

Using social media to raise awareness and increase donations

Please wait, the webinar will be starting shortly



Agenda

1. Intro and background on me
2. TikTok strategy
3. Tips for growing your following across socials
4. Mistakes to avoid
5. How to set up and use social media collabs to drive traffic
6. Tips for when you're unsure what to post
7. Things we didn't cover today but will do in the future
8. Q&A

Background on me

- 🎓 **Studied Business Management at King's College London.**
- 🌟 **Moved to LA after exams ended to work with start-ups and influencers.**
- 🌍 **Specialized in viral marketing, from PR stunts for brands to managing & growing influencers.**
- 🔨 **Then, joined the startup world: 2 Kickstarters as VP of Marketing, raising over \$1M.**
- 📊 **Co-founded & ran a growth marketing & PR agency, Social IQ, working with clients from:**
 - Capitol Records, Empire Records, to various ecomms, fashion brands, B2B and retail clients.
- 🚀 **Co-founded & ran a talent management agency:**
 - Built 7-figure businesses for clients using social media to grow & monetize them.
 - We handled all aspects of growth, from creative to social media growth hacking across a variety of platforms.
 - Grown multiple influencers from 0 to million+ followers on Instagram, TikTok and Facebook, & high karma Reddit accounts.
- 🐱 **Now, I've pivoted to use marketing for good, and looking after a little girl called Suzie.**

Suzie 🙌





TikTok Strategy



Definition: TikTok Algorithm

- A set of rules that decides which content to display to users based on past behavior & preferences.
- Its purpose is to keep users engaged by showing them relevant and engaging content.
- To do this it takes into account various factors to determine the order & frequency of posts show.

Examples of factors considered:

- If the potential new content is similar to other content types that the user previously liked.
 - **Example:** If Suzie previously liked Pokemon content the algorithm will skew to suggest Pokemon related content, as it maximizes the odds of Suzie enjoying that experience.
- How well the content performed with people who saw it.
 - The algorithm then continually ranks/reviews the post with every view.
 - This helps the algorithm evaluate and compare millions of content everyday.



TikTok's unique platform differences

- **All content is given free test reach (unless accounts are private)**
 - Instagram: If you start a new account and post, even to Reels you'll likely get no meaningful views.
 - Twitter: If you tweet with no following no one sees it, unless people are looking for those hashtags used.
 - Facebook: No following means no views.
 - TikTok: *Every* video and account gets test reach to earn its potential to get more and potentially viral views.
- **Hashtags, captions and sounds used actively help you get new, free exposure**
 - This presents much more growth potential and ability to grow for free, compared to other platforms.
- **Previously uploaded content is not ranked lower in the algorithm**
 - This comes as a result of its duet feature and creates a unique opportunity compared to other platforms
 - Platforms like Instagram and YouTube favor original content. TikTok doesn't.
 - This means you can test things with more ease across different accounts.
- **TikTok has become a Google replacement for Gen Z, making it a discovery platform.**

The New York Times

*For Gen Z, TikTok Is the New
Search Engine*

Need to find a restaurant or figure out how to do something?
Young people are turning to TikTok to search for answers.
Google has noticed.



The New York Times

<https://www.nytimes.com> › 2022/09/16 › technology › g... ⋮

For Gen Z, TikTok Is the New Search Engine

17 Sept 2022 — While the Silicon Valley company disputed that young **people** were **using TikTok** as a replacement for its **search** engine, at least one **Google** ...



Adweek

<https://www.adweek.com> › social-marketing › move-o... ⋮

Move Over Google. TikTok Is the Go-To Search Engine for Gen Z

4 Aug 2022 — However, a surprising statistic came out recently, showing that **40%** of **Gen Z** users prefer **using TikTok** and Instagram for **search over Google**. For ...



Mashable

<https://mashable.com> › Life › Digital Culture ⋮

For Gen Z, TikTok is a search engine | Mashable

31 Jul 2022 — Young **people** explain why they are **searching on** social media ... I **found** that **people** are **using TikTok** similarly to how they **use** Pinterest. In ...



Yahoo

<https://uk.style.yahoo.com> › gen-z-using-tiktok-search... ⋮

Gen Z is using TikTok as a search engine ... - Yahoo News UK

5 Feb 2023 — While these might be questions boomers and **millennials** would ask **Google** and **find on** WikiHow or Tripadvisor, **Gen Z** has been **found** to seek ...

