



# Leveling up your **#kygives26** social media strategy

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**WHO WE ARE**

**OUR MISSION**  
IS TO SERVE AS A  
TRUSTED COMMUNICATION PARTNER,  
**DRIVING LONG-LASTING**  
**RESULTS**  
THAT WILL HELP OUR CLIENTS  
**REACH THEIR BUSINESS GOALS**  
AND BOOST THEIR REPUTATION



# INDUSTRIES WE SERVE



ARTS &  
ENTERTAINMENT



CONSUMER GOODS



FOOD & BEVERAGE



HEALTHCARE



NONPROFIT



PROFESSIONAL  
SERVICES



RETAIL



TOURISM

**SERVICES/  
AREAS OF  
EXPERTISE**



**PUBLIC  
RELATIONS**



**SOCIAL  
MEDIA**



**WORKSHOPS &  
TRAINING**



**CONTENT  
DEVELOPMENT**



**GRAPHIC DESIGN**



**COPYWRITING**



**let's  
level  
up**



# **You know you need to post for KY Gives Day**

**You've already looked at the  
toolkit, gathered your assets, and  
started teasing the importance of  
#kygives26.**

**So, how do you make your  
nonprofit stand out?**





# **humanizing your story**



# How can we make this post better?



Scooter Media

Public

The real success of KY Gives Day will not be how much money we raise but the tremendous impact those dollars will have when nonprofits across Kentucky put them to work!

Join the giving on May 12 at [kygives.org](https://kygives.org).



**Donors want to know about YOU –  
your story, your clients, your impact.**





# Call out the impact of donations

**Central Kentucky Riding for Hope** · Follow  
May 13, 2025 · 🌐

It's **KY Gives Day!** 🎉

At CKRH, horses help children gain confidence, adults build independence, and veterans reconnect with calm and purpose. But none of it happens without YOU.

Here's how your gift makes a big impact this **#KYGivesDay**:

- 💙 \$5 buys a carrot for a horse who patiently stood by while someone found their balance for the first time in a long time
- 💙 \$10 helps a student groom their horse while they learn that care, trust, and connection go both ways
- 💙 \$35 covers one life-changing riding lesson
- 💙 \$180 supports a therapy horse for a month
- 💙 \$350 gives someone a full scholarship

Visit <https://www.kygives.org/.../central-kentucky-riding-for-hope> to donate!  
**#KYGives25 #HorsesHealingPeople**

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**Trager Family JCC** · Follow  
May 13, 2025 · 🌐

**KY Gives Day is here!** 🎉

Join us in supporting the Trager Family JCC's campaign to send our Older Adults on meaningful field trips across the Louisville area!

- 🏛️ Whether it's a museum, a play, or a peaceful walk in nature, these outings help fight isolation and spark joy, curiosity, and connection.
- 💛 Every dollar makes a difference:
- 🎫 \$18 = a ticket to an event
- 🚌 \$54 = transportation
- 🎒 \$108 = a full day of adventure

👉 Give now or on Tuesday, May 7 at <https://www.kygives.org/organizations/trager-family-jcc>

Let's give the gift of discovery—and make aging an adventure!  
**#KYGivesDay #TragerFamilyJCC #OlderAdultsOnTheMove**

**JOIN OUR GIVING DAY!**

**Trager Family JCC** Support our Older Adults Programming on  
May 13, 2025 12 a.m. - 12 p.m.

For more information, go to [KYGives.org/trager-family-jcc](https://www.kygives.org/trager-family-jcc)

