Common COURAGE

The Courage to Post: Social Media Best Practices

Follow Nebraska Community Foundation on these platforms



Today We Will

- Social media health check
- Three types of content for every fund
- When to use AI

Nebraska Community Foundation



Why does social media matter?

Let's Get Social

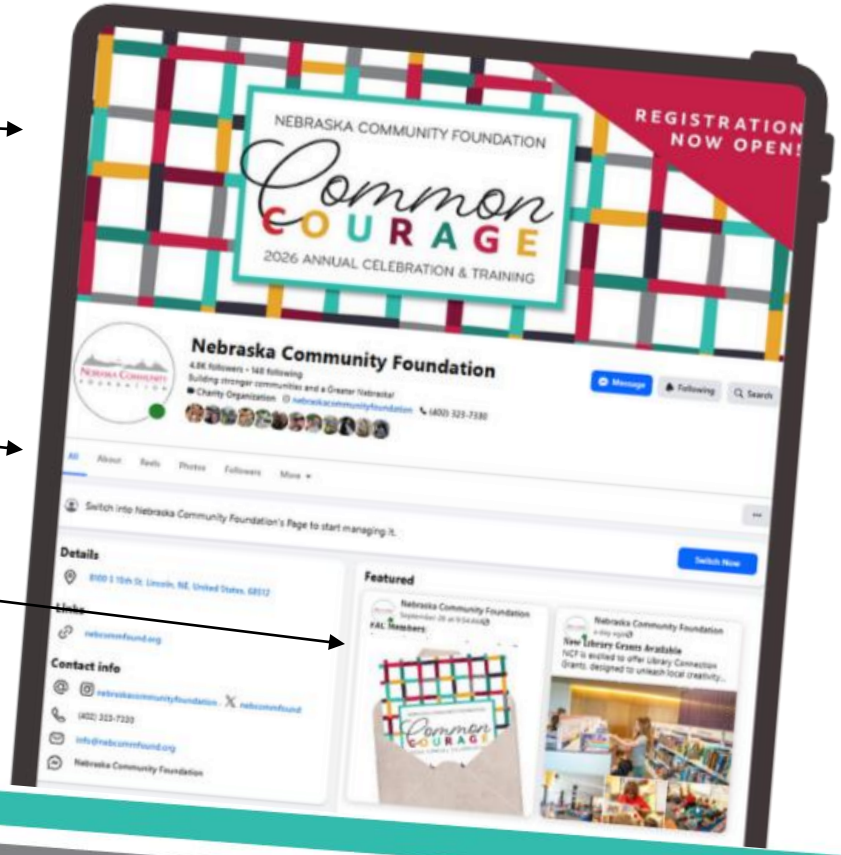
- Find _____Fund on Facebook
- Like their most recent post
- Comment on that post
- Follow their page
- Invite 1-2 others to follow



