

SOCIAL MEDIA ADVOCACY PROGRAM

10 TIPS TO BUILD LOYAL BRAND AMBASSADORS

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TIP 1



Create a Social Media Advocacy Program

- What is it?
- Why does it matter?
- Identify the goals
- Determine potential mission ambassadors

TIP 1

Create a Social Media Advocacy Program

SOCIAL MEDIA ADVOCACY PROGRAM

A structured strategy for building a network of brand advocates

IDENTIFY "SMART" GOALS

Example: Create a brand advocacy program to grow the organization's Instagram following by 15% over the next 90 days.

WHY DOES IT MATTER?

- People trust authenticity vs. ads
- A program in place helps you promote in double time
- Cast the net to an audience who doesn't know you yet
- When you engage & re-engage you are remembered

WHO IS THE BEST PERSON FOR THIS ROLE?

- Engaged social media followers
 - Who is liking your posts?
 - Who is leaving positive reviews?
- Newsletter / Email Activity
 - Who is clicking your links?

89% of respondents trust recommendations from people they know.

Source: Nielsen Study, 2021



TIP 2

Provide your mission ambassadors with what they need to succeed.



A toolkit is the way to go!

Have your communication piece at-the-ready

- Key messages or organization bullets
- Sample social posts – design/copy
- Brand guidelines
- Directives on logo/image usage
- Case studies/stories of hope
- Personal reflection

TIP 2



A high-angle photograph of a person with reddish hair, wearing a blue shirt, sitting at a wooden table. They are using a laptop. On the table, there is also a tablet displaying a presentation slide, a white coffee cup, and an open notebook with a green sticky note. In the background, another person's legs and brown boots are visible. A large green rectangular box is overlaid on the center of the image, containing the text 'Add value & rewards to the experience' in bold black font.

Add value & rewards to the experience

TIP 3

Special Programs. Exclusive Experiences. Social Media Acknowledgements. Swag Gifts. Unique Hashtags. Contests.

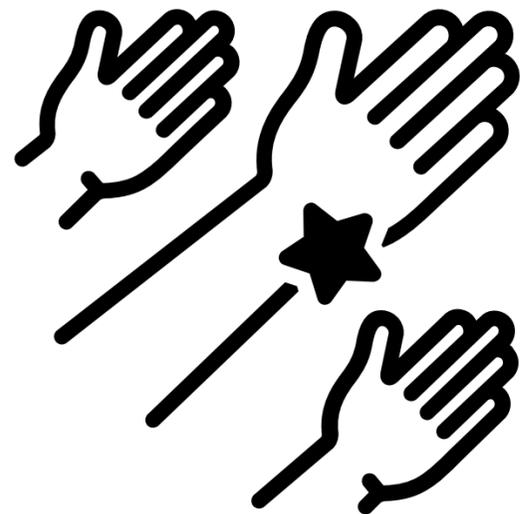
TIP 4

Review your advocacy program on a regular basis

A

Track Against Your Established Goal(s)

Whichever time benchmark you have, check to see how your progress is tracking.



B

The Digital World is Everchanging

Social media is **CONSTANTLY** evolving, so your program should be too.



TIP 5

How to build ambassadors amongst your...

EMPLOYEES/STAFF

- Make it clear the program is optional
- Ensure a social media agreement is in place

INCENTIVE-BASED PROGRAM

- Contests
- Gift cards/Prizes
- Future Promotion/Raise
- Gratitude Dinner w/ Recognition



How to build ambassadors amongst your... **VOLUNTEERS**

Thank you

- Is the online volunteer experience accessible & easy to navigate?

- Social media shoutouts (with their permission of course)

- Appreciation events

- Old school tactics - the good ol' handwritten note

TIP 6



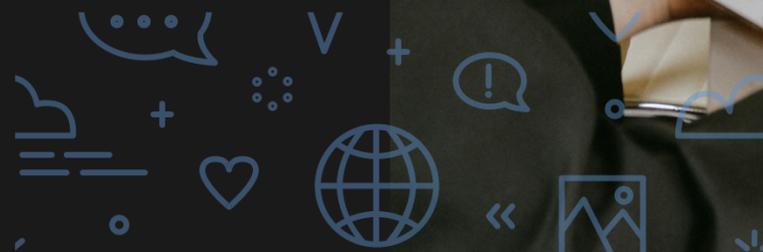
TIP 7

How to build ambassadors amongst your...

