

USING SOCIAL MEDIA MARKETING TO SHARE YOUR EVENT



GOOD DEEDS DAY INTERNATIONAL



Here's what included:

- Talking Points
- Social Media Tips
- Sample Posts to Promote Your Good Deeds Day Involvement
- Sample Media Example Post
- How to Take a Good Picture
- Using Social Media to Promote Your GDD Event – Facebook vs. Instagram)
- Using Social Media to Promote Your GDD Event – "Going Live" on Facebook
- Using Facebook Stories to Share Your GDD Event
- Using Instagram to Share Your GDD Event
- Writing Good Captions
- Using Hashtags and Tags
- How to Measure the Success of Your Campaign
- How to Test Your Language and Imagery
- Good Deeds Day Has You Covered

WHAT IS GOOD DEEDS DAY?

Good Deeds Day (GDD) is a global day that unites people from more than 100 countries to do good deeds for the benefit of others and the planet.

Since 2007, millions of people from thousands of communities, organizations, and businesses join together every year to volunteer and do good.



TALKING POINTS



Good Deeds Day is a **global movement** of doing good deeds.



People of all cultures and backgrounds unite on one day to do **good together**.



Widening the circles of good worldwide and creating a springboard for **doing good year-round**.



More than **110 countries** participate worldwide.



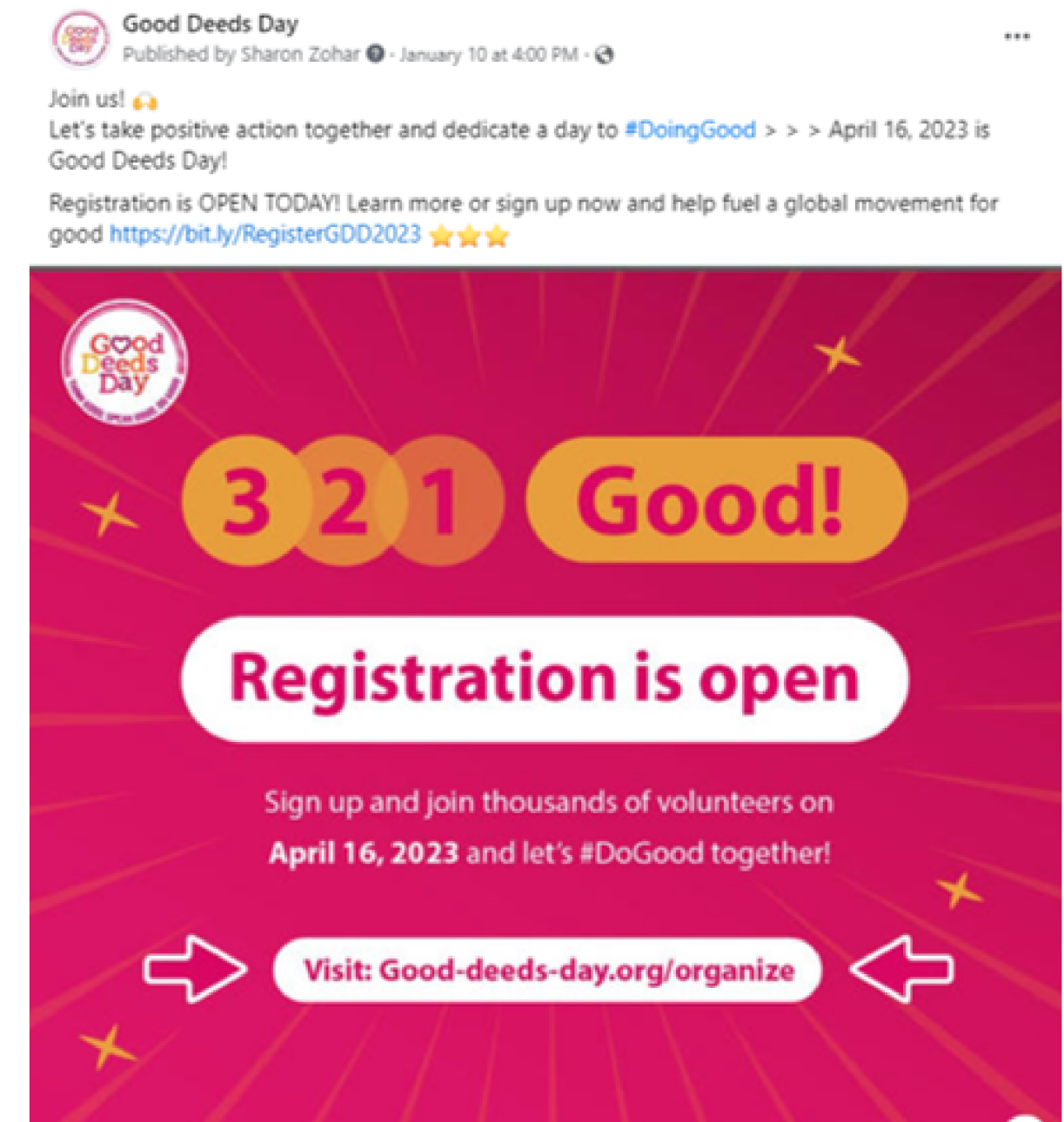
Based on the simple idea that everyone can do something good, be it large or small, to **improve the lives of others** and **change the world positively**.