**Kentucky Governor's Scholars Program** · Follow  
May 13, 2025 · 🌐

It's **KY Gives Day!** ... See more

**IT'S KY GIVES DAY!**  
IT'S TIME TO SHOW THAT KENTUCKY IS FULL OF GENEROSITY! HELP US CELEBRATE!

**Donate to the Governor's Scholars Program and support the next generation of civic and economic leaders.**

SWIPE TO LEARN HOW YOUR DONATION CAN MAKE A DIFFERENCE

**\$25**  
HELPS COVER THE COST OF FIELD TRIP EXPENSES

**OUR GOAL**  
KY GIVES DAY 2025

**RECEIVE AT LEAST ONE DONATION FROM SOMEONE CONNECTED TO THE PROGRAM FROM ALL KY COUNTIES**

**\$43**  
FOR THE UPCOMING 43<sup>RD</sup> SUMMER OF THE GSP

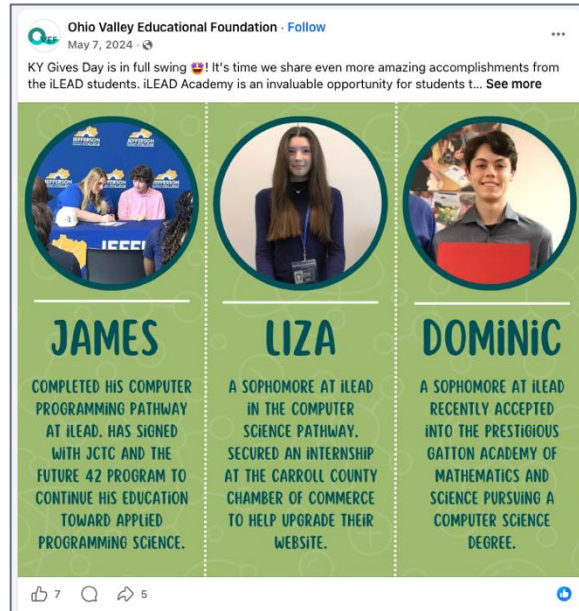
**\$71**  
+4  
COVERS THE COST OF A SCHOLAR FOR ONE DAY

**\$25**  
HELPS COVER THE COST OF FIELD TRIP EXPENSES

**\$43**  
FOR THE UPCOMING 43<sup>RD</sup> SUMMER OF THE GSP

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# Spotlight your work



# What makes a good social post?

## Visuals

Facebook posts with images see **3x higher engagement** than posts without them.

## Short Copy

Posts less than 3 lines in length receive approximately **60% more likes**.

## Video

The average video post receives **135% higher engagement** compared to photo posts





**elevating  
existing partnerships**



**You have advocates in your community!**

**From donors, sponsors and local  
businesses to volunteers and board  
members.**

**Get them involved**



# Elevate existing partnerships

## K.I.S.S.

Keep it simple! If you send the whole toolkit, that can be overwhelming. You want them to execute!

## Choose

Visit the KY Gives Day “Board Social Media Guide” toolkit. Pick 3-4 example posts.

## Customize

Tweak those posts, provide branded graphics or encourage people to share their own photos.



# Engage Community Partners

**God's Pantry Food Bank** · Follow  
May 7, 2024 · 🌐

Today is KY Gives Day! Join us in making a difference by helping us reach our goal of \$40,000 and 150 donors. Thanks to a match donation from [Peoples Exchange Bank](#), every dollar you give will be DOUBLED up to \$20,000. Hope is a full stomach, donate today at [kygives.org/organizations/god-s-pantry-food-bank](https://kygives.org/organizations/god-s-pantry-food-bank) #KYGives24

## COME & GIVE WITH US!

### JOIN US TODAY!

**Our Goal:** We aim to raise \$40,000 and secure 150 donors on KY Gives Day. With your help, we can provide 240,000 meals to our neighbors experiencing hunger.




[KY Gives Day](#) [PEOPLES EXCHANGE BANK](#)

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Comment as Scooter Media

**Kentucky Rural-Urban Exchange** · Follow  
May 8, 2025 · 🌐

On KY Gives Day (May 13), join the Kentucky Rural-Urban Exchange at West Sixth Brewing locations in Lexington, Covington, and Louisville to celebrate KY Gives Day and our month-long partnership with West Sixth! Bring a trivia team in tow to show off your Kentucky knowledge and raise a toast (alcoholic and/or non-alcoholic) with RUXers from across the Commonwealth and join us for Kentucky-themed trivia! Learn more at [kyrux.org/blog/west-sixth-may-2025](https://kyrux.org/blog/west-sixth-may-2025)




<https://tinyurl.com/>

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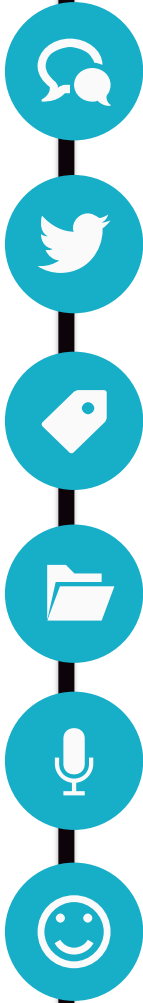
**GO Pantry**  
April 3 at 7:56 AM · 🌐

Community in Action 🌱 A huge thank you to [Triple Crown Market](#) for being a dedicated supporter of GO Pantry! Through their Spring event, over \$2,300 was raised from admission and generous donations—making a real impact for local kids facing food insecurity. 🥰 #triplecrownmarket #nky