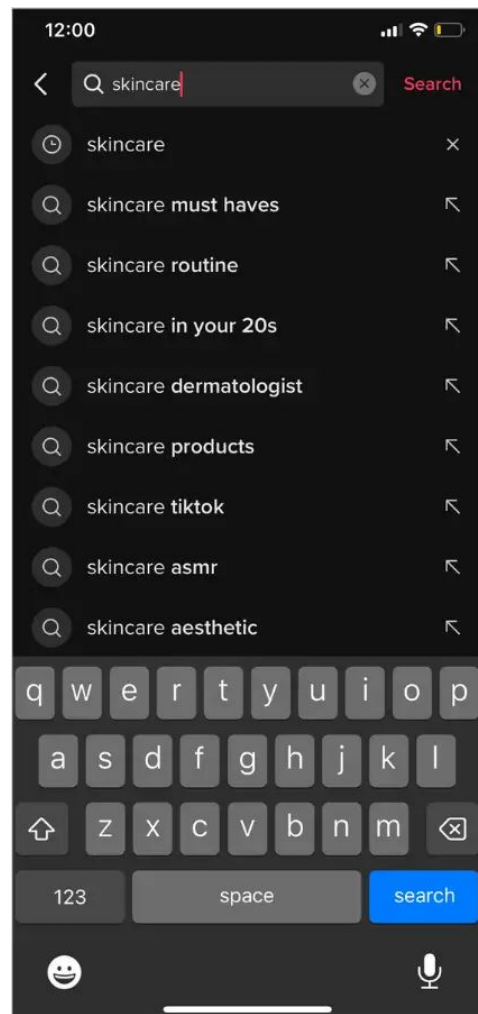
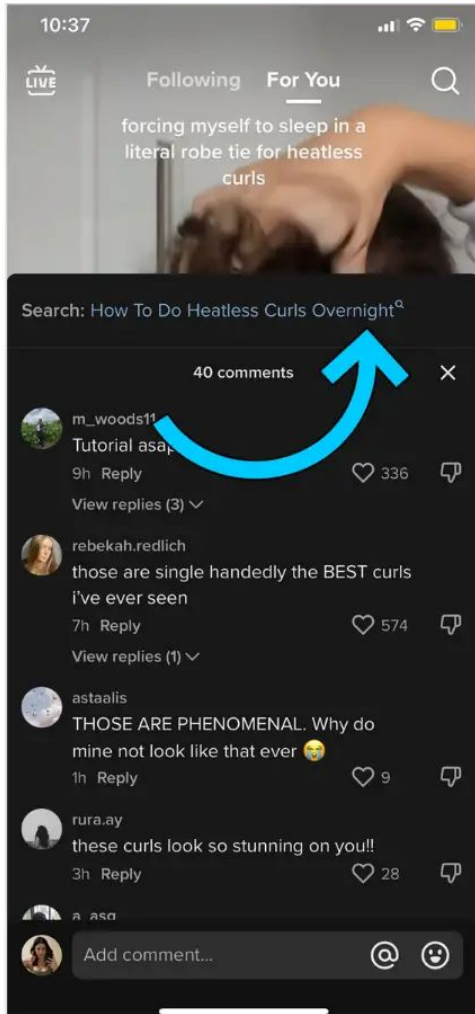
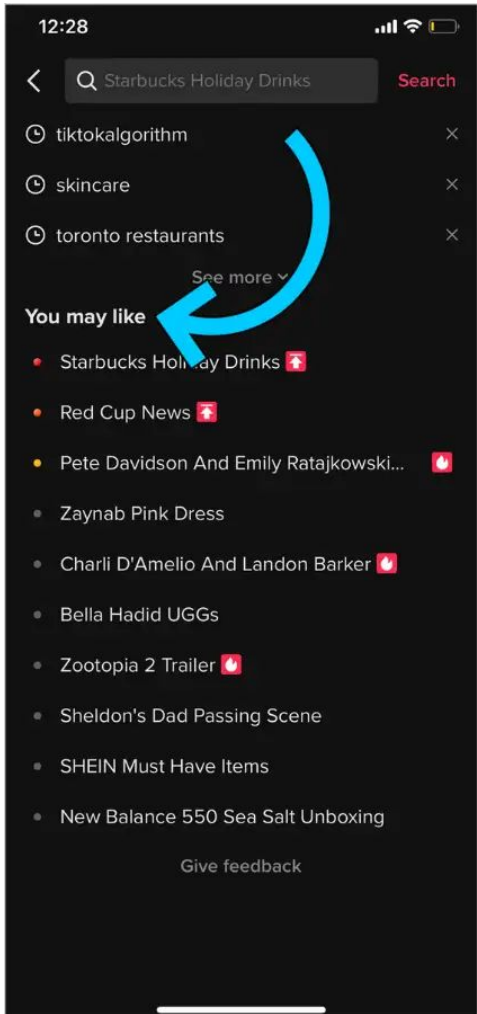


Business Insider

<https://www.businessinsider.com> › News ⋮

Nearly half of Gen Z is using TikTok and Instagram for search ...

13 Jul 2022 — Nearly **40%** of **Gen Z** prefers **using TikTok** and Instagram for **search over Google**, according to **Google's** internal data. **Google** is changing ...





