

HOW TO CREATE A STRATEGIC SOCIAL MEDIA CONTENT PLAN

PRESENTER: KERSTIN HEUER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1 June

12 Inspire
Happy Mothersday
#HappyMothersDay

13 News/Community
Share a news article, blogpost, podcast or video related to your cause.

14 Brand
Share one of your core values and why it is important to you.

15 Promote
Promote one of your services. Explain what you do and how it helps.

16 Inspire
Share your personal tip on how someone can make a difference.

17 News/Community
"Did you know?" Share a stat from your non-profit niche.

18 Brand
Make your donor your hero. Spotlight a donor and why he likes to give to your cause.

19 Inspire
Go out into the world and do good until there is too much good in the world. - Larry H. Miller

20 Authority
Answer a FAQ.

21 News/Community
Share a news article, blogpost, podcast or video related to your cause.

22 Inspire
Ask a question: What little act of kindness can you do today?

23 Authority
@mention an influencer of your non-profit sector

24 Brand
Behind the scenes. Share some highlights of the week.

25 Inspire
Inspiring quote about: Say something nice day.
#SaySomethingNiceDay

26 News/Community
Share a news article, blogpost, podcast or video related to your cause.

27 Holiday
Happy Memorial Day

28 Inspire
It's not how much we give, but how much love we put into giving. - Mother Teresa

29 Brand
Behind the scenes: Photo of a team meeting.

30 Promote
Explain your service or one area of your service and how it helps your clients.

31 News/Community
Share a news article, blogpost, podcast or video related to your cause.

1 June Authority
Provide a calendar of cool industry events. Useful for you and your audience.



About the Topic Expert

- Kerstin helps non-profit organizations create more impact by building outstanding brands and marketing strategies.
- Together with her partner she founded the purpose driven branding and marketing agency NonProfit Today in 2009.
- She works with small and medium sized non-profit organizations throughout Canada.



What We Will Cover Today

- How to define your target audience and connect on an emotional level through authentic story telling (no matter if its video, FB live, stories or posts)
- How to create an editorial content plan that can be used across multiple platforms
- How to map out a month's worth of content in one afternoon using the 5-pillar framework
- How to create engaging content that positions your organization as authority in your field
- How to clearly communicate your brand message and differentiate your cause from others



The Social Media Roller Coaster

Poll

How many hours per day do you spend managing your non-profits social media accounts?

- 30 minutes
- 45 minutes
- 60 minutes
- 90 minutes
- More than 90minutes



**Not enough
time and
Capacity**



**Not
knowing
what to
post.**

**No
system
in place.**



Social Media is relationship building



KNOW. LIKE. TRUST.

3 Critical Shifts

Shift #1

From not knowing what to post to knowing what your audience wants.

Why this?

Why now?

**What's in it
for me?**



It's not about what you think matters, it's about what THEY think.



Get into their head..



Meet Marie



**When Marie
wakes up in
the morning...**



**Her greatest
concern in
her career...**



In her personal life...



**In three
years from
now...**



During lunch...



After work...





**How can YOU
help Marie?**



Age:

Marital Status:

#/Age of Children:

Location:

Occupation:

Level of Education:

Annual Income:

Quote:

BIO

What is their bio, where are they in their life right now.

GOALS & WANTS

Explain in 1-2 sentences what they are looking for, what do they want out of it, what challenges are they trying to solve, what do they care most about.

CHALLENGES

Explain in 1-2 sentences what is their biggest concern, why would they go to another company, is there any perceptions that need to be overcome for the company or industry

PAIN & FRUSTRATIONS

List out pain points of triggers of frustration this persona would have

OBJECTIONS & DECISION FACTORS

List in order what motivates their decision (ex Price, Reputation, Reviews) and what objections they might have.

SOURCES OF INFORMATION

Websites:

Social Media:

Conferences:

Newspaper:

Magazines:

QUESTIONS

List out questions this persona would have

Shift #2

From “just posting” to building your brand online and position your organization as authority in your field and differentiate your cause from others.

How?



90% of our decisions are based on emotions.



Like



Love



Haha



Yay



Wow



Sad



Angry



Your Service: Literally

Medical Equipment



**Your Service:
Emotionally**

**Independence
Mobility
Dignity**

Connect on an emotional level

How do you want people to
feel when they use your
services?



Shift #3

From feeling overwhelmed and posting last minute to having a framework in place and feeling calm, structured and confident.