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# Interact & Share



**WAVE Foundation** · Follow  
May 3, 2024 · 🌐

KY Gives Day is coming up on May 7! Why do you support WAVE? Make sure to share your reason and the link to our page on May 7: <https://www.kygives.org/organizations/wave-foundation>



**Autumn Tyne Segrest**  
May 2, 2024 · 🌐

KY Gives Day is May 7 and I'm supporting **WAVE Foundation**:  
<https://www.kygives.org/organizations/wave-foundation>

Since I started working here, I have seen kids light up with excitement as an animal ambassador exhibits natural behaviors. I've seen volunteers walk through the aquarium doors ready to take on anything that comes their way. And I've been so fortunate to go out into the community and showcase the jawsome work we do here. This was my first time handling an animal ambassador during the Covington Farmers Market!

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**Chelsea Russell**  
May 12, 2025 · 🌐

Consider a donation to Kentuckians for the Arts this KY Gives Day!



**01**  
day until #KYGives25  
[www.kygives.org](http://www.kygives.org)


**Kentuckians for the Arts** · Join  
Chelsea Russell · May 12, 2025 · 🌐

KY Gives Day 2025 is TOMORROW! Less than 12 hours from now, nonprofits and donors all over the state will begin participating in KY Gives Day. ... [See more](#)

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**questions?**



**prioritizing  
short-form video**



## **BEFORE YOU GET STARTED...**

- **Define your goals**
- **Draft your script**
- **Find your talent**
- **Gather equipment**