TikTok SEO & Algorithm Coaching

The goal is for you to show high up when a user searches for a topic related to you.

1. Use relevant hashtags & keyword-rich captions & content

- Imagine you are TikTok getting 100,000's of video uploaded every hour.
- You need a scalable way to suggest content to people in a personalized way.
- TikTok achieves this by using an algorithm to categorize all content.
- So, helping the algorithm to categorize you makes it easier for users to discover you.
- Use relevant hashtags (at least 5), and keywords on content to help with this.

There are 3 places you should optimize your keywords:

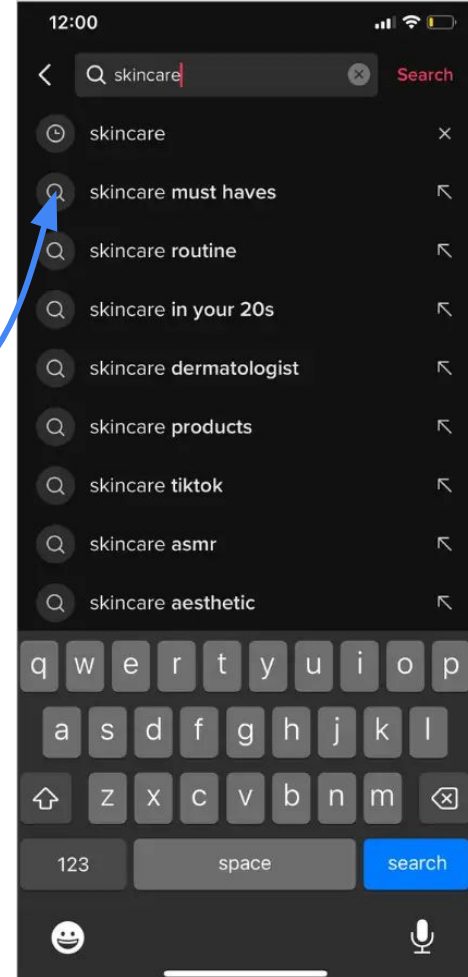
1. Captions
2. Automated closed captions via verbal use of keywords in content
3. On-screen text

Unsure what keywords to optimize for?

Use the TikTok's predictive text in the search bar.

How to do it:

1. Type in your base keyword and see what other keywords TikTok suggests.
2. Incorporate these other keywords in your video, including in:
 - a. The caption
 - b. On-screen video text
 - c. As early on in the verbal audio as possible





TikTok SEO & Algorithm Coaching

- 2. Post regularly and post within a similar niche:** Consistent posting improves your SEO by showing TikTok algorithm that you are an active and engaged user in that category type.
- 3. Use trending sounds and hashtags:** Incorporate trending hashtags when relevant to help your video appear in the "For You" section, and higher up in recommendations for search terms.
- 4. Engage with your audience and other creators in your niche:** Respond to comments on your own videos and engage with other users' content by liking & commenting on their posts. This will increase your: engagement rate, improve your SEO and drive new traffic to you.
- 5. Optimize your profile:** Ensure your profile is complete with: a keyword relevant bio & link-in-bio.
- 6. Use eye-catching thumbnails:** Use attention-grabbing thumbnails for your videos to make them more likely to be chosen and viewed. Get inspo from what's currently ranking higher than yours.

Using trends to your advantage

What types of trends are there?

- **Content trends** are based on the content, usually doing an activity or content style with a specific hashtag.
- **Sound trends** are sounds that go viral and can be overlaid to a variety of content types.

Why does using trends help to drive new traffic?

- TikTok's algorithm favors popular and engaging content.
- Incorporating popular trends can increase visibility and improve your chances of being discovered by a wider audience.
- Following a trend can increase the chances of your video being discovered by new users.
- Using a popular trend, sound or hashtag in your video's caption can make it easier for users to find your content.
- **Using aspects of a trend, like the hashtag or sound, will show the content to people who recently engaged with that content.**

How do you stay on top trends?

- Set up a separate account for you and your team to use for learning, then:
 - Follow top creators and hashtags relevant to your cause to spot new and emerging trends easily.
 - Example: A pet charity could follow UK based dog influencers like popular trainers, pet video pages and pet related hashtags.





Tips for growing your following across socials

Just you on the marketing team? Don't get overwhelmed when starting out.

Ask your supporters for help, or choose just a few tactics.



