

Social Media Handbook

Best Practices to Help
Achieve Your Goals on eBay



Embrace social media as a key fundraising tool!

55% of people who engage with causes on social media make donations to charities. This makes it worth investing in social media strategy and resources now! To help get you started this guide includes:

1. Sample Social Media Posts
2. Social Platform Best Practices
3. Resources & Tools



Sample Social Media Posts

To put into practice some of the social media tips in this guide, we've created sample posts that you can customise for your own campaigns.

Be sure to tag @eBay4CharityUK and include #eBay4CharityUK in your social media posts.

Goal: Activate Supporters by Inviting Them to favourite Your Charity on eBay



Shopping on @eBay4CharityUK? Did you know you can now donate proceeds to **CHARITY NAME**? Favorite us to start supporting our cause! **LINK** #eBayforcharity

Add **CHARITYNAME** as your Favourite charity on @eBay4CharityUK. **LINK** You can directly donate to our cause when you purchase on eBay. #eBayforcharity

Next time you buy from @eBay4CharityUK, Favourite **CHARITYNAME** and consider rounding your purchase up in eBay Checkout to support our cause! Every little bit counts. #eBayforcharity



Support **CHARITYNAME** by adding us as your Favourite charity when you sell and shop on @eBay4CharityUK. **LINK** #eBayforcharity

Favourite **CHARITYNAME** to personalise your shopping experience on @eBay4CharityUK. Then round up your total in eBay Checkout & donate to our cause! Every little bit counts. #eBayforcharity



Favourite **CHARITYNAME** when you shop on @eBay_UK and donate to our **MISSION** in eBay Checkout! #eBayforcharity

@eBay_UK supports our mission when you shop. Choose **CHARITYNAME** as your Favourite charity to benefit our cause in eBay Checkout! #eBayforcharity

Are you an avid @eBay_UK shopper? Favourite **CHARITYNAME** next time you purchase to consider donating to us at eBay Checkout. The smallest donation could help us and our mission of “X.” #eBayforcharity

Goal: Acquire Donors Through Your Own eBay Charitable Listings Reaching 183+ Million Active Buyers



Shop unique items benefitting **CHARITY NAME**! Check out “**ITEM x**” on @eBay4CharityUK for Charity.
#eBayforcharity

Calling all fans. This **ITEM** could be yours. Check out our **ITEMS** or “**ITEM NAME**” on @eBay4CharityUK. 100% of the proceeds goes directly to our mission of “**X**.”
#eBayforcharity



Have you checked out our **ITEMS** or “**ITEM NAME**” on @eBay4CharityUK yet? 100% of the proceeds go to **CHARITY NAME**! #eBayforcharity

This “**ITEM x**” on @eBay4CharityUK could be yours! Your purchase of this one of a kind piece benefits **CHARITYNAME**.
#eBayforcharity



Help us reach our goal! We’re raising funds by selling unique items on @eBay_UK. 100% of the proceeds benefit **CHARITY NAME**. #eBayforcharity

You’re not going to want to miss this one of a kind **ITEM** on @eBay_UK. 100% of the proceeds of the sale goes to our mission of “**X**.” Own a unique item and support a good cause! #eBayforcharity

Goal: Grow Your Fundraising with Supporters

Donating Proceeds of their Sale to Your Cause



Check out our **ITEMS** or "**ITEM NAME**" benefitting **CHARITYNAME**. All items are featured on @eBay4CharityUK here: **LINK**. Share with your friends and family and help us reach our fundraising goal! #eBayforcharity

Thank you, **DONORNAME**, for selling your **ITEM** on @eBay4CharityUK and donating your proceeds to us! Want to sell your stuff for our cause? Just list your item on eBay and designate **CHARITYNAME** as your Favourite Charity! All donations are eligible for Gift Aid, meaning **CHARITYNAME** gets an extra 25p for each £1 you donate.. #eBayforcharity



Shout out to @**DONORHANDLE** for the donation! Did you know you can sell items on our behalf? Go to **charity.ebay.co.uk** and list your items now! #eBayforCharity