Poll

Do you currently have a social media content plan in place for your non-profit?

- Yes, but we need some new ideas.
- No, but we are creating one.
- No, we are winging it day by day.

The 5 Pillars of Content



Pillar #1

Your Brand



Brand Positioning

Pillar #1

Your Brand



Creating Brand Content

- What do you want people to think about you when you are not in the room?
- Why do you do what you do?
(What are your beliefs? More than a vision statement.)
- What do you bring to the table that others don't?
(In terms of process, culture, people etc.)
- What do you stand for and against? Why?
- What are your values and why should I care?
- Who are the people behind the scene? What do they do?
- How do you help emotionally? And literally?
- What stories can you connect with the above?
- What bold promise can you make?
- What do you care about? And why should I care?



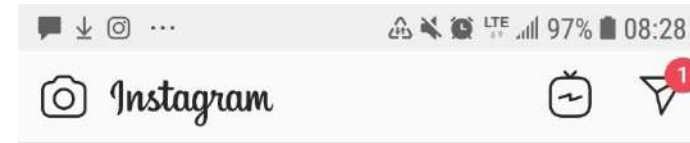
Examples

Pillar #1

Your Brand

 **United Way of Central Alberta**
October 15 at 12:38 PM · 🌐

What's Shelley doing? She's rolling up socks for you to throw at this Saturday's Sockey Night with the Red Deer Rebels! They're taking on the Regina Pats Hockey Club Ltd starting at 7 pm. No charge for socks this year, so come early and don't be disappointed. You can always bring some from home as well. Practice your throwing arm! #locallove 🧦📖



 Liked by **volcentral** and **others**

turningpointcommunity @centralalbertacoop donated paint to help us spruce up the exterior of our building, including our wheelchair ramp and stairs. Here are some of our people painting up a storm. We are very grateful for the #communitiesinfullcolour program ! #centralalberta #centralalbertacoop #notforprofit #charity #albertavolunteer #centralalbertavolunteer #reddeer #reddeerab #albertaharmreduction

Pillar #2

Authority



Create Authority Content


- Content that shows your knowledge and competence.
- Create key messages that clearly state what you do.
- Educational content that positions your organization and your people as authority.
- Case studies, answers to common questions, testimonials, question and answer sessions.
- Who are influencers in your niche that you can follow and connect with?



Examples

Opioids Don't Discriminate Red Deer
May 29 · 🌐

SHAME is one of the top reasons why people affected by addiction do not talk about it and don't get help. Lynne Mulder pointed this out in her speech at the opening ceremony when she shared the story of a family member. This is what it feels like when you are dealing with shame and guilt. The voices in your head won't stop. Make sure to have your volume on to watch this video.



👍❤️ 17 7 Comments 10 Shares

 onecauseteam ⋮



❤️ 💬 📍 📌

onecauseteam Social Fundraiser Research Study
#KeyFinding 2: The top three reasons peer-to-peer participants say they fundraise is because they care about the mission, they believe money raised will make a difference, and they enjoy the experience! Download the full study by clicking the link in our bio.

⋮

#OneTeamOneCause #FearlessFundraisers
#NonprofitKnowledge #ResearchStudy #PeerToPeer
#SocialFundraisers

Pillar #2 Authority

 Red Deer Museum + Art Gallery
 Yesterday at 11:00 AM · 🌐

Rare and Remarkable! Artisan Market
Artist Spotlight: MARGRIET BERKHOUT

"I work and live in Rocky Mountain House and am fortunate to spend a lot of time in the backcountry both through professionally and in my spare time. I work in wildfire management and volunteer with Rocky SAR and am an avid hiker, climber and skier.

With my art I hope to capture the striking imagery of our mountain landscapes in vivid colours."

Margriet will be one of our vendors at this year's Rare and Remarkable! Artisan Market, which runs Friday, November 15th from 5-9 pm (MAG members) & Saturday, November 16th from 10 am - 4 pm (public). Visit bit.ly/magartisanmarket for full details.



👍❤️👤 You, AnneMarie Watson and 20 others 3 Comments 6 Shares

Pillar #3

Community + News



Define Your Community Content

Pillar #3
Community

- What local businesses would you like to support?
- What strategic partnerships can you develop with other non-profits?
- What news do you want to share?
- What kind of events do you want to share?
- What awareness days are important for your organization?



Examples

Pillar #3 Community



Did you know that girls drop out of sports at a rate 6x that of boys?

