



Dear Rick,

5 thoughts to help make Social Media work for you.

1. Remember, social media is as much about acquisition as it is donations (more so). Don't make the mistake of building expectations around going from a first time Facebook visit to a giving page. The statistics tell us it is not effective. You've got to create a 3-stage process to go from no name, to an email name, to a gift!
2. Make sure your Facebook copy is long enough to create a "See more" click.
3. Make sure your visuals, imagery matches the design and imagery of your landing page. Think Cognitive Momentum.
4. Make sure your title and copy present a unified call to action.
5. Use Facebook "Lookalike" audiences to show your ads to audiences that parallel your partner/donors.

That's it. Short and sweet. Want some more ideas or help? That's why I'm here. In the meantime...

*May the Lord bless you and keep you,
May His face shine upon you and be gracious to you,
May He turn His face towards you and give you Peace.*

Rick

P.S. This is one of my favorite "Scottish" blessings. Spoken in Celtic it is awesome, can't understand a word of it, but awesome.



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