SOCIAL MEDIA TIPS

- #1: Pass on the global feeling
- #2: Share posts from partner organizations or Good Deeds Day's social media
- #3: Share successes and numbers
- #4: Callout your partners
- #5: Mention celebrities
- #6: Discuss any notable numbers or signups to date
- #7: Count down to Good Deeds Day
- #8: Use inspiring quotes to help people imagine the impact
- #9: Suggest good deeds ideas to your followers
- #10: Keep messaging short and brief
- #11: Use bright, quality images/videos

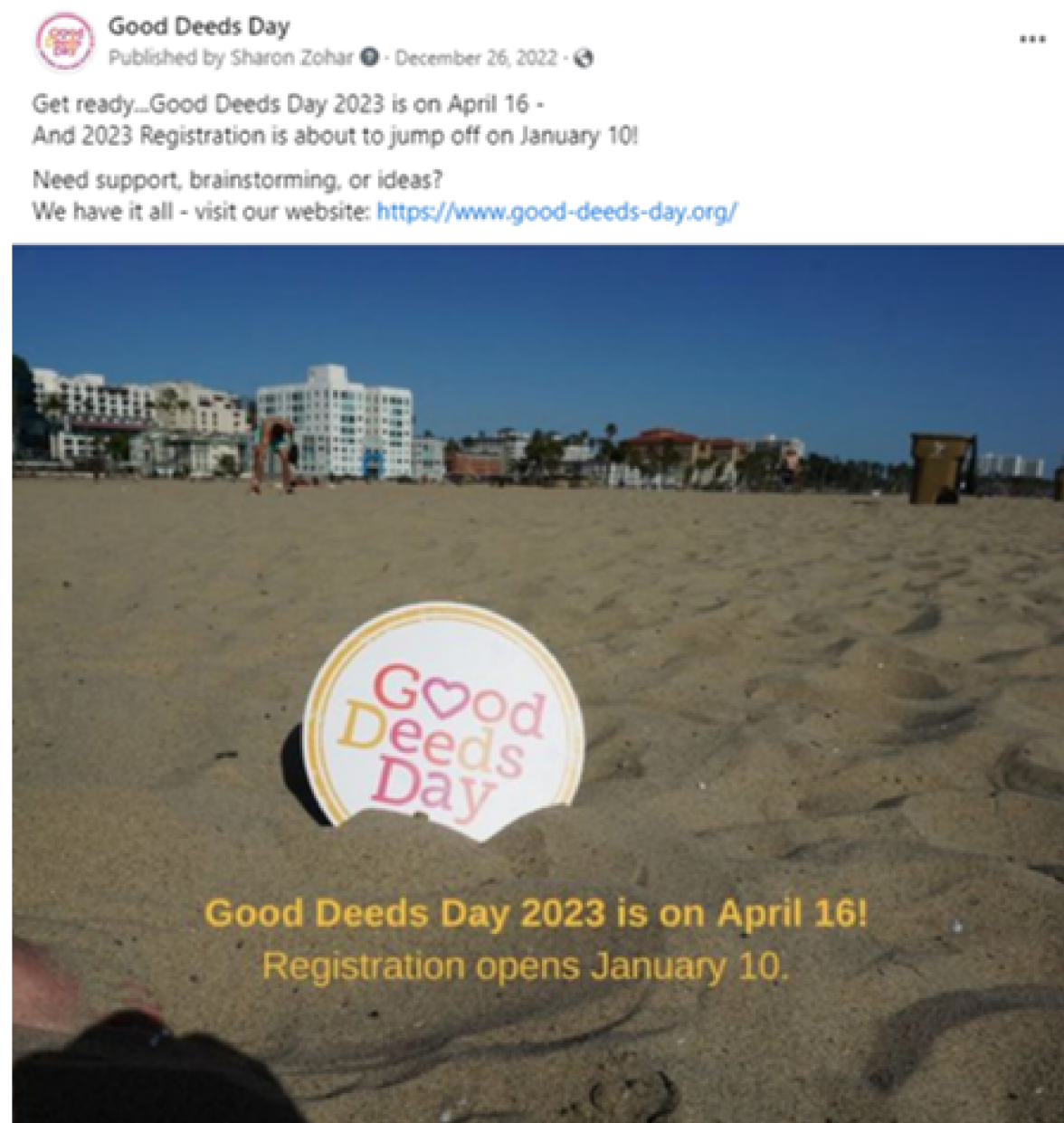
SAMPLE POSTS TO PROMOTE YOUR GOOD DEEDS DAY INVOLVEMENT

- Join us and millions of people worldwide to unite on #GoodDeedsDay, and let's dedicate one day to doing good together. Sign up here: [Link]
- Thousands of organizations have already signed up for Good Deeds Day – Will you join our global gathering of good, this April 16? No matter your cause, we have one shared mission: #DoingGood.
Join the movement: bit.ly/RegisterGDD2023
- Imagine ONE DAY where millions of people dedicate their time and energy to doing good around the globe. This is Good Deeds Day. The world's largest movement for good is happening this April 16. Will you join us? [Link]
- We're doing good this #GoodDeedsDay. Join us Sunday, April 16, and tell us – how will you do good? [Link]

