

Social Media Advertising Strategy & Best Practices

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**Social Media
Advertising
Strategy &
Best Practices**

Our Mission

Maximize your social media advertising impact with a clear and effective strategy. In this webinar, we'll explore essential best practices, from targeting and content optimization to budget management and performance tracking.

Gain insights into creating impactful ad campaigns that engage your audience, drive conversions, and deliver results. Join us to elevate your social media advertising approach and stay ahead in a rapidly evolving digital landscape.

Social Media Strategies





Defining Objectives & Audiences

Setting clear goals: brand awareness, fundraising, volunteer recruitment, etc.

Identifying and understanding target audiences, including demographic insights and values alignment with your nonprofit's mission



Creating Effective Ad Content

Best practices for creating compelling, mission-driven ad content

Use storytelling in ads, testimonials, and emotional appeal to inspire action



Budgeting & Resource Allocation

Strategies for maximizing impact on a limited budget

Ad spend allocation across platforms and campaign objectives



Targeting & Optimizing Techniques

Utilizing platform-specific targeting tools to reach the right audience

A/B testing, lookalike audiences, and audience segmentation to improve performance



**Platform Selection:
Where Should Your
Nonprofit Advertise?**

Social Media Ad Platform Cheat Sheet

Platform	Why	Features	Best For	Ad Types
Facebook	<p>Facebook remains one of the largest platforms with a broad user base across demographics, making it ideal for awareness campaigns and community building.</p> <p>Facebook's mature ad platform provides advanced targeting options, including demographics, interests, and location. Nonprofits can create highly targeted campaigns to reach donors, promote events, and share cause-driven content. The platform's donation tools also make it easy for people to contribute directly to fundraising campaigns</p>	<p>Fundraising tools, Events, Groups, Stories, and targeted ads can help nonprofits reach their audience, promote events, and encourage donations.</p>	<p>Awareness, Fundraising, and Event Promotion</p>	<p>Video ads, carousel ads, lead ads, and fundraising ads (with donation buttons)</p>
Instagram	<p>Instagram is highly visual, which works well for storytelling, showing impact, and building an emotional connection.</p> <p>Owned by Facebook, Instagram offers the same powerful ad targeting capabilities. It's ideal for reaching Millennial and Gen Z audiences, particularly with visual, story-driven content that resonates emotionally. Instagram's interactive ad formats, like Stories and Reels ads, are great for engaging users and driving traffic to donation pages or campaign landing pages.</p>	<p>Stories, Reels, and Instagram Shopping (for product sales, if applicable) allow nonprofits to share real-time updates, highlight events, and promote campaigns creatively. The platform is particularly strong for engaging younger audiences.</p>	<p>Visual Storytelling and Engaging Younger Audiences</p>	<p>Stories ads, feed ads, carousel ads, and Reels ads</p>
LinkedIn	<p>LinkedIn is great for professional networking, corporate partnerships, recruiting volunteers, and engaging with an audience interested in thought leadership and social impact.</p> <p>LinkedIn is excellent for reaching professionals, companies, and potential corporate donors who may support your cause. While LinkedIn ads can be more expensive, they offer precise targeting options based on job title, industry, and company size, making it ideal for B2B-focused campaigns and nonprofit awareness among professionals.</p>	<p>LinkedIn's ad targeting and post-sharing make it effective for reaching corporate donors, professionals interested in volunteering, and individuals who care about social issues.</p>	<p>Corporate Partnerships, Professional Networking, and Advocacy</p>	<p>Sponsored content, InMail (direct messaging ads), and dynamic ads</p>

