IMPACT ONLINE

YOUR SOCIAL MEDIA TOOLKIT

User-Generated Content

Turning Members and Grant Recipients into Social Media Advocates

Imagine if your members and grant recipients helped spread the word about Impact100 for you! User-generated content (UGC) is a game-changer—it's authentic, engaging, and builds a stronger community while making your social media efforts easier. By encouraging members and nonprofits to share their experiences, you create a ripple effect that extends your reach and amplifies your impact. Here's how to make it happen:

1. Make It Easy & Fun to Share: Not everyone thinks of posting about their experiences - so give them a nudge! Ask members to snap a photo at an event, share why they joined Impact100, or post a quick video about their favorite giving moment. Provide simple prompts like:

- "Tell us what being an Impact100 member means to you!"
- "Nonprofits: Show us your grant in action!"

2. Create a Hashtag & Encourage Tagging: Make it easy to track and reshare content by using a unique hashtag like **#Impact100Giving** or **#ImpactInAction.** Encourage members and grant recipients to tag your chapter's page so you can quickly find their posts and give them a boost. And remember to always tag posts with **#Impact100** to get pulled onto Impact100 Global's website.

3. Spotlight & Celebrate Contributors: People love recognition! Feature member and nonprofit posts on your chapter's social media and give them a shoutout. A simple "Thank you for sharing, @MemberName!" makes them feel valued and inspires others to join in.

4. Host a Social Media Challenge: Create a fun, interactive challenge like "Why I Give" Week where members post daily reflections, photos, or videos about their Impact100 journey. Offer a small incentive, like a feature on your chapter's website or a special mention at an event.

5. Leverage Testimonials & Success Stories: Ask members and grantees for short video testimonials or quotes about their experience. These personal stories add credibility and emotion to your social media and encourage more engagement.

6. Ask Directly & Provide Examples: Sometimes, people just need a little encouragement! When you see a great comment or hear a meaningful story, ask if they'd be willing to share it as a post. Provide an example or a template to make it effortless.

By tapping into the voices of your members and grantees, you create a more dynamic and engaging social media presence. Plus, when others share their experiences, they become your best advocates - attracting new members and amplifying your chapter's impact!

Need more ideas or help getting started? Reach out to me—I'd be happy to chat!
Contact Stella at Stella@Impact100Global.org