

# Stop Trying to Be Everywhere

Choosing the Right Social Channels for Fundraising

# The importance of restraint!

Social media needs to be strategic. There are too many channels and placements to take a checklist approach.

- Look at your existing data
- Do some audience insight
- Devise a channel strategy
- Calculate your benchmarks
- Choose your channels
- Iterate



# Who is your audience?

Break your audience down by channel and from there build out a channel strategy.

- Different demographics
- Different content categories
- Different formats
- Different emotions
- Different objectives!



# Social reporting matters!

This feels obvious, but it is important to revisit some fundamentals:

- Report regularly
- Report consistently
- Understand your reporting
- Use your reporting
- Take ownership of decision making



# Report regularly

Have an annual reporting plan and understand the processes to commit to.

- Go full footprint!
- Run the numbers monthly
- Benchmark Quarterly
- Compare annual performance



# Use your reporting

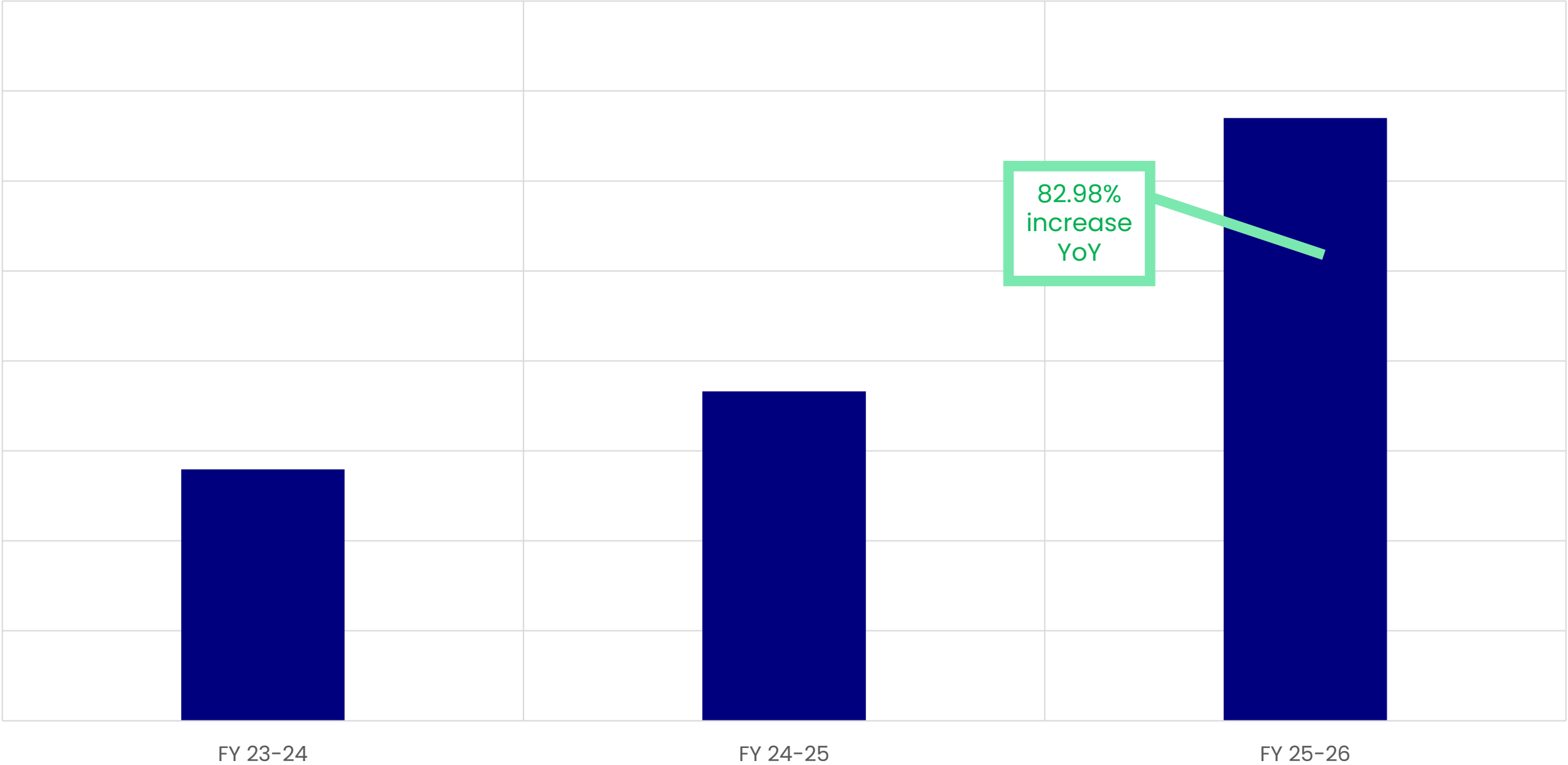
The point of reporting is to draw actionable insight and make the case for quality over quantity.

