



MULTIPLY 417

Passion: The Bridge between People and Purpose

Social Media simple tips & reminders

Rick,

Watching the ongoing battle between Elon Musk and the Board of Directors of Twitter is pretty fascinating stuff and certainly reminds us how significant a role Social Media (like it or not) has come to play in our culture and society.



Honestly, part of me wishes it would all just go away. Not sure how you would ever measure the gains vs deficits it has caused for all of us, but if we could, I'd definitely lay down a bet on the deficit side.

But since that's not going to happen, it seems like we need to try and use these platforms as best we can for the sake of our ministries and then certainly the Kingdom.

Here's just a few very simple reminders around some best practice thoughts for your social media postings.

1. Use it wisely (no duh). See it primarily as a supportive communication channel. Be very careful how you ask for funds on social media, and most certainly don't get too carried away with asking for too much, too soon without a proper campaign build up. Also, if you are in a campaign, don't post results (or use your thermometer tracker) too soon. Psychology based studies indicate that use of those kinds of "gimmicks" are de-motivating to potential partners, until you've reached 75%+ of your total goal. Then they can start to have an impact in conversion rates.
2. Social media is visual. You've must use good quality photos and/or videos that really augment or depict well your story, value proposition, or visionary goal.
3. Remember that over the long haul of data tracking, social media is best as an early acquisition (of names and emails) tool. Not so much new partners or new dollars. Align your expectations around the science of what multiple tests/experiments have shown to be the real potential gains through social media channels and it isn't new dollars or new partners. But it can certainly be leveraged to be the first step towards new dollars and/or partners.
4. Hey SOCIAL media, get it. So make sure in your digital campaigns you use the social component of social "proofing" quotes, referrals.
5. Because social media provides early marketing touches, quickly establish credibility

by utilizing the strength of validation badges from places like ECFA and Candid.

Hope that helps. As always, if you'd like to discuss this in more detail, or maybe get some help implementing these proven pointers, give me a call.

Blessings,

Rick

I've recently launched a very customizable coaching, training, and development strategy package, offering a prospective ministry 6-8 hours per month of service and help. Per the needs of the ministry (or chapter) we can work together to custom design the best application of those hours, ensuring you get a great return on your investment. Interested? Give me a call or [send me an email](#) and we can talk more.

P.S. Do you have your ECFA and Candid charity badges on your website, in your email footers, and on your newsletters? Why not? Let me help walk you through the sign up and verification process. Please [contact me or email me](#).



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