Starting tips

- **If you have little to no following, focus on content that algorithms give more new reach to.**
 - What not to post: Static feed posts, these will often drive no traffic (apart from bot traffic).
 - What to post: TikTok videos, Instagram & Facebook Reels, YouTube Shorts.
- **Decide what content strategies to test.**
 - Emotions: Positive, shock & nostalgic emotions can work better than sad and negative, but don't assume anything, test.
 - Themes: Show your work, like stories about beneficiaries being helped. Share interviews, humour based content, educational content (like infographic carousels), news related to your cause, and integrate use of trends and hot topics.
- **Identify and use your “low hanging fruit”.**
 - Network marketing: Trustees, volunteers, donors, staff. Focus on referrals & shareable posts. Interviews to also use networks.
 - Network skills: Ask your supporter network for skills volunteering for things like editing and filming.
 - Existing content opportunities: Work from your day-to-day, from the office work to the real-world front-line impact.

Starting tips



Sharing positive stories of beneficiaries of your work can be very effective



Starting tips

- **Get your initial and most engaged followers by driving existing supporters to your socials.**
 - CRM integration: When collecting email and phone number data let donors know you'll use the collected data to help supporters find you on social media, giving the option for donors to opt out of this. For donors who do not opt out you can:
 - Integrate and sync your CRM contacts with GDPR compliant platforms like Meta and LinkedIn.
 - This will allow your supporters to see you as a “suggested connection” or “suggested follow” on these platforms.
 - Email: Newsletter blasts funneling people to see more about things mentioned on your socials. Inclusion In your email signature.
 - Website: Links on your header and footers of your website.
 - Retargeting ads: Use content that you've found that got the most engagement organically to guide your content ad strategy.



Starting tips

- **Look for opportunities to engage in conversations already happening online.**
 - Twitter: Use “Advanced Search” to find relevant tweets where you can engage and be part of the conversation.
 - Instagram: Use hashtags, geotags and product tags to find people posting about content related to your cause.
 - TikTok: Look at the comment sections on viral TikTok related to your cause and join the conversation.
 - Example: A charity focused on mental health can look up people tweeting about BPD to add value to these convos.
 - Use volunteers or students to help you do this if you don’t have time. It’s very effective to grow.
- **Create and use engagement groups with related pages and stakeholders.**
 - This for both cross-exposure and to help your account get more reach on platforms.
 - Some types of pages/individuals/accounts to have in your engagement groups are mission aligned:
 - Charities and community groups
 - Commercial brands
 - Influencers
 - Supporters and stakeholders
- **Use creative collabs to drive traffic using other parties audiences (more info to come).**



How to set up & use social media collabs



How collabs could look for you

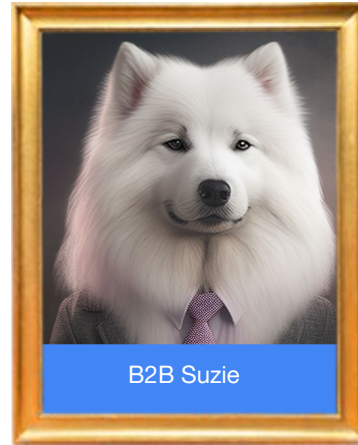
Below are ideas for collabs to approach other charities, influencers or commercial brands with:

- **Giveaways:**
 - Examples on upcoming slides.
 - Get brands to donate products/products/services as prizes.
 - Involves other relevant charities or public groups to get free exposure to their audience.
 - Platforms like Glean.io can make setting up sweepstakes giveaway very easy.
- **Collaborative livestreams**
 - Good for interview formats for educational content with specialists, influencers and relevant orgs
 - Effective as a means of sharing information with donors through the help of internal teams/volunteers
 - Twitter Spaces and Instagram co-lives will be the best platforms for these
- **Co-created content:** Posting content while collaborating in real-world events with other parties, individuals and orgs.
- **Virtual events, including fundraising events:** In 2021, the World Wildlife Fund (WWF) collaborated with Airbnb and several wildlife photographers to host a virtual experience called "Wildlife Online." The event featured live-streamed talks, workshops and photo editing sessions, and raised over \$50,000 for WWF's conservation efforts.



What not to do when starting out

- **Do not focus on feed posts, focus on reach focused posts.**
- **Do not focus on perfection:**
 - Your first few posts will be bad, that's how you learn. Don't avoid posting out of embarrassment.
- **Do not use ineffective link-in-bio's**
 - Don't include too many links in your link in bio. People will get overwhelmed and not tap anything.
 - Keep things short and sweet. Point to what's relevant and keep things up to date.
 - Ensure all pages are mobile optimized.
 - Easy tools to do this are via Linktree, Wix (discounts via Charity Digital), Dumplink and Typedream.



3 steps to set up your own collabs



Step 1:

Identify potential partners with the same values as you.

- **Brand communities:** Find brands aligned to your values for collab opportunities, (Pets As Therapy X BorrowMyDoggy).
- **Classes, groups & clubs:** Meditation classes, vegan cooking classes, scouts and girl guiding groups strategy.
- **Existing community networks:** Look for existing community groups related to your cause, (Facebook, Meetup, Locals.org).
- **Religious groups:** Churches, mosques, temples and so on.
- **Creators:** Search hashtags, sounds, and geolocations relevant to you. Also use keyword searches on socials & Google.

