



B-SIF

Digital Outreach Strategies

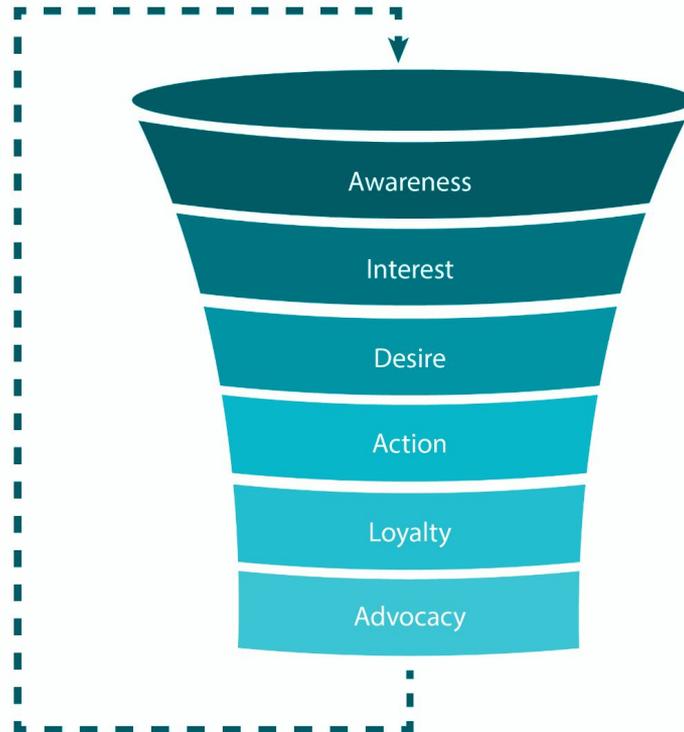
Updates

- Coursera is here!
- Early recommendations:
 - a.) Social Impact Strategy: Tools for Entrepreneurs and Innovators by UPenn
 - b.) Prompt Engineering for ChatGPT by Vanderbilt University
- CodeBlu Troubles? Stay back after the Masterclass
- Bouncing an idea: Shared Resources?

