website**

**Reevaluate  
Budgets**



**Content &  
Advertising**





# Diversify...

*The TikTok ban is looming! Elon might  
be going crazy!*

# There's More Than Facebook

*But for most of you, Facebook is  
probably the best option*



# Don't Forget About **Google**

*Search + Ads + Analytics + YouTube +  
Business Listings + More*

# E-Newsletters

*Subscribers are more valuable than  
social media followers*



[Strongcoffeemarketing.com](http://Strongcoffeemarketing.com)

[YouTube.com/@Strongcoffee](https://www.youtube.com/@Strongcoffee)

[brian@strongcoffeemarketing.com](mailto:brian@strongcoffeemarketing.com)

**STRONG  
COFFEE**  
MARKETING

