

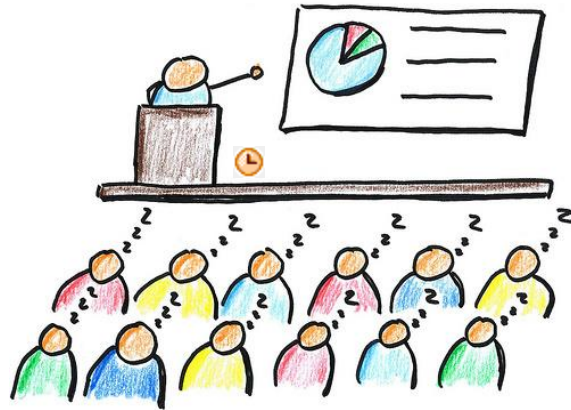
Social Media Best Practices for CAAs



Where are you telling your story?



Who is your audience?



Social Media is a TOOL



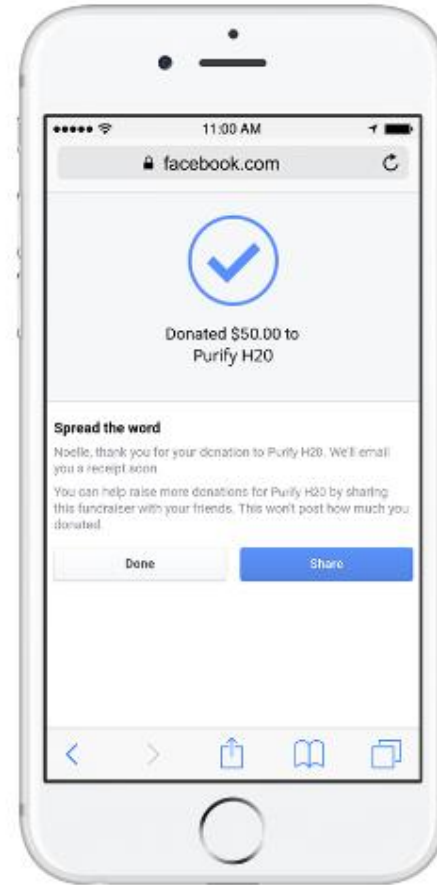
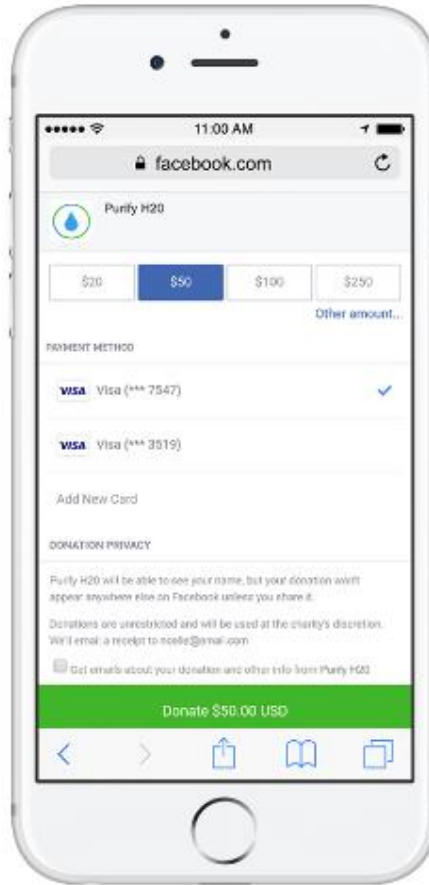
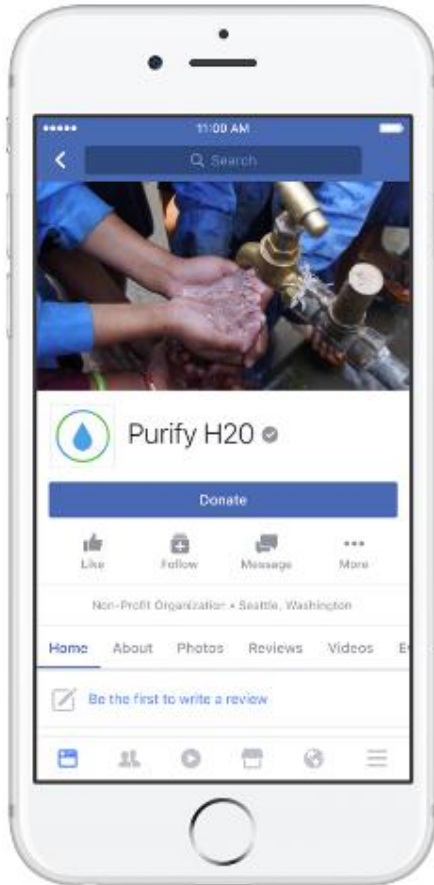


Social Media Platforms

- Facebook
 - Personal Profile v. Business Page
 - FB Live
 - Events
 - Boost v. Ads