Step 2:

Think on what collabs would be beneficial for the different partners.

- **Evaluate your assets and consider what value you can bring to the table for different partner types:**
 - Understanding each partners different goals: Charities, influencers, brands all have different goals.
 - Consider your assets to leverage in securing partnerships: Your email list, social media followers, website visitors and volunteers are all assets that different parties could benefit from exposure to.
 - The effect your affiliations has on their branding goals: This applicable mostly to commercial brands & influencers.
 - Good karma & branding halo: Use the fact that you're a charity, share how a collab would create real-world impact.
- **Things to consider for the parties you reach out:**
 - How easy is it for them to work with you? How complicated is the campaign? How much time will it take from them?
 - For example, a brand giving donated products via coupon codes in a giveaway managed by you is simple.
 - How big of an impact will you have on them? If it's too little, maybe start with smaller partners
 - Their size and reach: They might have dead socials but a very engaged newsletter, or vice versa.

Step 3:

Contacting parties to set up the collabs.

- **In your initial message focus on the different benefits of the collab that specific partner can benefit from.**
 - Charities: Likely all want opportunities to be part of campaigns that can help them reach new donors or volunteers.
 - Brands: Have many types of goals that you can benefit, such as:
 - Branding: Want content for their marketing/branding use that includes their branding.
 - Engagement: Brands want more engagement with customers, so campaigns helping to do this can work well.
 - Sales: Brands always want exposure to new potential customers, which could be your supporter base.
- **How to contact them:**
 - Keep your first message brief and aim for it achieve a phone call between you and the other party to go in to details.
 - **If you don't have a built out idea that's ok - ask if they'd like to hop on a call to "bounce some ideas".**
 - Concisely explain who you are, why you're reaching out to party specifically and the potential benefits of a collab.
 - Contact can be over email or in direct messages on socials to their generic contact points.
 - Though you can go an extra step and find the right person on LinkedIn and send them a personal message.



Social giveaway collab format examples

Charity Example	Brand	Entry Requirements	Effectiveness
Homelessness charity	A ethical clothing brand	A partnered giveaway on Instagram where participants have to follow both accounts and tag a friend in the comments. The winner(s) receive a £XXX gift card, and additional the brand donates £Y.YY to the charity for every entry.	The campaign would raised awareness of homelessness and encouraged people to donate. Both partners would benefit from exposure and traffic to new audiences, increased engagement and the charity would benefit from an increase in donations.
Food bank charity	An ethical food brand	Like the post, follow the charity, and the giveaway sponsor, and tag a friend in the comments.	For every entry, the brand donates one item of food to the food bank, which helps raise awareness of food poverty, provides food to those in need, and generates engagement on Instagram
Pet related charity	An ethical pet food or toy brand	Follow the charity and the giveaway sponsor, retweet the giveaway post, and tag a friend in the comments.	For every retweet, the brand donates £X to the charity to raise funds, which will result in increased engagement and traffic for both parties on Twitter.

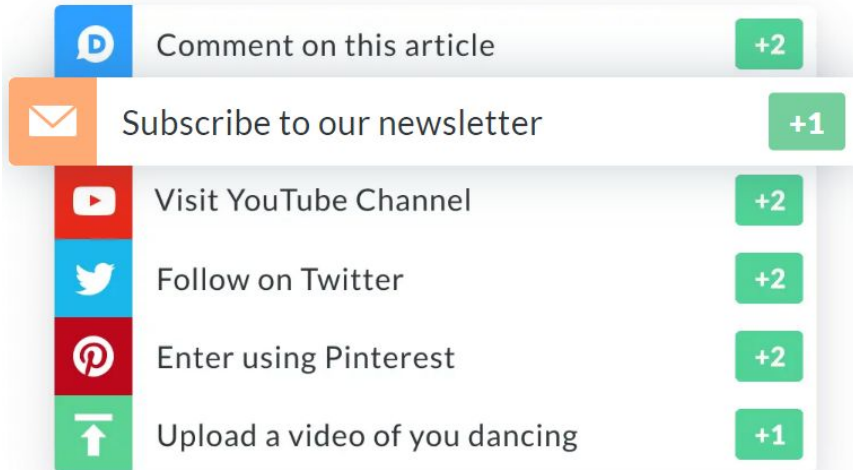
Tips for hosting giveaways and sweepstakes:







- Keep them simple, ideally on a singular platform unless there is more than 1 partner or if it is a special campaign.
- For more complex campaigns that span platforms ue tools like [Gleam.io](https://gleam.io).
 - Involve more partners and benefit from all the combined traffic, like with GNARVEMBER.