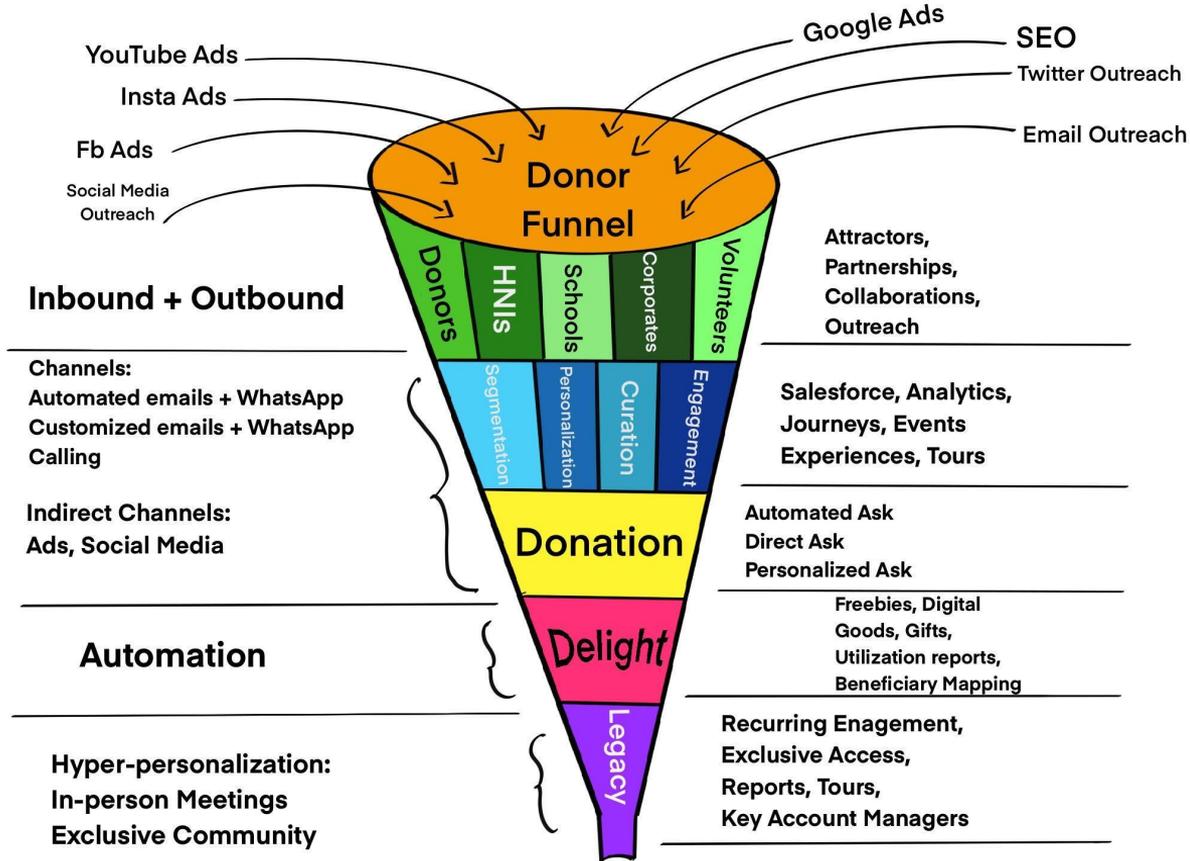
Topics Covered

- **Donor Life Cycle**
- **Ads**
- **Social Media Outreach**
- **Decoding YouTube Algorithms**
- **Decoding Viral Campaigns**
- **Twitter Storms**
- **Celebrity Outreach**
- **Referral Campaigns**

The purpose of any outreach



The entirety of donor life cycle



Your Organisation's IDEAL Digital Storytelling Ecosystem



Ads: Cost vs Benefits

Costs:

- Takes time to find your niche
- Driven by tail
- High upfront investment

Benefits:

- Sophisticated targeting
- Large control over who can see your content
- Personalised experiences and journeys
- Detailed analytics
- Retargeting

Ads



The Objective



The Audience (targeting)



The Channel



The Content/Format

Ads: Best Practices



- Leads vs Donations
- Delight > Ask
- Clear Call to Action
- Record interactions
- Test and Optimize

Social Media Outreach: Content



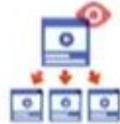
What Should you consider?

- Content Types
- How it is Distributed
- Best Practices (Hashtags, engagement, listening)
- Social First

Social Media Outreach: Content (FB)



Video



Cross Posting



Carousel



Instant Experience
(formerly called Canvas)



360



Facebook Live



Facebook Stories



Collection

Social Media Outreach: Content (Insta)



Photo



Video



Carousel



Layout



Reels



Boomerang



Live



Instagram Stories



Hyperlapse



IGTV

Social Media Outreach: Content (Twitter)



Single Photo/GIF



Web Cards



Multi-image Tweet



Carousel



Conversational
Tweets



Video



Polls

Social Media Outreach: Content (LinkedIn)



Image

Use impactful images or moving images to convey your message.



Video

Tell your story by embedding a video from YouTube



Link Post

Drive traffic to web with thought provoking imagery



Articles

Create extended thought, research or opinion pieces

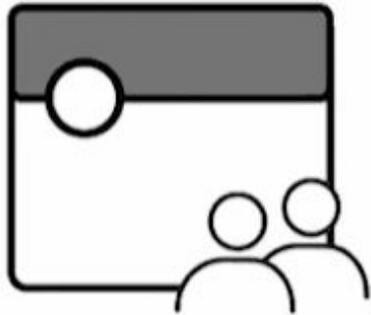


Live

(currently in Beta)
Be of the moment with Live video



Social Media Outreach: The Algorithm



Affinity Score
(relevance)

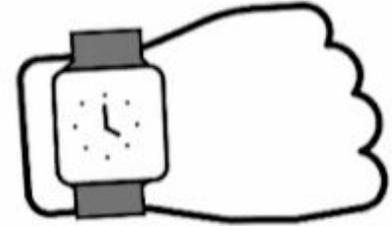
x

@



Weight
(engagements)

x



Decay
(how long ago it was created)

