



**SOCIAL BEE**  
MARKETING AGENCY



# Amplifying Your Mission with **Social Media**

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WV VOAD 2024 CONFERENCE

Presented by: Katie Willard, CEO, The Social Bee Marketing Agency

# The Social Bee

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At The Social Bee Marketing Agency, we are passionate about helping nonprofits amplify their impact through strategic, purpose-driven marketing. Our dedicated team blends creativity, innovation, and a deep commitment to social causes, ensuring that every campaign authentically reflects the mission and values of the organizations we serve. With years of experience and a genuine belief in the power of storytelling, we work hand-in-hand with nonprofits to craft compelling narratives that inspire action and engagement. Our collaborative approach ensures that each campaign is not only memorable but also aligned with the long-term goals of your organization.

**At The Social Bee, we believe that meaningful change starts with a story—*let's start with yours.***



# The Power of Social Media for Nonprofits

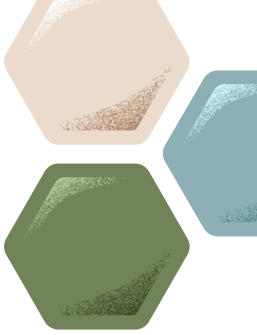
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Social media creates a direct line to your supporters and stakeholders.

**71%** of nonprofits globally believe social media is crucial for increasing visibility.

**3.96 BILLION**

social media users worldwide – your supporters are online!



# Start with Clear Goals

## Common Nonprofit Goals

- Raising awareness
- Volunteer recruitment
- Fundraising
- Sharing impactful stories

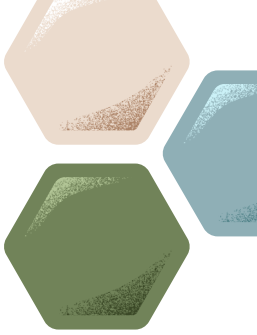
**TIP** 

Align your social media goals with your organizational mission



# Choosing the Right Platform

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## Facebook

Broad reach, ideal for event promotion



## Instagram

Great for storytelling through visuals



## Twitter/X

Real-time updates, advocacy, and activism



## LinkedIn

Perfect for networking and corporate partnerships



## TikTok

Great for engaging storytelling through video



# Crafting Your Story

## TIP 1

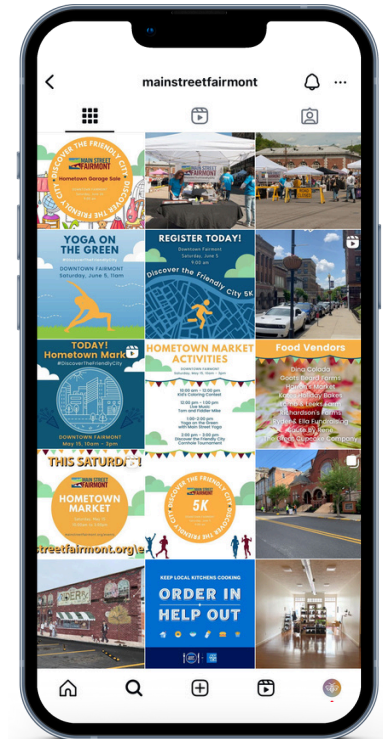
Use visuals – Photos and videos drive higher engagement

## TIP 2

Share success stories and testimonials

## TIP 3

Create compelling calls to action (e.g., "Donate now," "Volunteer with us")



**Impressions:** 1,232,169  
83% Increase

**Engagements:** 94,796  
41% Increase

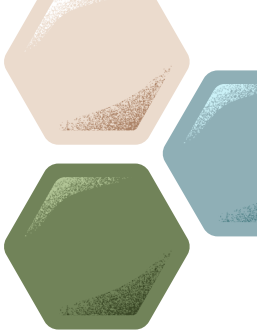
# Building Relationships Online

1. Respond to Comments and Messages
2. Post engaging content regularly: Polls, Q&A sessions, behind-the-scenes footage
3. Collaborate with influencers and partners for cross-promotion



# Social Media Tools for Efficiency

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Schedule posts and  
monitor engagement



Create professional graphics



Measure impact and engagement



# Measuring Your Social Media Impact

## Focus On Key Metrics

- Engagement
- Reach
- Conversions
- Traffic

Adjust your strategy based on performance.

### Overview

Key performance metrics for the selected period.

Fans

5K 📈 +3.5%

Engagement

8.4K 📈 +1605.3%

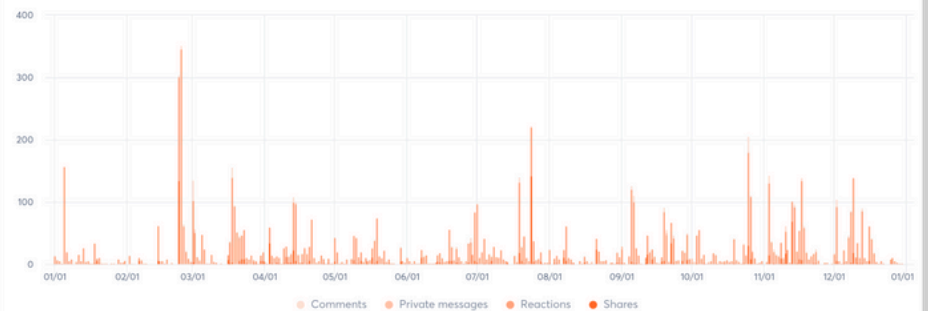
[See section](#)

Impressions

1.2M 📈 +4052.1%

[See section](#)

### Engagement overview



	Organic	Paid	Total	Variation
Reactions	6,928	0	6,928	+1,302.4%
Comments	337	0	337	—
Private messages	—	—	59	—
Shares	1,100	0	1,100	—
<b>Total engagement</b>	<b>8,365</b>	<b>0</b>	<b>8,424</b>	<b>+1,605.3%</b>

# Case Study: Main Street Fairmont

## Real Results from Social Media

- Growth in followers
- Fundraising results
- Increased volunteer sign-ups

Designed and implemented the corporate giving program that has **garnered in excess of \$250,000 in the first three years of its existence.**

Social Media Audience **Grew by 70%**



# Social Media in Times of Crisis

## Best Practices for Disaster Response Organizations

- Real-time updates on crisis situations
- Engaging community in disaster response efforts
- Mobilizing volunteers quickly and effectively

**TIP** 

Always have a crisis communication plan ready.





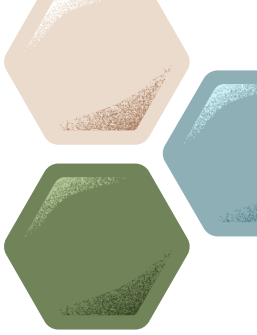
# Questions & Answers



# Thank You

## Stay Connected

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### Social Media

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