



#GIVINGTUESDAY™



Social Media Handout

GENERAL BEST PRACTICES

Set a goal

- What are you trying to accomplish? What do you hope that Giving Tuesday does for your community?
- Example goals: Raise \$1,000 to fund our annual Young Adult trip, Raise \$500 to purchase new curriculum for our Sunday School class.

Strategize

- How will you accomplish your goal?
- What content do you already have that you can re-purpose?
- How much time do you have to devote to social media?

Audience

- Who is your audience? Who are you trying to reach on social media?
- What are some unique things about your audience? Do they work? Do they have kids? Are they on social media? How do they get their news?

Additional things to consider

- Content mix: What you post on and leading up to Giving Tuesday should be a mix. Plan to share photos, videos or links to blogs.
- Keep it simple and think mobile-y: Avoid posting paragraphs of information. Create posts that look great on your mobile phone first and desktop second.
- Post strategically: When is your audience most likely to be online? What content do they find engaging?
- Messaging: What is the dominant message you would like to share on Giving Tuesday?
- Hashtags and Tagging: Use #GivingTuesday in your posts and tag @GivingTuesday or @pcusa (Facebook and Instagram) or @Presbyterian (Twitter) to be featured on other pages with larger followings. The Presbyterian Giving Tuesday hashtag is #PCUSAGives.
- Make Giving Tuesday ambassadors: Get your community involved through asking them to share your Giving Tuesday posts.





Best Practices



- Always add multimedia: Posts with some form of image or graphic get more engagement than those without.
- Engage: Ask your audience questions, reply to a comment and "like" other posts.
- Get your members involved: Ask for their stories, ideas and feedback. Make them Giving Tuesday ambassadors by asking them to share your posts!
- Get inspiration from the Giving Tuesday (and Presbyterian) social media channels and download Giving Tuesday's "Social Media Toolkit" (link under resources).

TWITTER



Best Practices



- Use hashtags: Hashtags make your content searchable. Using #GivingTuesday allows an audience beyond those who already follow your account to see your Giving Tuesday Tweets. Hashtags in general allow your Twitter page to engage in conversations happening all over the globe. Ensure you know what the origin and current usage of the hashtag is before including it in your post (this goes for memes as well). Avoid using more than three hashtags in a single post.
- Engage with other Twitter users: Keep track of your mentions and retweet posts from other profiles. Share relevant Giving Tuesday posts from the Giving Tuesday and Presbyterian social media accounts. "Like" other tweets, even if the account doesn't follow you.





Best Practices



- Concentrate on captions: Your captions will help tell the story of your photo. Include the most important part of your message at the beginning of the caption. Experiment with long and short captions to see what your audience responds to.
- Use videos to tell a story: why should people give to your church on Giving Tuesday? What is a unique or special thing about your church?
- Utilize Giving Tuesday hashtags to reach new audiences.
- Tag your location to increase the reach of your post.
- Engage with other accounts and posts: Find new content and accounts to follow through the search function and hashtags. "Like" and comment on other posts to increase engagement on your posts.
- Share Instagram posts to your other social media accounts.



RESOURCES

[PC\(USA\) Giving Tuesday homepage](#)

[Foundation Giving Tuesday resources](#)

[Find Your Ministry Relations Officer](#)

[Foundation Online Giving Program](#)

[Giving Tuesday homepage](#)

[Giving Tuesday Tool Kit](#)

[Giving Tuesday logos and social media graphics](#)

[Giving Tuesday blog](#)

[Giving Tuesday Ideas for Organizations](#)

[Canva web based easy-to use graphic design tool](#)