Gleam giveaway examples

Give entrants more to do

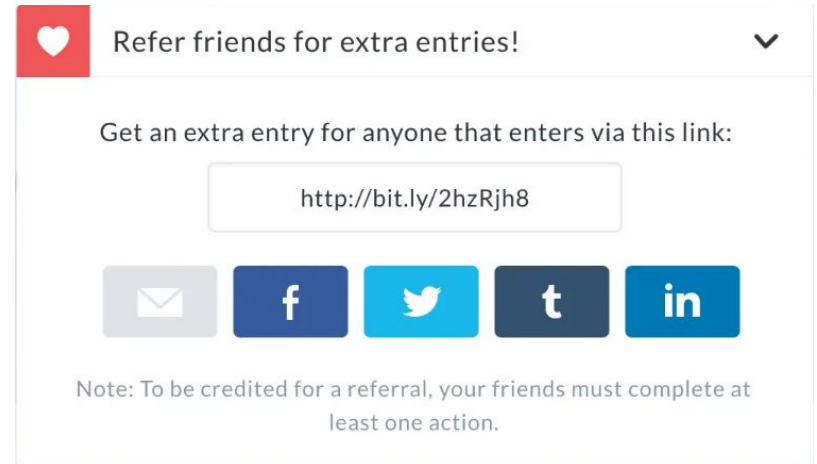
Push people to watch YouTube videos, read articles and much more.




-  Comment on this article +2
-  Subscribe to our newsletter +1
-  Visit YouTube Channel +2
-  Follow on Twitter +2
-  Enter using Pinterest +2
-  Upload a video of you dancing +1






Built-in viral sharing

Reach more entrants by giving users entries for referring their friends.



 Refer friends for extra entries! ▼

Get an extra entry for anyone that enters via this link:

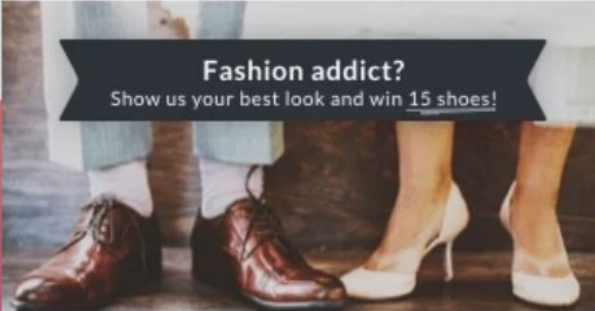
    

Note: To be credited for a referral, your friends must complete at least one action.






Gleam giveaway examples

8	3481	32
Your entries	Total entries	Days left

Fashion addict?
Show us your best look and win 15 shoes!



5 ways to enter

-  Comment on this article +1
-  Download our app ✓
-  Visit YouTube Channel +1
-  Follow on Twitter +1
-  Enter using Pinterest +1



Don't have the time to set up external collabs?

Below are examples of campaigns you can do internally...

Tips for campaigns without partners

Leverage your supporters to help drive traffic by encouraging:

- UGC creation, like taking selfies with second hand clothing.
- Sharing of assets of your campaign.
- Encouraging physical activist action to socialize.

Charity	Campaign	Entry Requirements	Effectiveness
NHS Charities Together	Run for Heroes 5k Challenge	Run 5k, donate £5, and nominate 5 friends to do the same	The campaign went viral, raising over £7 million for NHS charities and inspiring over a million people to participate
Save the Children UK	Christmas Jumper Day	Share a photo wearing a Christmas jumper and tag Save the Children	The campaign raised over £2 million in 2019 and helped raise awareness of Save the Children's work
WaterAid UK	#Perioddrama TikTok Challenge	Create a TikTok showing a "period drama" reaction to running out of period products, tag WaterAid & donate £5	The campaign raised money, raised awareness of the issue of period poverty and led to social media wins for Water Aid.
Cancer Research UK	Race for Life at Home	Run, walk or jog 5k, donate £5, and tag Cancer Research.	The campaign helped raise awareness of cancer research and generated over £1 million in donations.
Oxfam GB	Second Hand September	Share a photo wearing second-hand clothes, tag Oxfam GB, and donate £5	The campaign raised awareness of the environmental impact of fast fashion and generated over £1.3 million in donations



Unsure what to post?

How to find inspiration

First, create a short list of other accounts (influencers, orgs, brands) that post content relevant to your cause.

Then, you can **find additional inspirational content by going to these accounts and looking at “follow suggestions”** based off these.

On Instagram, you can do this by tapping the icon with the person next to the plus sign. This will then show a “Suggested” bar.



vivacharity

Follow

Message



3,937 posts

31.8K followers

1,334 following

Viva! Vegan Charity

Charity Organization

- 🇺🇸 Viva! is a vegan campaigning charity
 - 🌱 We campaign for animals and help people go vegan
 - 🌿 Health, environment, lifestyle
 - 👤 Follow @veganrecipeclub
- linktr.ee/vivacharity

Followed by [hunt_saboteurs](#) and [animal_rebellion](#)



Burger Tour '22



Latest



Vegan News



Health Featur...



