Social Media Set-Up Instruction Guide

This guide will give you step-by-step instructions on how to log on and follow Siouxland Big Give on Facebook and Twitter. If your organization is not on these sites and would like to be, these steps will help you create an account.

It is important to be active on social media for Siouxland Big Give. Social Media is the main way we will draw traffic to the website. On these social media sites, we will be announcing updates and information about your non-profit organization. We want people to not only give to your organization but learn about you too!

Facebook:

If you do not have a Facebook account, this would be an ideal time to sign up! Here is information on how to set up a Facebook *page* (different than a personal account) for your nonprofit/organization: facebook.com/pages/create.

If you are already on Facebook, search for the 'Siouxland Community Foundations' 'Siouxland Big Give' event or visit facebook.com/SiouxlandBigGive and click "LIKE". Once you have "Liked" Siouxland Big Give, you will see updates on your Newsfeed and better yet, invite your friends to "Like" Siouxland Big Give!

Twitter:

If you do not have a Twitter account for your organization/nonprofit, this would also be a good time to give it a try. Here's a simple article about how to get started.

If you already have a Twitter account, follow Siouxland Community Foundation twitter.com/SiouxlandCF AND Siouxland Big Give twitter.com/SiouxlandGive

@SiouxlandCF and @SiouxlandBigGive are known as "Twitter Handles." The @ symbol acts the same as an email address. The @ is how a twitter user communicates with you. Ex. "I just gave to local nonprofits @ SiouxlandCF #SiouxlandGive

It's a good idea to have someone on your staff/board monitor your Twitter account regularly – especially during the Siouxland Big Give. Engaging with people on Twitter is a fun way to build support and attract donations. Here are some helpful tips about how to engage on Twitter.