Social Media Outreach: Calendaring



Month	Date	Special Occasion
JAN	14/01/2021	Pongal/ Sankranti/ Lohri
JAN	1/18/2021 - 1/25/2021	India @ 75 - National Volunteering Week
JAN	24/01/2021	World Education Day
JAN	26/01/2021	Republic Day
FEB	14/02/2021	International Book Giving Day
FEB	20/02/2021	World day of Social Justice
FEB	21/02/2020	International Mother Language Day
MAR	03/03/2021	World WildLife Day
MAR	08/03/2021	International Women's Day
MAR	18/03/2021	Global Recycling Day
MAR	22/03/2021	World Water Day
APR	07/04/2021	World Health Day
APR	15/04/2021	World Micro Volunteering Day
APR	22/04/2021	International Mother Earth Day
APR	23/04/2021	World Book Day
APR	29/04/2021	International Dance Day
MAY	01/05/2021	International Workers day
MAY	06/05/2021	Global Road Safety Week
MAY	07/05/2021	World Fair Trade Day
MAY	28/05/2021	World Hunger Day

JUN	05/06/2021	World Environment Day
JUN	08/06/2021	World Ocean Day
JUN	14/06/2021	World Blood Donor Day
JUN	21/06/2021	World Music Day
JULY	03/07/2021	International No Plastic Bag Day
JULY	15/07/2021	World Youth Skill Day
AUG	01/08/2021	International Friendship Day
AUG	12/08/2021	World Youth Day
AUG	15/08/2021	Independence Day
AUG	19/08/2021	World Humanitarian Day
SEP	05/09/2021	International Day of Charity
SEP	08/09/2021	International Literacy Day
SEP	23/09/2021	International Day of Sign Languages
OCT	2 to 8	Daan Utsav
OCT	10/10/2021	World Mental Health Day
OCT	16/10/2021	World Food Day
NOV	14/11/2021	Children's Day
NOV	20/11/2021	Universal Children's Day

Social Media Outreach: Calendar



Week 1												
1	Week 1											
2	Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post	
3	Instagram	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif		N/A	https://www.instagram.com/linkto	
4	LinkedIn	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.linkedin.com/linkto	
5	Twitter	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.c	N/A	https://www.twitter.com/linktop	
6	Facebook	Monday	Scheduled	1/2/2022	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image		https://www.joumailingwithfrien		
7	Instagram	Monday	Scheduled	1/2/2022	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.c	https://www.joumailingwithfrien		
8	TikTok	Wednesday	In Progress	1/4/2022	12:00 PM	Employee Testimonial	Journaling for 2023 📅 #fyp #foryou	Video	https://drive.google.c	N/A		
9	Twitter	Wednesday	In Progress	1/4/2022	3:00 PM	Research	We found that 99% of people who write	None (Text Only)	N/A	https://www.joumailingwithfrien		
10	Facebook	Friday	Planned	1/6/2022	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image		https://www.joumailingwithfrien		
11	Instagram	Friday	Planned	1/6/2022	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.joumailingwithfrien		
12	LinkedIn	Friday	Planned	1/6/2022	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.joumailingwithfrien		
13	TikTok	Sunday	Planned	1/8/2022	3:00 PM	Customer Testimonial	Watch this creative genius at work 🧠	Video	https://drive.google.c	N/A		
14	Twitter	Sunday	Planned	1/8/2022	2:00 PM	Product Promotion		None (Text Only)	N/A			

Most Popular Content Type

- Facebook: Reels, Live Video
- Twitter: Trending Topic, Polls, Threads
- LinkedIn: Newsletters, Carousel Posts, Milestones
- Instagram: Reels, Photos
- YouTube: Shorts

Timing is Important

The best time to post on **Facebook**:

- From 12 to 1 PM on Saturday and Sunday
- From 1 to 4 PM on Thursday and Friday
- At 3 PM on Wednesdays

The best time to post on **Twitter**:

- 12 to 3 PM and 5 PM on Monday Through Fridays
- Noon and from 5 to 6 PM on Wednesdays

The best time to post on **Instagram**:

- Anytime besides 3 to 4 PM from Monday through Thursdays
- Videos get more engagement after 9 PM

The best time to post on **LinkedIn**:

- 10:00 AM or 3:00 PM from Monday through Friday

Decoding YouTube Algorithm

- YouTube favors catchy thumbnails and titles
- Discovery > Search => Trending topics performs better
- Keywords are important (Tool: VidIQ) – Video has its own SEO optimization
- High watch time
- High engagement rate
- YouTube develops an internal view of your channel (hard to go off topic)
- Community posting works (ex- discord, reddit, etc)
- Focus on building awareness and interest via YouTube (recommended for later stages)
- Great for product driven NGOs (ex Khan Academy) and Human Rights NGOs

