

Content Creation Strategies for CBOs Data Storytelling

Content is information that is engaging, relevant, useful, entertaining, and educational in the form of video, text, image or sound.

Types of Content

- Articles
- Videos
- Podcasts
- Live videos
- Interviews
- Webinars
- Case studies, e-books, reports, testimonials, client success stories
- Live events such as conferences, trainings, fairs, etc.

Mediums, Channels, Platforms used to Distribute Content

- Social Media platforms such as: Facebook, Instagram, Snapchat, LinkedIn, Twitter/X, etc.
- Social media groups
- Your website/Landing page
- Emails
- Video services such as: YouTube, Vimeo

Creating Your Content Strategy

Here are 5 strategies to help you build a strong content strategy for your organization:

Strategy #1: Know your voice

You work at your organization because you're passionate about its cause, right? So, speak that cause. Everything you say in your posts should 'sound' like your brand and reflect the image you wish to portray.

Strategy # 2: Create a pattern of frequency

Creating a calendar that sets out what you're going to say and when you're going to say it allows you to plan for when your audience is most likely to listen.

Make sure your content is relevant to where people are in their lives and the season. Automating your content publishing also ensures your program maintains presence without tying up resources.

Strategy #3: Understand your audience behavior

Why would your audience 'follow' or 'like' you? What kind of person is going to click the 'message/call' button, add a comment or share your content to their friends? It's so important to make sure you're talking *to* your audience not *at* them. Ask questions, invite feedback, tell a

story, but make it a conversation.

Visual imagery often creates emotional triggers that words sometimes cannot. Use high quality photographs, images, graphics, videos and hashtags.

Strategy #4: Solve your audience's problems

We are used to asking for things from our audience. Whether it's to promote a cause, sign a petition, volunteer or give a donation.

Social media can be used to solve people's problems, but it can also empower people to help achieve their goals. By making useful information easily accessible for others, you can build a reciprocal relationship that builds trust. All of this leads to greater audience retention.

Strategy #5: Be True

This is by far the most strategy. The best way to engage with your audience is to be *human*, just like in the real world. Loud and obnoxious people who trumpet all their achievements at parties never get respect.

Good content isn't superficial, and viewers will pick up on insincerity in a heartbeat, so if you're honest, relevant and true to your cause, your audience is far more likely to engage with your content and recommend you to their friends.

Here are some of the ways that Facebook, Instagram, and TikTok can augment your social outreach and storytelling and build a trusting rapport:

- Answer Frequently Asked questions
- Engage and educate your audience
- Introduce facility, department or office. Give them a virtual tour. Humanize your organization/services
- Introduce staff so they know who there is to help them
- Talk about new or current services and how you can help your audience
- Simple "How-to" instructions
- Special events and special visitors
- Present testimonials and client success stories

Content Creation Tips

- Educate and inform, but don't "sell"
- Humanize; show people actively using or doing
- Know what resonates with your target audience
- Know your communications objectives and goals
- Post good quality images and videos
- Quality is far more important than quantity in terms of content and visuals
- Use visual content that's interesting, compelling and shareable
- Wherever possible, link each of your social media to each other for a larger presence.

Video Content Strategy

Here are some action steps you can take to create video content:

1. **Host a Facebook-Instagram Live Q&A**

This is a great way to start because it allows you to generate content quickly based on what viewers want to know. If you're looking to increase engagement with your audience, provide an in-depth look at your program, and gain more exposure and awareness. Be sure to answer questions from your viewers for massive engagement.

2. **Be Consistent**

Make sure your video content supports your goals and objectives you developed for your social media strategy plan. For example, if one of your goals is to increase engagement (likes, comments, shares), doing a Q&A as mentioned in strategy #1 is a great way to communicate with your audience in real time by answering their questions. As recommended do at least one video post per week.

3. **Create a Recurring Show**

Find a specific time each day where you can answer questions from your audience. Use this time to answer any questions, give tips, suggestions, educate and bring awareness to your program.

4. **Broadcast Live Events**

If you attend a conference, a health fair, training, promotional event, etc. you can

broadcast it live via Facebook and/or Instagram. This is a great way to show off your brand via your organization or program.

5. **Offer Content to a Private Group**

If you have a cohort or a group that you see on a weekly basis, you can create a Facebook group and upload video content specific to that group to keep them engaged when they are not with you.

Resources – How other CBOs are creating digital content.

[SAMHSA](#)

[National Council for Mental Wellbeing](#)

[To Write Love in Her Arms](#)

[Crisis Text Line](#)

[The Jed Foundation](#)

[Yes Means Test](#)

[Power to Decide](#)

Graphic design and animation tools

1. **Canva** (<https://canva.com>) - Excellent free tier for creating visuals and infographics. Easy drag-and-drop interface with data visualization templates and designed elements. Canva Pro is free for all verified nonprofit organizations, providing access to premium paid features at no cost. More information - <https://www.canva.com/canva-for-nonprofits/>
2. <https://snappa.com/> - offers a FREE starter account. Pro account - \$10/month. Team account - \$20/month
3. <https://crello.com/> - offers a FREE starter account. Pro account - \$10/month
4. <https://new.express.adobe.com/> - Free for nonprofits. It's a really nice option if you don't want to use Canva or want to compare other graphic design solutions.

Video software tools for social media

<https://invideo.io/> - Business/Creators - \$20/month

<https://www.rtpl.com/> - offers FREE starter account. Base plan - \$8.33/month

<https://wave.video/pricing> - they have different pricing depending on the length of the video

<http://www.inshot.com/> - video content editing app. It allows you to create videos, edit photos, and create image collages. The app has plenty of features too. You can trim clips, change the speed of your footage, and add filters, music, and text.

<https://www.kapwing.com/> - collaborative platform where you can create images, videos, and GIFs. Offers free version in which you can publish up to 3 hours of video per month. Pro version is \$16/month

Quiz apps

<https://www.quiz-maker.com/>

<https://quiz-app.co/>