



# CHARITABLE GIVING KC

Connecting Hearts & Minds

## *Connecting Hearts and Minds*

In our Connecting Hearts and Minds emails we create and share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

### **What Is a Social Media Audit and Does My Nonprofit Need One?**

Does managing your nonprofit's social media accounts on top of all the other work you have to do seem overwhelming and exhausting? Many development professionals who don't have someone to help them with social media 24/7 would say a resounding "YES!" to that question. It doesn't have to be that hard though, and the next several emails we will show you how you can conduct a social media audit on your nonprofit's social media accounts that will allow you to put together a social media plan that is ***not overwhelming or unmanageable*** and, more importantly, ***engages and informs the audience*** you want to target!

#### **What Is a Social Media Audit?**

What is a social media audit anyway? Why should you conduct one for your nonprofit? A ***social media audit*** allows an organization to delve deep into the social media platforms they engage on to develop better strategies to connect with their targeted audiences so they can make a greater impact. Obviously, you know that the more we can connect, the more we can impact. It is important for nonprofits to conduct these audits so that you aren't just throwing things up on social media just to be consistently posting, and end up finding that those posts often have no engagement, connection or impact. Many of the strategies that you would use to connect more personally with donors digitally through other mediums also applies to social media. Consistency in posting is important, but even more important is WHAT is being posted and how your audiences engages with that content.

#### **Getting Started**

The first thing you need to do is ***set your goals*** for your social media. What exactly are you hoping that using social media will help you accomplish? Are you trying to attract a different sort of donor audience, certain age ranges? Are you trying to get the word out about programs you are offering or fundraisers? Are you not even trying to reach donors but another target audience? What kind of vehicle do you want social media to be for you? Make sure you go beyond just posting about an upcoming event or fundraiser, really think about the things you want an effective social media platform to be able to do for you.

## Assess

Next, you need to **assess the current state of your social media**. Make a list of all the social media channels you use for your nonprofit organization. The most common platforms are Facebook and Instagram, but closely behind is Linked In. Twitter, TikTok, and others are also potential avenues. Right now you just need to assess what outlets you are currently using, not what you might want to add in the future. Looking broadly at each platform, do you feel that your social media on that platform has been helping you achieve the goals you set above? If you are seeing lots of great results and a lot of engagement already with what you are doing, that's great! Make sure you note that and be specific on where you are doing and especially good job, but also note if you aren't seeing the results or goals achieved through your social media marketing that you would like to see.

## Audit

Now you are ready to **conduct a social media audit** for content and channel audience specificity. In regards to your content, you need to ensure things like brand consistency, updated information and dates, and ensuring all general organizational information is up to date and all links go to their appropriately connected site. Then take a look at your "call for actions"...don't just link to your webpage, though I know that is easy and tempting, because it is less work. Instead, if you are featuring a donor story, don't just ask people to come to your website and donate, ask them to share their donor story with your organization in the comments or why they choose to give in the comments. Social media is about engagement and the more people are engaging with your posts, the more often your organization will pop up in individual's news feeds and the more of your content they will see. If you have been using hashtags, are you using them consistently to draw attention to certain areas on your media?

Are you making sure your content is unique to each platform you are using? For example, different types of people "hang out" in different kinds of places, just like some people may choose to go to a different restaurant or go to a bowling alley, different types of people and your potential donors tend to "hang out" on different social media sites. Older generations tend to be found on Facebook (or aren't online at all), where middle aged and younger are also found on Facebook, but with increasing engagement on Instagram and TikTok. LinkedIn has also become very popular for those in career fields and is increasingly being used very strategically for different kinds of postings as it is more of a career focused social media platform. There is quite a bit of research out there on the specific trends of where different types of audiences may be found on social media, but you also want to be sure to understand what that particular platform is most useful for and tailor your content specifically to that use and your audience with engaging calls to action.<sup>1</sup>

Overall, the most important things you can do is make sure you are using the right platforms to target the "right" people you are trying to reach based on your goals. Make sure the content you put out is engaging, relevant, up to date and connects with your audience in the way you want to, and make sure your call to actions offer engagement opportunities within your social media platform so your posts get seen by more people. And definitely **be consistent!** Set up a content calendar and stick to it and include time in that calendar to respond to posts and engage with other organization's sites that may mention you.

## Bonus Points

Another way you can do better at connecting on social media is by using a tactic that *Legacy Leaders* (2021) calls "**social media listening**." They explain, "Social media listening is the

process of monitoring social media channels for mentions of your organization, your organization's values and interests, or other key topics using a key word search. This gives organizations a method to participate in conversations outside of direct mentions and tags, leading to increased opportunities for generating new discussions, engagement, and exposure."<sup>2</sup>

### **So now what?**

Luckily, there are quite a few free resources available online that can assist you in conducting a social media audit. The most helpful ones we found are included in the additional resources section below. They offer blank audit templates and strategies for conducting the audit even more extensively than the suggestions we have offered here.

**Up Next?** Stay tuned for our next *Connecting Hearts and Minds* article on what to do with all the information once you have completed a social media audit for your nonprofit.

#### Sources

- 1 "Charitable Giving Demographics for Nonprofits," *NP Source*, 2021.
- 2 "Donor Relationship Management in a Digital World," *Legacy Leaders*, 2021.
- 3 "Pete Cashmore Quotes," *Quote Fancy*, 2021.

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### **Here are additional resources about this topic that you may find helpful:**

["How to Conduct a Social Media Audit for Your Nonprofit with Free Template," \*J. Campbell Social Marketing\*, 2021](#)

["Donor Relationship Management in a Digital World." \*Legacy Leaders\*, 2021.](#)

["Nonprofit Audience Persona Template," Maria Bryan Creative, 2020](#)

["The Beginners Guide to Social Media for Nonprofits," \*Advancement Form\*, 2021.](#)

["Charitable Giving Demographics for Nonprofits," \*NP Source\*, 2021.](#)

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### **Quote of the Week**

"We're living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value."

*Pete Cashmore*<sup>3</sup>

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