

# The Nonprofit Facebook Marketing Plan Workbook



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This is a workbook designed to help you workout what your Facebook marketing strategy will look like. You'll be able to answer questions about your audience, tactics and how you'll measure results.

You'll notice that each exercise is followed by a template you can use to answer questions. Take your time with this, and remember that because social media is essentially about living conversations, your plans will always be a work in progress.

## What's Inside:

[Page 3. SWOT Analysis Exercise](#)

[Page 5. POST Method Strategy Development](#)

[Page 7. CAMPAIGN Development Worksheet](#)

[Page 9. Facebook Content Calendar Worksheet](#)

[Page 10. CHANNEL Integration Worksheet](#)

[Page 12. About John Haydon](#)

# The Nonprofit Facebook Marketing Plan Workbook

## ENVIRONMENT:

Your Facebook presence does not exist in a vacuum. There are competing orgs, diverse groups of people and other factors that will influence your approach.

The SWOT method will help you assess all of these factors, which in turn will improve your likelihood of success.



## SWOT ANALYSIS

### Strengths

What do you do better than other similar organizations?  
What do your constituents say your strengths are?

### Weaknesses

What areas of Facebook are your peers doing better?  
What are your organizations cultural hurdles to Facebook success?  
Do you have executive buy-in for Facebook marketing and ads?  
Does Facebook integrate well with your other communications channels? Why not? Who are the obstacles?

### Opportunities

What ways can your org better affect change?  
How can make it easier for people to support your organization?  
How can you operationalize storytelling in your organization?

### Threats

What obstacles do you face on a daily basis?

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## SWOT ANALYSIS

**Strengths**

**Weaknesses**

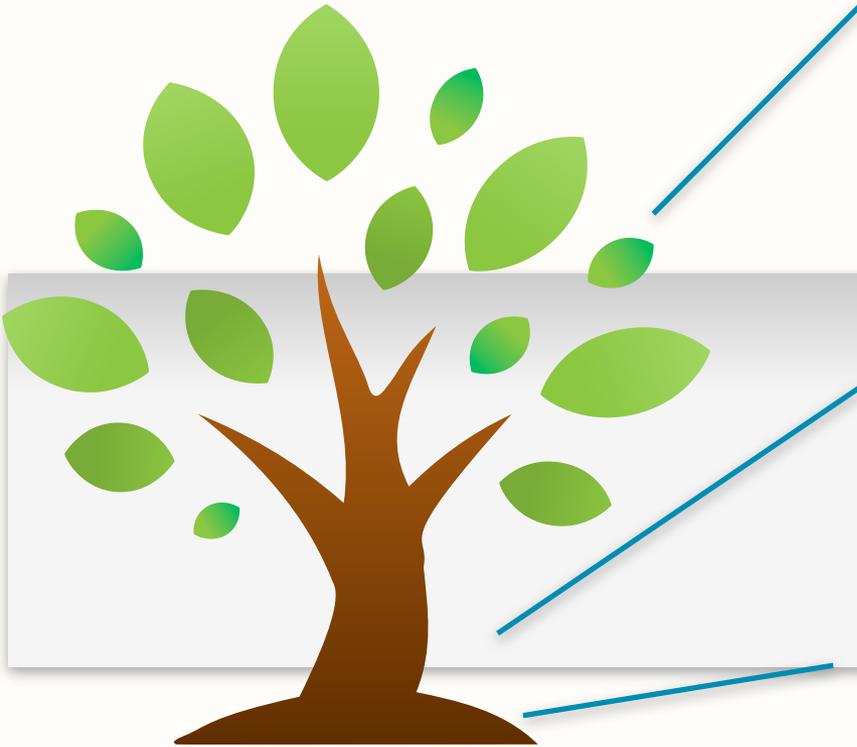
**Opportunities**

**Threats**

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## POST METHOD

A method developed by Forrester Research that focuses on People, Objectives, Strategies and Tools to help you understand what you should be doing with social media.



### STRATEGIES AND TOOLS

How will you launch your campaign and then continue to engage your people?  
What will keep them interested and motivate them to act?  
How will you be creating, curating and sharing content?  
What tools will you use to measure results?



