



Sharing Your Story On Social Media

Presented by Kevin Maljak

Why Social Media

Story Telling on social media helps organizations engage supporters, increase brand awareness, and promote fundraising efforts.

Why Social Media

Social Media can be a stand-alone strategy and/or compliment earned media and/or paid media campaigns

Why Social Media

Today's discussion will guide you on how to effectively craft your stories to connect with donors and supporters, spread awareness, increase fundraising results and volunteer recruitment, and supercharge your advocacy efforts.

Housekeeping: Opinions

Any opinions expressed today are mine and mine alone. They may or may not reflect the views of the Maryland Association of Social Services Boards Foundation or 1631 Digital.

Housekeeping: The Generations Defined

- Greatest Generation: 1900-1924
- Silent Generation: 1925-1945
- Baby Boomers: 1946-1964
- Generation X: 1965-1981
- Millennials (Gen Y): 1982-1996
- Gen Z: 1997-2010
- Gen Alpha: 2011-2024
- Gen Beta: 2025-present

Our focus is on Baby Boomers, Gen X, Millennials, and Gen Z

Platforms:

- Facebook
- X (formerly Twitter)
- Instagram
- Linked In
- TikTok
- Pinterest
- YouTube
- Others-Snapchat, Reddit
Bluesky, Rumble, Parler and
more



Platforms and Audience:

Facebook

- Widely used by most people
- Excellent platform to share events, fundraising, images, video, and text.
- Long form posts
- Live streaming and stories
- Users: Baby Boomers, Gen X, Millennials
- Least likely to be used by Gen Z



Platforms and Audience:

X (formerly Twitter)

- Character limits make Twitter best for quick updates, discussions, and interactions with the media.
- Good for organizing and communicating about actions or running hashtag campaigns.
- Users: Gen X, Millennials, Gen Z
- 60% of users are male
- Least likely to be used by Baby Boomers



Platforms and Audience:

Bluesky

- Character limits make Bluesky best for quick updates, discussions, and interactions with the media.
- Good for organizing and communicating about actions or running hashtag campaigns.
- Users: Millennials, Gen Z, with some Gen X
- 60% of users are male
- Significantly smaller user base compared to X
- Integration with other platforms like paid press releases may not yet be available

The Instagram logo, featuring the word "Instagram" in a white, cursive script font, centered within a solid black rectangular background.

Instagram

Platforms and Audience:

Instagram

- Highly visual
- Excellent for video, photos, captions
- Story capabilities
- Threads-competitor to X (formerly Twitter)
- Users: Gen X, Millennials, Gen Z
- Least likely to be used by Baby Boomers



Platforms and Audience:

Linked In

- Professional Networking
- Target Corporate Donors
- Useful to identify donors and their connections
- Raise awareness of initiatives
- Users: Gen X, Millennials, Gen Z
- High Household Incomes



Platforms and Audience:

Tik Tok

- Videos 15 to 60 seconds in length
- Challenges can be used to raise awareness or fundraise
- Users: Highest-Gen Z followed by Millennials and Gen X
- Least likely to be used by Baby Boomers

Which platform should a non-profit use?

Strategy: Platform

- As a non-profit, you don't need to be on every platform.
- Pick one or two platforms that meet your goals
- Platform is determined by your message and audience

What is your message and who is your audience?

Strategy: Message and Audience

What is your message and who is your audience?

- Advocacy
- Branding/Brand Awareness
- Attract Volunteers
- Fundraising/Donations

Advocacy

- Identify your advocates
- Determine the action
 - Call your delegate
 - Sign the petition
 - Join us in Annapolis
- Direct messaging-"Sign the petition" or "Call your delegate today"
- X (formerly Twitter), Facebook

Advocacy

**The Humane Society of the United States** 

January 8 at 10:10 AM · 

Cockfighting forces roosters to fight to the death for "entertainment."
It's time to end this barbaric practice—take action NOW: <https://hsus.link/fb010825>



[SECURED.HUMANESOCIETY.ORG](https://www.humanesociety.org)
Put an end to cruel cockfighting
[Learn more](#)

 299

109 comments 74 shares

Advocacy







WHY THE ADA MATTERS

Breaking Barriers, Building Opportunities

JOIN US IN ADVOCATING FOR ACCESSIBILITY & EQUALITY!

**United Cerebral Palsy**
3h · 🌐

The Americans with Disabilities Act (ADA) is more than just a law—it's a lifeline. It guarantees rights and protections that empower individuals with disabilities to live, work, and participate fully in society.

Why is it so important? Because it breaks down barriers to accessibility, fights discrimination, and ensures everyone has the chance to contribute and thrive.

At UCP, we advocate for the ADA because we know that when accessibility and inclusion are prioritized, communities grow stronger. But the work isn't done—let's keep pushing for progress together!

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**#AdvocacyMatters #ADA #EqualRights
#InclusionForAll #AccessibilityIsKey
#LifeWithoutLimits #DisabilityAdvocacy
#UnitedCerebralPalsy #Inclusion #Equality**
See less

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5 📌





Comment as Kevin Maljak



➔

Branding

- Talk about what you do—tell your story
- Use Photos and Video
- Facebook and Instagram will reach the widest audience
- Excellent way to compliment paid media campaign or earned media
- Facebook, Instagram, Linked In, X (formerly Twitter)

Branding



Branding



 Home  My Network  Jobs  Messaging  Notifications  Me

 **Catholic Relief Services**  [Message](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [Life](#) [People](#) [Insights](#)

 **Catholic Relief Services**
304,338 followers
6d · 

[+ Follow](#) 

In January 1943, War Relief Services (CRS' original name) was created by the United States bishops to help World War II survivors and refugees. From the very beginning, our operating principle has been to assist people based on need, regardless of race, creed, or nationality. [#FoundersDay](#)



How it started

How it's going

   58

2 comments · 8 reposts

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**Goodwill Industries of the Chesapeake, Inc. (Balti...** + Follow
1,251 followers
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When you think about the value of a high school diploma, you probably picture graduation caps flying and proud smiles. But did you know that this simple piece of paper has the power to reshape futures, especially when it comes to earning potential? Let's explore how completing high school can unlock doors to better pay, steady jobs, and financial stability.

