Create A Strategy Based on Your Mission
Your Facebook strategy shouldn’t be all about likes, shares and comments

Cute cat pictures might get a lot of likes, but they likely won’t help you connect with people who can help achieve your organization’s goals.
Your strategy should be about reaching goals that support your mission. What are the ultimate outcomes you’re looking for from your efforts on Facebook?
What is your goal?

- Raise Awareness
- Recruit Volunteers
- Raise Donations
- Collect Emails
- Event Attendance
- Build Community
What audience do you want to reach?
You can target people based on:

**DEMOGRAPHICS**
- MILLENNIALS
- MARRIED WOMEN
- LATINO DADS

**INTERESTS**
- DOG LOVERS
- CHARITABLE GIVING
- SPORTS FANS
What is motivating them or keeping them from taking action?

**MOTIVATION**
- HIGH IMPACT
- PERSONAL CONNECTION
- EMPATHY

**BARRIER**
- UNAWARE
- MISCONCEPTION
- DONATING ELSEWHERE
What stories would resonate with this group?

- NEWS & FACTS
- HUMAN INTERESTS
- HUMOR
- CELEBRITY / INFLUENCER
- LOCALIZATION OF ISSUE
- ACTION STEPS
How will you measure success?
Consider which metrics are most relevant to your organization’s goals

REACH
How many people see your posts – how widely they have spread

ENGAGEMENT RATE
How many people like, share or comment on your posts – how engaging people find the content

LINK CLICKS
How much traffic a post drives to your content – how much people want to learn more

CONVERSION
How many people are reaching your desired end goal

More on Metrics: nonprofits.fb.com/topic/measurement-tracking/
Write down your strategy and refer to it often.

Here is an example of a Facebook strategy built from an organization’s mission

<table>
<thead>
<tr>
<th>MISSION</th>
<th>FACEBOOK GOALS</th>
<th>TARGET AUDIENCE</th>
<th>METRICS</th>
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</table>
| Inspire global attention and action around climate change | Raise awareness among 1M young people in Brazil about the affects of rising ocean temperatures | Location: Brazil, Urban Areas Age: 13-35 Interests: Environment | Weekly:  
- Individual Post Reach  
- Total Engagement Rate  
- Total Reach  
- Website Referral Traffic |
| Collect 100K petition signatures to introduce climate change bill. | Gender: Women Age: 24-45 Demographic: Parents of children 0-15 Location: Sao Paulo | | Weekly:  
- Post Shares  
- Petition Clicks  
- Petition Signatures |