

Social Media for  
Community Choruses

The image features a blue background with a vertical crease down the center. The text 'Social Media for Community Choruses' is written in white, handwritten-style font. The word 'Community' is underlined with two horizontal lines. The word 'Choruses' is enclosed in a white hand-drawn oval. Two dashed white arrows point from the top towards the words 'Social' and 'Media'.



# Hello!

I am Tori Cook

Director of Sales & Marketing, Chorus Connection  
Former Music Director, Harborlight Show Chorus  
Former President, Section Leader, Chorus pro Musica  
Soprano, Tanglewood Festival Chorus  
[tori@chorusconnection.com](mailto:tori@chorusconnection.com)

# Agenda

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- ▣ Goals & Social Audit
- ▣ Defining Your Target Audience
- ▣ Choosing the Right Channels
- ▣ Sourcing, Creating, and Sharing Content
- ▣ Social Advertising
- ▣ Social Tools to Help Meet Your Goals
- ▣ Strategizing, Analyzing, and Moving Forward

**ACCESS WORKBOOK**  
**HERE!**

## Room Check

- ▣ EDs/Chorus Managers?
- ▣ ADs?
- ▣ Board Member?
- ▣ Volunteer leader? Marketing Chair?
- ▣ Singer?

1.

# Getting Started

Start with goals and a social media audit



# Exercise #: Brainstorm Goals

Write down what you want to help your chorus accomplish with social. (1 min)



## Exercise #2: Social Media Audit

Take-home exercise. Complete a social media audit.

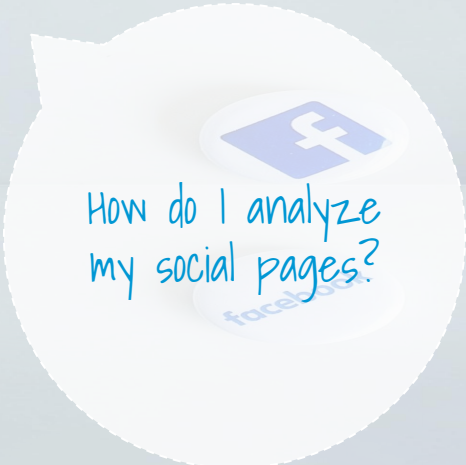


## Example Audit

| YTD:      | # Followers | Demographics             | Top Posts                | # Published Posts | Post Frequency |
|-----------|-------------|--------------------------|--------------------------|-------------------|----------------|
| Facebook  | 3,001       | 53% Female - 47% Male    | "Why Sing in Choir" Blog | 100               | Daily          |
|           |             | Most popular ages: 30-50 | SATB Meme                |                   |                |
| Twitter   | 505         | ""                       | ""                       | ""                | 3x/Day         |
| Instagram | 57          | ""                       | ""                       | ""                | 1/Week         |

## Social Media Audit - Questions to Ask

- ▣ What channels do you have?
- ▣ Are your channels active? Last post? Post frequency?
- ▣ How many followers do you have?
- ▣ What types of posts does your audience like?
- ▣ What are the demographics of your audience?



How do I analyze  
my social pages?



