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**gives**

May 5, 2015

# Telling your Story through Social Media

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# SVGives ONLY 95 days to Go!



Let your followers know you are here today.

- @MicrosoftSV
- @SVGives
- #SVGives2015
- @siliconvalleycf
- @kawataworks



# Agenda

- Know Your Audience
- Building Your Facebook Page
- Telling your Story on YouTube



## Know Your Audience

- Who is my **primary** audience? Age? Sex? Interests? Income?
- What is my **core** message? Identify the **key** takeaway.
- Call to Action: Silicon Valley Gives will help us...?



# Clarity is Better than Density

- Keep your story simple
- Pictures can illustrate 1000 words
- Videos can paint a 1,000,000 words



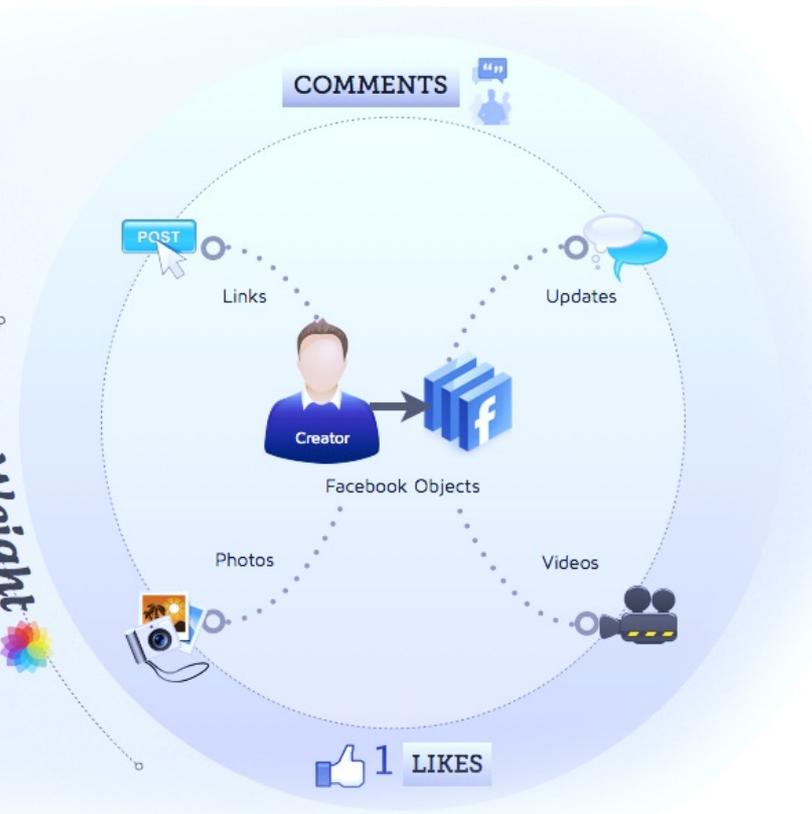
# Content Matters

The type of content matters.



Interactive Media are preferred compared to static updates. This means that photos and videos will trump links, and comments will trump likes on the News Feed

Weight





# Photos Have Impact





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# Videos are Very Powerful





# Compelling Content Engages

## Images for your Page

Your profile image ideally, should be your organization's logo. Dimensions is 180X180 px. Your "cover image" is the the image that will be the hero image shown on your page.

## About Section

This 1-2 sentences will serve as the main description for your organization. Make it descriptive but succinct. Include a link to your organization's website. Ensure this information differentiates your organization, making your page even more appealing to potential followers.





# Pin to the Top vs Highlight?

**Silicon Valley Community Foundation** shared a link.  
Posted by Neha Singh Gohil [?] · 20 hours ago

This spring's assessments mark the first time Silicon Valley students tested to California's Common Core State Standards. The tests are intended to be like academic checkups for your child. Here's how to help:  
<https://www.youtube.com/watch?v=ahjGaihx94>

**An Academic Checkup**  
Learn how the new, updated academic assessments will help set up students for success.

252 people reached

Boost Post

- Pin to Top
- Change Date...
- Add Location...
- Edit...
- ★ Highlight
- Hide from Page
- Delete...
- Embed Post



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## Pin to Top vs Highlight?

**Pinning** moves a post to the top of the left column on the wall.

**Highlighting** stretches a post across both columns of the wall, effectively doubling its width.



# Build Your Audience

1. Invite your brand advocates to start engaging with your content.
2. Refine your page based on their feedback
3. Invite more fans and contacts to like your page
4. Use your network of supporters

# Measure Your Efforts

Click on the 'View Insights' option to the bottom-center of your Admin. panel. Here you'll be able to monitor reach, engagement and the “likes” in order to help you grow and adapt your marketing efforts/content around what's working and what's not.

[Brief tutorial on how to use Facebook Insights](#)



# Telling your Story on YouTube

- **Pre-Production** – Saves Time & Money
- **Production** – How to Keep it Simple
- **Post-Production** – Get the Most out of your Video



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## Write a Script

- Keep your story simple
- Present the problem (Why should they listen?)
- Tell how you help solve this problem
- How will you benefit from their participation in Silicon Valley Gives?



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## Shoot Your Video

- Listen carefully to your sound
- Natural light can be your best friend
- Practice makes perfect (Take as many takes, as needed)
- Stay organized



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## Edit Your Footage

- Pay close attention to the audio
- Stay on point
- Ask yourself: Do I really need this shot?
- Add music to enhance. Not distract.

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Freska Griarte  
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Martin Gonzalez  
Co-chair Multicultural Institute

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# GET THAT GIVING FEELING

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MAY 6TH

Support our local nonprofits and make  
a difference in people's lives.

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Questions  
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