

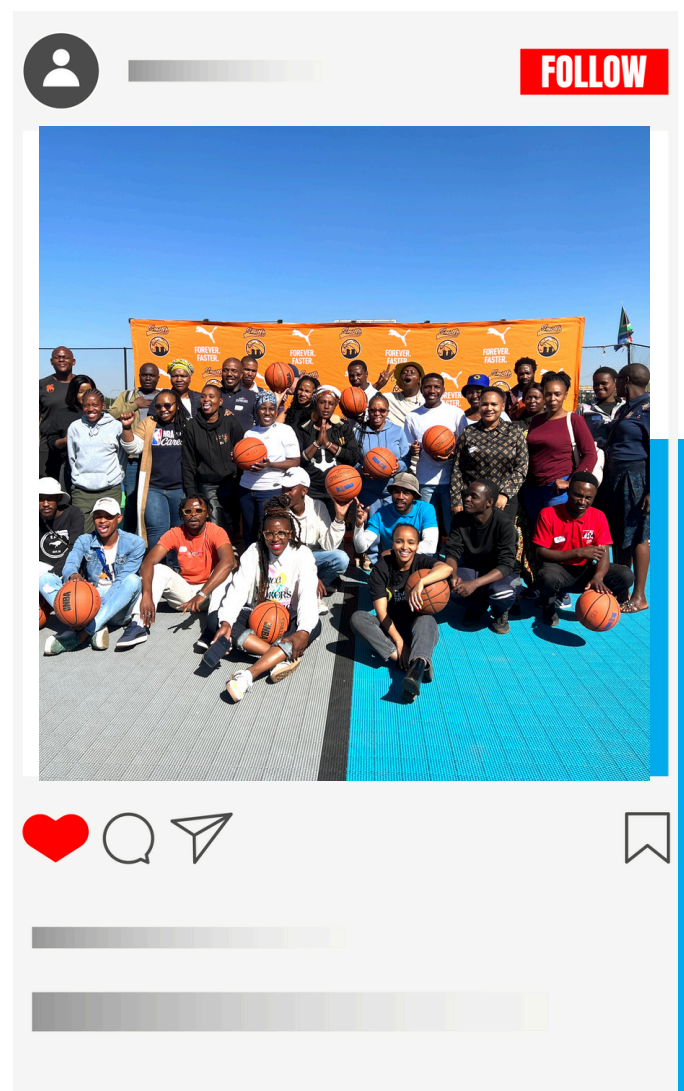
Gauteng Community of Practice

MAXIMISING SOCIAL MEDIA FOR NON PROFITS

The Learning Trust, in partnership with Soweto Basketball Academy, Khula Unqobe Creative Arts, and Katlego Motingoe of Pandas Hockey Club, produced this learning brief to enhance the impact of nonprofits through strategic use of social media.

Social media is a crucial tool for non-profits to tell their stories, engage with their audience, and advocate for their causes. After School Programmes (ASPs) must shift the perception that social media is ego-driven. Social media holds great promise as a **strategic communication platform** for ASPs to significantly amplify reach and impact.

Regular posting is essential to build up an audience base. Consider what time you have weekly or daily to dedicate to social media activity. Be mindful of your capacity. Every week is enough, if it is consistent. Timing is also important to maximise your reach, so consider when people are on social media, mornings, lunchtime and evening posts often reach more people. You can also align to monthly/weekly trends and events e.g. Youth Day or Literacy Month.





WHY IS SOCIAL MEDIA IMPORTANT?

Social media is not just about sharing updates; it's about connecting with your audience in meaningful ways. By shifting from ego-driven content to engaging storytelling, nonprofits can enhance visibility, raise awareness, and advocate effectively.

Here's why social media matters:

- **Transform your approach:** Move to storytelling that captivates and engages your audience.
- **Boost your visibility:** Increase awareness of your mission and reach a wider audience.
- **Advocate effectively:** Utilise this cost-effective platform to share your story and drive advocacy.

Developing an effective social media strategy requires careful planning and execution. Consistency, timing, and engaging content are crucial elements.