### OBJECTIVES

What do you want to accomplish with social media?  
What do you want supporters to do?  
How will you measure your objectives?



### PEOPLE

Who is your audience (Personas are helpful here)?  
What social media channels do they actively use?  
Who are the online influencers in your cause space?

**\*START HERE**

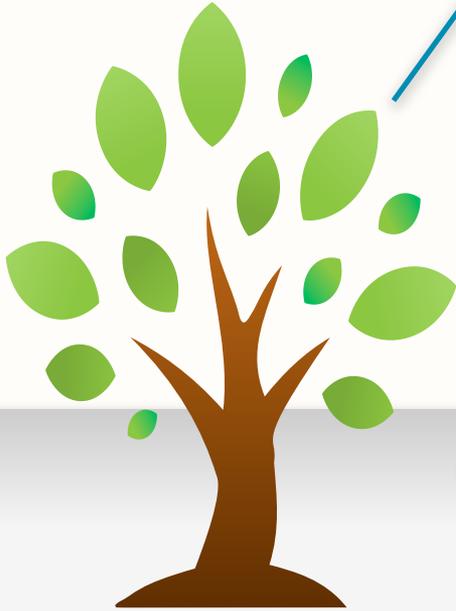
by [John Haydon](#)

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## STRATEGIES AND TOOLS

### REMEMBER:

Your people are at the root of everything you do. From that, grows your objectives and then strategies and tool choice.



A large, empty, rounded rectangular box at the top of the page, intended for writing strategies and tools. It is positioned above the 'OBJECTIVES' box.



**OBJECTIVES**

A large, empty, rounded rectangular box in the middle of the page, intended for writing objectives. It is positioned between the 'PEOPLE' box below and the 'STRATEGIES AND TOOLS' box above.



**PEOPLE**

A large, empty, rounded rectangular box at the bottom of the page, intended for writing about people. It is positioned below the 'PEOPLE' label and above the 'START HERE' text.

**\*START HERE**



by John Haydon

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## Campaign Content:

How will you create / curate content for this campaign? How will you quickly determine what's working and what's not? Do you have a discretionary budget to promote posts?

## Community Management:

How will you reply to comments and deepen engagement? How will you triage replies and posts from others? When will you ban a user?

## Facebook Campaign Goals:

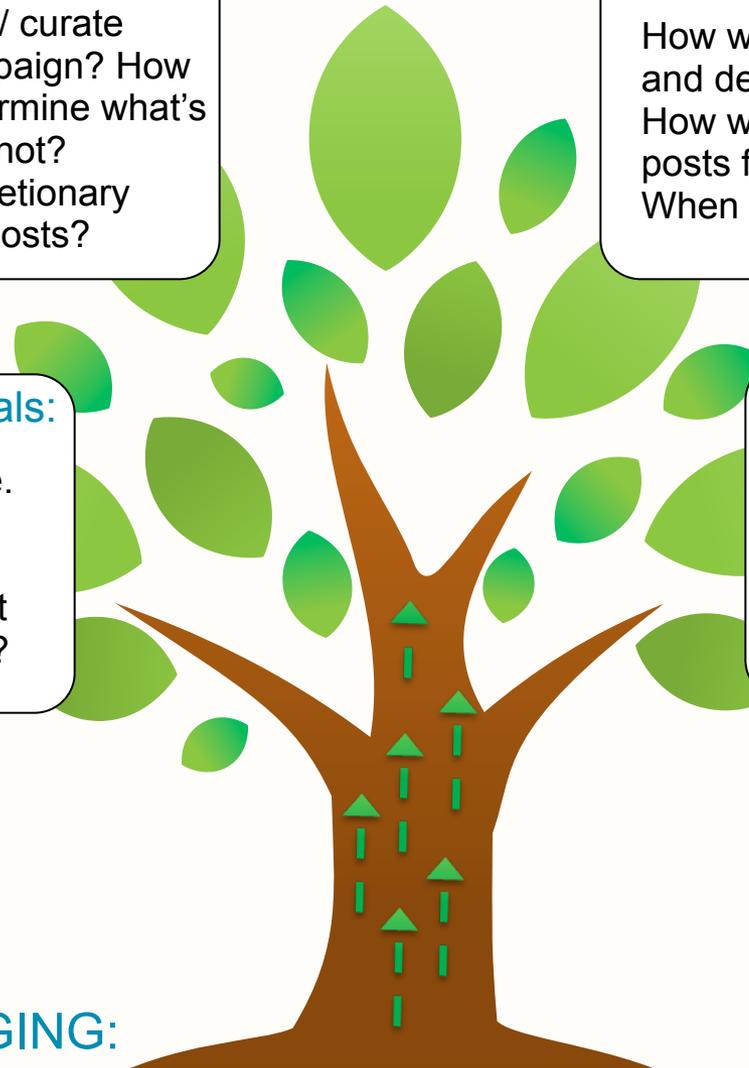
Be specific and realistic here. How will you measure your results? How will you decide to adjust course during the campaign?