READ ARTICLE:
<https://lnkd.in/eD7VkGnu>

**The Economics of Second Chances: How a High School Diploma Transforms Lives and Wallets -...**
excelcentermd.org

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LinkedIn LinkedIn Corporation © 2025

Volunteers

- Identify who you want to volunteer
- Direct messaging for example--“Join us on Saturday for riverbank cleanup”
- Tell a story about a volunteer to encourage others to volunteer
- X (formerly Twitter), Facebook, Instagram

Volunteers



Lutheran Services in America

January 7 at 9:35 AM · 🌐



Building caring communities starts with all of us. Dr. Antonio Oftelie, executive director of Harvard's Leadership for a Networked World program and Lutheran Services in America board member, believes in creating opportunities that uplift everyone. Hear Antonio's story and join our nationwide network in driving innovative solutions that advance health and opportunity for all.

<https://ow.ly/5AMX50UB3FM>



2



Volunteers



Fundraising

- Facebook leads in soliciting donations
- Know your donor persona
- Avoid "Donate Now" as lead
- Focus on the donation need...for example:
"Ten meals are needed today for homeless vets"
"Food Insecurity Lurks in Our Community"

Fundraising



The Humane Society of the United States

January 15 at 3:39 PM · 🌐



The wildfires in California have left countless animals lost, injured and in need of help. ❤️

Our Animal Rescue Team is ready to deploy and help the hardest hit communities. We are in constant communication with local officials preparing to go wherever we are needed. Please donate to our Emergency Animal Relief Fund now.



CAROLINE BREHMAN/EPA-EFE/Shutterstock



CA WILDFIRES & EMERGENCY ANIMAL RELIEF

Fundraiser for The Humane Society of the United States by The Humane Society of the United States

\$23,801 raised of \$25,000

438 people donated.

Donate

Fundraising

**Catholic Charities USA**

28,218 followers
1w • 

+ Follow

Firefighters continue to battle wildfires that are destroying whole communities in and around Los Angeles. With your generous donation, we can provide critical humanitarian relief to those impacted by the loss of their homes, jobs and so much more. <https://bit.ly/40qXU1y>





Catholic Charities USA.

SUPPORT

L.A. Wildfire Relief

 58

1 comment • 7 reposts

 Like

 Comment

 Repost

 Send

Fundraising

2024 Transportation and Lodging Support for Patients During Cancer Treatment

 \$9.2 MILLION AWARDED	 830,000 TRANSPORTATION AND LODGING SERVICES FUNDED
 500 SUPPORTING HEALTH SYSTEMS AND ORGANIZATIONS	
81,500 PATIENT LIVES POSITIVELY IMPACTED	
 cancer.org 1.800.227.2345	

americancancersociety • Follow

americancancersociety It's important for cancer patients to have access to high-quality cancer treatment, since this can impact cancer outcomes. Lack of transportation and lodging can lead to missed appointments, treatment interruptions, and delays in follow up care. We believe all people should have a fair and just opportunity to live a longer, healthier life free from cancer regardless of how much money they make, their skin color, sexual orientation, gender identity, disability status or where they live. We're proud to share that we've awarded \$9.2 million in grants to over 500 health systems and organizations nationwide. More: <https://pressroom.cancer.org/releases?item=1318>

36w

dr_usha.nagavarapu_phd 35w Reply

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325 likes
May 14, 2024

Add a comment... Post

Strategy-Message Best Practices

- Match the platform to the audience
- Leverage your other messaging. If you have a paid media campaign, continue that message on social media
- Use social media to promote your press releases. For every press release, have a social media headline. X (formerly Twitter) has a character limit so you need a short headline
- Use hashtags. For example #povertyawarenessmonth or #childcarestrong
- Use images

Social Media Policy-Have One for the Organization

- Identify who is your social media spokesperson. It should be someone on staff
- Separate the professional from the personal
- Establish what kind of content will you share
- Establish the voice and tone of your organization
- Set a policy on how you respond to comments
- Set a policy on how to handle conflicts on social media

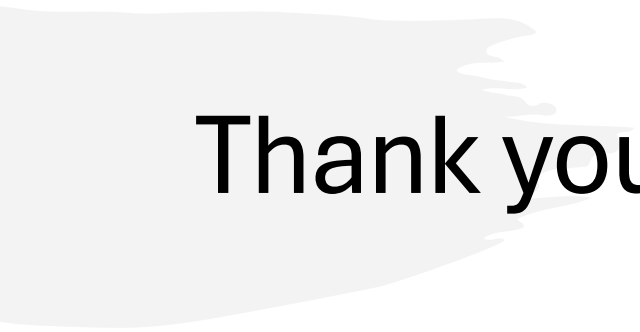
One Final Note: Gen Alpha--What to Keep in Mind

Entering high school in 2025 and will be adults starting in 2029

Have never known a time without a tablet, iPhone, or social media

Most social media use is on YouTube followed by TikTok

Projected to be largest generation in history-Mark McCrindle, “Understanding Generation Alpha”



Thank you

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