Fast and Female's start goes way back to when Chandra Crawford was babysitting a ten-year-old girl named Emily. Emily expressed that she wasn't happy being a girl because girls don't get to do fun things like skateboarding and instead have to worry about their appearance all the time...

That might sound ridiculous to you but to girls like Emily, it is their reality and their truth.

Fast and Female is a not for profit dedicated to changing the culture around girls in sport by empowering young women ages 8 to 16 across North America.



Red Deer Museum + Art Gallery
October 29 at 12:09 PM · 🌐

Amazing baked goods will be for sale soon at the Norwegian Laft Hus Society and Museum! Check them out on Saturday, Nov 16, (9:00 - 4:00) and Sunday, Nov 17, (Noon to 4:00). They're located in Heritage Square, 4402, 47th Ave, Red Deer right next door to the MAG.

Norwegian Laft Hus Society and Museum
October 29 at 11:37 AM · 🌐

The Norwegian Laft Hus Craft and Bake Sale is coming right up, Saturday, Nov 16, (9:00 - 4:00) and Sunday, Nov 17, (Noon to 4:00). We are located in Heritage Square, 4402, 47th Ave, Red Deer.

The Lefse is ready!

You and 13 others · 1 Comment · 5 Shares

Safe Harbour Society
November 1 at 12:03 PM · 🌐

There is always more to the story....

EndPoverty Edmonton
Community
October 30 at 10:00 AM · 🌐

The experience of homelessness does not have just one face. Every circumstance is unique. Every person has a story. The goal of ending poverty in a generation requires more listening than speaking.

Credit: Joe Heller

60 · 2 Comments · 31 Shares



Pillar #4

Inspiration



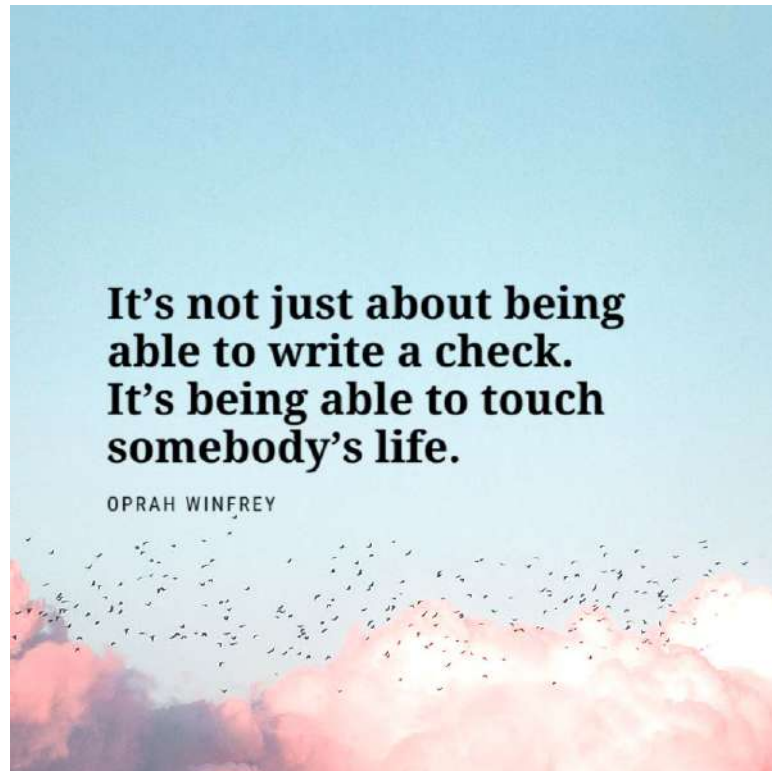
Create a Library of Inspirational Content

Pillar #4
Inspiration

- Motivational Quotes
- Questions
- Stories of volunteers, donors, clients, staff
- Inspirational stories in the news



Examples:



If you didn't have to worry about money what would you do with your life?



Pillar #5

Promotion



Create a List for Promotions

- Soft promotion
- Explaining what a difference a small donation can make
- Fundraising campaign
- Link to report on website



Examples

Pillar #5 Promotion

 **A Better World - Canada** shared Red Deer Express's post. January 15 · 🌐

Click here to read a great article about Gord's birthday gift. A huge thank-you to Gord, Kathy, and the Bontje family for the incredible support throughout the years!

 **Red Deer Express** January 15 · 🌐 Like Page


Local businessman Gord Bontje, founding partner of Laebon Homes, gave \$500,000 to A Better World - Canada in celebration of his 60th birthday.



