Raise Awareness
Supporter Journey
You can build a community of committed supporters by increasing people’s levels of engagement over time.

- **RAISE AWARENESS**
  People start to learn and care about your mission

- **ACTIVATE SUPPORTERS**
  People start to share, pledge, or take action when you ask them

- **RAISE FUNDS**
  People contribute to your organization’s growth and engage their friends

This is the first step of the supporter journey.
Raising awareness is all about creating posts that grab people’s attention.
Get to know your audience

People share, like and comment on posts that reflect their interests and opinions

- Research a group’s interests with the Audience Insights Tool: facebook.com/ads/audience_insights
- What stories would this group want to be seen sharing?
- Consider current events they’re paying attention too
- Connect to posts they’re already engaging with
Find your voice

Your voice is the personality of your writing, images and videos. It affects who connects with your stories on Facebook.

What tends to work well:

- Conversational
- Authentic
- Emotive
- Friendly
- Funny
Be authentic

Facebook is a great place to humanize your organization to supporters

- Share personal stories from staff and beneficiaries that showcase their experience
- Acknowledge ups and downs of your organization and cause
- Post photos from the field or at events
- Engage in dialogue with supporters when addressing a tough issue
Use compelling visuals

Photos are the most shared type of content on Facebook – **2 billion photos** shared daily across Facebook, Instagram, Messenger and WhatsApp

- Informal and unbranded images work well
- Turn everyone on your team into a content creator with their phone camera
- Turn statistics that can be flat in text, into dynamic infographics
- Design images with no more than 20% text on them

Nonprofits on Facebook
Use videos

Video on Facebook is big and growing quickly – **100M hours** watched daily, **7x more engaging** than other types of posts

- Videos will auto-play – use the first 3-5 seconds to draw people in
- Don’t depend on sound, and use subtitles
- For higher engagement, upload directly to Facebook instead of posting links
- Experiment with new emerging formats to engage people in deeper ways (Facebook Live, 360 videos)
Use ads to reach new people

Ads allow you to extend the reach of your posts beyond your existing network and deliver them to your ideal audience.

You can build ads to support many organizational objectives.
Elements of an ad campaign strategy
Similar to your Page strategy, your ad campaigns should align with your nonprofit’s mission.

What is your mission?

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<th>SUPPORTING OBJECTIVE</th>
<th>IDEAL AUDIENCE</th>
<th>RELEVANT CREATIVE</th>
<th>MONITOR METRICS</th>
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<td>Interests</td>
<td>Link</td>
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<td>Grow Community</td>
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<td>Get video views</td>
<td>Connections</td>
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As you gain people’s attention, the next step is to build relationships.
Post regularly

• If you’re new to social media, aim for 2-3x / week
• You can post as much as once a day or more
• Use Page Insights to see what frequency of posting results in the most number of people reached

Increased from 1 to 4 posts a day
Invite conversion

- Like supporters’ comments on your posts
- Encourage feedback in your posts
- Reply to questions. If a sensitive conversation arises, use Direct Message
- Hide/delete inappropriate or antagonistic comments
Respond to messages

- Turn on Messages in the Page Admin
- Use the messages tab to post comments in a positive and timely manner
- Set response expectations using an auto reply
- Use labels to organize conversations
Some tips for optimizing your posting efforts

**GET INSPIRED**
Check out content from other organizations & influencers

**CREATE & COLLECT ASSETS**
Pull from existing materials and create a system to manage files

**USE FACEBOOK’S PUBLISHING TOOLS**
You can collaborate on drafts and schedule posts

**RE-SHARE OTHERS’ POSTS**
Not everything needs to be original content

**POST WHEN SUPPORTERS ARE ONLINE**
Use Page Insights to discover their habits

**TAG OTHER PAGES & USE HASHTAGS**
Use your posts to connect to a broader movement

More tips on posting:

[Link to Facebook support page](https://nonprofits.fb.com/topic/grab-peoples-attention)