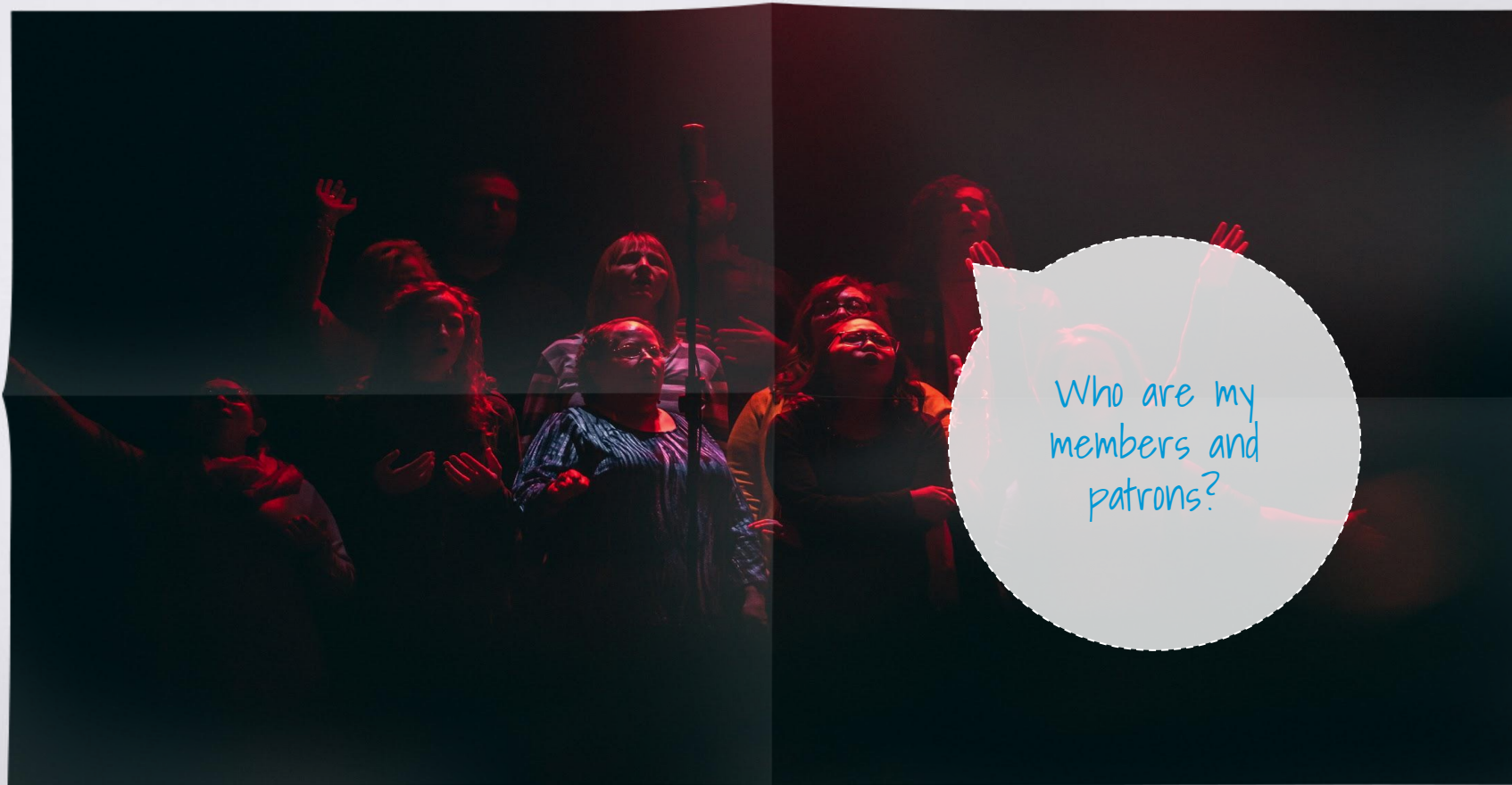
# Where to Find Social Analytics

|           |  |                                      |
|-----------|--|--------------------------------------|
| Facebook  | <a href="#"><u>Facebook Page &gt; More &gt; Insights</u></a>   | <a href="#"><u>Helpful guide</u></a> |
| Instagram | <a href="#"><u>Instagram App &gt; ☰ &gt; Insights</u></a><br>*must have business profile; access via mobile only | <a href="#"><u>Helpful guide</u></a> |
| Twitter   | <a href="#"><u>Twitter &gt; ... &gt; More &gt; Analytics</u></a>   | <a href="#"><u>Helpful guide</u></a> |
| YouTube   | <a href="#"><u>YouTube Channel &gt; Analytics</u></a>  | <a href="#"><u>Helpful guide</u></a> |
| LinkedIn  | <a href="#"><u>LinkedIn Chorus Page &gt; Administrator View &gt; Analytics</u></a>                               | <a href="#"><u>Helpful guide</u></a> |
| SnapChat  | <a href="#"><u>SnapChat App &gt; Analytics</u></a><br>*access via mobile only                                    | <a href="#"><u>Helpful guide</u></a> |
| TikTok    | TikTok App > Pro Account > Analytics<br>*must have pro account; access via mobile only                           | <a href="#"><u>Helpful guide</u></a> |

2.

## Defining Target Audience

Who's your current audience and who do you want your audience to be?



Who are my  
members and  
patrons?

## 3 Ways to Analyze Your Current Audience

- ▣ Demographic information from your social audit
- ▣ Run reports from your online chorus management systems
- ▣ Send surveys to members, ticket buyers, donors, etc.



## Exercise #3: Current Audience

Take-home exercise. Analyze your current audience.





## Exercise #4: Target Audience

Take-home exercise. Create your target audience buyer personas.

3.

## Choosing Channels

Which channels work best for your audience and goals?

## Room Check

- ▣ Facebook?
- ▣ Twitter?
- ▣ Instagram?
- ▣ YouTube?
- ▣ Tik Tok?
- ▣ Snapchat?
- ▣ LinkedIn? Personal vs page?
- ▣ Other?

## Tips for Choosing Channels

Choose channels that:

- ▣ fit your target audience.
- ▣ you have the time to manage.
- ▣ you can create the right types of content for.
- ▣ you can identify the specific purpose for using it.
- ▣ can help you achieve the goals you set.

## Channel Information

|           | Demographics   | Content Format  | Post Frequency | Why Use  |
|-----------|--|-----------------|----------------|--|
| Facebook  | 69% of all U.S. adults (all ages)<br>Most users are 18-64 years old<br>46% of 65+; 51% under 17                        | All             | 3+/week        | <ul style="list-style-type: none"> <li>• Cater to majority of people</li> <li>• Sell tickets, fundraise, hire</li> <li>• Highly targeted advertising</li> </ul>  |
| Instagram | 1 billion monthly active users<br>~35% of all U.S. adults use it<br>~70% of U.S. adults under 29 use it;<br>40% 30-49; | Visual          | 1/day          | <ul style="list-style-type: none"> <li>• Engagement is important</li> <li>• You have visual content</li> <li>• Cater to audience under 50</li> <li>• Sell tickets, fundraise</li> <li>• Highly targeted advertising</li> </ul> |
| Twitter   | 22% of all U.S. adults use Twitter<br>38% ages 18-29; 32% under 18<br>All other ages less than 26%                     | All; short text | 5+/day         | <ul style="list-style-type: none"> <li>• You have a unique personality and something to say</li> <li>• You have regular newsworthy events</li> <li>• Access to celebrities/media</li> </ul>                                    |

## Channel Information

|          | Demographics   | Content Format | Post Frequency | Why Use   |
|----------|--|----------------|----------------|---|
| YouTube  | 73% of U.S. adults use; 38% log in several times/day             | Video          | 3+/month       | <ul style="list-style-type: none"> <li>• Better SEO</li> <li>• Heavy video content</li> <li>• Reach diverse audience</li> </ul>                                       |
| LinkedIn | ~27% of U.S. adults use LinkedIn<br>Only 12% visit daily         | All            | 2/week         | <ul style="list-style-type: none"> <li>• Business-centric chorus</li> <li>• Recruit board, staff, volunteers</li> <li>• Solicit donors, build partnerships</li> </ul> |
| SnapChat | Most users between ages 13-29<br>24% of U.S. adults use SnapChat | Image & Video  | 5-7/week       | <ul style="list-style-type: none"> <li>• Your target audience is under 29</li> <li>• Your brand can be silly/fun</li> <li>• Access to key influencers</li> </ul>      |
| TikTok   | 41% of TikTok users are between 14-24                            | Video          | 5/week         | <ul style="list-style-type: none"> <li>• Target ages under 24</li> <li>• The potential for short, compelling video</li> </ul>   |