Donate Buttons



Platform

- LinkedIn

- Headline

- Bio

- Engagement



- Twitter

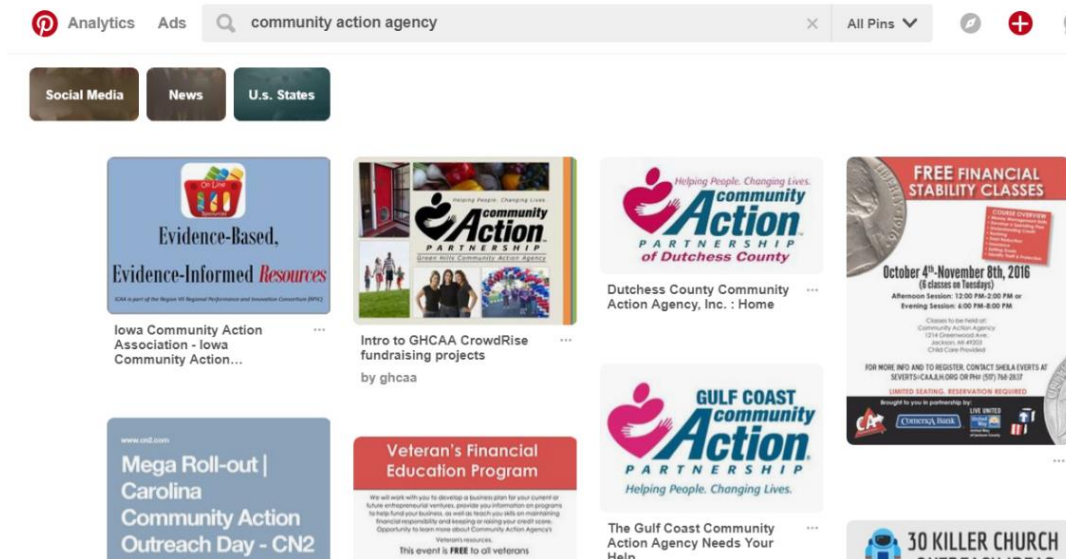
- Geographic Footprint

- Ideal Client (age, location)



Platform

- Instagram
 - Images
 - Hashtags
 - Ideal Client
- Pinterest



Who are you influencers ?

- Top programs
- Someone you admire
- Your go-to



Z G D S X F Q M D K W Q J E W J Z C S Z C I L N L M O U U E
P A R E P S E L A O P M X Z E O H B F X H A Q C P R H N J E
L S R E N Y Q X Q R Y N K R H T P D F Z A L E P Z V Y N K K
J G F I N T Q R G S K S J U X D N Q S H C V E L A R B I Y S
O Q B G Z W S H Q D I T P P I K W A J K B R X Y I F L Z V B
M R Q I W O E H U I X R F C Y M P Y R X K M N T Q B X B R E
L I S W B N N E A N S R M X K E O G B A J X W H L O O A S I
U J T K I U P A L G S A H K J U W I Z E U K Z J I B A M R E
N I Z R T M B Y I S T M V P D Z N J F Q Z G Y W A V H Q N G
E P V Z J L S I T L C T W E H A J P W H Z Q K C H H O G P T
E V I F W E N O Y M E C X S J O O N Q C T H U B A F Z N R E
P T D V R E V I M C E G A M A D O P H Z U D N H J K B W G A
Q X C V N J O T S D Y R T T J Q I
T F I Z G N E P R K C F F O N I R G L Z S L P
I C T M J N C I M J J P P W M J C I G C Z
E Q I Y C S A S J A G B I F I X C N Y
O B M D I M A Y U V R D Y L S V U Q L U M I H O G W J U Q T
T N E A O S W U O M E I U O E W Q Y C Q K N V I A B N R Z M
P L N N T Y B V U O U V C L V D G P K N Z W J S N B N G D
Y S E X E K J H F Y Z D B M T C R Z E Z R L P Y I U X K W S
V Y V U J E O J W L M Q D N N Q H M H R I F W T L R J P C E
M W X E L K H X Q H I B R K I E G X H R A R X U V F L V Y N
A A Y I P A P V D D N E O Q A S U Z X M P Z C M C F P X K Y
Q G H Q U I V U D J H Q Q L P B A S A J E F Z X Y Y R K S Z
T X K S J W I U X T H J B A E H X C K E R L X X I M K S E J
Y W N C R B D Z U C S M E C K T R Y H D N S E G I A D E N T
G B W V V S C O P R E T A I N M B I R I U R X R P W R R Z A
W S M X G I S C R E A S E S H O I I Z T A W Q A W L V A M I
L R B W G G K S B A B N E L B A D R O F F A V M N P H B C E
T N T P X B B X K O X T C X U L Z T C F B O V W T Q H P J S

CONTENT

- Created
- Curated
- 80/20



Google for Nonprofits

Google Ad Grants

Overview

Benefits

How it Works

Eligibility

Success Stories

Resources

Get Started



GlobalGiving

Share your cause with the world.

Imagine what you could do with \$10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.

[SEE IF YOU'RE ELIGIBLE](#) ↗

[SIGN UP](#)



www.toobusygirls.com

#hashtag

What is it?

Branding hashtags

- #YourName, e.g., #JessicaBadowski
- #YourBusinessName, e.g., #toobusygirls
- #YourIndustry, e.g. #AZlandscapers

Event hashtags

- #EventHashtags, e.g., #BGE16



toobusygals

Jessica Badowski | Owner, toobusygals

p.614.394.2823 | jessica@toobusygals.com

Daily Updates & Fun Factoids fb/[TOOBUSYGALS](https://www.facebook.com/TOOBUSYGALS)

Join us on Twitter! [@toobusygals](https://twitter.com/toobusygals)

What have the gals Pinned? [toobusygals](https://www.pinterest.com/toobusygals)