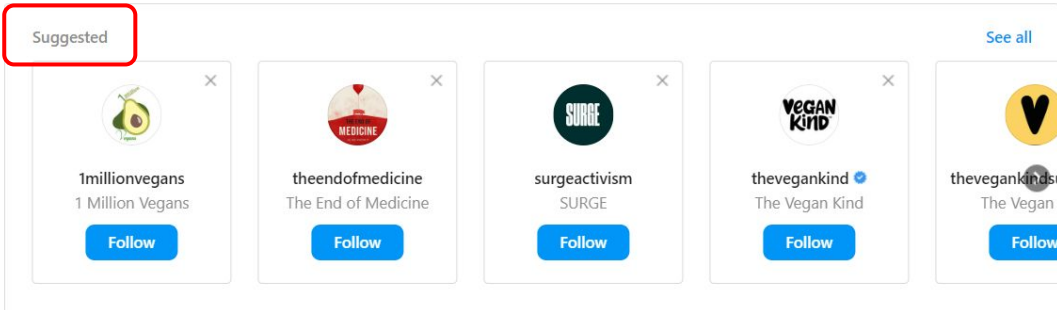
Viva! Podcast



TV Ad Updates



Investigations



How to find inspiration

On Twitter, you can go an account then go to the “You might like” section and click “Show more”. This will then show you pages like the page that you started on.



Charities Aid Foundation 
19.6K Tweets



Charities Aid Foundation 
@Caf

We're a leading charity and bank seeking to connect vital organisations, institutions and individuals working to ensure everyone has a stake in the future.

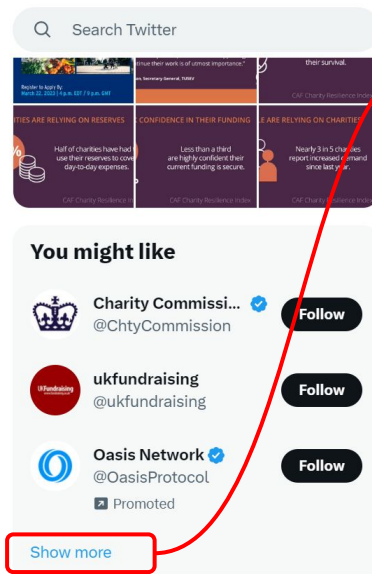
Non-Governmental & Nonprofit Organization  United Kingdom
cafonline.org  Joined February 2009

3,157 Following 34.6K Followers


 Followed by Dons Local Action Group, Charity Film Awards, and Charity Digital

Tweets Replies Media Likes

Pinned Tweet












Search Twitter

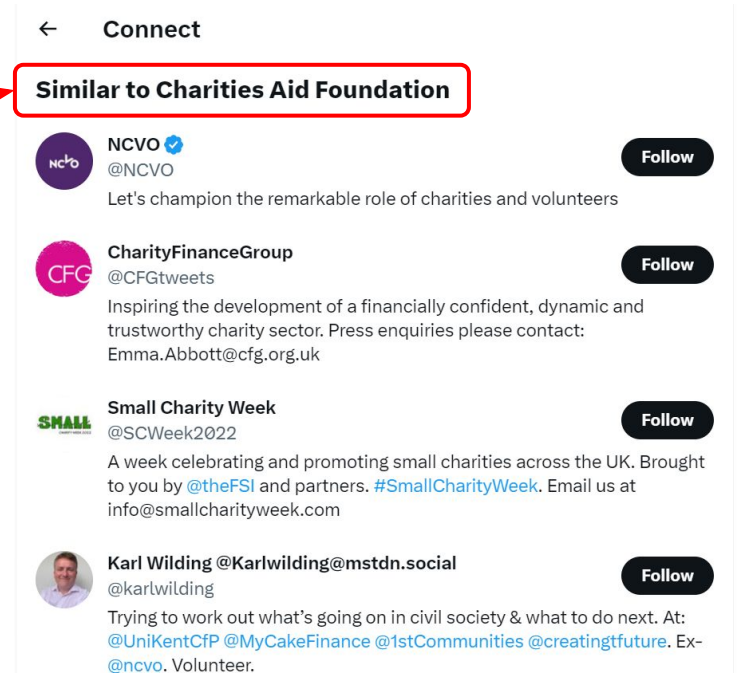


Half of charities have had to use their reserves to cover day-to-day expenses. Less than a third are highly confident their current funding is secure. Nearly 3 in 5 charities report increased demand since last year.