## Exercise #5: Choose Channels

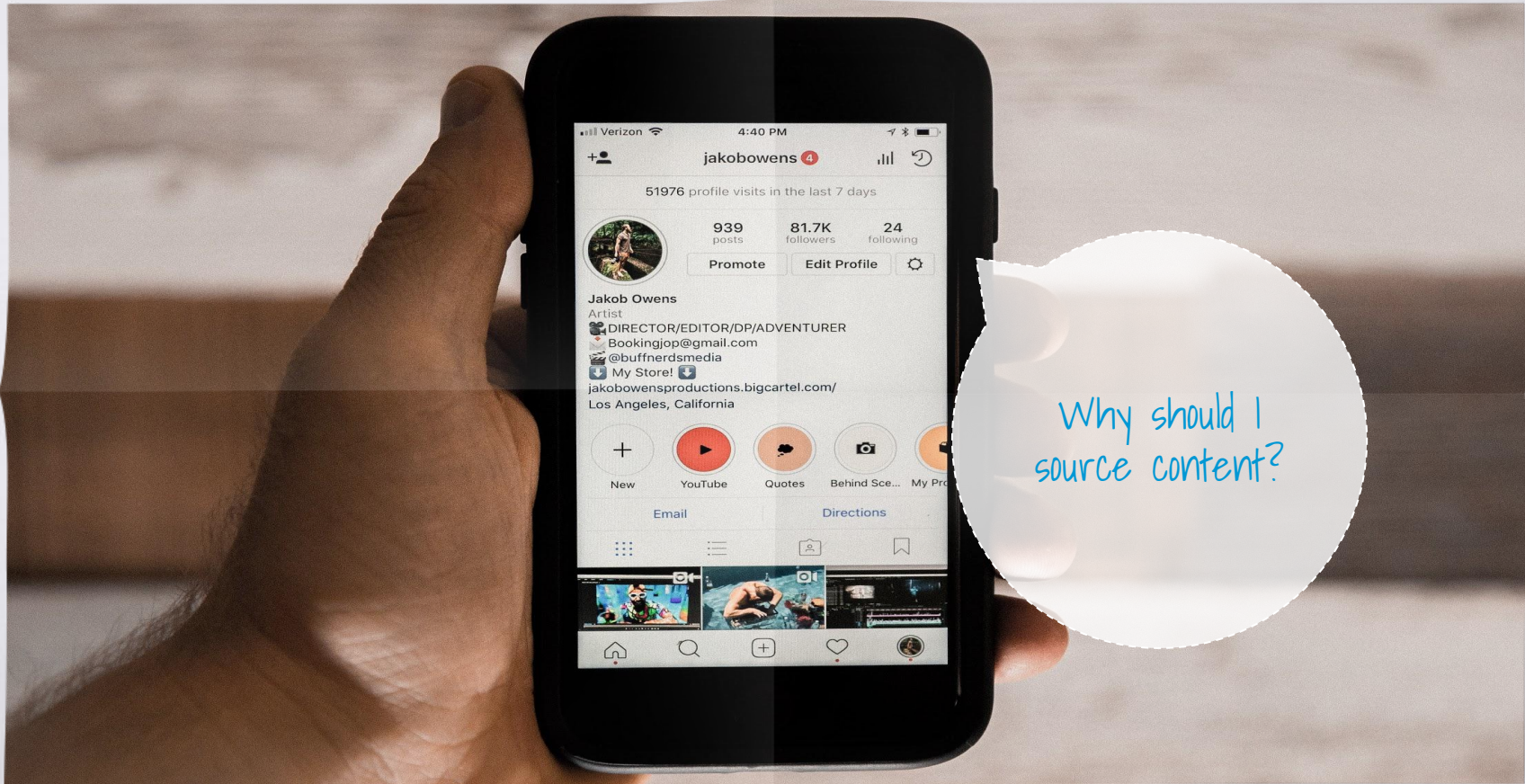
With target audience, time, goals, and content in mind. Write down the channels you think your chorus should use. (1 min)

4.

# Sourcing Content

How to find content for your target audience





Why should I source content?

## Tips for Sourcing Content

With your target audience in mind:

- ▣ Follow/like relevant social pages (and influencers)
- ▣ Subscribe to relevant blogs and newsletters
- ▣ Join relevant groups/forums
- ▣ Follow specific hashtags on social
- ▣ Use social listening or content curation tools

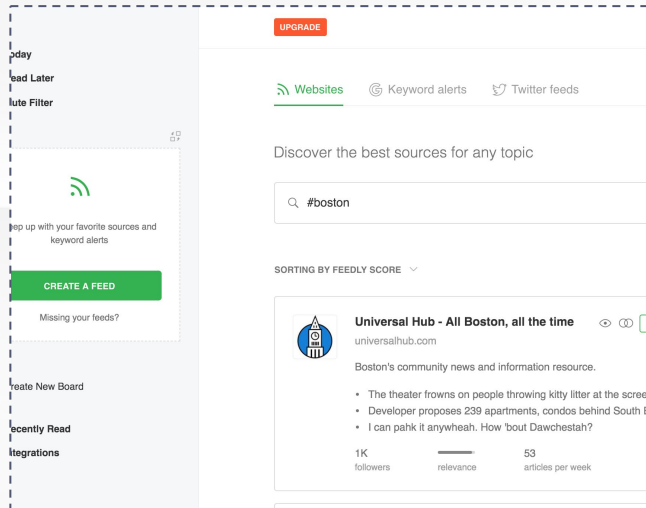
## Organizations to Follow

- ▣ Chorus America
- ▣ Chorus Connection
- ▣ Americans for the Arts and local arts advocacy groups
- ▣ National Association of Music Parents
- ▣ Local choral consortia
- ▣ Your “competitors” - other choruses in your area
- ▣ Your local news and media outlets
- ▣ Composers, artists, and professional ensembles
- ▣ Concert-specific partners/themes

## Sample Hashtags to Follow

- ▣ Choir themes — #choir; #choralarts; #chorus; #classicalmusic; #choirgeek; #choralsinger; #choralsinging; #singer
- ▣ Arts advocacy hashtags — #artsmatter; #STEAM; #ArtsEd; #MusicEd; #musicmatters
- ▣ Geographic hashtags — #[yourcity]; #[yourcity]events  
#[yourcity]calendar; #[yourcity]arts