# DEFINE YOUR GOALS

Entertain

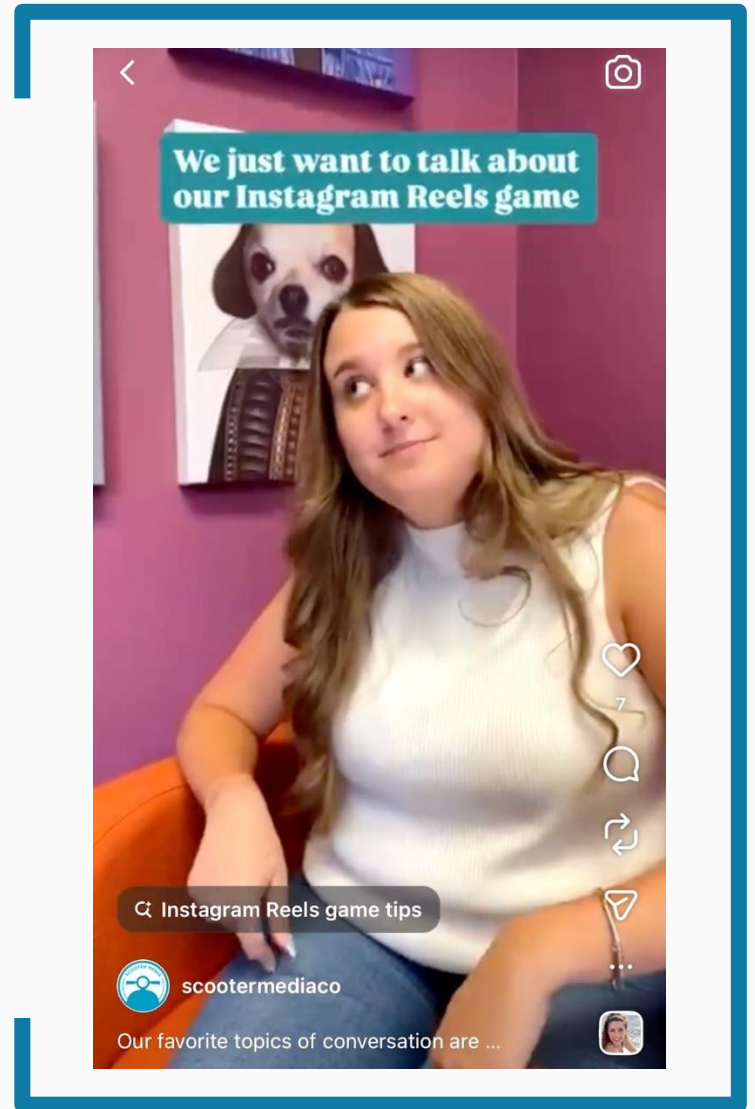
Inspire

Educate

**Decide on the types of videos you want to produce and establish the primary purpose of your videos.**

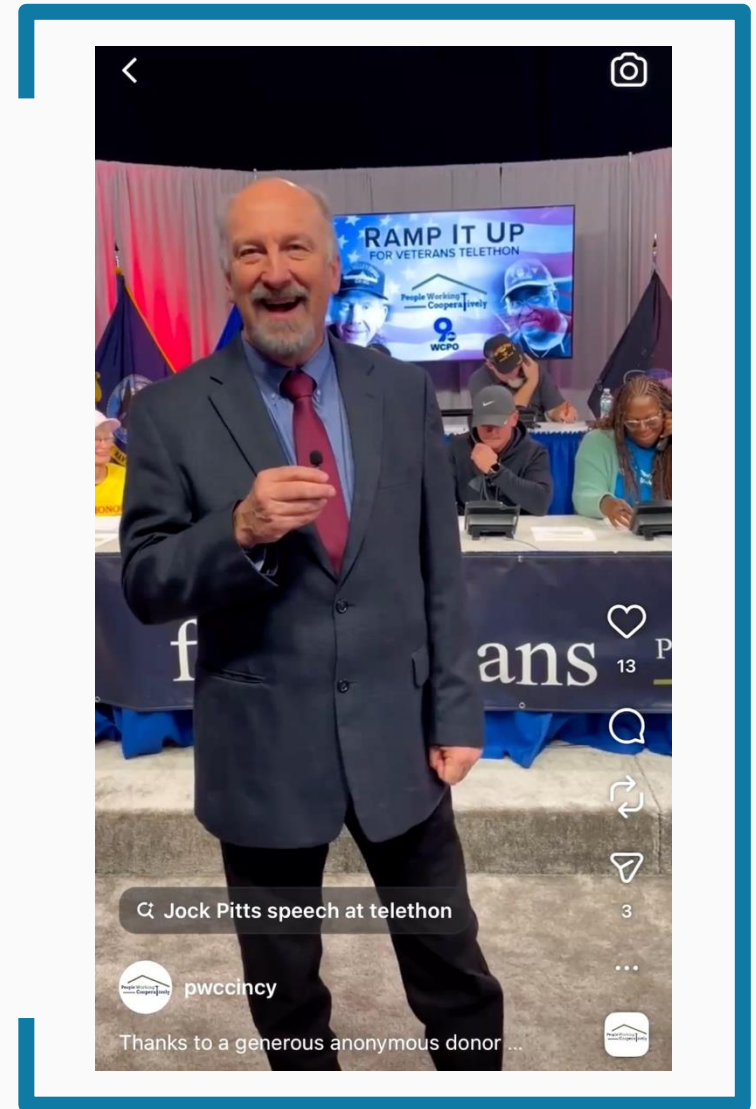
# ENTERTAIN

*Highlight your organization, mission through social video by utilizing trending sounds.*



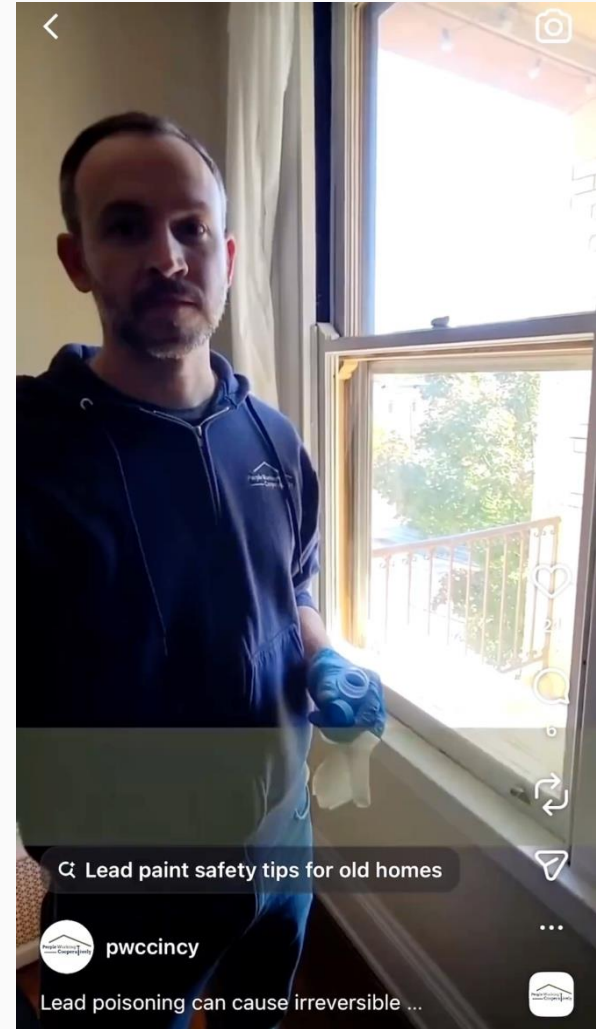
# INSPIRE

*Share the mission of your organization through storytelling to inspire audiences to learn more and get involved.*



