



# Branding and Building Your Online Community

Austin Alderdice and Hannah d'Entremont

Association of Fundraising Professionals

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## About Us



**Hannah d'Entremont**  
Communications Coordinator  
AFP Global



**Austin Alderdice**  
Senior Director of Marketing  
AFP Global

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## Our “Coworkers”



**Stella**

Hannah's Dog



**Finn**

Hannah's Puppy



**Blake**

Austin's Baby

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## Overview



1. Branding
  - a. Your Style
  - b. Your Voice
  - c. Your Look
2. Building Your Online Community
  - a. Implementing Your Brand
  - b. Imagery
  - c. Connectivity
3. Takeaways

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## Overview



### How we'll do it

- Examples
- Polls
- COVID tips
- Themes throughout
- Takeaways

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## Branding

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## Branding



Remember, your brand is not just a logo or tagline...

- Your website
- Your print materials
- Your announcements (through email communications, newsletters, etc.)
- Your videos
- Your social media

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## Branding



CONSISTENCY  
IS  
KEY

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## Your Style

POLL: Do you use a style guide or brand guide specific to your organization?

1. We have no substantive guide of any kind
2. We have a very style guide
3. We have a comprehensive brand and style guide

## Your Style

- Style and Grammar Guidelines
- Overall Tone and Voice
- Your Mission

THINK ABOUT YOUR AUDIENCE

## Branding



### Your Voice

- Who are you?
- Who's listening to your message and do they care?
- Alter your voice depending on the platform

THINK ABOUT YOUR AUDIENCE

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## Branding



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## Branding

**COVID TIP**

COVID-specific language in your comms...  
Do it in a subtle way!



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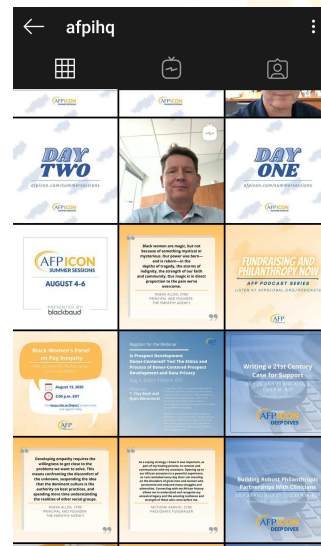
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## Branding

**Your Look**

- Visuals
- Color Scheme
- Font
- Feel

THINK ABOUT YOUR AUDIENCE



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## Building Your Online Community



### **Social Media: What We're On!**

- Facebook
- LinkedIn
- Twitter
- Instagram

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## Building Your Online Community



### Social Media

POLL: What social media platforms does your organization utilize?

1. None
2. Facebook only
3. The basics: Twitter, Facebook, LinkedIn, Instagram
4. A bunch: All of those plus Snapchat, TikTok, MySpace, Tinder...

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## Building Your Online Community



### Social Media: Common Questions

- How many channels should my organization be on?
  - Stick to what you can handle
  - Read your audience
  - Quality over quantity

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## Building Your Online Community



### Social Media: Common Questions

- How much should I be posting?
  - Frequency and Platform
  - Twitter: No Post Limit
  - Facebook/LinkedIn: 4-5 Posts per Day
  - Instagram: One Post per Day/Every Other Day

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## Building Your Online Community



### COVID TIP

Lean towards posting *\*more\** if you can.  
Timing is changing.

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## Building Your Online Community



### Social Media: Common Questions

- What should I be posting?
  - Hashtags and Tagging
  - Other Accounts
  - Link Shortening: Bitly.com
  - Follower Growth



## Building Your Online Community



### Social Media: Content Planning

- Create a content calendar!
  - Place your most important, set-in-stone dates and holidays on the calendar first, then work out from there!

Building Your Online Community						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sep 29	30	<b>Oct 1</b> Ethics Awareness Month Bundle (Instagram Post) Ethics Awareness Month Kick-Off	2 Mike's Kentucky Video	3 Micro-Learning Video #1	4 AFP LEAD Video	5
6	7 NRC Survey Launch	8 Webinar on Pablo Escobar Giving	9 Ethics Podcast	10 Micro-Learning Video #2	11 Ethics Podcast	12
13	14 Ethics Podcast	15 Early Bird Registration!	16 AFP Webinar: Getting the Board Onboard: What's the Issue? Who Can Address It and How?	17 Micro-Learning Video #3	18	19
20	21 Live Webinar with Robbe Healey NPD Gear Up	22 "Transparency" Robbe Healey Micro-Learning	23 Ethics Podcast	24 ACFRE social media recognition Micro-Learning Video #4	25	26
27	28 Ethics Podcast	29 Micro Learning Video #5	30 AFP Webinar: The State of Online Fundraising 2019	31 Ethics Awareness Month Conclusion	<b>Nov 1</b> Early Bird Deadline	2
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Building Your Online Community	
<h2>Social Media: Managing Platforms</h2> <ul style="list-style-type: none"> <li>Utilize outside websites and applications to help assist you in keeping track of platforms you're utilizing as well as your analytics.             <ul style="list-style-type: none"> <li>Hootsuite.com, Brandwatch.com, SproutSocial.com</li> </ul> </li> </ul>	
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## Building Your Online Community



### Imagery

- The importance of visuals!
- Graphic Design Tools and Resources
  - Tips to keep in-mind when designing
  - Canva.com
  - Have some fun!



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## Building Your Online Community



### Imagery

- Stock Photos and Vector Images
  - Unsplash.com, Stocksnap.io, Vecteezy.com
  - Think about the emotions connected to your posts
  - Avoid Harold the stock image guy...



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## Building Your Online Community



### Imagery

- Video Tips and Editing Tools
  - Captions and Accessibility: Kapwing.com
  - Teleprompter: Cueprompter.com
  - Tips on shooting phone and DIY videos: [bit.ly/tolsmavideodiy](https://bit.ly/tolsmavideodiy)

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## Branding and Building Your Online Community



### Other Helpful Communications and Marketing Resources

- Public Relations Society of America (PRSA)
- American Marketing Association (AMA)
- AFP Connect
  - Connect with your fellow fundraisers!

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## Takeaways

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## Takeaways



### Key Themes

- Consistency is key!
- Always think about your audience
- Don't simply "make announcements"
- More imagery (original is better)

### Helpful Links


- Link shortening: [Bitly.com](https://bitly.com)
- Social media management: [Hootsuite.com](https://hootsuite.com), [Brandwatch.com](https://brandwatch.com), [SproutSocial.com](https://sproutsocial.com)
- Simple graphic design: [Canva.com](https://canva.com)
- Stock images and illustrations: [Unsplash.com](https://unsplash.com), [Stocksnap.io](https://stocksnap.io), [Vecteezy.com](https://vecteezy.com)
- Captions: [Kapwing.com](https://kapwing.com)
- Teleprompter: [Cueprompter.com](https://cueprompter.com)
- Tips on shooting video: [bit.ly/tolsmavideodiy](https://bit.ly/tolsmavideodiy)

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Branding and Building Your Online Community

The logo for the Association of Fundraising Professionals (AFP) is located in the top right corner. It features the letters "AFP" in a bold, blue font, with the full name "Association of Fundraising Professionals" written in a smaller font below it.

# Questions?

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