## Facebook Campaign Team:

Who are the people that will represent your organization? What about partner pages and advocates? Are interns mature enough to manage a crisis?

## CAMPAIGN MESSAGING:

What is the overall message of your campaign? How will it cut through the newsfeed and capture people's attention? How does it focus on a specific sub-issue?



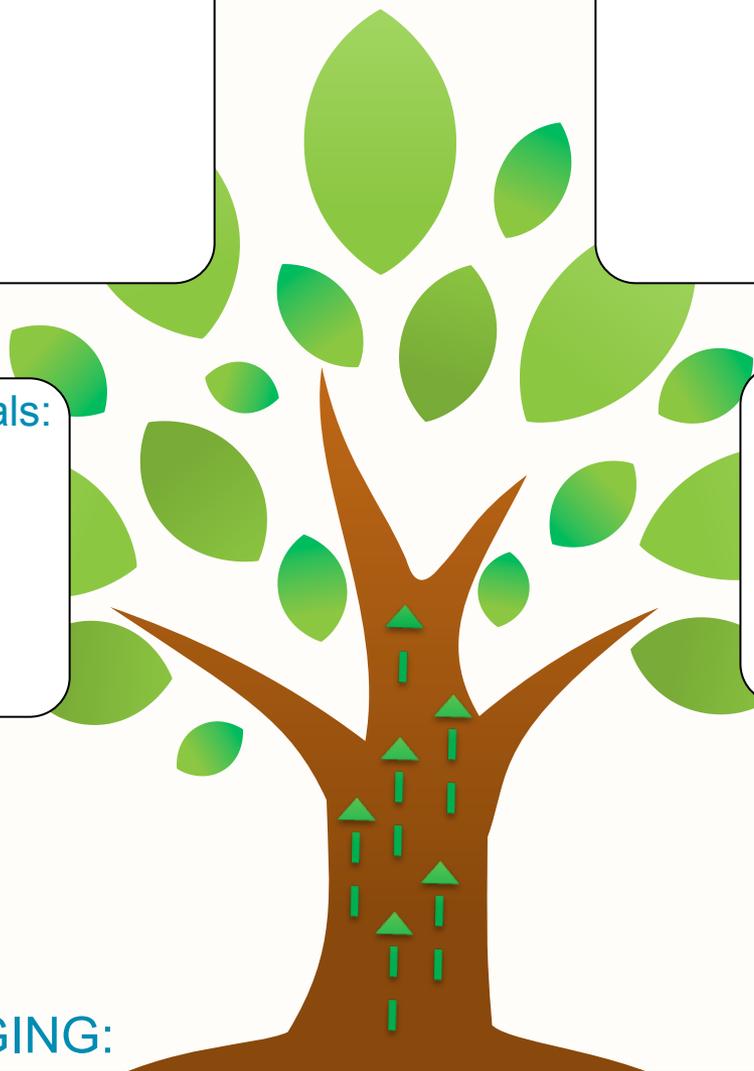
Campaign Content:

Community Management:

Facebook Campaign Goals:

Facebook Campaign Team:

CAMPAIGN MESSAGING:



# FACEBOOK PAGE TOPIC CALENDAR

DATES:

WEDNESDAY TOPIC

TUESDAY TOPIC

Who's posting:

Who's posting:

THURSDAY TOPIC

Who's posting:

MONDAY TOPIC

Who's posting:

FRIDAY TOPIC

Who's posting:

SUNDAY TOPIC

Who's posting:

SATURDAY TOPIC

Who's posting:

CAMPAIGN TOPIC:

Empty rounded rectangular box for campaign topic.

