

Social Media on a Budget: Big Impact, Small Investment

Who am I?

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- Head of Strategic partnerships and collaborations at RFSL Ungdom.
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What we will cover today

- Building a community in the non profit world
- Understanding your audience to make a bigger Impact
- NGO's in the world of social media
- Finding the right platforms for your organization
- Creating content that inspires action
- The Power of Storytelling: frameworks, formats & hashtags
- Why SEO matters for your non-profit
- Content strategy action plan

How to build an online community:

- New trend of replacing the word membership with community and movement!

Membership - Membership is a formal relationship where individuals sign up or register to be part of the organization, often receiving specific benefits in return.

IDENTIFYING / UNDERSTANDING YOUR AUDIENCE

Who are they?

What's important to them?

- **The seeker** - Need for community, desire to develop relationships and connections with likeminded people. Curious to learn, has strong interest and wants to find their space and community.
- **The changemaker** - Opinionated and passionate about politics and human rights issues. Knows the value of supporting an organization and takes a stand.
- **The ally** - Cares for LGBTQIA+ issues. Has friends / family who are part of the community and may or may not know much about these issues or perspectives and is eager to support.



The 12 archetypes is for brands companies and NGO's to define how they are seen from a consumer perspective.

Now this framework will help you define not only the branding aspect but also your target audience: Who are they and what is important for them

For this example: Let's take RFSL Ungdom, the Swedish youth federation for LGBTQIA rights where I currently work.

The seeker

The changemaker

The ally

Now that you understand your audience It is important to know how you are seen from a their perspective?

in this same case: RFSL Ungdom is seen as:

The rebel - Revolutionary; Change mindset; Expose Society Taboos; Radical; Disrupt the ordinary!

The caregiver - Authenticity to everyday life; Shed light on problems; Safety; Compassionate; Empathetic!

NGO'S IN THE WORLD OF SOCIAL MEDIA



Purpose (the big picture):

- Raise awareness
- Build community
- Advocate and Inspire Action
- Educate and Inform
- Drive Growth and Membership

Actionable steps:

1. They start noticing your organization and want to know more!
2. They are intrigued and start following SoMe Channels!
3. They visit the website and become a member!
4. They engage with your organization

Raise Awareness: (goal) Educate and inform the public about your cause, mission, and the issues they address.

Build Community: (goal) Create spaces where supporters, donors, and beneficiaries can connect, share experiences, and feel part of a larger movement.

Advocate and Inspire Action (goal): Mobilize audiences to take action, such as signing petitions, attending events, or joining protests.

Educate and Inform (goal): Share knowledge or practical tips that align with their mission.

Drive Growth and Membership: (goal) Attract new supporters, members, or volunteers by increasing visibility.

WHICH PLATFORMS SHOULD WE BE ON?

Key Considerations:

- Audience Demographics
- Are you trying to raise awareness, drive donations, recruit volunteers, or educate your audience?
- Look at similar organizations: Which platforms are they active on? Engagement are they getting?
- Evaluate the Platform's Features (Viral potential on platforms like TikTok or IG Reels.)
- Do you have the time and skills for videos, graphics, or written content?
- What is your capacity to create and manage content?

Current trendy platforms

- Facebook
- Instagram
- TikTok
- X (Twitter)
- LinkedIn
- Snapchat
- YouTube



Well this very much depends on your demographics and target audience as well as time. It's easy to create accounts but is often difficult to maintain them.

Choose platforms where your audience is most active (e.g., Gen Z = TikTok, millennials = Instagram, professionals = LinkedIn).

Current trendy platforms

Facebook - Community building, fundraising, and event promotion.

Instagram - Visual storytelling, younger audiences, building emotional connections.

TikTok - Viral campaigns, short-form storytelling, and engaging Gen Z audiences.

X (Twitter) - Real-time updates, advocacy, and engaging in public conversations.

LinkedIn - Professional networking, B2B partnerships and recruiting volunteers or staff.

Snapchat: Reaching younger audiences with quick, authentic content.

YouTube - In-depth content, tutorials, and educational videos.

HOW TO GO VIRAL ON SOCIAL MEDIA?

The truth? No one really knows. Social media algorithms are unpredictable—what goes viral often depends on timing, relatability, and a touch of luck. A random post can explode, while a carefully crafted one may not.

Instead of chasing virality, focus on creating authentic, relatable, and engaging content that resonates with your audience. Posts that evoke emotion, tell a story, or spark conversation are more likely to gain traction. And don't forget: consistency and knowing your audience are key to long-term growth—even if a single post doesn't go viral.

WHEN IT COMES TO CONTENT CREATIVES!

Giving free, high-quality content that people would otherwise pay for helps your NGO stand out. This could include actionable tips, guides, resources, or impactful stories—packaged beautifully and ready to share.

WHY Would Followers Share Your Content?

1. It resonates emotionally or is highly relatable.
2. It sparks joy, makes them laugh, or entertains.
3. Sharing it makes them look knowledgeable or socially conscious.
4. It helps them express their values, experiences, or opinions.
5. It simplifies complex topics, helping them explain something important.
6. It makes them feel seen, heard, or understood.



INSTAGRAM

Post Frequency

Reels: 1 per week to capitalize on engagement from video content

Carousel Posts: 1 per week for educational or in-depth topics.

Single Post: 1 per week for more simple content.

Stories: one per day to maximize views

How to Get Your Content Seen by People Who Don't Follow You (Yet)!