Decoding Viral Campaigns



Decoding Viral Campaigns

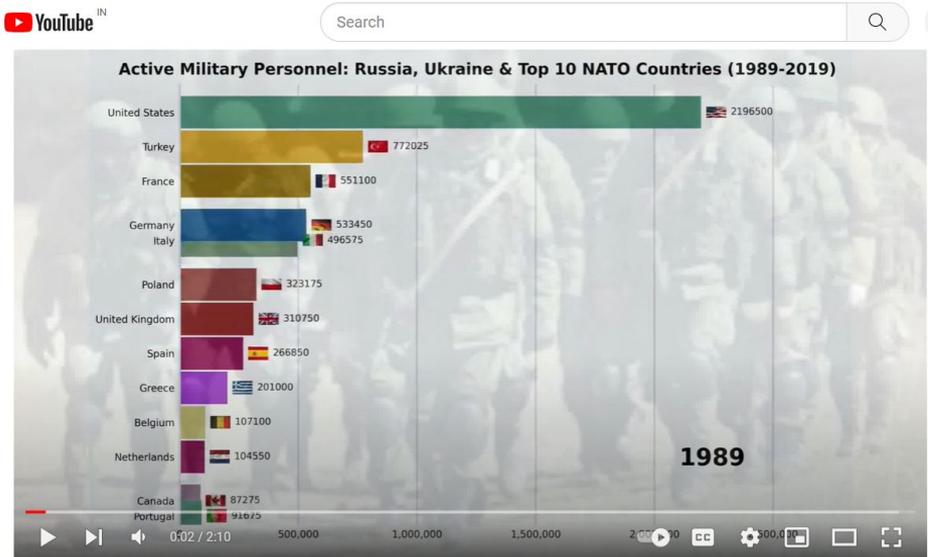


What is the most memorable viral (fundraising) campaign you remember?

What was unique about it?

Why did it click?

What works in one place may not work in another



Biggest Army? NATO vs RUSSIA vs UKRAINE

Project Nile
329 subscribers

Subscribed

8 Likes

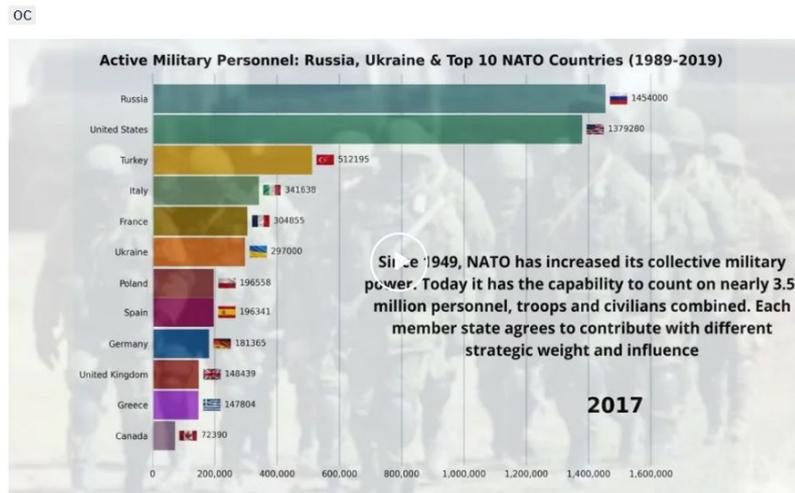
Share

Download

356 views 11 months ago
Biggest Army? Nato vs Russia vs Ukraine

Posted by u/Project_Nile OC: 1 3 days ago

239 [OC] Active Military Personnel: Russia, Ukraine & NATO Countries (1989-2018)



54 Comments

Share

Save

Post Insights

Only you and mods of this community can see this

155k Total Views

83% Upvote Rate

1.1k Community Karma

25 Total Shares

What works in one place may not work in another



Posted by u/Project_Nile OC: 1 11 months ago

[OC] Country with Most Internet Users? IND vs CHN vs USA

OC

Sorry, this post has been removed by the moderators of r/dataisbeautiful.
Moderators remove posts from feeds for a variety of reasons, including keeping communities safe, civil, and true to their purpose.