# How can I use a content calendar to get organized?

Tip #25

Use Google Calendar!

The image shows a screenshot of a Google Calendar event creation form. Several fields are highlighted with red boxes and labeled with red callout boxes and arrows:

- Why are you posting it?** points to the event title: "Post to nurture partnerships".
- When are you posting it?** points to the date and time: "11/7/2013 3:30pm to 4:30pm 11/7/2013 Time zone".
- Where are you posting it?** points to the location: "Facebook".
- What are you posting?** points to the description: "These are the Pages liked by my British fans!".
- What are you posting?** also points to the attachment: "graph search screen shot of pages like by British Inbound Zombie fans.png".
- Why not use Google for your Content Calendar?** is a large callout box on the right side of the form.
- Add staff to specific calendar items, but deselect "invite others".** points to the "Add guests" section, specifically to the "invite others" checkbox which is checked.

Other visible fields include "Event details", "Find a time", "Video call", "Calendar" (set to "Content Marketing Calendar with Strategies"), "Created by" (johnscotthaydon@gmail.com), and "Guests can" (with checkboxes for "modify event", "invite others", and "see guest list").

<http://youtu.be/CcP5jt295lw>

[Watch this video to learn how to create a private Google calendar](#)

# Integrating Facebook into existing marketing channels

## IMPORTANT QUESTIONS TO ANSWER FOR EACH CHANNELS

- How are you promoting your Page to your email list?
- Are the reasons for becoming a Facebook fan clear and compelling?
- Are people encouraged to share after they've subscribed?
- How about after people donate?
- How are you acquiring emails on Facebook?

Email

- How can you provide an ending on Facebook to a story that begins with direct mail?
- Are you using QR codes and short URLs?
- What strategies are you using to convert Facebook fans from direct mail?

Direct Mail

- How are you including your Facebook fans in your events?
- How are you promoting your Page at your event?