Nebraska Community Foundation

Social Media Health Check

- Cover photo
- Profile picture
- About section
- Featured posts



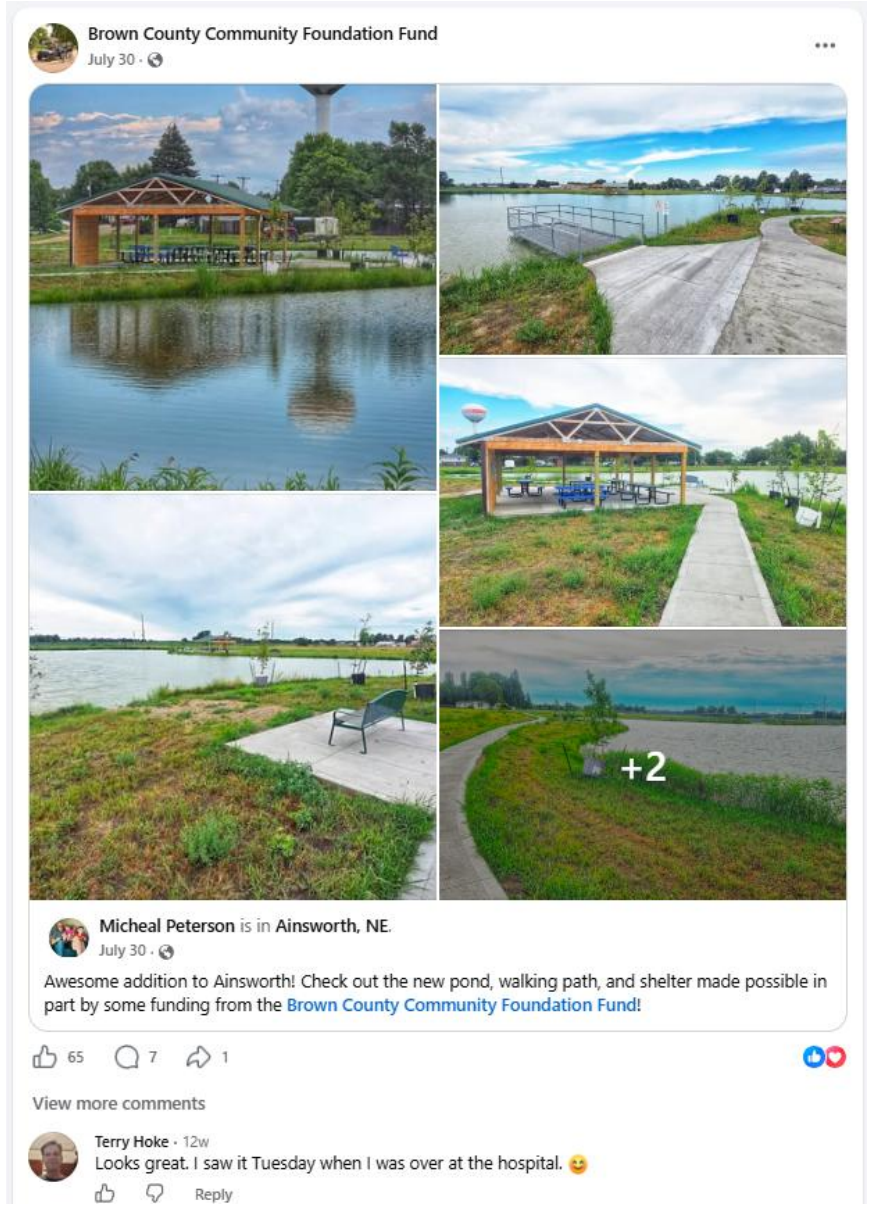
NEBRASKA COMMUNITY FOUNDATION

Three types of content for funds

- **Stories** build trust.
- **Community** posts build connection.
- **Opportunity** invite action.