# BEST Content Sourcing Tools for Choruses



- ▣ Hootsuite
- ▣ Buffer
- ▣ Feedly
- ▣ Twitter lists
- ▣ Quuu



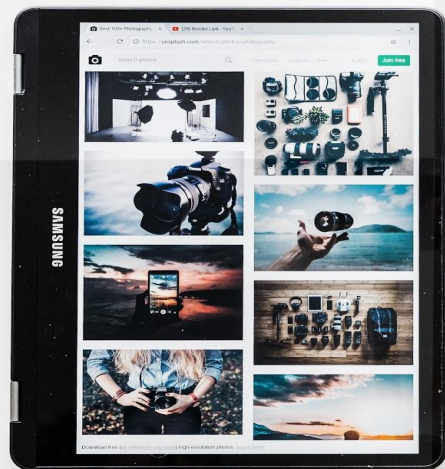
## Exercise #6: Sourcing Content

Write down what types of places you want to source content from. (2 min)

5.

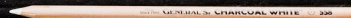
# Creating Content

On creating compelling content for your audience



Why should I  
create my own  
content?

CREATOR

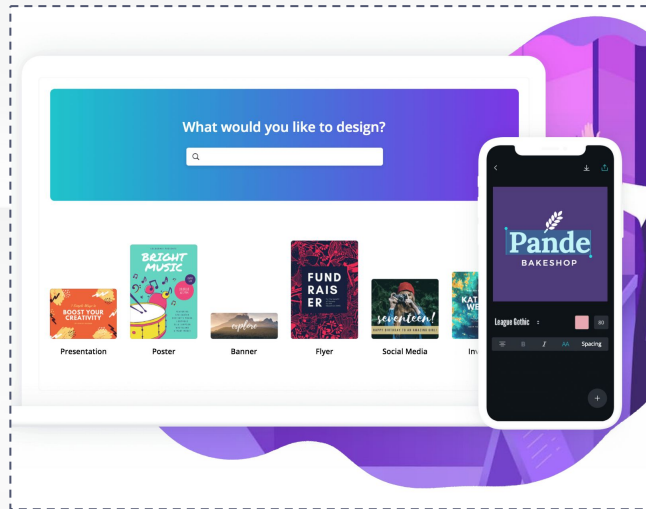




## Tips for Creating Content

- ❑ Create content that excites, inspires, and helps your target audience
- ❑ Focus on non-promotional
- ❑ Stay on brand
- ❑ Do a good mix of formats (visual, text, video, etc)
- ❑ Make content for each channel separately, but repurpose as much as possible

# BEST Social Graphic Tools



- ▣ Canva
- ▣ Pablo by Buffer
- ▣ BeFunky
- ▣ Piktochart
- ▣ PicMonkey

# 4-1 Rule

For every promotional piece of content, you should create/source four non-promotional pieces.



## Exercise #7: Content Brainstorm

Write down a few ideas for original content. Think target audience. (2 min)

6.

# Sharing Content

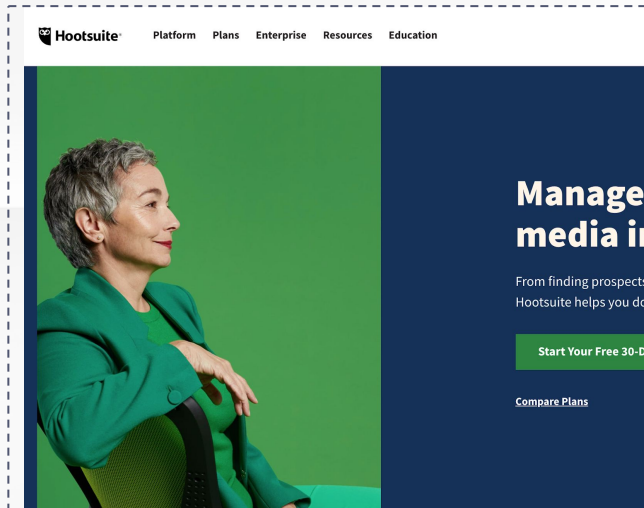
Sharing your content where it matters

## Tips for Sharing All Content

Check that you share only content that meets these requirements:

- ▣ Fits your brand
- ▣ Is relevant and timely
- ▣ Is something your target audience wants to read
- ▣ Is from a trustworthy source (when sourcing)
- ▣ Elicits the mood you are hoping to elicit

# BEST Social Scheduling/Sharing Tools



- ☒ Hootsuite
- ☒ Buffer
- ☒ SproutSocial
- ☒ ZOHO Social
- ☒ Sendible

7.

# Advertising by Channel

Advertising for the advanced social marketers



## Benefits of Social Advertising

- ▣ Expand your reach
- ▣ Target specific audiences
- ▣ More cost-effective form of advertising
- ▣ Easily see direct impact on ROI
- ▣ Remarket to web visitors
- ▣ Helps cater to mobile users

## When to Advertise?

- ▣ When you have a specific objective or goal in mind
- ▣ When you're trying to generate ROI or contact conversions (ticket sales, donations, email subscribers, auditionees, etc)
- ▣ When you know what you're doing and have the time to do it well

# Boosted/Promoted Posts Vs Ads

tastycreamery



View Insights

Promote

**39 Celsius Web Marketing Consulting**  
Published by Toby Danylichuk [?] · August 4 ·

One of the most common questions I get from clients: How much should I spend on Google Adwords? In the below post I outline a simple process to help identify what that spend should be, and along the way help get clarity on expectations for leads/revenue.  
[http://www.39celsius.com/how-much-should-i-spend-on-google...](http://www.39celsius.com/how-much-should-i-spend-on-google.../)



### How Much Should I Spend On Google Adwords (PPC)?

Learn how to identify how much you should spend on Google Adwords, and arrive at a reasonable monthly budget. knowledge is power- read more!