238 Comments Share Unsave



Search



Countries With Most Internet Users? IND vs CHN vs USA

Project Nile
329 subscribers

Subscribed

1.2K



Share

Download



108K views 10 months ago

Countries With Most Internet Users? IND vs CHN vs USA

Virality Factors: Moment Marketing



bhumiorg • Follow



As India marks a significant footprint with #Chandrayaan3's successful landing on the moon, we're excitedly dreaming about a future where our love for volunteering transcends planetary borders. 🌍

Who knows? One day, in our lunar clean-ups we might just find a piece of Chandrayaan as a nostalgic relic. 🌌

For now, let's keep volunteering in Bhumi (Earth)
#Chandrayaan3 #indialandsonmoon

2d



kalyaniakolkar_ksa Love this ❤️



2d Reply



wo.mini.ya Here's hoping we learn from our mistakes and don't create a similar mess on the moon.



2d Reply



juliekarthi Such a lovely pic ❤️



2d Reply



sharanvabharath I loved this! ❤️



892 likes

2 DAYS AGO



Add a comment...

Post

Virality Factors: Creative Genius



#KnowYourLemons (Worldwide Breast Cancer)

WHAT BREAST CANCER CAN LOOK & FEEL LIKE

Recognize something? Don't panic, some changes are normal. But if it stays around be smart—show a doctor.

feeling a thick area dimple nipple crust red or hot unexpected fluid skin sores

bump growing vein sunken nipple new shape/size orange peel skin hard lump

"A cancerous lump usually feels hard and immovable like a lemon seed. It can be any shape or size."

Want information on each symptom? knowyourlemons.com

worldwide
Breast Cancer Designed by charity WorldwideBreastCancer.org, USA. Do not alter, crop or add to this image without written permission.

Instagram Facebook Twitter @knowyourlemons @knowyourlemons

- 150 million views in 3 weeks
- 70 countries
- 20 languages

Virality Factors: Occasions



CORPORATES (EMPLOYEE ENGAGEMENT)



More than 1,000 corporates across India engage their employees in a range of #DaanUtsav activities through simple initiatives like collection & donation drives, cleanup and plantation activities, visits to NGOs, etc. Some use ideas like Sponge the CEO or MasterChef contests to raise money innovatively. All of them help induct new employees into the “giving experience” and improve employees’ sense of belonging.

Here’s how different corporates have engaged employees in giving back to society.

Virality Factors: Celebs and Influencers



#TEAMTREES.

JOIN THE MOVEMENT!

The team is growing every day and scoring wins for the planet. Plant with us and track our progress!



20 million trees
are in the ground!

ORIGINAL GOAL MET

24,468,605

Virality Factors: Signature Campaigns

Examples: Wear it Pink, Movember, Red Nose Day

How:

- Clear and concise objective and instructions
- Test for will rather than skill
- Each person tags 3-5 people and then gives shout-outs
- Connect with cause
- 3-5 clicks
- Connect through hashtags
- It should to be fun and super simple
- Ideally, should become a yearly ritual

Twitter Storms



- Prepare a Toolkit
 - a.) Details about dates and times
 - b.) Hashtag to be used
 - c.) Sample tweets and collaterals
 - d.) Details about campaign and instructions regarding tweets
- Create a community of 50-200 people
- Engage during the storm
- Boost morale by tracking hashtag metrics and sharing it with community
- Hit and trial

Celebrity Outreach



The Approach:

- Do your research (on history and engagement)
- Personalize ask
- Engage their management or PR team
- If it's an event then tweets from multiple people
- Express gratitude
- Continuous relationship building

Referral Campaigns 101



- People won't make referrals unless you ask
- Most people won't make referrals (check again donor funnel stage)
- It need not be donations
- Ideally attempted a loyalty and advocacy stage
- Keep it within 2-3 steps
- Track referrals via UTM codes

Become the Ambassador

You only need 5 friends to unlock a unique badge and 25 friends to get a free t-shirt. Buttons below already have your unique invite link built in. Use them!

Share on Twitter

Share on Facebook

Refer A Friend

Give your friends a gift of 10% off and receive 500 points when they make their first purchase of \$40 or more.

Enter your email below.

Your Email

SUBMIT



Next Masterclass: Improving Donor Discovery



Website: bsif.codeblue.io

Email: bsif@bhumi.ngo

Contact: +91 9070012536

Thank You!