BOARD MEMBERS

- Remind them of the benefits
 - Personally
 - Organization-wide
- Equip them with the knowledge of best practices for sharing on social
 - Demo on how to share content on FB, LI, and Instagram

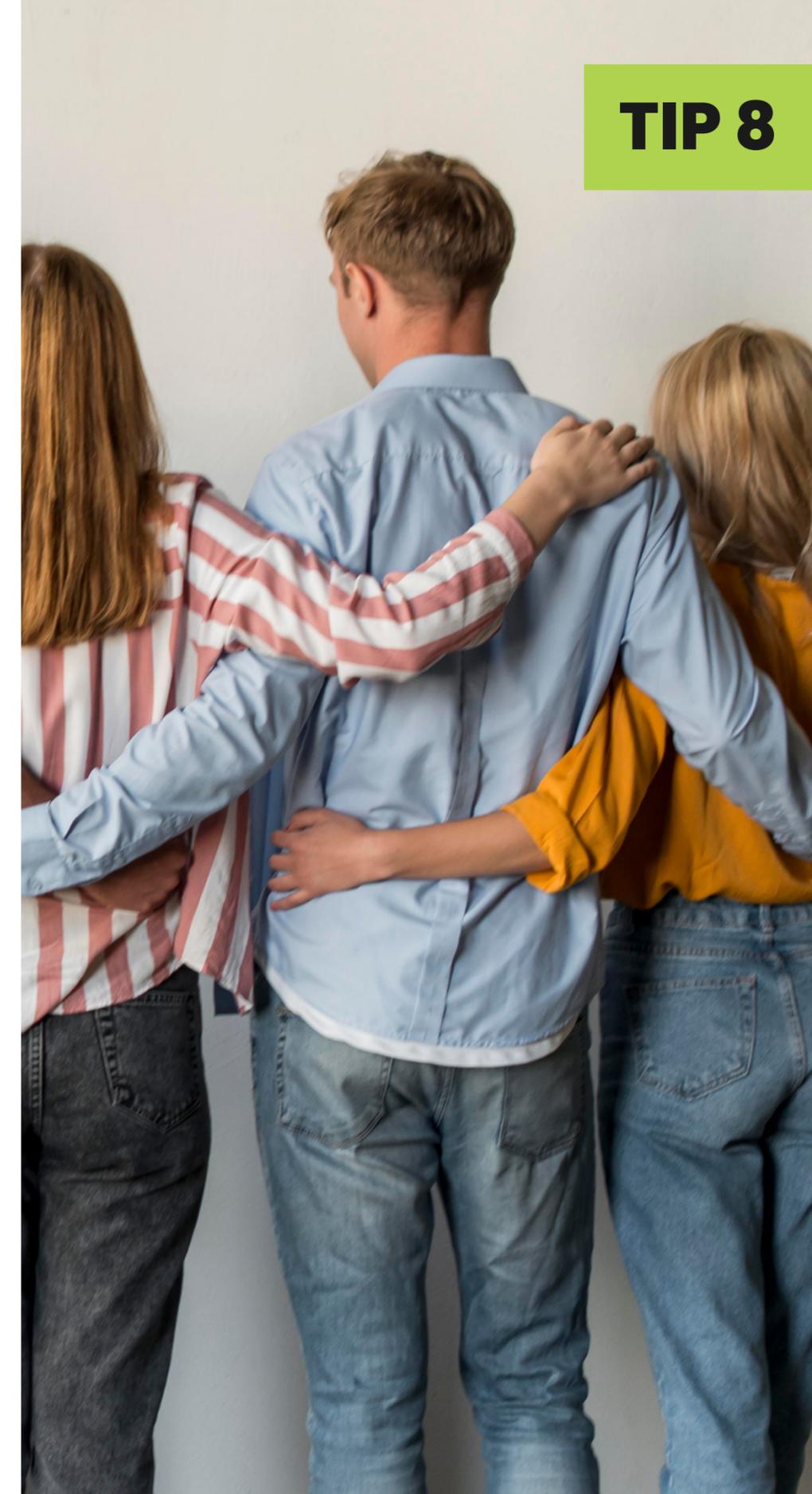
Your board members are built-in brand ambassadors



How to build ambassadors
amongst your...

COMMUNITY PARTNERS

- Recognize that this is a transactional system rather than incentive-based
- Post and share what your partners are doing without asking
- Win-win when it comes to sharing content
- Cultivate a program that builds goodwill in the community



How to make everyday donors brand ambassadors



Consider your online donation process:

- Is the donate button easy to find?
- Is it clear what a donor's gift goes towards?
- Is the form/software to donate accessible?

The #1 reason Gen X may choose not to donate to an organization is an outdated website. Source: HubSpot, 2023



Private thank-yous vs. a public shoutout



Encourage donors to create their own fundraisers on behalf of your organization

45% of social media platform donors give on Facebook.

Source: HubSpot, 2023



TIP 10

How to build ambassadors amongst your...

CLIENTS

- Assess website areas for clients
 - Case studies, testimonials, reviews, easy to connect
- Authenticity and the will to help others are the structure for building ambassadorship with this group
- Millennial and Gen Z are transparent and more inclined to talk about the hard topics if it will help others

"The online community is increasingly embracing a new type of transparency, where no topic is too private or off limits."