39CELSIUS.COM | BY TOBY

35 people reached

Like Comment Share Buffer


**Boost Post**

**Tweet Analytics**

**Chorus Connection** @chorusconnect  
Learn about the new educational program that Mendelssohn Club Chorus of Philadelphia has implemented to add value to the singers' overall experience.  
[https://hubs.ly/H0my5h\\_0](https://hubs.ly/H0my5h_0)

|   |    |
|---|----|
| Impressions                             | 93 |
| times people saw this Tweet on Twitter  |    |
| Total engagements                       | 3  |
| times people interacted with this Tweet |    |

[View all engagements](#)

 Promote your Tweet

Your Tweet has 93 total impressions so far. Get more impressions on this Tweet!

[Promote your Tweet](#)

## When to Boost a Post

- ▣ If a post has high organic activity
- ▣ When your post encourages an action - high engagement or visits to site
- ▣ A post that resonates with your audience

# Facebook & Instagram Ads Work Together

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains three main sections: 'Campaign' with a checked box and 'Objective' dropdown; 'Ad Set' with 'Audience', 'Placements', and 'Budget & Schedule' dropdowns; and 'Ad' with 'Page & Post' selected. The main content area is titled 'Page & Post' and includes instructions to 'Preview the image and text from your Page post'. It features a 'Connect Facebook Page' section with a dropdown for 'Tasty Creamery' and a plus button. Below that is an 'Instagram Account' section with a dropdown for 'Tasty Creamery (Page)' (checked), an 'OR' separator, and an 'Add an Account' button. At the bottom, there is a 'Select a Page Post' dropdown for 'Timeline Photos - Flavor of the day: s...' and a field for 'Enter Post ID'.

Both are managed in  
Facebook's Ads Manager.

## FB and IG Setup Instructions

- ❑ Set up ads manager on Facebook. [Here's how.](#)
- ❑ Set up a business profile on Instagram. [Here's how.](#)
- ❑ Link Facebook and Instagram accounts. [Here's how.](#)
- ❑ Install Facebook pixel on website and update your privacy policy. [Here's how.](#)
- ❑ Create target audiences.

# YouTube Ads & Google Ads Work Together



## You'll create your video ad with Google Ads

In a few easy steps your video ad will be up and running. Although your ad will appear on YouTube, you'll manage your campaign using Google Ads, an advertising platform used by businesses running ads on Google and its advertising network – which includes YouTube.

You'll now be redirected to sign in to or create a Google Ads account.

[GET STARTED](#)

### HOW YOU'LL SET UP YOUR AD

#### 1. Select your video from YouTube

If the video you want to use for your ad isn't already on YouTube, [upload it now](#). Don't have a video? [Get help here](#).

#### 2. Choose who should see your ad



#### 3. Choose how much you want to spend

## YouTube & Google Ads Setup Instructions

- ▣ Set up a Google account. More information [here](#). (Recommended Google for Nonprofits & TechSoup)
- ▣ Set up your Google Ads account. [Here's how](#). Or set up [Google Ads account via YouTube](#).
- ▣ Set up your campaign. Set budget, timeline, and messaging.



# Native Ad Managers in Social

← Default Campaign Group   
Untitled Campaign  New Campaign


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**Step 1**  
Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

**Step 2**  
Set up Ads

**Step 3**

**Objective** 

Let's get started! Select the objective that best fits your goals below.

| Awareness                                      | Consideration                                 | Conversions  |
|--|---|--|
| <input type="button" value="Brand awareness"/> | <input type="button" value="Website visits"/> | <input type="button" value="Lead generation"/>     |
|  | <input type="button" value="Engagement"/>     | <input type="button" value="Website conversions"/> |
|  | <input type="button" value="Video views"/>    | <input type="button" value="Job applicants"/>      |

**Audience**

Forecasted Results

## Individual App Ad Accounts

- ▣ Facebook Ads Manager
- ▣ Twitter Ads Manager
- ▣ LinkedIn Ad Campaign Manager
- ▣ SnapChat Ads Manager
- ▣ TikTok Ads Manager



## How Much to Spend

- ▣ Depends on what's effective for your chorus
- ▣ Benchmarks:
  - ~10-15% of total operating budget for marketing
  - Of that, spend ~15-20% on social
- ▣ Divide by 12 to get average monthly cost
- ▣ Spend more during times people usually buy/engage
- ▣ Spend less in off-times
- ▣ Per campaign, for small orgs - start with ~\$5/day



## How Long Should Ads Run

- ▣ At least 4 days
- ▣ Not too long - don't exhaust people with your content
- ▣ First ad campaign? Try 2 weeks

8.

# Sell More Tix w/ Social

Social tools to help meet your ticket sales goals

# Facebook Events

 Events

Events



MAR  
14

## Julia Wolfe's Anthracite Fields

Public · Hosted by [Berklee Performance Center](#) and [Chorus pro Musica](#)

★ Interested

✉ Invite

🕒 Saturday, March 14, 2020 at 8:00 PM – 10:00 PM EDT

📍 [Berklee Performance Center](#)  
136 Massachusetts Ave, Boston, Massachusetts 02115

[Show Map](#)

🎫 [Tickets](#)  
[www.etix.com](http://www.etix.com)

[Find Tickets](#)



# Sell Tickets Directly on Facebook

The screenshot displays a Facebook event page for "Candide - Chorus pro Musica Concert - Boston". The page is divided into several sections:

- Left Sidebar:** Contains navigation options like "Events", "Calendar", "Birthdays", "Discover", "Hosting", and "Manage Page Events". The event "Candide - Chorus pro Musica Concert - Boston" is highlighted in the "Events" section.
- Event Header:** Shows the date "JUN 6", the event title "Candide - Chorus pro Musica Concert - Boston", and the host "Public · Hosted by Chorus pro Musica".
- Event Details:** Includes the date and time "Saturday, June 6, 2020 at 8 PM", the location "Arlington, Massachusetts", and the ticket provider "Tickets by Eventbrite".
- Ticket Pricing Table:**

| Price   | Description                            | Quantity |
|---------|--|----------|
| Price A | Front and center house                 | 2        |
| Price B | Rear center house and front side house | 0        |
| Price C | Center rear house and side rear house  | 0        |
- Insights Section:** Provides analytics such as "521 People Reached", "27 Responses", and "0 Tickets". It also shows audience demographics, including "Women 25-34" representing 17% of the total reach.
- Bottom Right:** Features a "Get Tickets" button and a footer with links for "Privacy", "Terms", "Advertising", and "Ad Choices".