- Find the narrative
- Examine the good and the bad
- Iterate
- Gamify



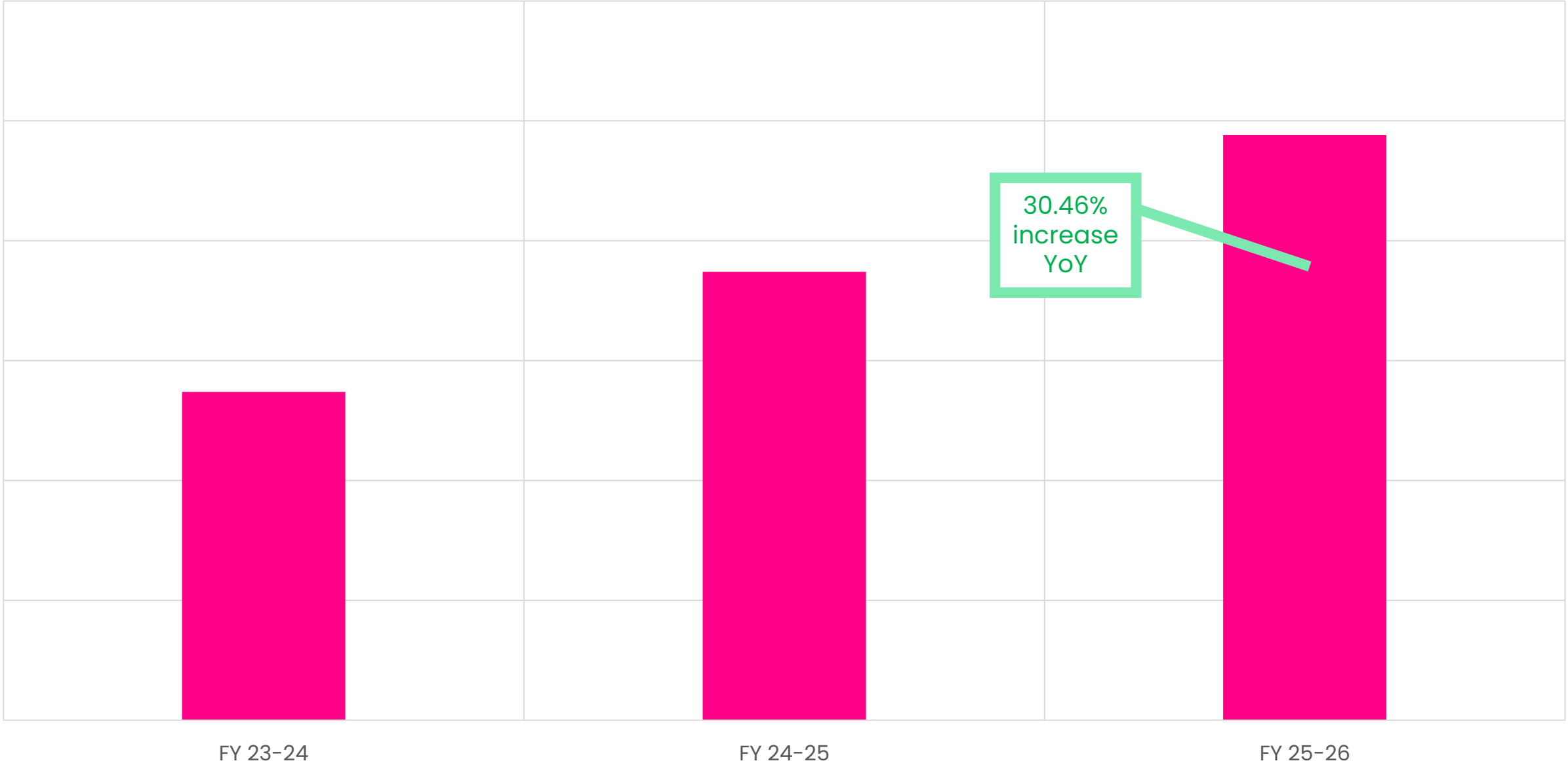
# Year on Year Performance

# Impressions



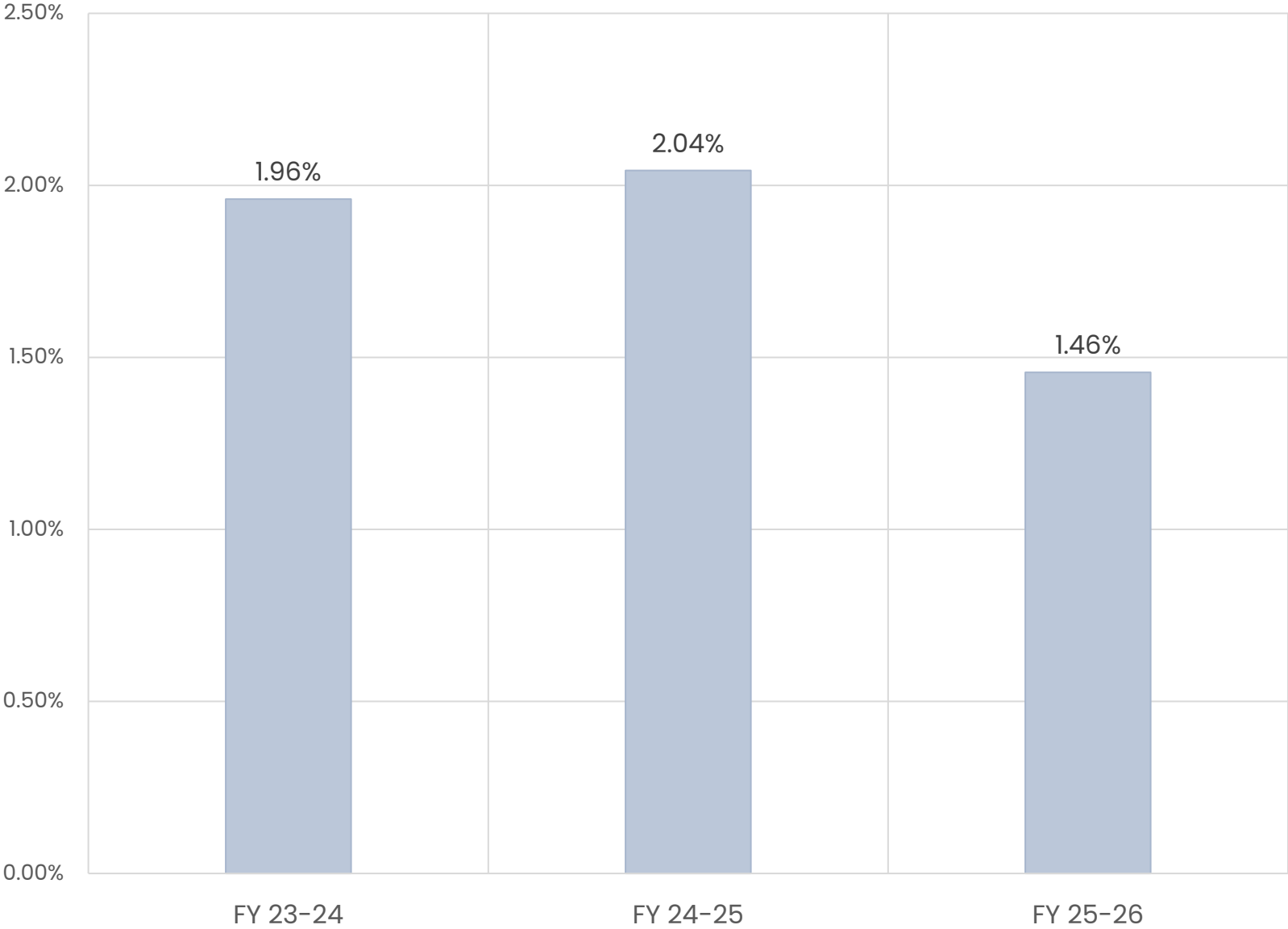
