



# Facebook for Non-Profits

By Chelsey Rogerson  
September 13, 2017

# About Facebook

---

- ▶ Facebook has more than 1 billion active users
- ▶ Facebook has 1.31 billion daily users
- ▶ 84 % of social media users share to show their support for a cause/highlight issues that are important to them
- ▶ Half of Facebook users have over 200 friends – 27% of users 18-29 have over 500 friends



# Increase Visibility

---

- ▶ Email signature
- ▶ Embed plugins on your website
- ▶ Cross-promote on other social networks
- ▶ Include link in your email blasts
- ▶ Ensure postings are 'Facebook Specific'
- ▶ Reply to comments/messages ASAP
- ▶ Hold a contest

# Posting Best Practices

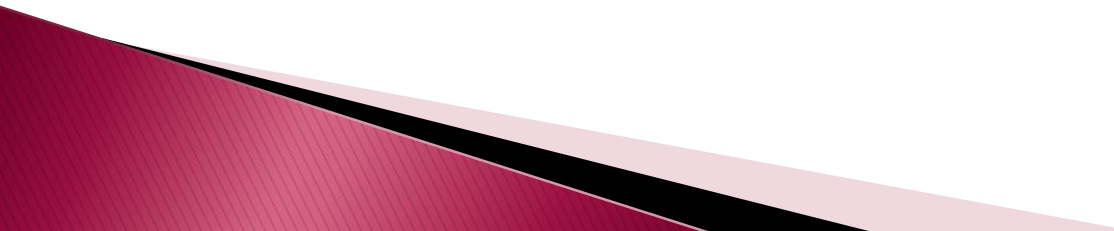
---

- ▶ Keep posts short and sweet
- ▶ Call to Action
- ▶ Quality vs. Quantity
- ▶ Boost posts that are performing well
- ▶ Be Human



# The 70/20/10 Rule

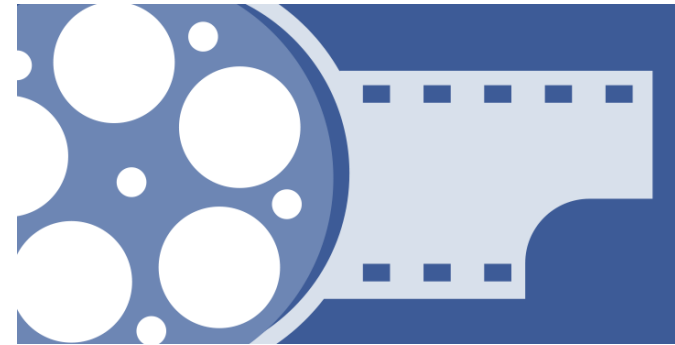
---

- ▶ 70% Value Content: Add content that is interesting, informative, entertaining or inspiring
  - ▶ 20% Shared Content: Sharing other people's ideas or Facebook posts
  - ▶ 10% Promotional Content: This is when you can promote your services, events, donor drives etc.
- 

# Video

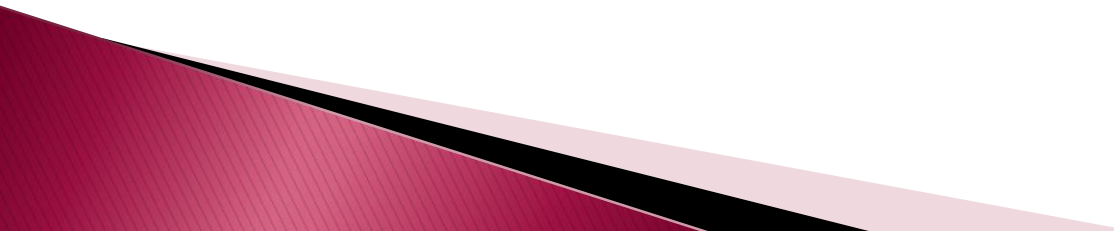
---

- ▶ Facebook videos earn 135% more reach than posts with only an image
- ▶ Put the most important part of your video at the beginning
- ▶ 80% of FB users watch videos with the sound off
- ▶ Facebook Live videos are watched 3x more than pre-recorded videos



# Donate Now

---

- ▶ This feature is gradually rolling out to non-profit Pages and may not be available to you right now
  - ▶ Page Category must be set to "Non-Profit Organization" only
  - ▶ You can add the **Donate** button to your Page the same way you add other call-to-action options
- 



# Linked Posts

- ▶ Be mindful of how you post your links

**Classy.org**  
May 7 at 8:06am · 🌐

Could streamlining the peer-to-peer fundraising process for your supporters boil down to this one, simple tool?

**How to Simplify Fundraising for Your Supporters**  
It's easy to see why peer-to-peer fundraising is so powerful. By allowing your supporters to create personal fundraising pages, you empower them to not just d

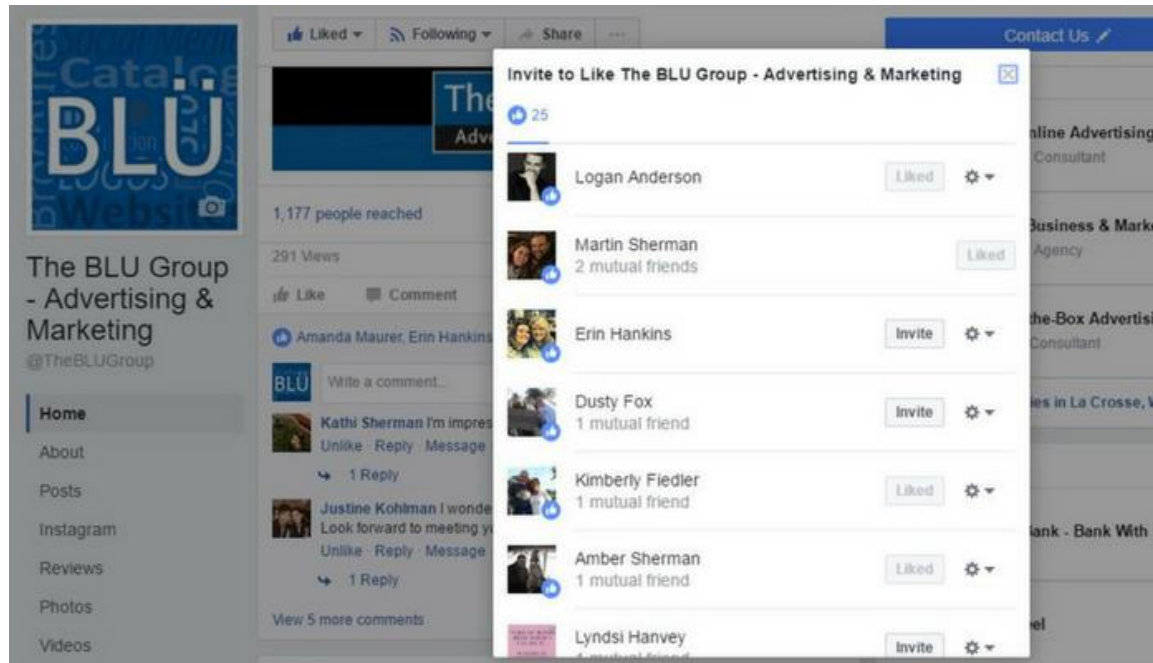
[HTTP://BIT.LY/1OU9PSC](http://bit.ly/1OU9PSC)

Like · Comment · Share

**NO LINK HERE PLEASE!**

# The Easiest Way to Get Likes

- ▶ Invite those who have liked your post to like your Page – Duh!





**Chelsey Rogerson**  
**chelseyrogerson@gmail.com**