# "Get Tickets" button - FB post

**Chorus pro Musica**  
Published by Austin Stewart [?] · January 7 at 12:07 PM · 🌐

**Julia Wolfe's Anthracite Fields**  
Chorus pro Musica and Bang on a Can All-Stars  
March 14, 2020 | 8 PM | Berklee Performance Center

Definitive of a "new American tradition" (New Yorker), Anthracite Fields garnered Julia Wolfe the 2015 Pulitzer Prize in Music for its powerful evocation of the Pennsylvania coal-mining region at the turn of the 20th century and the genesis of the American labor movement.  
... [See More](#)



**SAT, MAR 14 AT 8 PM**  
**Julia Wolfe: Anthracite Fields (promo trailer)** [Get Tickets](#)

# Create offers on Facebook

Page Inbox 21 Create an Offer, Discount or Deal

Chorus pro Musica  
@choruspromusica

Home  
Posts  
About  
Events  
Fundraisers  
Photos  
Videos  
Groups  
Reviews  
Community  
Offers  
Promote  
Manage Promotions

Select a photo for your offer. For best results, use images that clearly represent your product or service. DO NOT use images that contain text.

Change Photo

Offer Type Discount Amount

Discount Percent 20% Off

Discounted Items and/or Services ⓘ

Add items or services to this offer 0 / 30

E.g. Coffee, tea, and Italian sodas

+ Add description (Optional)

Expires

Feb 9, 2020 6:36PM

Where can people redeem this?

Online  In-Store

+ Add promo code (Optional)

Primary Action

Save

Desktop News Feed

Chorus pro Musica posted an offer. Just now

Description goes here

EXPIRES FEB 9, 2020

20% Off

Save

Boost Post Publish

# Boost Events & Tix on Facebook

**i** You're currently running a boost for this post.  
[Review your active ads.](#)

### OBJECTIVE

What results would you like from this post?

- Send people to your website**  
Link clicks · From \$1 a day
- Reach people likely to buy from you, and track sales**  
Website purchases · From \$15 a day
- Get more people to react, comment and share**  
Post engagements · From \$1 a day

[Fewer Options](#) ▲

### SPECIAL AD CATEGORY

Ads for credit, employment or housing offers. [Learn More.](#)

### AUDIENCE


- People you choose through targeting [Edit](#)
  - Location - Living In United States: Massachusetts
  - Age 18 - 65+
- People who like your Page
- People who like your Page and their friends

Preview: Desktop News Feed ▼

**CpM** Chorus pro Musica  
Sponsored · 🌐

**Julia Wolfe's Anthracite Fields**  
Chorus pro Musica and Bang on a Can All-Stars  
March 14, 2020 | 8 PM | Berklee Performance Center

Definitive of a "new American tradition" (New Yorker), Anthracite Fields garnered Julia Wolfe the 2015 Pulitzer Prize in Music for its powerful evocation of the Pennsylvania coal-mining region at the turn of the 20th century and the genesis of the American labor movement.... [See More](#)

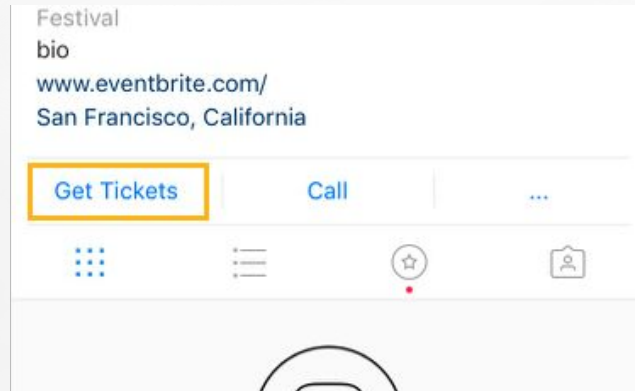


SAT, MAR 14 AT 8 PM  
**Julia Wolfe: Anthracite Fields (promo trailer)**  
youtube.com

[Get Tickets](#)

# Sell More Tickets with INSTAGRAM

- Add “Get Tickets” button Instagram (only Eventbrite)
- Add link to bio for ticket sales page
- Advertise your Facebook offers or posts to targeted audiences via Instagram



