

Data Storytelling: How CBOs Can Share Their Impact

Beyond the Numbers and Visuals: Building Your CBO Data-Driven Digital Marketing Strategy

FAQ Sheet

- 1. What is the best way to partner on a joint marketing campaign with another nonprofit. We are trying to figure out how to have a shared message from both of our agencies without confusing the audience with 2 different agency names or logos.**
 - When partnering on a joint marketing campaign with another nonprofit, it's important to establish a cohesive brand identity for the campaign while still acknowledging both organizations.
 - Focus on developing a unified message that represents both organizations while maintaining brand integrity. This message should be the central focus of the campaign, with each agency's individual branding playing a supporting role.
 - Start by agreeing on shared goals and messaging themes that align with both nonprofits' missions.
 - Creating a campaign-specific logo or tagline that includes elements from both organizations can help unify the message.
 - On campaign materials, you can include a brief explanation of the partnership to avoid confusion.
 - Leverage each other's communication channels to promote the campaign. Share announcements and content on social media, websites, and email lists, ensuring both agencies receive credit.
- 2. I work with an Area Health Education Center, and we engage a lot of students pursuing healthcare careers. What do you think would be the best way to make announcements like lunch and learn sessions, community talks, grant announcements etc. Historically there's very little response rate through reactions, emojis etc. We use Instagram. Based on stats or your observation, what time of the day is a good spot to make announcements like these? Also, insights on what specific day of the week works would be great.**

To better engage students pursuing healthcare careers and boost the response rates for announcements such as lunch and learn sessions, community talks, and grant

announcements, here are some strategies:

Tailored Content Creation: Understand the interests and needs of healthcare students. Content that highlights career development opportunities, practical learning experiences, and insights into the healthcare industry can be more engaging. Use this information to make your announcements more relevant and appealing. For example, create a list of 20 Frequently Asked Questions (FAQs) students might have about healthcare careers and create content based on the answers to those questions.

Interactive and Visual Content: Students are likely to engage more with content that is visually appealing and interactive. Incorporate videos, infographics, and compelling images into your posts. For instance, a short video clip featuring a speaker or student from an upcoming event or a graphic outlining the benefits of attending a session can draw more attention than plain text.

Leverage Influencers or Ambassadors: Engage student influencers or ambassadors who are seen as peers within the healthcare student community. They can help promote your events and announcements in a way that feels more personal and credible. Their endorsements can significantly increase visibility and interest.

Timing and Frequency: If you do an online search about the best time to post on Instagram, you'll find different answers. The optimal time to post on Instagram can vary based on your specific audience. Since your audience consists of students, consider times when they are likely to check social media, such as between classes, early evenings, or on weekends. Look at your current data and use it as a guide to begin with. Then you can adjust your posting time based on the level of engagement you get when you apply these recommendations. Make sure not to overwhelm your audience with too many posts, as this can lead to disengagement.

Engagement Hooks: Include calls to action that encourage interaction, such as asking a question related to the event topic or prompting students to tag a friend they would like to attend with. Competitions or giveaways related to the event (e.g., a chance to win a meet-and-greet with a speaker or gift cards) can also increase interest and participation.

3. **What would be an example of a hashtag you would research on X?**

An example of a hashtag to research on Twitter could be #HealthEquity. This

hashtag is often used to discuss issues related to ensuring fair access to healthcare and addressing disparities in health outcomes among different populations.

4. Can we get data on Asian American subgroups via twitter?

While Twitter doesn't offer specific demographic targeting, you can use advanced search operators to reach relevant audiences:

- **Keywords:** Include keywords related to specific Asian American such as #AsianAmerican, #AAPI, or subgroups (e.g., #KoreanAmerican, #ChineseAmerican. Keep in mind that this data may not be representative of the entire population and should be used in conjunction with other research methods.
- **Location:** Use location filters to target specific regions with high concentrations of your desired subgroup.

5. Growing Social Media and Engaging Organizations for Funding

To grow your social media presence and engage potential funders, here are some recommendations:

- Start by consistently posting content that aligns with your CBO's mission and resonates with your audience.
- Use storytelling techniques you learned in these workshop series to share impactful stories and successes.
- For attracting funding, leverage data-driven stories that showcase the effectiveness and impact of your work.
- Use social media, especially LinkedIn, to highlight these successes and directly engage with potential donors and grant-making organizations.
- Consider partnerships with influencers or other organizations that can amplify your reach and credibility.

6. How would you suggest we go about telling other people's stories in an ethical way (without gatekeeping or appearing to take advantage of them)?

[Download the Best Practices for Ethics and Equitable Data Storytelling for Community-Based Organizations that is under Session # 1 – Data Storytelling 101: Laying the Groundwork for CBO Impact](#)

7. Frequency of posting>> I've seen accounts grow to over 60k in days. How on is that even possible?? Are they buying followers?? There's a real estate group from Hawaii that grew to over 300k followers in 5 days!

The rapid growth of social media accounts, like the real estate group from Hawaii you mentioned, can seem confusing, especially when accounts get tens or hundreds of thousands of followers in just a few days. However, it can happen. It's rare but it happens. Here are some common ways this can happen:

1. **Viral Content:** Occasionally, an account might post content that resonates widely and becomes viral. This could be a unique listing, a compelling story, or an innovative marketing campaign that catches the public's attention and spreads quickly.
2. **Influencer Partnerships:** Collaborations with influencers who have large followings can lead to a rapid increase in followers. If a well-known influencer promotes or endorses the account, their followers may follow the endorsed account.
3. **Media Features:** Being featured in media outlets, especially ones with a large readership or viewership, can also lead to sudden spikes in followers. This could be through television, popular blogs, or major online publications.
4. **Paid Advertising:** Investing in targeted social media advertising can effectively grow an audience quickly. Platforms like Instagram, Facebook, and Twitter/X offer sophisticated targeting tools that can reach specific demographics likely interested in the content.
5. **Buying Followers:** Unfortunately, some accounts do resort to purchasing followers. This practice can offer a quick boost in follower numbers, but these followers are often bots or disengaged users, which means they don't contribute to meaningful engagement or business outcomes. Additionally, this can risk the account's credibility and can be against the terms of service of most social media platforms.
6. **Cross-Promotion:** If the group or business has other popular platforms or a significant presence elsewhere, they can direct traffic from those sources to their new account, leading to rapid growth.
7. **Contests and Giveaways:** Running a contest or giveaway that requires participants to follow the account can also lead to a quick increase in followers. These need to be compelling enough and offer value to the target audience.

Keep in mind that while rapid growth can be legitimate, it's important to consider the quality of engagement and the authenticity of the followers when evaluating the success of a social media strategy. There are accounts have thousands of followers, but the level of engagement is very low. In this case, the number of followers is meaningless since only a few of them are interested on its content. Organic growth, though slower, often leads to a more engaged and loyal audience, which is crucial for long-term success, especially in fields like real estate where trust and reputation are key.