Developing Social Media Campaigns for Domestic Violence Awareness Month: Tools & Resources

This supplement to the Technical Assistance Guidance Document of the same name offers tools and resources to support community-based domestic violence agencies and state coalitions at varying capacity levels in developing impactful social media campaigns for Domestic Violence Awareness Month (DVAM) and beyond. This list offers free and low-cost tools to support content creation and design, management, marketing, and monitoring. Helpful social action tools are provided below.

Social Media Management

- **Buffer (Free for one user):** Buffer's social media management tool is simple and straightforward. Their free plans allows a user to connect one account per social media network including Twitter, Facebook, Linkedin, Google+, and Instagram. Buffer's free version brings a lot to the table including scheduling across multiple social media accounts and Pablo, their online image creation tool, that produces simple but beautiful graphics for social in just a few clicks. Plus, Buffer's browser extension and mobile app, which are available to all users including those on the free plan, are especially helpful for organizations without a dedicated staff member managing social media, or organizations whose social media is managed by one person that "wears a lot of a hats."

- **Tweetdeck (Free):** Tweetdeck is Twitter's free, customizable interface that allows users to monitor multiple timelines at once, schedule tweets, turn on alerts, manage an account with a team, track hashtags, and much more. Tweetdeck is a convenient and user-friendly tool that offers a lot of functionality.

- **Hootsuite (Free for one user):** Hootsuite is a social media dashboard similar to Tweetdeck that allows users to monitor and filter multiple timelines and conversations. The one key difference is that Hootsuite allows users to manage multiple accounts across multiple social media networks in their free version, but their paid version allows more advanced features so multiple users can collaborate and share management of accounts across many social networks. Through the paid account, users can access more advanced features like analytics and campaigns[1], which is an add-on tool that allows users to design interactive photo and video contests.

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1   For examples, see Hootsuite's Campaigns User Guide: https://help.hootsuite.com/hc/en-us/article_attachments/202311740/Hootsuite_Campaigns_User_Guide.pdf

Social Media Management

- **Canva (Up to 10 team members for free):** You don't need to be a designer to use Canva, an online design tool that offers thousands of pre-designed layouts for every social media platform, stock photos, and free, customizable icons. Create social media graphics, infographics, cover photos, flyers, presentations, logos and much more.

- **Pablo by Buffer (Free for one user):** See "Buffer" above.

- **Piktochart (Start Free):** Piktochart is an easy to use infographic maker with professionally-designed templates that are updated weekly. If you're looking to design beautiful infographics or charts and maps for social media graphics, Piktochart is incredibly easy-to-use. They offer limited features in the free version, but Piktochart offers nonprofit pricing ($39.99 for 12 months) for those that want to unlock premium features which includes 600+ templates, the ability to download print-quality PDFs, and more.

- **Giphy (Free):** Create memes and GIFs using Giphy's free online tool.[2]

- **Fotor (Free)**: Use Fotor's online photo editor and collage maker to enhance your photos and create beautiful collages.

- **Stupeflix (Free)**: Produce free video creations with Stupeflix's easy to use service.

Design

- **Social Media Image Sizes:** See HubSpot's Ultimate Guide to Social Media Image Dimensions.

- **Charity Email Gallery (Free):** Copper's Charity Email Gallery is a free collection of inspiring emails from nonprofits and causes all over the world.

- **IconStore (Free)**: Free icons in vector format created by designers.

High-Resolution Stock Photography

- **Unsplash (Free)**: Search for high-resolution, royalty-free images on Unsplash.[3] Users can download, modify, distribute and use all photos published on Unsplash for free.

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2   To create unique looping animations, select the "GIF Maker" header. To overlay text on a still image or animation, select the "GIF Caption" header.

3   All photos published on Unsplash are licensed under Creative Commons Zero, which means you can copy, modify, distribute and use the photos for free, including commercial purposes, without asking permission from or providing attribution to the photographer or Unsplash.

- **Lifeofpix.com (Free):** Free photography site with a great filter function, allowing users to filter photos by category (like "people" or "black & white"), orientation, and color.

- **Getrefe.com:** Get Refe offers a great selection of stock photos and has a Free Photos category that you can bookmark.

- **Stocksnap (Free):** All photos on StockSnap fall under the Creative Commons CC0 license which means users can copy, modify, distribute any photo on the site, even for commercial purposes, all without permission.