## Sell More Tickets ALL CHANNELS

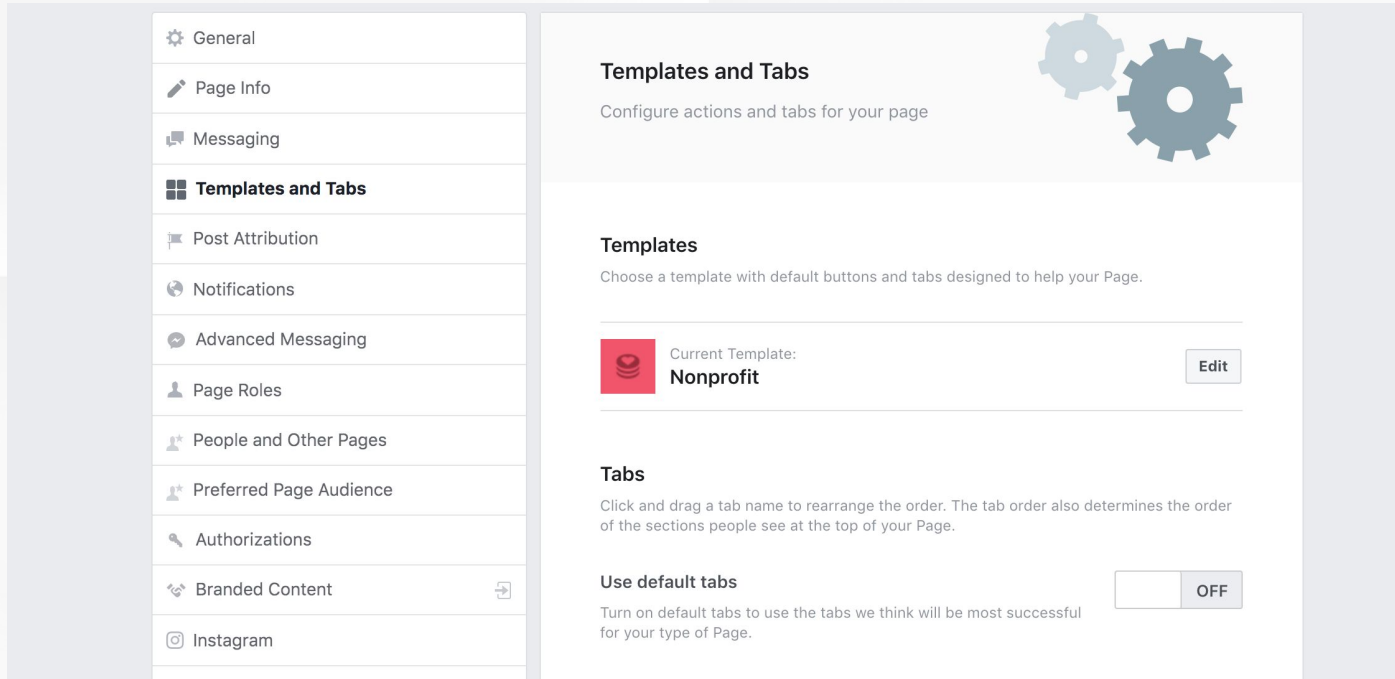
- ❑ Create a hashtag for your event
- ❑ Use other well-known, used, localized hashtags
- ❑ Social contents with ticket incentives or giveaways
- ❑ Match social imagery to concert
- ❑ Post relevant content as it pertains to your concert
- ❑ Enable social shares on your ticket page
- ❑ Social proof - use reviews

9.

# Raise More \$ w/ Social

Social tools to help meet your fundraising goals

# Nonprofit Template - FB page



The screenshot shows the Facebook page settings interface. On the left is a navigation menu with the following items: General, Page Info, Messaging, **Templates and Tabs** (highlighted), Post Attribution, Notifications, Advanced Messaging, Page Roles, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, and Instagram. The main content area is titled 'Templates and Tabs' and includes a sub-header 'Configure actions and tabs for your page' with a gear icon. Below this are sections for 'Templates' and 'Tabs'. The 'Templates' section shows the current template as 'Nonprofit' with an 'Edit' button. The 'Tabs' section includes a toggle for 'Use default tabs', which is currently turned 'OFF'.

**General**

**Page Info**

**Messaging**

**Templates and Tabs**

**Post Attribution**

**Notifications**

**Advanced Messaging**

**Page Roles**

**People and Other Pages**

**Preferred Page Audience**

**Authorizations**

**Branded Content**

**Instagram**

## Templates and Tabs

Configure actions and tabs for your page

### Templates

Choose a template with default buttons and tabs designed to help your Page.

Current Template: **Nonprofit** [Edit](#)

### Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

**Use default tabs**  OFF

Turn on default tabs to use the tabs we think will be most successful for your type of Page.



## Main donate button - FB page



Chorus pro Musica  
@choruspromusica

Home

Posts

About

Events



👍 Liked ▾

📡 Following ▾

➦ Share

⋮

Donate ✎

# Facebook fundraisers

The image shows a screenshot of the Facebook Fundraisers interface. On the left is a sidebar with navigation options: Fundraisers, About, Explore, 'I'm Donating My Birthday to AAUW', Activity, Shortcuts, and 'Donating my Birthday to...'. The main content area features a fundraiser for AAUW titled 'I'm Donating My Birthday to AAUW' by a user. The fundraiser is for AAUW and has a goal of \$260. It shows 8 donations, 265 invites, and 2 shares. The fundraiser is organized by a user who has been on Facebook since 2008 and has 841 friends. Below the fundraiser details are sections for 'Fundraiser Questions' and 'Fundraiser Ended' with a progress bar showing \$170 / \$260 raised. On the right, there is a list of other fundraisers for 'Pepper's Birthday Fundraiser', 'Mimi's Birthday Fundraiser', 'Doris's Birthday Fundraiser', and 'Narris's Birthday Fundraiser', all for Doctors Without Borders/ Médecins Sans Frontières (MSF).

**Fundraisers**

About  
Explore  
I'm Donating My Birthday to AAUW  
Activity  
Shortcuts  
I'm Donating My Birthda...  
Donating my Birthday to...  
+ Raise Money

That means women have a smaller "backpack" than men with which to pay off their student debt.

MONTHLY PAYMENT MONTHLY REPAYMENT

Be the first of your friends to donate!

8 donated 265 invited 2 shared

Organized By

On Facebook since 2008

841 friends

Fundraiser Questions Learn More

- How do nonprofits receive donations?
- How do taxes work?
- How do fees work?
- Can I donate privately?

Fundraiser Ended

Thanks to everyone who donated!

