

Six Ways to Connect People to Your Cause Through Social Media



Before social media, landing an interview on a national news program or with a daily newspaper was enough to reach the masses.

Now, traditional media shares the spotlight with social media and other innovative forms of communication. Facebook, Twitter, Instagram, Tumblr, and the like have opened up a new world of possibilities for the

sharing of content Here are some of the social media tactics to use to reach people of different ages and backgrounds and inspire them to care about your cause:

1. Create a movement with a call to action that inspires social sharing.

2. Partner with influencers, including celebrities. There's no doubt that the right celebrity ambassador can bring star power to your cause and get new eyeballs on your work.

3. Create and share relevant content. Develop an editorial calendar that includes cultural touchstones as generic as Halloween and as niche-y as [Mountain Crush Mondays](#) and then create content that connects your cause or mission to that holiday or event.

4. Be social with your community. An enduring truth of social media is that it's just that – social. Beyond a comment, like, or share, you need to engage with members of your community and let them know you're paying attention. Thank them when they share your content. Thank them when they donate. Thank them when they name-check you in a post or on Facebook or Twitter. And think about ways you can amplify your voice in the broader community. Invite partner organizations to participate in Q&As on your blog and encourage them to share the finished piece via their social media channels as well.

5. Invest in custom content that supports your cause in creative (and even funny) ways. Short videos are great content for social media and are an excellent way to grab someone's attention as he or she is scrolling through a feed.

6. Leverage social movements such as #GivingTuesday. By proactively participating in the conversation around high-profile giving days and events, you make it easier for your followers on social media to support your organization. By investing in Facebook ads tied to #GivingTuesday, for example, you may be able to connect with a millennial demographic that is keenly interested in supporting causes they believe in.