Social Media Ad Platform Cheat Sheet

Platform	Why	Features	Best For	Ad Types
YouTube	<p>Video content is powerful for storytelling, and YouTube is a go-to for nonprofits wanting to publish longer-form video content, whether showcasing impact stories, campaign videos, or educational series.</p> <p>YouTube is the go-to platform for video content, which is a powerful medium for nonprofits to tell impactful stories. YouTube's ad options are effective for reaching a wide audience with skippable and non-skippable ads, allowing nonprofits to convey their message in an engaging, narrative-driven format.</p>	<p>YouTube's ad options and analytics allow nonprofits to run targeted video campaigns. YouTube also allows nonprofits to share content through video series, reaching people who search for educational or awareness-driven content.</p>	<p>Awareness and Storytelling Through Video</p>	<p>TrueView ads (skippable in-stream), non-skippable ads, bumper ads, and discovery ads</p>
Twitter (X)	<p>Twitter is suitable for sharing real-time updates, engaging in conversations on trending topics, and raising awareness through hashtags.</p> <p>Twitter is effective for advocacy campaigns, social causes, and crisis communications. Ads on Twitter are best for nonprofits that want to stay top-of-mind, tap into trending topics, or engage audiences through calls to action in support of social movements.</p>	<p>Twitter's conversational nature makes it ideal for advocacy campaigns, crisis communication, and engaging in social issues. Nonprofits can leverage Twitter Spaces for live discussions and amplify messages via retweets and hashtags.</p>	<p>Advocacy and Real-Time Campaigns</p>	<p>Promoted tweets, trends, and Twitter Moments</p>
TikTok	<p>TikTok has a younger audience and is great for reaching Gen Z and Millennial audiences through creative, short-form video content.</p> <p>TikTok is effective for nonprofits aiming to reach younger audiences through creative storytelling and viral content. The platform's ads can reach an audience that's highly engaged, with options to launch hashtag challenges or trending content that helps spread awareness.</p>	<p>Hashtag challenges, trends, and viral videos can help nonprofits raise awareness and engage younger audiences in a highly interactive way. TikTok has also introduced donation stickers for nonprofits, allowing organizations to collect donations directly through the platform.</p>	<p>Reaching Gen Z with Highly Engaging, Short-Form Video Content</p>	<p>In-feed ads, Branded Hashtag Challenges, and TopView ads (the first ad shown when the app opens)</p>

Recommendatio n

For Maximum Reach and Versatility:

Facebook and Instagram are top choices due to their reach and comprehensive targeting options, making them highly effective for both awareness and fundraising.

For Video Storytelling:

YouTube offers a powerful platform for video ads, ideal for nonprofits that can create engaging video content.

For Corporate/Professional Engagement:

LinkedIn is the best platform for targeting corporate donors, potential partners, and volunteers in specific industries.

Combining these platforms with a thoughtful ad strategy allows nonprofits to maximize both awareness and conversions while targeting specific audiences aligned with their mission.

Takeaways

Have a clear picture of what you're trying to accomplish

Choose audiences, platforms, and objectives to achieve your goals

People will ONLY do what you ask them to

Clear call to actions (big dumb buttons), clear instructions, and ad objectives to match

Storytelling is important

Your content should connect with the people you're trying to engage

Maximize your lists!

First-party data is the best and most efficient way to targeting people.

• STRATEGY •
• PERFORMANCE •
• RESULTS •

mhp•si

LITTLE ROCK • BENTONVILLE

Defining Objectives & Audiences

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Identifying and understanding target audiences, including demographic insights and values alignment with your nonprofit's mission

Crafting Effective Ad Content

Best practices for creating compelling, mission-driven ad content

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Budgeting & Resource Allocation

Strategies for maximizing impact on a limited budget

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Targeting & Optimization Techniques

Utilizing platform-specific targeting tools to reach the right audience

A/B testing, lookalike audiences, and audience segmentation to improve performance

Performance Tracking and Analytics

Key metrics to monitor for social media ad campaigns

Understanding and interpreting analytics to refine strategy

Facebook

Why: Facebook remains one of the largest platforms with a broad user base across demographics, making it ideal for awareness campaigns and community building.

Features: Fundraising tools, Events, Groups, Stories, and targeted ads can help nonprofits reach their audience, promote events, and encourage donations.

Best For: Awareness, Fundraising, and Event Promotion

Why: Facebook's mature ad platform provides advanced targeting options, including demographics, interests, and location. Nonprofits can create highly targeted campaigns to reach donors, promote events, and share cause-driven content. The platform's donation tools also make it easy for people to contribute directly to fundraising campaigns.

Ad Types: Video ads, carousel ads, lead ads, and fundraising ads (with donation buttons)

Instagram

Why: Instagram is highly visual, which works well for storytelling, showing impact, and building an emotional connection.