\$170 / \$260 raised

**Fundraisers** + Raise Money

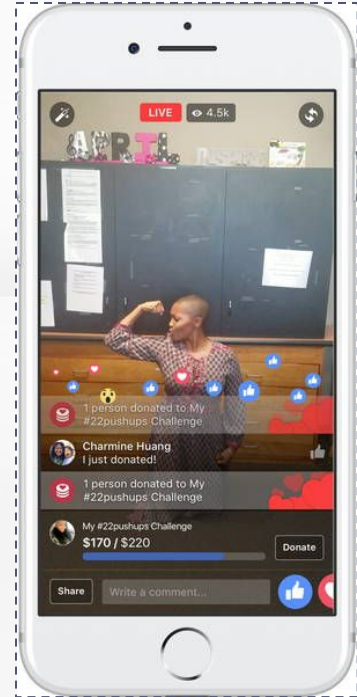
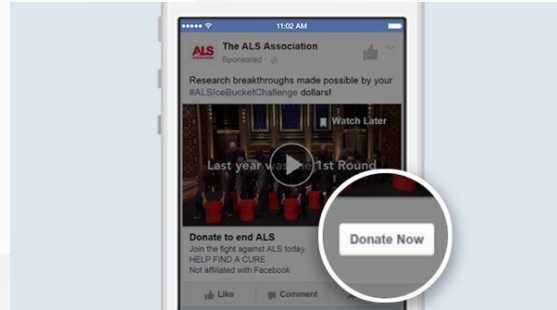
**Pepper's Birthday Fundraiser**  
Fundraiser for Doctors Without Borders/ Médecins Sans Frontières (MSF) by Pepper Miller  
\$52 / \$200 · Only 5 hours left!  
Donate

**Mimi's Birthday Fundraiser**  
Fundraiser for Doctors Without Borders/ Médecins Sans Frontières (MSF) by Mimi Hwang  
\$1,245 / \$1,000 · Only 5 hours left!  
Donate

**Doris's Birthday Fundraiser**  
Fundraiser for Doctors Without Borders/ Médecins Sans Frontières (MSF) by Doris Rainbolt  
\$192 / \$200 · Only 5 hours left!  
Donate

**Narris's Birthday Fundraiser**

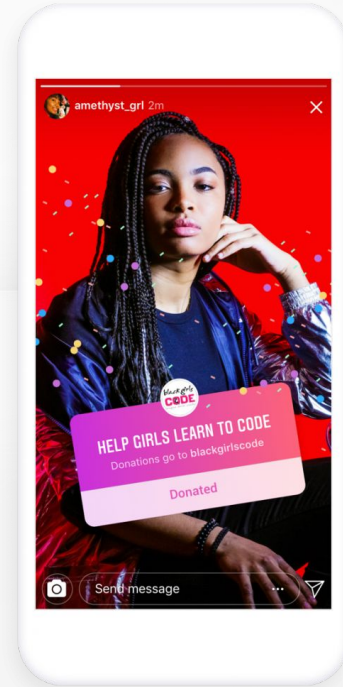
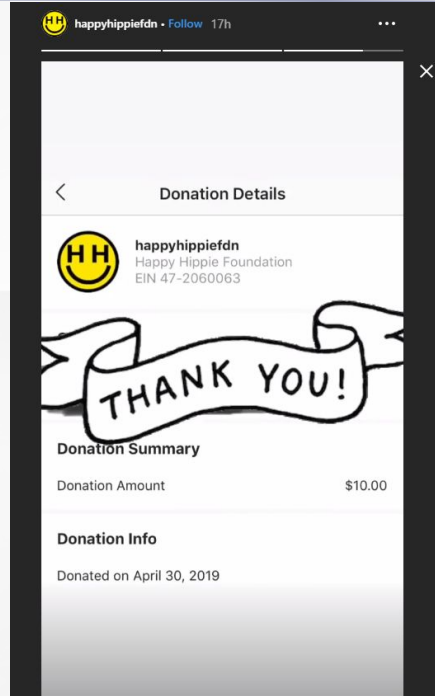
# Other donate buttons - posts, ads, and live videos



## Raise More Money with INSTAGRAM

- ▣ Add link to bio for fundraiser or donate page
- ▣ Promote your fundraising ads or events
- ▣ Add a donation sticker on your stories!

# Donation Sticker on Instagram



## Raise Money on All Social Channels

- ▣ Create fundraising campaign and hashtag
- ▣ Match social imagery to campaign
- ▣ Share fundraising events
- ▣ Create and share content - "Why donate"
- ▣ Encourage your members to share on social

10.

# Recruit Singers w/ Social

Social tools to help meet your recruitment goals

## Recruit Singers with Social

- Create a YouTube video about joining
- Create and share member highlights
- Run a recruitment campaign
- Update social imagery and bio links to match
- Add recruitment content and recruitment events
- Target advertising to potential singers
- Utilize social proof like reviews



II.

Strategize, Analyze, Go!

Wrapping up and moving forward



## Exercise #8: Set Objectives

Take-home exercise. After analysis, set a few objectives for achieving your goals.

## Basic Metrics to Collect

Here are a few social metrics you'll want to track:

- ▣ Audience Growth Rate
- ▣ # Published Posts & Top Posts
- ▣ # Interactions
- ▣ # Clicks
- ▣ # Shares
- ▣ # Impressions
- ▣ Demographics per channel (age, gender, location, etc.)

## Advanced Metrics to Collect

Here are a few social metrics you'll want to track:

- ▣ # visits to website from social media
- ▣ # tickets sold via social channels (by each campaign, if possible)
- ▣ # donations made via social channels
- ▣ # of email subscribers signed up from social media
- ▣ Advertising spend against tickets sold, subscribers signed up, or donations made and cost-per-click.

## Annual Social Audits

- ▣ Go back through your social audit annually
- ▣ Continue to implement ways to track ROI (ticket sales, member dues, fundraising) via social



## Get Singers Engaged

- Add social channels to your member handbook and new member onboarding materials
- Remind singers to engage on social (in rehearsals, in email communications, bulletin board, etc.)
- Follow and invite singers to your social pages
- Give singers weekly challenges on social media
- Incentivize singers who are most engaged





12.

## Resources

Some resources you'll want to have

Download these slides!

- ▣ These Presentation Slides
- ▣ Social Media Workbook

## More Resources

- ▣ [Developing a Social Media Strategy for Your Chorus](#)
- ▣ [Choral Marketing 101 eBook](#)
- ▣ [Social Media Demographics in 2020](#)
- ▣ [Hootsuite's Social Resources](#)
- ▣ [Buffer's Social Library](#)
- ▣ [Social Media Advertising 101 by Hootsuite](#)
- ▣ [Chorus Management Network on Facebook](#)

Thanks!

Any questions?

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