Events

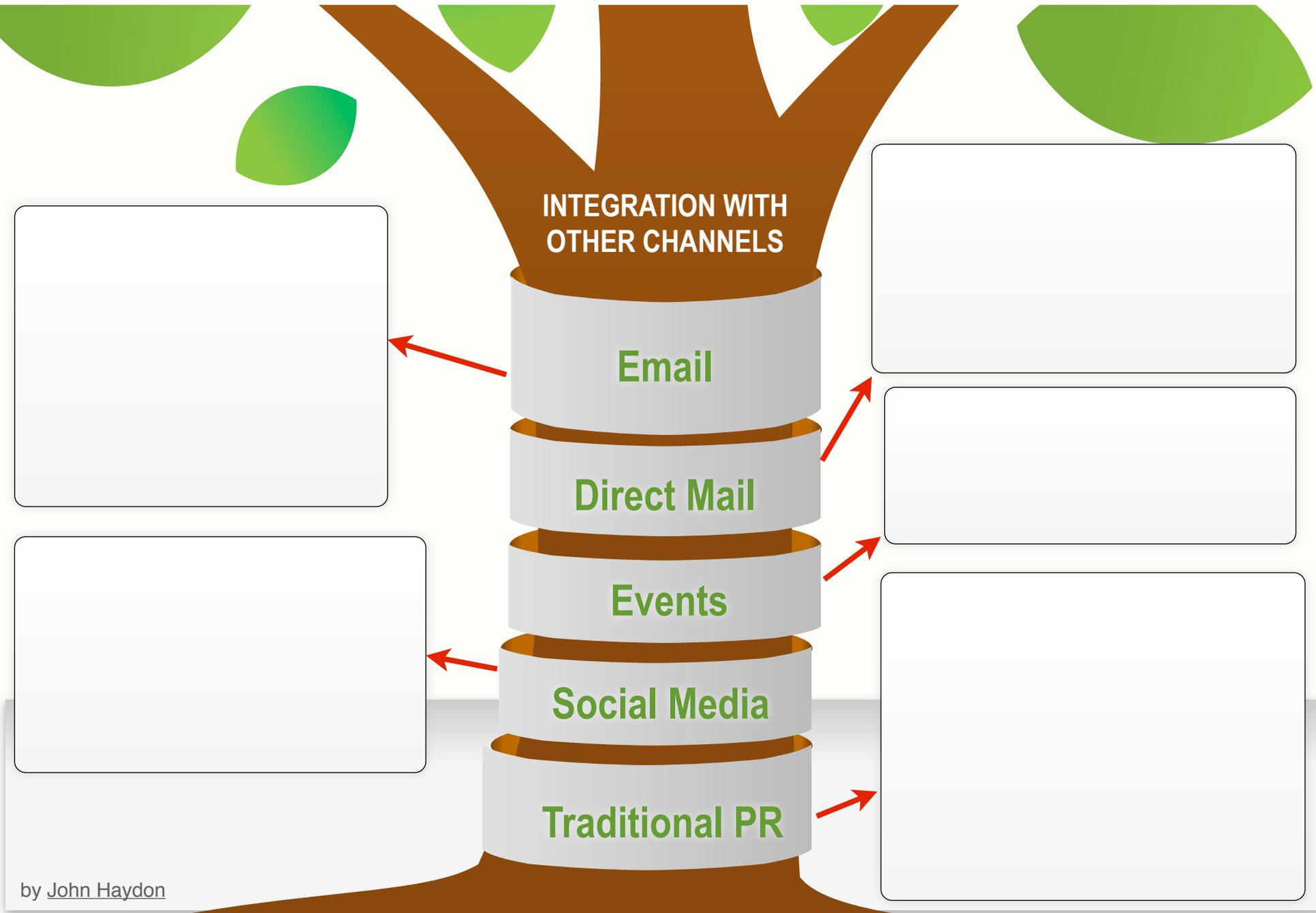
- How is your content strategy different (and unique) from Pinterest, Twitter and LinkedIn?
- How are you promoting your other channels on Facebook and visa versa?
- How are you promoting specific posts on social media?

Social Media

- What would create buzz around your Facebook Page in your local paper?
- Do your media contacts know what your talking about on Facebook?
- How are you promoting your traditional mentions on Facebook?
- How are you monitoring mentions?
- What is your biggest obstacle to integrating all channels more effectively?

Traditional PR

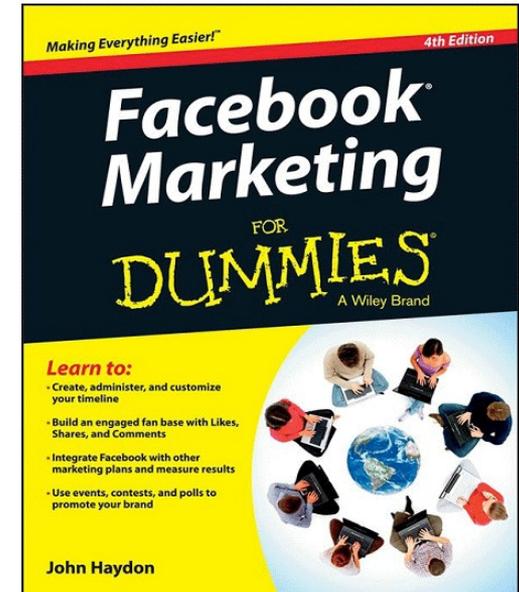
# Integrating Facebook into existing marketing channels



# Facebook Marketing Plan Workbook



Who is **John Haydon**?



**Founder** of Inbound Zombie - a non-profit social media consultancy in Cambridge, MA

**Co-Founder** of SocialBrite and the Social Media Fundraising Club

**Speaker:** Nonprofit Technology Conference, BlogWorld, TechSoup, NetworkForGood and more...

**Author:** Facebook Marketing for Dummies

**Clients include:** Oceana, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Opportunity Works, Community TechKnowledge, HopeLab, Healthy Babies Project, Scholastic, TechSoup, MarketingProfs, WaterAid America, University of Massachusetts