Combined CRUK channels; organic only

# Engagements



Combined CRUK channels; organic only

# Engagement Rate



Combined CRUK channels; organic only

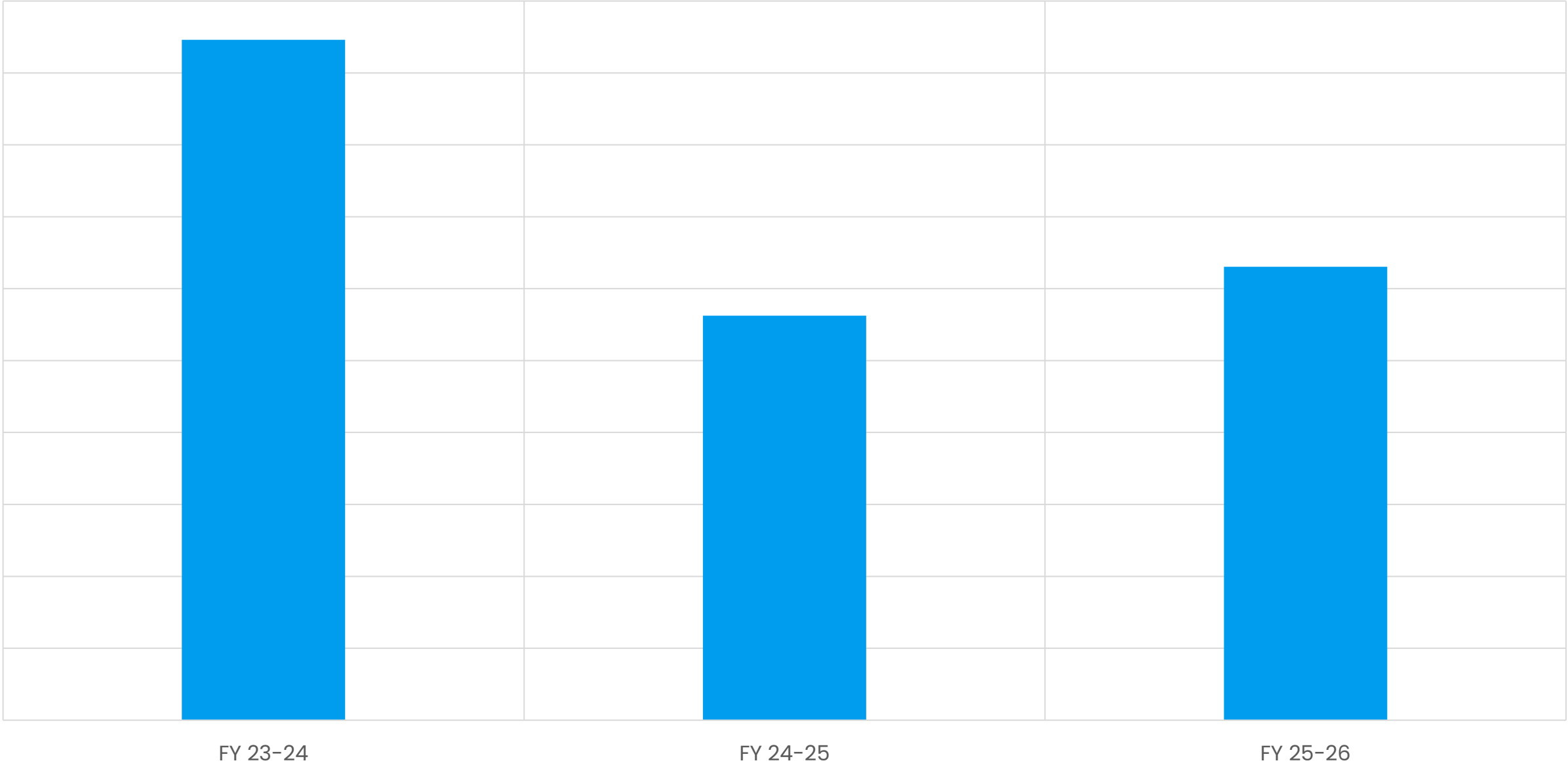
Engagement Rate indicates what percentage of people who see our content (impressions) decide to engage with it (to like, comment or share).

