



The posts on Facebook have been engaging some new people, but ***we still need your help*** to increase our reach and success with getting your organization and Eagle CO Gives more exposure! **Please remember to “Share” our post highlighting your organization to your non-profits Facebook page. Encourage your followers to like and share your post, our post, and to “Like” the Eagle County Gives page.** As an example, posts that go unshared have a reach of about 70 people. Posts that have been shared only once can reach up to 200 people, and those shared more than once have reached over 800 people! That is a HUGE difference in exposure for each organization. You can still go back to the post and share it if you haven’t done so yet! Scroll through our timeline at www.facebook.com/eaglecogives/ to find your highlight!

Here are some tips to help you all have a successful social media campaign!

There are these graphics on coloradogives.org that you can use on your Facebook page: <https://www.coloradogives.org/index.php?section=coloradoGivesDay&action=dynamic&cmsID=156>

They also have a presentation deck which may be helpful for some nonprofits: <https://drive.google.com/file/d/0BzEvAJBuBiRLUGRIQTFIZEJreIE/view>
Let’s use parts of our Social media plan form last year to have the greatest impact! See below:

Goals for ECG Social Media Campaign

1. All 50 non-profit partners have Facebook, Twitter and accounts (at least one)
 - All partners increase their likes, following by 20-50%
2. Increase ECG Facebook & Twitter likes/ followings/ shares
 - All partners **LIKE** all ECG accounts
 - All partners **INVITE** 50 others to like our pages
 - All partners **SHARE** an ECG post at least once a week
 - All partners **LIKE** all ECG posts
 - All partners **TAG** ECG once a week by including @EagleCoGives
 - All partners use **HASHTAGS** #EagleCOGives, #COGivesDay
 - Do all of the above on your **PERSONAL PAGES** as well.
3. Like on (FB) and Follow on (Twitter) @ECGives is our Twitter handle.
4. Encourage our community partners to post pictures, like and comment on FB and follow us on Twitter

Good Practices

- Re-tweet and like posts from other participating nonprofits (allows us to take over algorithm)
- Post your own individual giving requests outside of group postings on your own schedule
- Post on Fridays between 1:00-4:00 or Saturdays and Sundays, early.
- Schedule your posts ahead of time on Facebook
- Use <https://bitly.com/> to compress links
- Use <https://tweetdeck.twitter.com/> for Twitter to have a dashboard view of notifications, mentions and hashtags
- Vary your posts so you aren’t always asking for money

Let’s keep up this momentum of engaging new people and spreading the word about all of our unique organizations!