You might like










-  Charity Commissi... 
@ChtyCommission 
-  ukfundraising
@ukfundraising 
-  Oasis Network 
@OasisProtocol 





← Connect

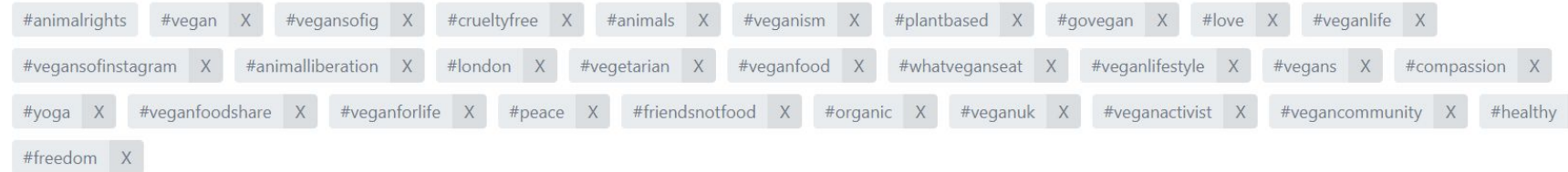
Similar to Charities Aid Foundation

-  NCVO 
@NCVO 
Let's champion the remarkable role of charities and volunteers
-  CharityFinanceGroup
@CFGtweets 
Inspiring the development of a financially confident, dynamic and trustworthy charity sector. Press enquiries please contact: Emma.Abbott@cfg.org.uk
-  Small Charity Week
@SCWeek2022 
A week celebrating and promoting small charities across the UK. Brought to you by @theFSI and partners. #SmallCharityWeek. Email us at info@smallcharityweek.com
-  Karl Wilding @Karlwilding@mstdn.social 
@karlwilding
Trying to work out what's going on in civil society & what to do next. At: @UniKentCfP @MyCakeFinance @1stCommunities @creatingfuture. Ex-@ncvo. Volunteer.

Tools to help you find hashtags to search for other inspiration & learnings from others.

See the below example for suggestions for “Animal rights” using TagsFinder.com:

Recommended hashtags



1. www.hashtagify.me
2. www.tagsfinder.com
3. www.instasize.com
4. www.all-hashtag.com
5. www.hashtagsforlikes.co



Tip: Don't forget to keep an eye out for what hashtags top creators in your niche are using.



What to look out for in others posts

Look for commonalities across high and low performing posts to learn from the work of others.

Below are some important variables to look at when learning from other accounts:

1. Captions and copy used.
2. Editing and cuts used.
3. Content formats used.
4. Collabs with other pages/brands.
5. Emotions and tonality used in posts.
6. Trends used and how they were incorporated.

Getting into the habit to look at these variables when studying other accounts will help you spot patterns.

Unsure what to post?

Get AI to give you ideas.

Use OpenAI's ChatGPT for free.

Get inspiration with prompts like...

 <https://chat.openai.com/chat>

J

give me some tiktok ideas for a charity that helps people overcome difficult times in their life with the help of pets



Sure, here are some TikTok ideas for a charity that helps people overcome difficult times with the help of pets:

1. Create a series of short videos featuring heartwarming stories of people who have been helped by the charity's pet therapy program. These could include interviews with program participants and their furry companions, as well as footage of them engaging in various activities together.
2. Develop a challenge or hashtag campaign that encourages TikTok users to share their own stories of how pets have helped them through tough times. This could involve creating a specific dance or movement that incorporates a pet, or asking users to share photos or videos of themselves and their furry friends.
3. Create a series of educational videos that explain the benefits of pet therapy and how it works. These could include interviews with experts in the field, as well as footage of the charity's program in action.
4. Host a live fundraising event on TikTok that features a pet-themed auction or raffle. This could include items like pet portraits, gift baskets for pets, or even virtual meet-and-greets with famous animals.
5. Create a series of short videos that highlight some of the charity's success stories, and ask viewers to donate or volunteer to help support the program. These could include calls to action at the end of each video, encouraging viewers to visit the charity's website or follow them on social media for more information.

You can also use free AI tools to make graphics

All the pictures of Suzi were made with AI within minutes.

Suggested tools:

 <https://www.midjourney.com/app/>

 <https://openai.com/product/dall-e-2>

Prompt:

A samoyed on the moon playing with a robot child, ultra detailed, epic





Future topics

- How to get free press coverage for your efforts.
- Using gaming livestreams to raise money.
- How to set up viral campaigns for your cause.

 **Tip:** Want to learn something specific? Mention it in our feedback survey.



That's it for today!

Connect with me:

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Email: shamsi.james@charitydigital.org.uk

Get the latest by signing up for our newsletter.

Talk to our live chat team to discover what marketing resources we can get you access to.

Next webinar: How to organise an event

In this webinar, Lisa Rowland, Charity Digital's Events Manager, shares her tips and advice on everything events, from managing your budget and marketing your event to what you need to know to help it run smoothly on the day.