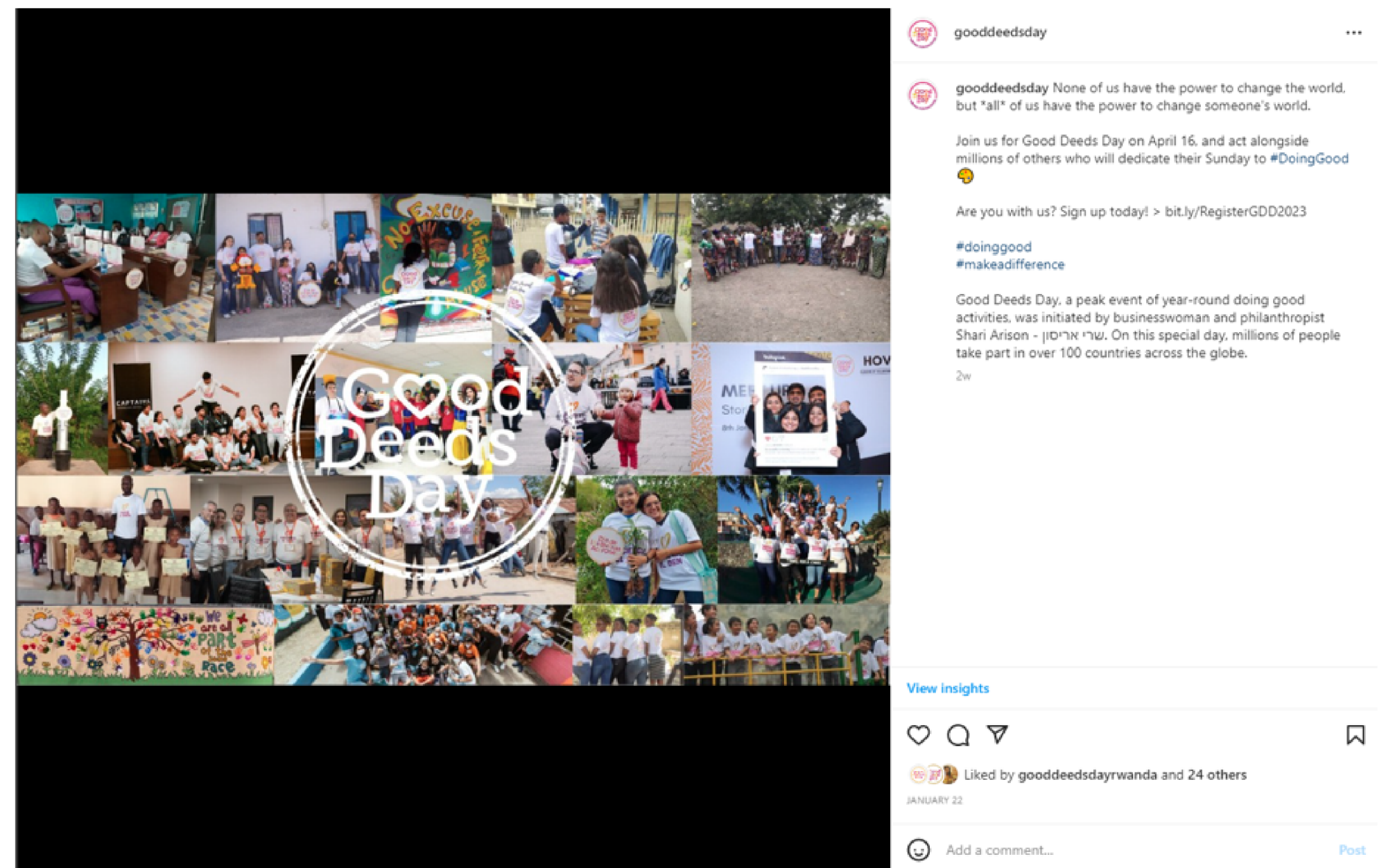


SOCIAL MEDIA EXAMPLE POSTS

FACEBOOK POST



INSTAGRAM POST



HOW TO TAKE A GOOD PICTURE



- **Good lighting is key!** On sunny days, make sure the sun is behind the person taking the picture. Light through a window is also great.
- **Take action pictures!** Catch your volunteers painting, gardening, or dancing – just make sure the picture doesn't come out blurry.
- **Capture Good Deeds Day swag** – from t-shirts to signage to baked goods – play with artistic angles and frames.
- **Frame your subjects** and try to remove anything in the background that may take away from the subject's focus.
- **Find happy people of all ages** and catch them smiling and expressing excitement.

USING SOCIAL MEDIA TO PROMOTE YOUR GDD EVENT

FACEBOOK VS. INSTAGRAM



VS.



- **Higher Audience Numbers**

- **Better for Text**

- **Largely Informational**

- **Often Has More Engagement**

- **More focused on images**

- **Shares captured moments**

**What will work on one doesn't always work on the other.
Test your content on both platforms and see which one gives you
the best performance.**

USING SOCIAL MEDIA TO PROMOTE YOUR GDD EVENT

HOW TO "GO LIVE" ON FACEBOOK

"GOING LIVE" ON FACEBOOK

When posting, you have the option to select “live video”.
Here, you can “Go Live” and share what is happening at your event in real-time.

- ☐ On the video make sure to explain to people who you are, where you are, what you’re doing and why you’re supporting the cause you chose for Good Deeds Day
- ☐ Consider starting with your face in the frame to **personalize your engagement**
- ☐ **Short videos** get shared more; aim for a length of about 10 seconds
