Telling your Story through Social Media

May 5, 2015

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silicon valley gives

SVGives.org
silicon valley gives
May 5, 2015

We would like to thank our partners:

Microsoft
SILICON VALLEY community foundation
NBC BAY AREA

@svgives
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.
Photos Have Impact
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 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.

This spring's assessments mark the first time Silicon Valley's schools tested to California's Common Core State Standards. These assessments are intended to be like academic checkups for your child. Here is why they matter:

https://www.youtube.com/watch?v=ahjGaihxp94

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

252 people reached
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 Facbook 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
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?
 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
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.
GET THAT GIVING FEELING

SILICON VALLEY GIVES!
MAY 6TH

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

SVGives.org
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- Microsoft
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- NBC Bay Area