Features: Stories, Reels, and Instagram Shopping (for product sales, if applicable) allow nonprofits to share real-time updates, highlight events, and promote campaigns creatively. The platform is particularly strong for engaging younger audiences.

Best For: Visual Storytelling and Engaging Younger Audiences

Why: Owned by Facebook, Instagram offers the same powerful ad targeting capabilities. It's ideal for reaching Millennial and Gen Z audiences, particularly with visual, story-driven content that resonates emotionally. Instagram's interactive ad formats, like Stories and Reels ads, are great for engaging users and driving traffic to donation pages or campaign landing pages.

Ad Types: Stories ads, feed ads, carousel ads, and Reels ads

LinkedIn

Why: LinkedIn is great for professional networking, corporate partnerships, recruiting volunteers, and engaging with an audience interested in thought leadership and social impact.

Features: LinkedIn's ad targeting and post-sharing make it effective for reaching corporate donors, professionals interested in volunteering, and individuals who care about social issues.

Best For: Corporate Partnerships, Professional Networking, and Advocacy

Why: LinkedIn is excellent for reaching professionals, companies, and potential corporate donors who may support your cause. While LinkedIn ads can be more expensive, they offer precise targeting options based on job title, industry, and company size, making it ideal for B2B-focused campaigns and nonprofit awareness among professionals.

Ad Types: Sponsored content, InMail (direct messaging ads), and dynamic ads

YouTube

Why: Video content is powerful for storytelling, and YouTube is a go-to for nonprofits wanting to publish longer-form video content, whether showcasing impact stories, campaign videos, or educational series.

Features: YouTube's ad options and analytics allow nonprofits to run targeted video campaigns. YouTube also allows nonprofits to share content through video series, reaching people who search for educational or awareness-driven content.

Best For: Awareness and Storytelling Through Video

Why: YouTube is the go-to platform for video content, which is a powerful medium for nonprofits to tell impactful stories. YouTube's ad options are effective for reaching a wide audience with skippable and non-skippable ads, allowing nonprofits to convey their message in an engaging, narrative-driven format.

Ad Types: TrueView ads (skippable in-stream), non-skippable ads, bumper ads, and discovery ads

Twitter (X)

Why: Twitter is suitable for sharing real-time updates, engaging in conversations on trending topics, and raising awareness through hashtags.

Features: Twitter's conversational nature makes it ideal for advocacy campaigns, crisis communication, and engaging in social issues. Nonprofits can leverage Twitter Spaces for live discussions and amplify messages via retweets and hashtags.

Best For: Advocacy and Real-Time Campaigns

Why: Twitter is effective for advocacy campaigns, social causes, and crisis communications. Ads on Twitter are best for nonprofits that want to stay top-of-mind, tap into trending topics, or engage audiences through calls to action in support of social movements.

Ad Types: Promoted tweets, trends, and Twitter Moments

TikTok

Why: TikTok has a younger audience and is great for reaching Gen Z and Millennial audiences through creative, short-form video content.

Features: Hashtag challenges, trends, and viral videos can help nonprofits raise awareness and engage younger audiences in a highly interactive way. TikTok has also introduced donation stickers for nonprofits, allowing organizations to collect donations directly through the platform.

Best For: Reaching Gen Z with Highly Engaging, Short-Form Video Content

Why: TikTok is effective for nonprofits aiming to reach younger audiences through creative storytelling and viral content. The platform's ads can reach an audience that's highly engaged, with options to launch hashtag challenges or trending content that helps spread awareness.

Ad Types: In-feed ads, Branded Hashtag Challenges, and TopView ads (the first ad shown when the app opens)

Pinterest

Why: Pinterest is a unique choice, suitable for nonprofits with a strong visual brand or educational content, especially if they have resources, tips, or guides to share.

Features: Boards and pins are ideal for visually displaying resources, event photos, infographics, and step-by-step guides. It can drive traffic to a nonprofit's website or blog, making it helpful for content marketing.

Who We Are

We positively impact
our clients' business
through constantly
innovating our own.

strategy. performance. results.



**Ready to
get
started ?**