- ☐ If you want people to share your story, be sure to **make an appeal** for that
- ☐ **Involve your viewers** by asking them questions and answering questions live on your video
- ☐ Make sure you have **good lighting**, remember if it’s sunny outside, place the sun to your back when possible
- ☐ *Don’t forget to tag **#gooddeedsday** in the description of your Live Video!*

USING FACEBOOK STORIES TO SHARE YOUR GDD EVENT

FACEBOOK STORIES...

- Only last for **24 hours** unlike a post that lives on your Wall forever
- Promote **time-sensitive** information
- Are **engaging** because they are **visual** and feel more **personal**
- Are displayed at the top of people's newsfeeds so you can gain **more visibility**
- Can have added effects, music, and texts to make them **more catchy**

USING FACEBOOK STORY STICKERS & TAGS:

- *Want your volunteers to join you?* **Draw attention to your location** using the "location" tag
- **Tag people** whose attention you want to get with the "tag sticker"
- Go interactive, use the "Poll" sticker and **get people's opinions** on a topic to get them engaged
- **Call for donations** by using the "donation" sticker



USING INSTAGRAM TO SHARE YOUR GDD EVENT

- # Use hashtags to promote the event #GoodDeedsDay #DoingGood
- @ Collaborate and tag your partners using the @ symbol, including in posts and stories
- 🕒 Spend time engaging with similar posts and causes leading up to the big day
- 👤 Capture the people – people-centered content wins, and animals too!
- 📱 Using Instagram Stories can help show your live event in real-time
- 🍬 Short, sweet, and humorous can help boost a post's engagement
- 😊 Use emojis to add some color and personality to your post
- 📢 Include a Call-to-Action



WRITING GOOD CAPTIONS



VS.