# EDUCATE

*Discuss industry tips and resources to educate your audience on topics that are relevant to your organization.*



# DRAFT YOUR SCRIPT

Topic

Audience

Language

**If your video will contain a voiceover, or someone speaking on camera, draft a script or talking points in advance.**

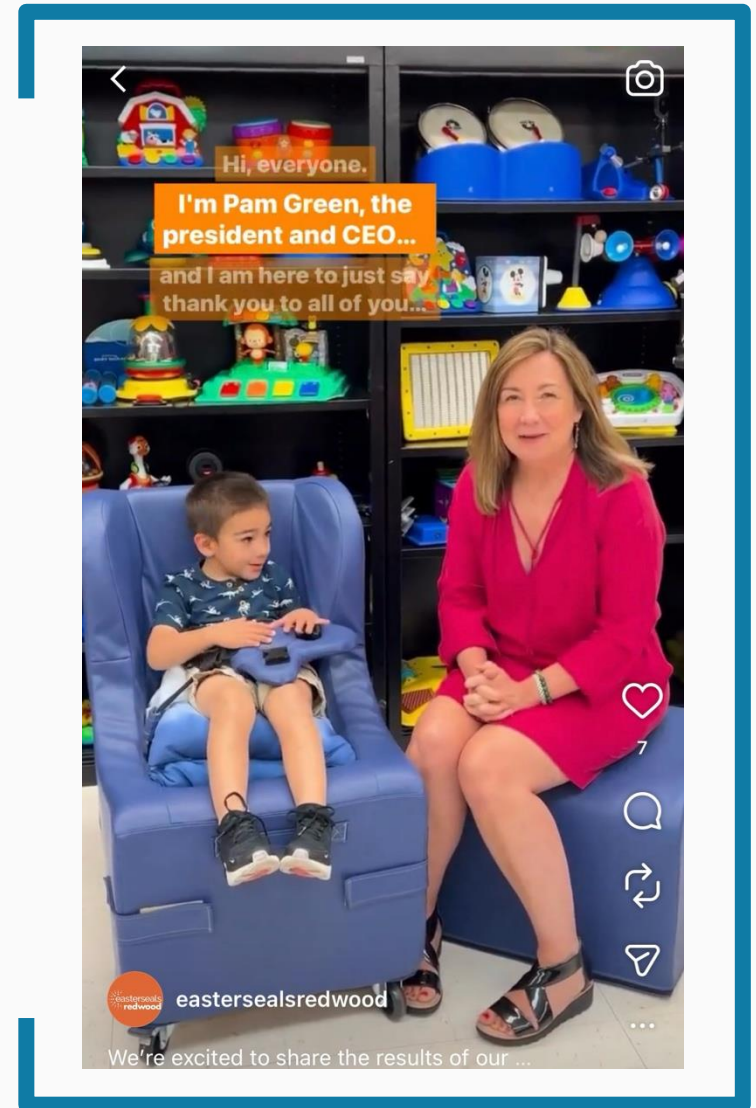
# TOPIC

*For Kentucky Gives Day, try focusing on one of the following topics:*

**Mission:** share details of your mission and why the people should get involved.

**Client testimonial:** share a client story to highlight specific examples of how your organization is benefiting members of the community.

[Easterseals Redwood example](#)



# AUDIENCE

*Determine who you hope sees your video. For Kentucky Gives Day,*

- Are you hoping to reach business-decision makers for large corporations?
- Individuals who can donate smaller amounts or get involved in other areas of your organization?

