



# How Social Media can Work for You

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## 1. Building Awareness

- A. Expanding reach to a wider audience
- B. Highlighting community needs and success stories
- C. Engaging with potential donors, partners, and supporters

## 2. Strengthening Community Engagement

- A. Creating an online community for support and information
- B. Sharing client testimonials and positive outcomes
- C. Promoting housing-related events, workshops, and webinars

## 3. Fundraising and Resource Generation

- A. Promoting donation drives and crowdfunding campaigns
- B. Sharing impact metrics to inspire contributions
- C. Promoting organization fundraising events

## 4. Building Organizational Credibility

- A. Establishing leadership in the community in regard to housing
- B. Consistent sharing of accurate and meaningful content
- C. Collaborating with other organizations for joint messaging

## 5. Best Practices for Social Media Use

- A. Why Facebook and Instagram
- B. Consistent posting schedule using Meta Business Suite
- C. Types of posts that receive the most engagement/views
- D. Utilizing Canva to create posts and edit video