



PART 3 OF 4:

SOCIAL MEDIA TIPS FOR PROMOTING YOUR GIVING STORE DIRECTORY LISTING

- 1.** A successful social media post will contain these elements:
 - Visually appealing photo or graphic,
 - Brief, emotional description or message (the shorter, the better),
 - Your unique Giving Store link, and
 - Call to action.
- 2.** Use emotional quotes from people you impact, donors, board members, and/or staff members.
- 3.** Use compelling visuals and photographs showing off your work or program. (See the Working with Photos Guide for tips.)
- 4.** Use your unique Giving Store link in every social media post to direct audiences to give. A centralized recognizable website will let potential donors know they can easily and securely give to your organization at any time.
- 5.** Create an immediate call to action, with a clear ask. Ask for a donation, or ask your audience to learn more by including your unique Giving Store link.
- 6.** Ask your supporters to share/retweet your posts with their friends.
- 7.** Tag or mention your supporters and partner organizations if referenced in the post. To do so, type your post. When you're ready to mention your partners, type "@" and begin typing their name. Select from the list that appears. Their name will appear blue, indicating a correct tag.

Find sample social media posts on the following page and customizable **Graphics and Logos** in the **Toolkit**.

continued →



THE GIVING STORE PROMOTIONAL TOOLKIT

SAMPLE SOCIAL MEDIA POSTS

Short + Sweet—Add a Giving Store Graphic!

- Support our organization today in The Giving Store! [your Giving Store link]
- Support us today in The Giving Store! [your Giving Store link]
- Support [insert organization] in The Giving Store. [your Giving Store link]
- Support us in our work to [your mission] in The Giving Store. [your Giving Store link]
- Check out our organization in The Columbus Foundation's Giving Store! [your Giving Store link]
- We're in The Giving Store! Support us in our work to [your mission]. [your Giving Store link]

Emotion + Visuals—Get Creative and Customize!

- Staff quote: "Our work is needed to help improve the lives of others in our community." Help us do so by donating to [your organization] in The Giving Store. [your unique link to The Giving Store].
- Donor quote: "I support this program because I believe it has the potential to make a difference." You can support [your organization] today, too: [your unique link to The Giving Store].

Emotional message:



Our [your program] allows young students to get the support they need outside of school, in order to be successful in school. Help us continue to support students: [your unique link to The Giving Store].