*People Working Cooperatively example*

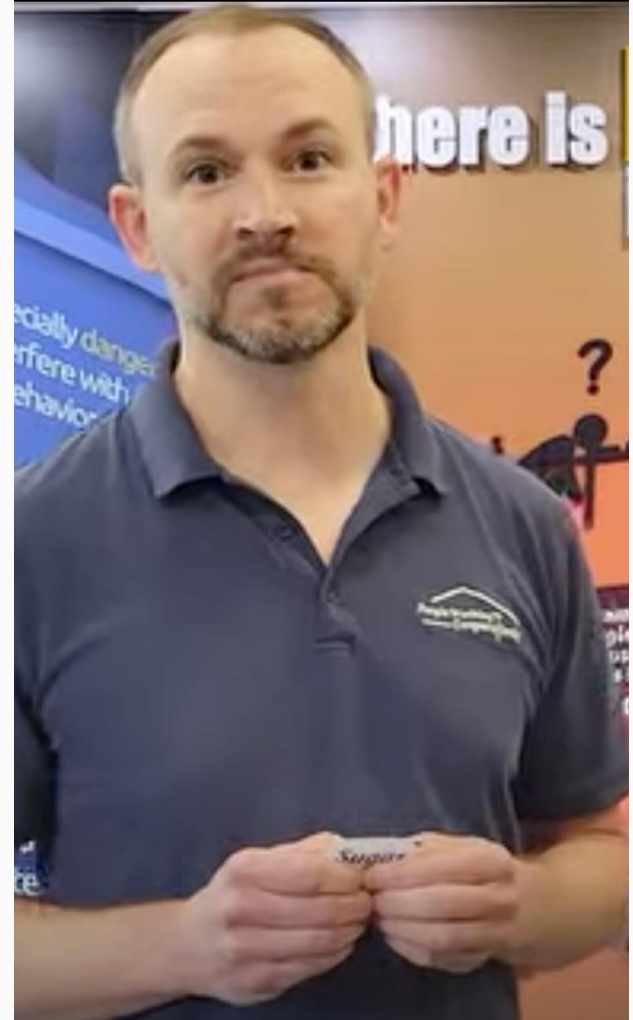


# LANGUAGE

*When drafting your script, consider the following:*

- How knowledgeable is your audience on your topic?
- Would your audience understand industry language?
- How likely is it that your audience will watch the video in its entirety?

*People Working Cooperatively example*



# DRAFT YOUR SCRIPT

## Topic

*Select a topic that relates to your goal. For KGD, focusing on your mission and client stories will better encourage audiences to donate or get involved.*

## Audience

*Determining the audience you want to reach for each social video is essential. Consider who is likely to donate or get involved while drafting your script.*

## Language

*Use language that is short and easy to understand. Write a strong hook followed by a clear and concise body, and close with a direct call-to-action.*

# FIND YOUR TALENT

Team Members

Clients

Volunteers

**For smaller organizations, hiring actors may not be in the budget. Try encouraging those who are already involved or informed on your organization to be a part of your video.**

# FIND YOUR TALENT

## Team Members

*Enlist members of your team to be a part of your social videos, such as your President, Client Service Representatives, or Major Gifts Managers.*

## Clients

*Consider interviewing clients or telling their stories to speak directly to the impact of how your organization benefits the community.*

## Volunteers

*Volunteers can speak to why they are involved in your organization, and what it means to them.*

# GATHER EQUIPMENT

Visual

Audio

Lighting

Tripod

Most film equipment you need for social video you may already have access to.

# GATHER EQUIPMENT

## Visual

*There's no need to go out and buy a brand-new camera — your smartphone is perfect for social video purposes.*

## Audio

*Most cameras have built-in audio capturing. If you want clearer sound (or are filming in a noisy environment), check out options for Bluetooth microphones.*

## Lighting

*Use available lighting to light your video. If you need to brighten the shot, cancel out shadows, etc. simple LED panel lights are an inexpensive option.*

## Tripod

*Tripods are helpful, but you can use almost any stable surface to act as a stand, or you can simply hold your device with a firm hand.*