It allows us to compare performance across channels with different follower counts.

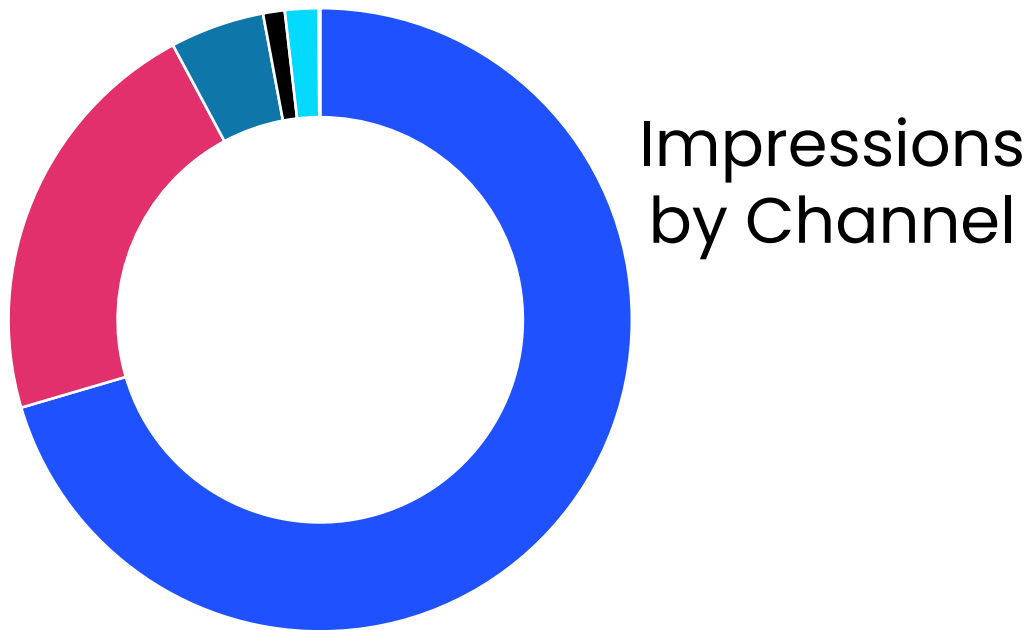
$$E.R. = \frac{\text{Total engagements}}{\text{Total impressions}}$$

Despite the increase in both total impressions and engagements this year, the gap between these increases (+82% total impressions, +30% total engagements) means that the engagement rate has dropped.

