CommunityFunded™

Crowdfunding Campaign
Social Media Toolkit
Table of Contents:

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilizing Social Media for Success</td>
<td>3</td>
</tr>
<tr>
<td>Select Your Channels</td>
<td>3</td>
</tr>
<tr>
<td>Choose Your Hashtag</td>
<td>3</td>
</tr>
<tr>
<td>Develop Your Channel Strategies</td>
<td>4</td>
</tr>
<tr>
<td>Plan How to Engage Your Target Audience</td>
<td>4</td>
</tr>
<tr>
<td>Create Your Social Media Calendar</td>
<td>5</td>
</tr>
<tr>
<td>Social Update Templates</td>
<td>5</td>
</tr>
<tr>
<td>Pre-Launch (1 Week Countdown)</td>
<td>6</td>
</tr>
<tr>
<td>Day of Launch</td>
<td>6</td>
</tr>
<tr>
<td>During</td>
<td>7</td>
</tr>
<tr>
<td>Approaching Close of Campaign</td>
<td>7</td>
</tr>
<tr>
<td>Post Campaign</td>
<td>8</td>
</tr>
</tbody>
</table>
Utilizing Social Media for Success

Select Your Channels
Social media is an important way to reach out to your donor base before, during and after you launch your crowdfunding campaign! The most common social channels utilized for promoting campaigns include:

- Facebook
- Twitter
- LinkedIn
- Instagram

When you are selecting which social media channels to use for your campaign, consider the following factors:

- # of followers
- Which channels are most utilized by your target audience
- Where the message of the campaign/cause would best be promoted
- Which channels provide access to influential members or groups in your community
- The current amount of engagement from existing profiles on each channel (shares, retweets, likes, etc.)
- Which channels allow you to utilize hashtags

Choose Your Hashtag
When it’s time to start promoting your campaign on social media, the first step is creating a distinctive hashtag to include in all posts. Why?

- This is a great way for you to collect all social media communication concerning your current campaign in one place. This is especially helpful when thanking donors who post about their gift.
- Your audience will be able to find up-to-date information about the progress of your platform and campaigns by searching the hashtag.

Start by brainstorming 3-5 hashtags that fit your campaign’s cause. Then navigate to Twitter.com and use the search bar to look up each hashtag individually to see if anyone else is already using it.
Develop Your Channel Strategies

Facebook

- Start with 4 posts per week (never more than 1/day). Remember the goal is to create shareable posts — prioritize quality over quantity.
- Explore Facebook Insights: each Facebook page has a tab that lists statistics and enables you to see post performance in terms of likes, shares, demographics, and reach. You can also see when your audience is most active.

Twitter

- Try to post around 10-14 times per week. Twitter moves fast, so you want to stay at the top of the feed.
- Hashtags are key: use 1-2 hashtags max per post. You can add one at the end of a post if it's missing keywords.
- Encourage donors and supporters to use your campaign hashtag(s) and retweet what you’re sharing about the campaign by @tagging them in your posts.
- Follow influential people that will endorse your campaign by sharing it and share their content to establish goodwill.

LinkedIn

- Start with 4 posts per week (never more than one/day). Remember the goal is to create shareable posts — prioritize quality over quantity.
- Most companies and individuals use LinkedIn for researching opportunities so remember to be informative and detailed about your cause and institution.
- It’s important to connect with individuals but also join groups that fit with your target audience and post updates there.

Instagram

- When promoting your campaign on Instagram, remember to post pictures that represent your mission and/or goals.
- Update donors regularly during the campaign timeline. The number of dollars and donors can be captured in a screenshot displaying your campaign’s progress. Underneath the photo make sure to insert the campaign hashtag and link.

Plan How to Engage Your Target Audience

Updates on your campaign are key to engaging with your donors and increasing donations. Examples of updates include:

- Reaching campaign goals (number of donors/dollars)
Examples of your campaign being featured on a news outlet (local newspaper, radio station, etc.)

• Pictures revealing any physical progress made by your campaign

• Pictures of your campaign team working together on the back end of the campaign, organizing/participating in campaign related events, etc.

• Expressing your gratitude in the form of a campaign update once a week as well as at the close of the campaign.

Create Your Social Media Calendar

Write the bulk of your social media posts before you launch your campaign. Then, create a schedule for yourself. This ensures you’re prepared and you won’t be overwhelmed trying to post in all the right places every single day of your campaign. Trust us: that can get exhausting.

There are a wide range of scheduling tools available (free and paid versions) that help you schedule, make sure your content is varied and engaging, optimize images and videos, and, overall, take some pressure off during crunch time. You can always change scheduled times, alter content, or post directly to social media platforms if something timely comes up.

We recommend:

1. Hootsuite
   • Free version
   • Curated content browser extension
   • Works with Facebook, Twitter, LinkedIn, Instagram

2. LikeableHub
   • Free version
   • Works with Facebook, Twitter, LinkedIn
   • Integrated analytics/reporting

Social Update Templates

Below are some template social posts with examples from a very successful University of Colorado-Boulder campaign. Please don’t hesitate to customize the sample social media posts to best fit your cause! These are just inspiration to give you an idea of the look and feel of a great social media presence.
Pre-Launch (1 Week Countdown)
Mark your calendars! In 7 days we launch our crowdfunding campaign to [campaign goal/cause]. You can give back and help support our cause here [Campaign Link]. #CampaignHashtag @RelevantOrgs/People

Day of Launch
WE’RE LIVE! Today [Campaign name] is [Campaign goal/cause]. We are trying to reach our goal of $[dollar goal] to make this possible. Please show your support by visiting and sharing this link [Campaign link]. #CampaignHashtag @RelevantOrgs/People
During
We still have more to go to [Campaign goal/cause]. We are so grateful for everyone who has helped! Please help and share so our community can come together to help us raise $[dollar goal] to make this possible! [Campaign link]. #CampaignHashtag @RelevantOrgs/People

Approaching Close of Campaign
Only [# of hours/days] left to give to #CampaignHashtag at [Organization name]! Please visit [Campaign link] to support [Campaign goal/cause]! #CampaignHashtag @RelevantOrgs/People
Post Campaign

Thank you SO MUCH! Because of you, we are able to achieve or goal(s) of [Campaign goal/cause] in just [# of days]! #CampaignHashtag @RelevantOrgs/People