## FILMING AND BEYOND...

- Utilizing social platforms
- Editing software
- Finalizing your post



# UTILIZING SOCIAL PLATFORMS

Facebook

Instagram

TikTok

YouTube

**Leverage the social platforms you have, versus building something new from the ground up.**

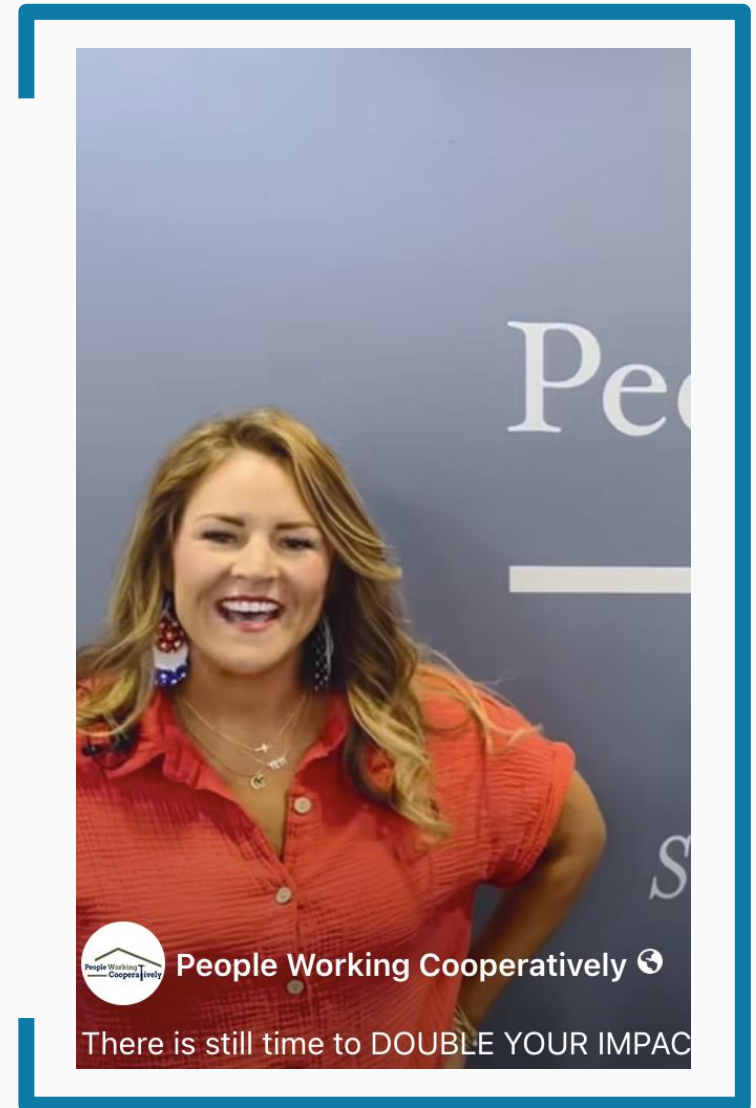
# FACEBOOK



*If your organization is on Facebook, here is how you can enhance social video:*

- **Film in the app or upload your videos as a Reel on Facebook**
  - **Add background audio and sounds**
  - **Add on-screen text**
- **Share both horizontal and vertical videos**

[People Working Cooperatively example](#)



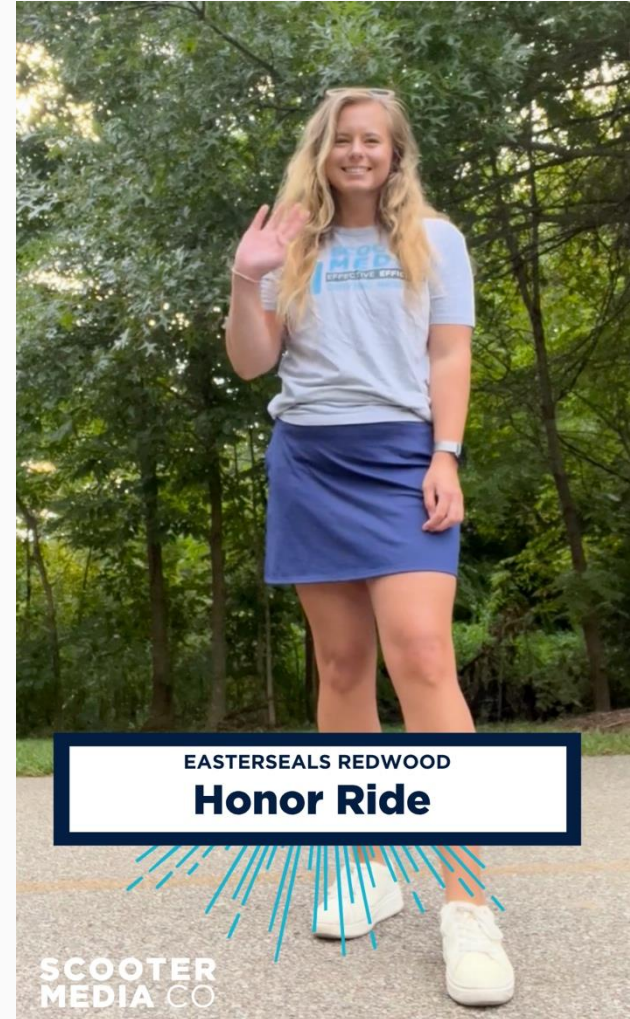
# INSTAGRAM



*If your organization is on Instagram, here is how you can enhance social video:*

- **Use sounds, templates, and edits to create videos based on trends.**
- **Film in the app or upload footage to the platform (we recommend vertical footage).**
- **Add background audio, on-screen text and effects**
- **Cross-post between Instagram and Facebook (if the accounts are connected).**

[Scooter Media example](#)