Marketing

- **Google AdWords (Free for eligible nonprofits[4]):** Want to dip your toe in online advertising without actually spending a dollar? Google gives $10,000 in AdWords advertising money to nonprofits as part of their Google for Nonprofits program. You can use AdWords to set up campaigns to amplify the reach of your DVAM campaign and engage new audiences. The only catch? Given the grant, you must use the tool – so there's an investment in time in learning how to utilize AdWords and create successful campaigns. But with a few hours a week you can learn how to leverage $10,000/month in free advertising – that's $120,000 in free advertising over the course of one year!

- **Moz's Beginner's Guide to Search Engine Optimization (SEO):** This user-friendly resource explains how to make your website more search-friendly so that your content organically ranks higher for relevant search engine queries.

- **M+R's Share Code Generator (Free):** M+R's share code generator is a free tool that allows users to create shareable suggested social media posts. Using the tool is a great way to create one-click social sharing links for your supporters to easily share your campaign, helping to increase the reach of your campaign and engage new audiences. For example, once your team has drafted campaign messaging and promotional posts, you can create one-click links for the suggested posts using M+R's share code generator and then add the link(s) to web pages, blogs and e-mails to "daisy chain" actions. Be sure to ask your supporters to help get the word out by clicking to share on social media.

- **Privy (Free):** Create and design beautiful sign-up forms as pop-ups, banners or bars to make it easy for supporters to join your mailing list on your campaign's page or site. Privy integrates with Mailchimp and other e-mail marketing services so that e-mails are automatically added to your database.

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4 To qualify for Google AdWords grants, organizations must begin by joining the free Google for Nonprofits program and must hold valid charity status in the organization's country. Eligible organizations that are based in the United States must be recognized by the IRS as tax-exempt 501(c)(3) organizations formed for charitable, educational, religious, literary, scientific, or other tax-exempt purposes; fiscally sponsored organizations are not eligible for Google for Nonprofits; Organizations, such as churches, that are automatically considered tax-exempt under group exemption must still obtain recognition of 501(c)(3) tax exemption from IRS to qualify for Google for Nonprofits program; Organizations must be currently registered with TechSoup: https://www.google.com/grants/eligibility/

Monitoring

- **Google Analytics (Free):** Google Analytics offers deep insights on how people are using your site. You can learn how to set up Google Analytics from Whole Whale [here](#).

- **Facebook Insights (Free):** Click on the 'Insights' tab (the third tab) on your organization's Facebook Page to view your page's analytics.

- **Twitter Analytics (Free):** Learn about which Tweet performed the best each month and influencers that liked your Twitter page.

- **Instagram Analytics (Free):** Instagram started rolling out business profiles in 2016, which offer analytics. If your organization's account is set up as a business profile, you can access Instagram's analytics within the mobile application.[5]

- **Hootsuite:** Hootsuite allows you to create custom reports in their paid version.

- **Optimizely (Free 30 day trial):** Set up A/B testing for campaign page so you can experiment, test the effectiveness of different elements of your content, and make improvements as you go.

- **Orangedox:** Track views and downloads of your shared Dropbox and Google Drive files and folders without a sign-up form. While this service is not free, it is really helpful if you want to make it as easy as possible for people to download a file while still measuring engagement.

Miscellaneous

- **Taproot+:** A online marketplace for nonprofits to post pro bono projects that skilled volunteers can apply for. Need help developing a social media campaign for DVAM? You might be able to find a skilled volunteer on Taproot+.

Social Action Tools

- **ActionSprout:** Have you struggled to convert likes into active supporters? ActionSprout's technology is built specifically for nonprofits on Facebook. Use the tool to collect names and email addresses so you can deepen engagement with new supporters beyond DVAM.

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5 If your organization's Instagram account is still set up a personal account, see Facebook's step-by-step instructions on how to activate a business profile: https://www.facebook.com/business/help/502981923235522

- **Postcard:** Postcard Impact is a simple digital tool for creating postcards around your campaign messaging and asking supporters to customize a card online that will be printed and put on display.

- **Twibbon:** Create an overlay that supporters can add to their profile pictures on Facebook and Twitter and embed the Twibbon on your campaign's webpage.

- **Change.org:** Create your own petition online through Change.org's hub of petitions for social change.

- **Thunderclap:** Thunderclap's online tool can help amplify your message. People sign on to sharing a message on their social account of choice at a pre-scheduled time so that your message can rise above the noise.

- **YouTube for Good:** Raise money on YouTube by adding donation cards to videos. Nonprofits that join Google's free nonprofit program – Google for Nonprofits – have access to YouTube's donation card. Not only can your organization raise money using the donation card, anyone can use donation cards to fundraise for your organization with 100% of the funds going to your organization—Google covers the fees!