- No watermarks
- Add Audio on posts and carousels
- 3 min long videos or less
- Have original content
- Make sure the account is in a good status

Tips:

- Schedule posts: 7AM or 7PM (Period January - March).
- Change posting Schedule once every 3 months.
- After posting: Use Stories to complement each day's theme.
- Review performance at the end of each month to identify successful content.

The idea is to prevent overwhelming followers with too much content but also to focus on quality over quantity. Following relatable trends and reports on relevant news is highly encouraged.

For bigger exposure and engagement, use the collaboration tool / collaboration posts

Use Meta's scheduling tool to plan and schedule all your upcoming posts up to a month in advance. For more advanced features, consider Later.com, which offers eligible non-profits a 50% discount. Later allows you to schedule content across multiple platforms, streamlining your social media management in one convenient place.

Example:

Mondays: Content focused on health and support!

Wednesday's: Content focused on engagement! Youth activism, democracy, and membership!

Fridays: Content focused on Advocacy, Community, Partnerships etc

TIKTOK

To grow on TikTok, we need to deeply understand and actively engage with what matters most to our audience. The platform thrives on storytelling and meaningful conversations that resonate on a personal level.

Storytelling Framework

- The Hero: Our audience (e.g., LGBTQIA+ youth seeking community).
- The Challenge: The struggles they face (e.g., discrimination, isolation, loneliness).
- The Guide: RFSL Ungdom, providing support and tools.
- The Resolution: How the hero overcomes challenges with RFSL Ungdom's help.

Primary Focus Areas

- Who We Are
- Get involved.
- Membership Campaigns through Storytelling
- Leadership, Career and Participation Opportunities.

TikTok is all about authentic, engaging video content—so skip Canva templates and overly polished visuals. Instead, focus on real, relatable content. Aim for videos that are 60-90 seconds long, keeping them concise but impactful. (Podcast Format, Interviews, Story Time)

Primary Focus Areas

1. Who We Are - Highlight your mission, vision, and the impact your organization strives to achieve.

2. Get Involved - Encourage supporters to take action: become a member, volunteer, or start a local chapter of your organization.

3. Membership Campaigns Through Storytelling - Use impactful stories to showcase the transformation and benefits of joining your organization (e.g., "Before and After Joining").

4. Youth Leadership, Career, and Participation Opportunities - Highlight the tangible benefits of being part of your organization (e.g., skills development, networking, or mentorship).

LINKEDIN

LinkedIn is ideal for sharing professional, insightful, and community-focused content. Use the platform to connect with key stakeholders such as professionals, partners, donors, and like-minded organizations that support your mission.

Storytelling Framework

- The Hook
- The Challenge
- The Guide
- The Resolution
- The Call to Action

Primary Focus Areas

- Organizational Impact
- Partnerships and Collaborations
- Leadership and Opportunities
- Community Education and Awareness

LinkedIn doesn't require frequent posting; quality and relevance are more important. You should focus on creating content that sparks conversation, such as thought-provoking questions or calls for action.

Look into linkedin for non profits, just google it, it will show up right away. Besides free credit that you can get for promotion you also get access to other available resources that the platform offers

Recommended Formats

Text Based Posts (150–250 words)

Spotlight Features: Use “Meet the Team” to humanize the organization.

Carousel: Slideshows on best practices or project outcomes.

Collaborative Posts: Tagging partners or collaborators to expand visibility.

Articles: Use LinkedIn's article feature to post opinion pieces or guides

#HASHTAGS

Hashtags across all platforms: five main types

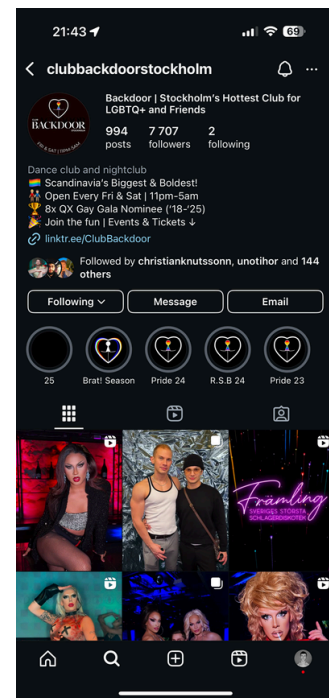
1. Location-based hashtags
2. Branded hashtags
3. Industry hashtags
4. Community-focused hashtags
5. Descriptive hashtags



1. Like #RFSLUngdomStockholm or #RFSLUngdomUmeaUppsala
2. For campaigns, events, or employer branding, like #RFSLUNGDOMSupportChat
3. That describes your niche, like #lgbtqiaCommunity or #lgbtqiaRight, #YouthActivism
4. To bring your community together, like #QueerAndProud
5. Which describe the content of your actual post, like #FreeHPVVaccine,

WHY IS SEO IMPORTANT?

1. Boosts Discoverability
2. Attracts the Right Audience
3. Increases Reach



SEO (Search Engine Optimization) ensures your content gets discovered by the right audience. On platforms like Instagram, even your bio plays a crucial role in visibility

1. Boosts Discoverability: Optimized content ensures your profile or posts appear when people search for relevant topics.
2. Attracts the Right Audience: SEO keywords in bios help connect with those interested in your cause or mission.
3. Increases Reach: Hashtags, links, and keywords make it easier for users to find and engage with your profile.



Here I show real example: RFSL Ungdom document.

A template link will be sent to everyone

Inform about Non profit resources on LinkedIn, TikTok, Snapchat etc



**YOUR TURN!
WHAT'S ON YOUR MIND?**

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