- Simple and concise
 - Experts say the most engagement comes from posts of 50 characters or less (but you should test this for yourself!)
 - Put the important information first
 - Make announcements or share informative content
 - Facebook algorithms that control how many people see your posts value posts that provoke interactions. *Ways to do this:* add a call to action, ask a question or give valuable suggestions.
- Mostly visual with short and strong captions
 - Start strong: Only your first 125 characters are seen without people needing to click to see more
 - Studies have shown captions between 400-705 characters receive more engagement
 - Instagram algorithms prioritize content with high engagement. Ask a question to get people engaged or ask them to tag a friend.
 - You cannot use links in your Instagram posts so add them to your bio & add a call to action to direct people there
 - Make sure your call to action lays out the next steps clearly and gives all details people need to make the decision to act

USING HASHTAGS & TAGS

Hashtags:

- Used to get posts **seen** by more people
- Formatted as the # symbol followed by a word/phrase and no spaces in between (eg. #GoodDeedsDay)
- Make your post **searchable**: Users who search for a hashtag on a particular topic will find your post if you have used the same hashtag
- Some experts recommend using **1-3 hashtags on Facebook** and **3-5 on Instagram**.



- Using the “@name”, is a way to alert a specific person that you want to see your post. It is good to tag all of your partners if there is a post you want them to see and share.

HOW TO MEASURE THE SUCCESS OF YOUR CAMPAIGN

There are dozens of metrics that can be used to determine how well your social media posts are performing. Different platforms have different definitions but with **Facebook and Instagram** here are a few:

AWARENESS



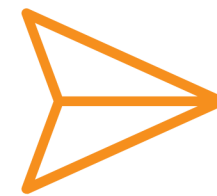
CLICKS

Number of times a piece of content has been clicked on or watched



LIKES

Number of times a piece of content has been liked



SHARES

Number of times a piece of content has been shared



FOLLOWS

Number of new followers acquired via a piece of content



COMMENTS

Number of people who have commented on your content

ENGAGEMENT



REACH

Number of people who have seen your ad or content



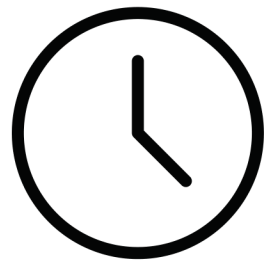
IMPRESSIONS

Number of times your ad or content has been displayed on a screen

HOW TO TEST YOUR LANGUAGE AND IMAGERY

A/B testing is some of the most basic testing you can do on social media. The definition of an A/B test is a test where you **change one variable** and keep everything else the same to see how performance changes.

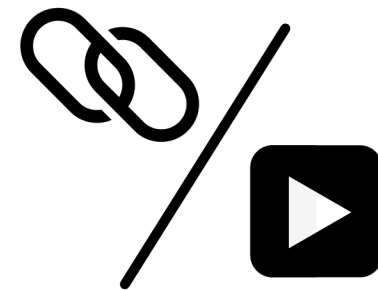
Does it get better or worse?



TIME OF DAY

Example:

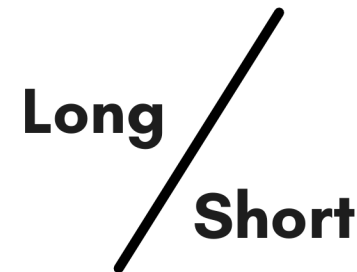
Monday at 8:00 a.m. vs.
Tuesday at 8:00 a.m.



CONTENT

Example:

Video vs.
Link



CAPTIONS

Example:

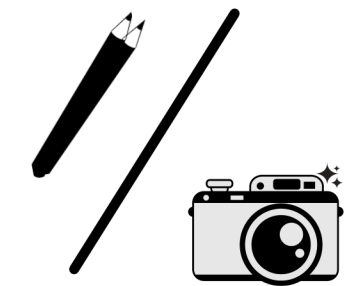
Long vs.
Short



COPY

Example:

Question vs.
Statement



IMAGE

Example:

Illustration vs.
photography



GOOD DEEDS DAY HAS YOU COVERED!

We hope you take this info and run with it to spread the word about Good Deeds Day in your own way!

Here are some more resources to help how you produce and promote your content.

[Cutout Photo Opportunity Prop](#)
[Marketing Templates & Graphics](#)
[Editable Posters](#)
[Good Deeds Day Logos](#)

***Don't forget to tag us @GoodDeedsDay
and let's spread this good.***

You can reach us at info@good-deeds-day.org