Source: SBUOnline, 2022



So...what now?

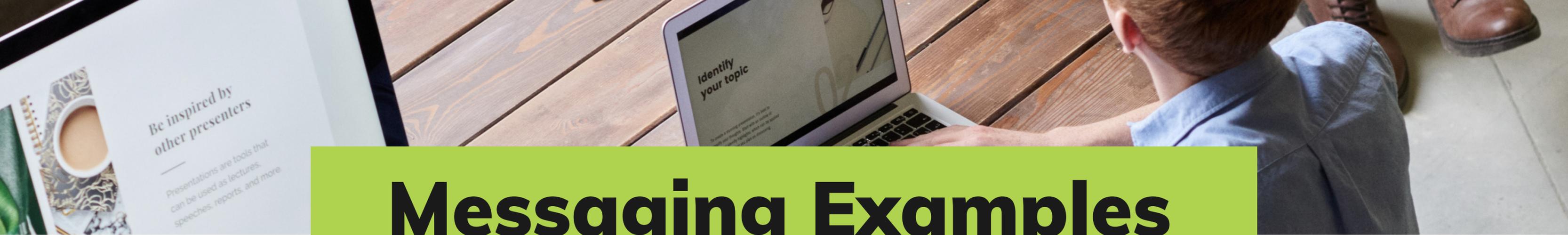
1. Are you ready for a social media advocacy program?

- a. Take note of engaged social followers
- b. Look back on who clicked in your newsletters
- c. List out volunteers you feel would advocate on your behalf
- d. Draw up a list of donors who have recently given
- e. Have conversations with staff about the importance of ambassadorship & devise a small group at first
- f. Start the candid conversation with board members

2. Reach out to each of these groups with a different message/sentiment

3. Once you have buy-in, create a toolkit to distribute to each of the groups and identify your metrics to track progress





Messaging Examples

For Employees/Staff:

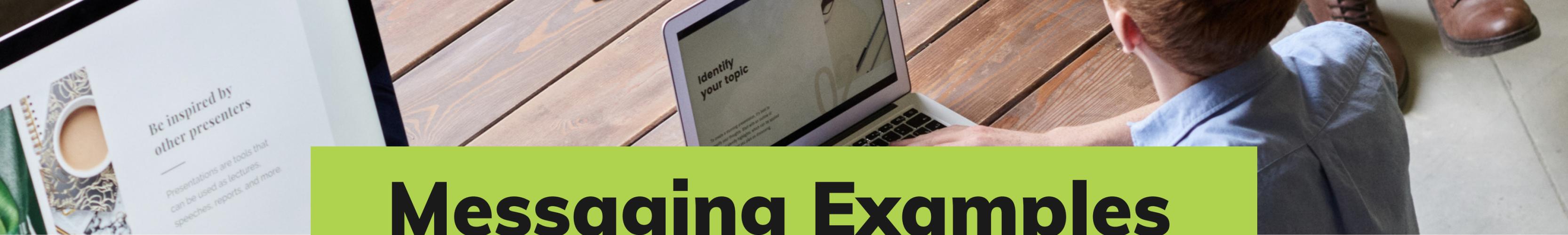
As a valued member of our team, we appreciate your unique perspective! You have insights into what it takes to build our mission every single day. Your voice is valuable to our mission! Share about our organization on your social media channels to show off the progress that you have a huge hand in making and promote our mission!

For Volunteers:

Let's take a moment to appreciate YOU! Your dedication and generosity of your time and effort are remarkable, and your grassroots efforts need not be buried! When you share on social media about how you're helping us, your "boots on the ground" get extra mileage and propel our mission forward!

For Board Members:

As board members, we value your insights, opinions, and expertise! We look to you for support and guidance, and making connections within our community. When you post about us on social media, you're not only affirming your dedication to our mission, you're affirming your investment in the people we serve, and the community as a whole. When you post, people listen!



Messaging Examples

For Community Partners:

We value and appreciate our partnership immeasurably! It's thanks to partners like you that we are able to push forward in our mission every day. We love to post about you and all you're doing for our organization and community, so why not spread the word even further? When you post about us, our communities get to know each other! It's the ultimate win-win!

For Donors:

Our mission wouldn't be the same without your contributions! Your dollars make the difference every single day. Stretch your donation dollar even further by sharing about our mission on your social media channels! With more awareness comes even more opportunities to expand our reach to those who need us most!

For Clients:

What better feeling is there than to "pay it forward" by sharing your wisdom with others who share your experiences? Your success story deserves to be heard and is an inspiration to those who find themselves in your shoes! When you share your experience with our organization on your social media profile, you're spreading something good— and helping others, you may not even know in the process!

ANY QUESTIONS??



Thank You!

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