TIPS FOR EFFECTIVE SOCIAL MEDIA STRATEGY:

1. Consistency and Timing:

Start small and slow and build progressively. Maintain a regular posting schedule aligned with audience behavior. Analyse what timing works best and adjust accordingly.



2. Create Quality Content:

- Post diverse and engaging content, avoiding repetitive posts.
- Combine compelling photos with engaging captions
- Ensure content is optimised for each platform
- - Prioritise content that resonates with your audience.

3. Maximise Engagement:

- Tailor content to attract specific demographics or interest groups aligned with your goals.
- Actively respond to comments and engage with audience posts to foster community.
- Craft content that captures attention quickly due to short attention spans online

4. Ensure Mission Alignment:

- Maintain consistency and alignment with your brand identity
- Ensure your organisational mission is clear and consistent across all messaging.
- Adhere to child protection laws and social media regulations.

5. Engage in Strategic Partnerships and Campaigns:

- Stay updated with trends and incorporate them creatively into posts.
- - Involve diverse team members to leverage individual strengths and knowledge of trends.
- Collaborate with companies and leverage events and campaigns e.g. Giving Tuesday.
- Use appropriate hashtags and tag relevant organisations strategically.

TIPS



How to Create Quality Content - Photo Tips

- The closer you are to the subject, the better you can see their facial expressions.
- Try to find the best lighting. Remember the light should always be behind you as the photographer.
- Avoid blurry images - usually photographing movement is tricky!
- Capture real moments.
- Capture various angles. Perspectives are more engaging when we crouch down, or lie down, or elevate our position in reference to the subject.
- Keep it simple. Don't try to pack too many elements into your image.
- Be mindful of the background.



6. Don't Forget Analytics and Optimisation:

Research Search Engine Optimisation (SEO) and use relevant search terms to distinguish yourself. Regularly review platform insights to optimise content and timing.

Consider the role of AI in enhancing social media strategies.

Utilise tools for website design and digital marketing.

Explore resources such as Google Academy for digital skills and Meta's business offerings.



Breakdown of the best types of content for various social media platforms:

LinkedIn

- **Professional Content:** Articles, industry insights, and professional achievements.
- **Networking Posts:** Share success stories and engage with industry discussions.
- **Videos:** Informational videos and webinars.

Instagram

- **Visual Content:** High-quality images, infographics, and short videos.
- **Stories:** Behind-the-scenes, polls, and quick updates.
- **Reels:** Short, engaging videos showcasing trends or tutorials.

YouTube

- **Long-Form Videos:** Tutorials, vlogs, reviews, and educational content.
- **Series:** Create episodic content to keep viewers coming back.
- **Live Streams:** Engage with your audience in real-time.

facebook

- **Mixed Media:** Photos, videos, articles, and live streams.
- **Engagement Posts:** Polls, questions, and community posts.
- **Events:** Create and promote events effectively.

TikTok

- **Short Videos:** Creative, entertaining clips often featuring trends or challenges.
- **How-Tos:** Quick tutorials or tips relevant to your niche.
- **Behind-the-scenes:** Fun glimpses into your life or business.



Content Guidelines

- Ensure you don't post inappropriate content, for example media that contains violence, drug abuse, sexuality, profanity, nudity, or other adult themes.
- Don't post discriminatory content that promotes hate speech or violence against individuals or groups.
- Keep in mind subtle things like logos on shirts and book bags. Sometimes a subtle acronym on a shirt may appear non-offensive at first glance. If in doubt, make sure it isn't in the frame.
- Be mindful of images that could be used in the wrong light for your brand as ASP, like girls in short skirts or young children in skimpy clothing. While our intentions may be harmless, these pictures are made public and can be used out of context.
- Stay clear of aligning your brand with any political movement by way of recorded statements or imagery appearing in frame or on screen. Endorsing or opposing any politician, political cause or movement is to be avoided.



RESOURCES

For those looking to further enhance their digital skills, here are some valuable resources:

- [Meta Blueprint](#): Free online training for advertising on Facebook.
- Skillshop: Courses and support for digital skills from Google.