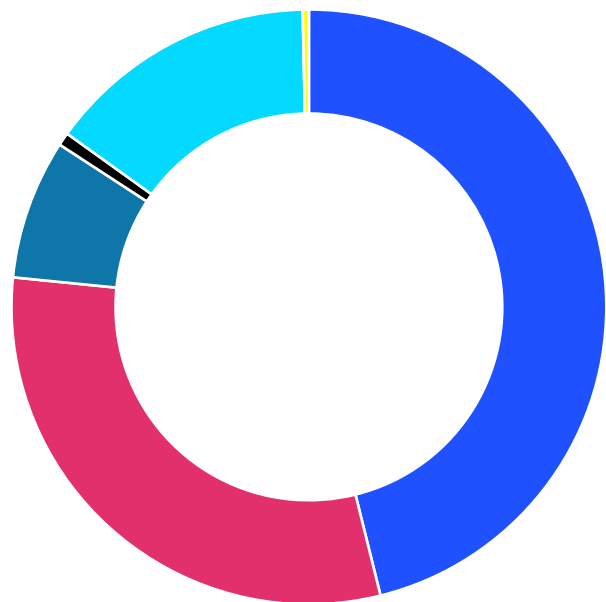
# No. of Posts



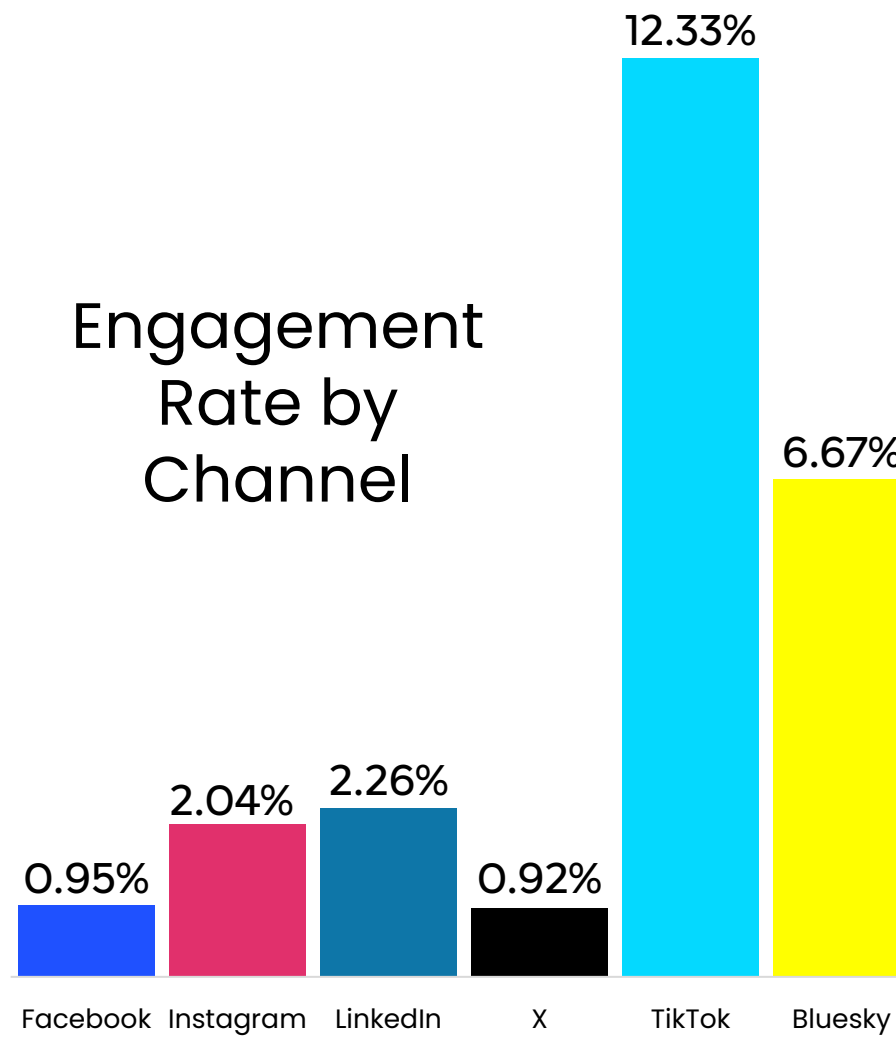
Combined CRUK channels; organic only



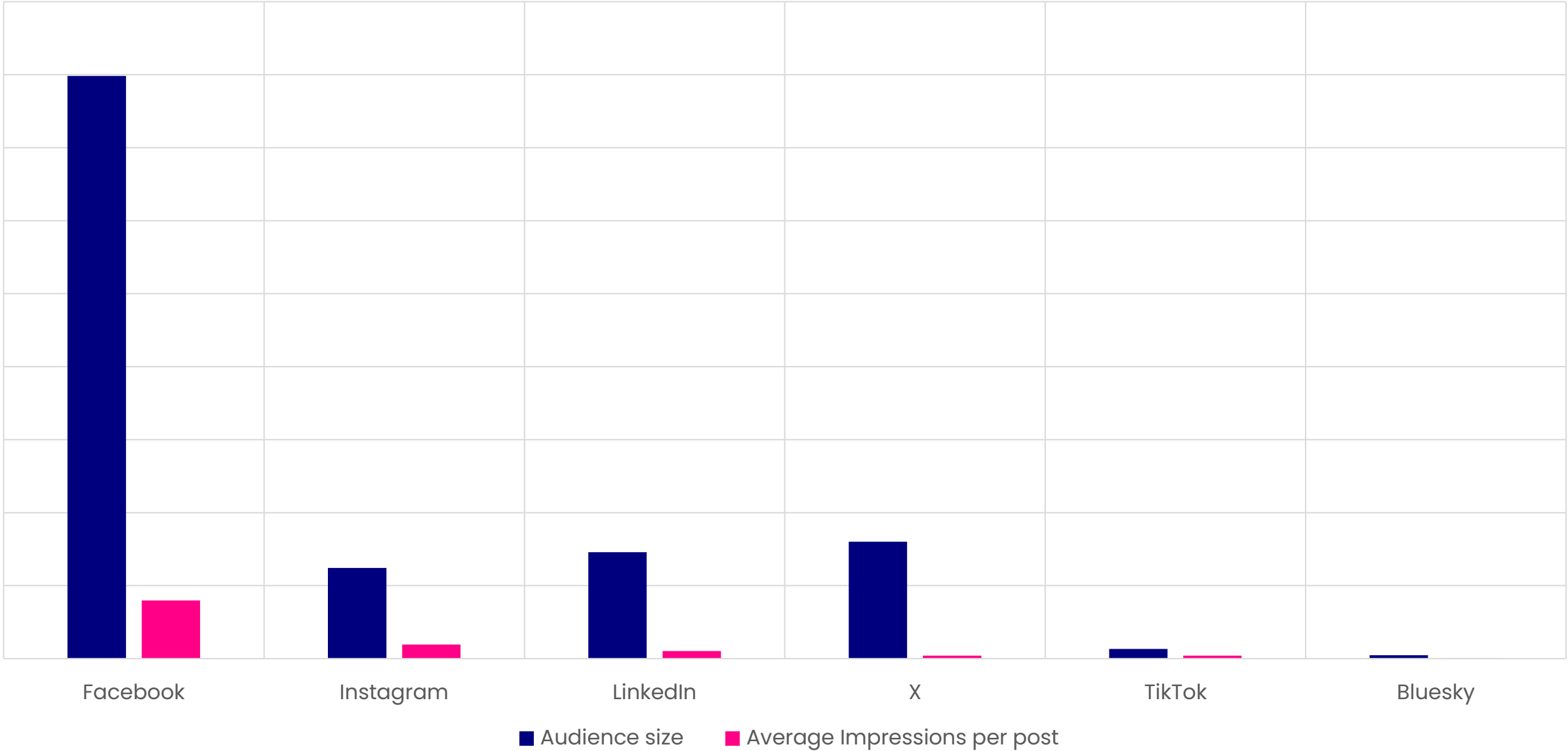
Engagements  
by Channel



Engagement  
Rate by  
Channel



Audience size vs.  
average impressions per post



# The template!

We have created your mega spreadsheet reporting template.

- It gives you full footprint
- It does the calculations
- It creates the graphs
- It comes with instructions
- Watch this space/follow me (Athar Abidi) on LinkedIn.