Red Deer's Gord Bontje gives \$500,000 to A Better World - Red Deer Express


Co-owner of Laebon Homes gives the gift to celebrate 60th birthday

REDDEEREXPRESS.COM

 **The Mustard Seed** Yesterday at 9:24 AM · 🌐

We're a month away from Eau Claire Market's Winter Magic Avalanche of Toys! If you have begun your Christmas shopping, pick up some extra toys for kids who may not see much Christmas cheer this holiday season.

Bring those toys on Dec 1 to Eau Claire Market to help build our Avalanche of Toys.



SUN, DEC 1 AT 11 AM

Winter Magic Avalanche of Toys

Eau Claire Market · Calgary ★ Interested

 Causes

Let's resume:

- You know who your audience is.
- You know how to align with their needs.
- You have your branding statements written down.
- You have your key messages that clearly state what you do.
- You know what influencers to follow.
- You know what awareness days are important for your cause.
- You know who you want to support in your community.
- You know what news you want to feature.

Birdseye View

Month	Overarching Topic / Goal for the Month	Important Awareness Days	Channel	Followers	Subscribers	Promotion	Notes, Action Items
January							
February							
March							
April							
May							
June							

30 Days – 5 Pillars = 6 Posts each

- **6 Branding posts:**
Examples: Your why, behind the scenes, intro staff member, client story, donor story, Your values
- **6 Authority posts:**
Examples: Answer FAQ, Interview, debunk myth, share impact stats, a tip, expert quote, opinion on trending topic related to your non-profit
- **6 Inspirational posts:**
Examples: Quotes and questions, inspiring stories
- **6 Community/ News posts:**
Examples: latest news from community, local businesses, events
- **6 Promotional posts:**
Examples: fundraising event, services and link to your website

Monthly Template

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
News/Community	Authority	Inspiration	Brand	Promote	News/Community	Inspiration
News/Community	Promotion	Inspiration	Brand	Authority	News/Community	Inspiration
Authority	Promote	Brand	News/Community	Inspiration	Authority	News/Community
Inspiration	News/Community	Brand	Promote	Authority	Inspiration	News/Community
Brand	Promote	Authority	Inspiration	Brand	News/Community	Authority

5 Pillar System Put to Action

10	11	12	13	14	15	16
Authority	Rememberence Day	Brand	Promote	Inspiration	News	Brand
Share impact stats from your annual report.	At lest we forget. #rememberenceday	Tell a story: Share a funny or interesting anecdote from your office.	Share a client impact story and share link to donation page.	Question: What's one thing that you think needs to be changed in the world or around you?	Share a news article, blogpost, podcast or video related to your cause.	Get To Know Us: Introduce a team member what she might do this weekend.
17	18	19	20	21	22	23
Inspiration	Authority	Promote	Brand	News	Inspiration	Community
Motivational Quote	Ask your fans for content ideas: Find out which issues or problems your fans need help with.	Promote one of your services. Explain what you do and how it helps.	A day in the life post: Give a recap of a typical day in the life of volunteer, staff, or ED.	Share a news article, blogpost, podcast or video related to your cause.	Give an example of how a small donation helped.	Tag another Facebook page: Generate some good karma by helping to promote another business.
24	25	26	27	28	29	30
Inspiration	Promote	Brand	News	Authority	Brand	Inspire
Motivational Quote	Did you know? Promote your service and 3 things that your clients can achieve when using your	Share the love by recommending a business you've worked with successfully in the past.	Share a news article, blogpost, podcast or video related to your cause.	Hold a Q&A session: Promote a live Q&A period where you'll answer fan questions.	Make a video: What our team is grateful for. What are you grateful for?	Initiate a random act of kindness challenge and share 24 days Random act of kindness calendar.

Repeatable system - not tactics



Free Download!

- 5 Pillar Worksheet
- Persona Template
- 30 days of planned content

<https://non-profit.today/charityvillage>



Just released!

2020 Social Media Impact Calendar with 366 Days of content, awareness days, holidays, and hashtags:

30% Discount Code charity30



NonProfit Today

12 Months / 366 Days of Content Planned out for the Small Non-Profit | 2020/01 - 2020/12

Thank you. 😊

Connect with me on LinkedIn

<https://www.linkedin.com/in/kerstinheuer/>

Questions?

Email me at kerstin@non-profit.today