Three types of content for funds

1. Stories
   - Grant impact



Three types of content for funds

1. Stories
   - Grant impact
   - Volunteer spotlights



Three types of content for funds

1. Stories
   - Grant impact
   - Volunteer spotlights
   - Donor stories



Three types of content for funds

1. Stories
   - Grant impact
   - Volunteer spotlights
   - Donor stories
   - Youth leadership



Three types of content for funds

2. Community
   - Local events



Three types of content for funds

2. Community
   - Local events
   - Celebrations



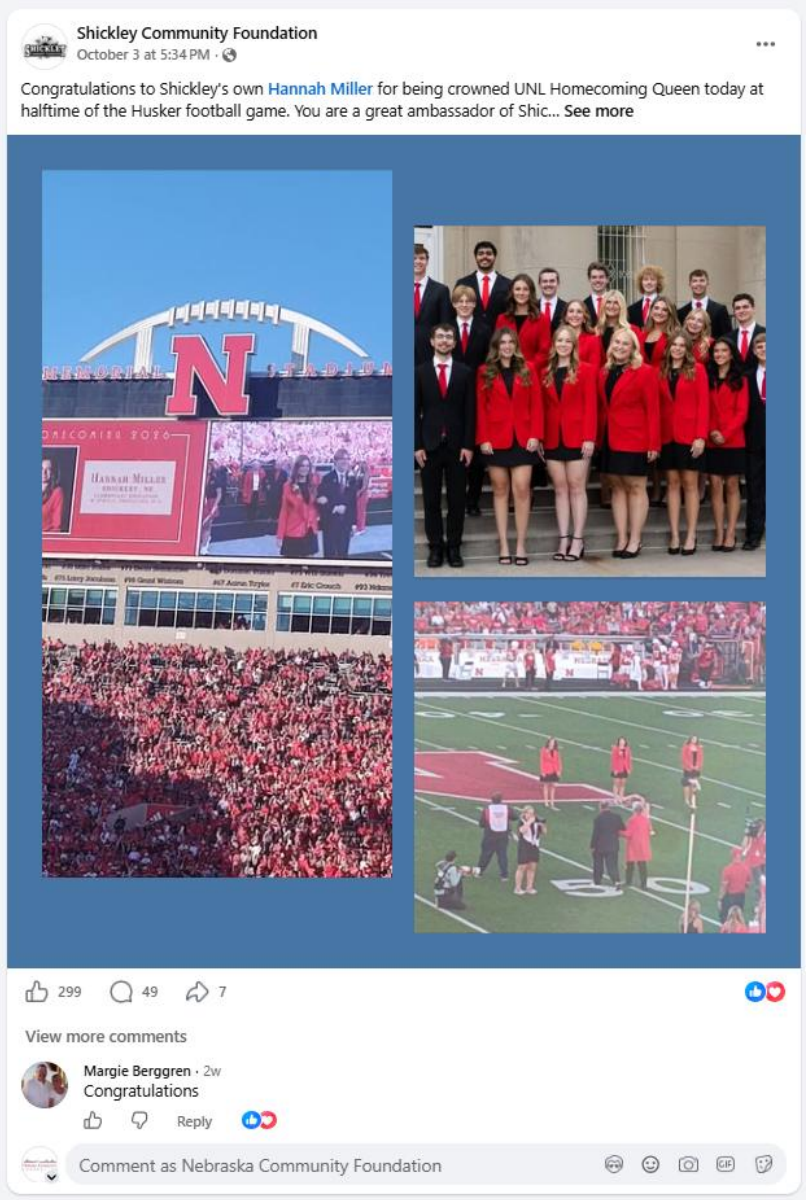
Three types of content for funds

2. Community
   - Local events
   - Celebrations
   - Traditions



Three types of content for funds

2. Community
   - Local events
   - Celebrations
   - Traditions
   - Community pride



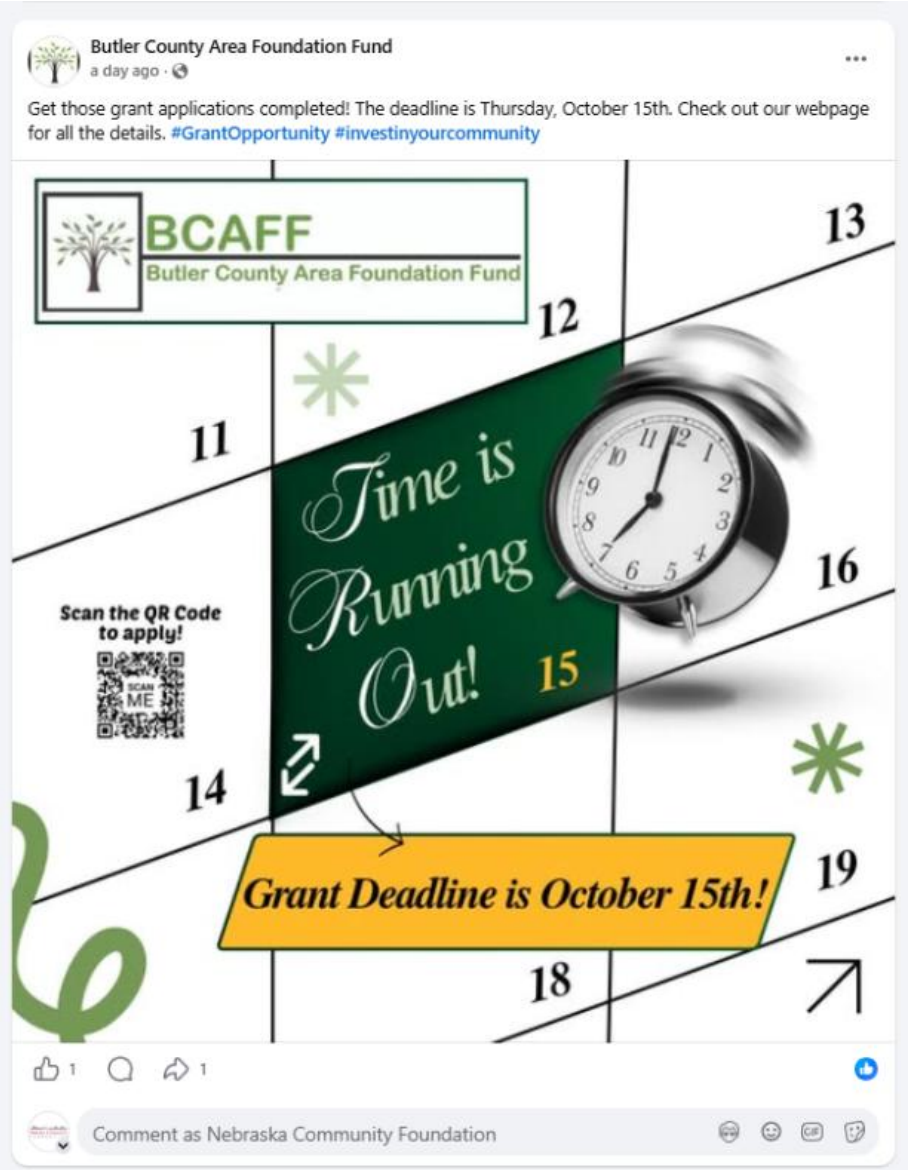
Three types of content for funds

3. Opportunities
   - Events



Three types of content for funds

3. Opportunities
   - Events
   - Grants



Three types of content for funds

3. Opportunities
   - Events
   - Grants
   - Trainings



Three types of content for funds

3. Opportunities
   - Events
   - Grants
   - Trainings
   - Volunteer Needs



Photos matter

Better Photos = better engagement

- People (Smiling!)
- Get closer
- Take lots of photos
- Various angles
- Good lighting

Avoid

- Empty rooms
- Tiny people far away
- Text-heavy graphics







Nebraska Community Foundation








MEET BABYMOUSE!

















AI can help

- Draft captions
- Repurpose stories
- Create event descriptions



NEBRASKA COMMUNITY FOUNDATION

30-Day Challenge

- 1 post per day for 30 days
- 2-3 emails with ideas and encouragement
- Scan QR Code to sign up

Nebraska Community Foundation

Common COURAGE

NCF resources

- Peer Learning Library
  - Videos, CBAF Pages
- Ask Marketing Team for help
  - Brainstorm, design, review

Common COURAGE

Follow Nebraska Community Foundation on these platforms



Thank you!