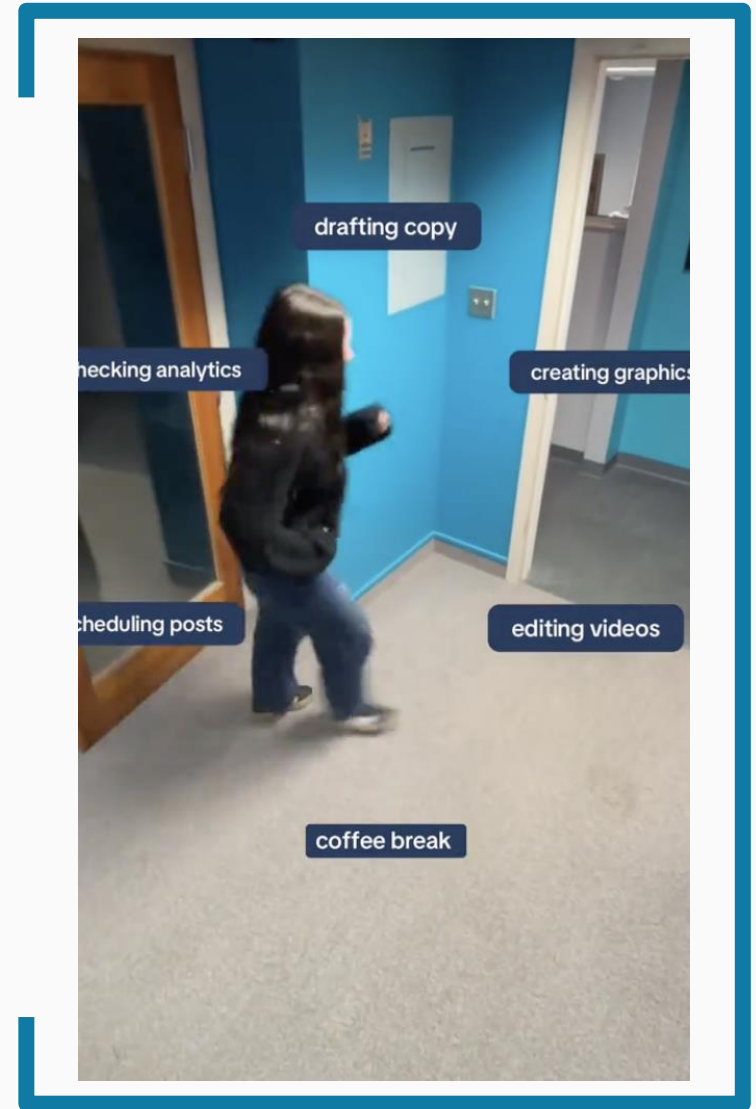
# TIKTOK



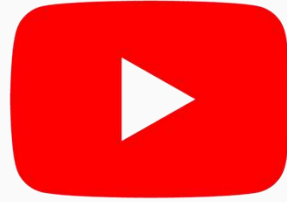
*If your organization is on TikTok, here is how you can enhance social video:*

- Use sounds and templates to create videos based on trends.
- Film in the app or upload footage to the platform (we recommend vertical footage)
- Add background audio, on-screen text and effects
  - Share videos up to 10 minutes long
- Upload or create video cover images (thumbnails)

[Scooter Media example](#)



# YOUTUBE



*If your organization is on YouTube, here is how you can enhance social video:*

- **Turn short-form video clips into YouTube shorts**
- **Upload long-form video content and add descriptions, links, and your location**
- **Create playlists for similar videos**
- **Share shorter and longer video content**

*People Working Cooperatively example*



# EDITING SOFTWARE



**iMovie**

*An easy-to-use Apple program in which you can easily edit clips, add sound effects for quick exporting and access on a variety of devices.*



**Canva**

*Offers video templates, music, and other features that make editing easy and collaborative.*



**CapCut**

*A free and user-friendly app that allows users to easily upload photos and videos to create engaging content using templates and sounds.*



**In-App**

*Editing in-app such as Instagram and TikTok allows you to utilize sounds, text, and other graphics for hands-on editing.*

# FINALIZING YOUR POST

## Social Copy

*Draft social copy to accompany your video. Include keywords and phrases that will help the algorithm show your video to the intended audience.*

## Title Card

*Choose your cover and add a title card that makes sense for your organization, and KGD. Treat this like a thumbnail.*

## Hashtags

*Include hashtags that fit your niche and topic. For example, #KentuckyGivesDay #KentuckyGram #CincyGram #LoveTheCov*

## Stories & Links

*Once your video is posted, share to the platform's stories and include clickable links to reach more followers.*



**q&a + discussion**