Are you an @eBay4CharityUK pro? Next time, consider selling items on behalf of **CHARITYNAME** through eBay for Charity: **charity.ebay.co.uk** #eBayforcharity

Favourite **CHARITYNAME** on @eBay4CharityUK to sell items and donate proceeds to our cause! **LINK** #eBayforcharity



Major props to @**DONOR HANDLE** for selling and donating to our cause on @eBay_UK! Want to join? You too can sell items on our behalf, thanks to eBay for Charity. #eBayforcharity

Already listing things on @eBay_UK? Why not do it for a good cause? Check out eBay for Charity to get started and donate between 10-100% of your proceeds to **CHARITY NAME**. #eBayforcharity

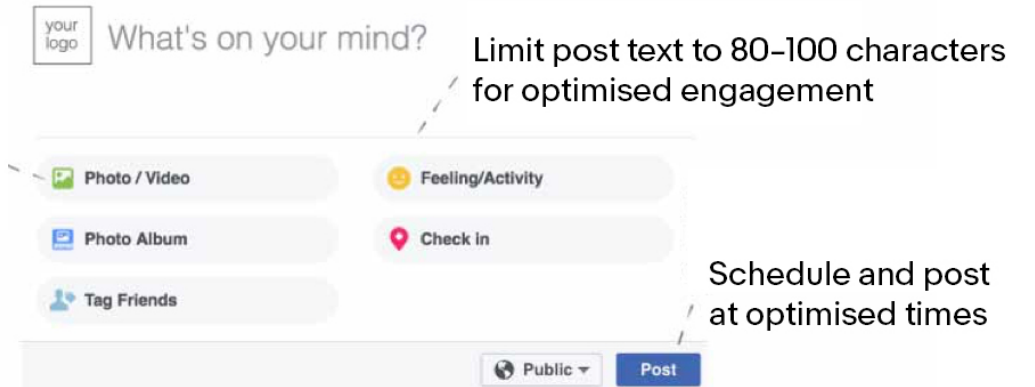


Social Platform Best Practices

The following are some guidelines to make your time on the three major social media platforms worthwhile.

Facebook

Utilise photography that represents your mission and the community it serves



Posting

Post 3-4 times per week at optimal posting days and times, including 1 on the weekend.

- Between 12pm & 3pm Mon, Wed, Thurs, Fri
- Between 12pm & 1pm Sat & Sun

Events

Invite audiences to special events with the Events feature. You will be able to track who has accepted your invitation and they'll get notifications when changes are made to the event.

Live Broadcast

Look for real-time posting and live broadcast opportunities.

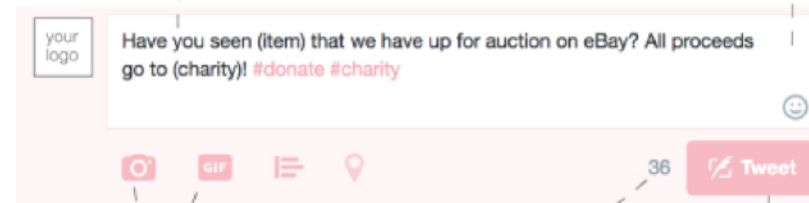
Plan a live broadcast on Facebook and send out teasers for brand advocates.

Encourage audiences to tune back in and participate in a Q&A session with leaders of your nonprofit.

Twitter

Utilise 1-2 hashtags per tweet.
Hashtags lead to content discovery

Keep tweets conversational
and avoid sales talk



Leverage the use of
images and GIFs

Keep tweets to 280
characters or less

Tweet 1-2 times a day at optimised
posting times: 12-3pm Mon-Fri

Search

Search relevant hashtags for new content opportunities and existing conversations.

Follow

Follow sponsors and partners and engage with them when appropriate.

Follow back followers who align with your target audience.

Retweet

Retweet relevant content when it mentions your charity.

Retweet user generated content and mentions.

Organise

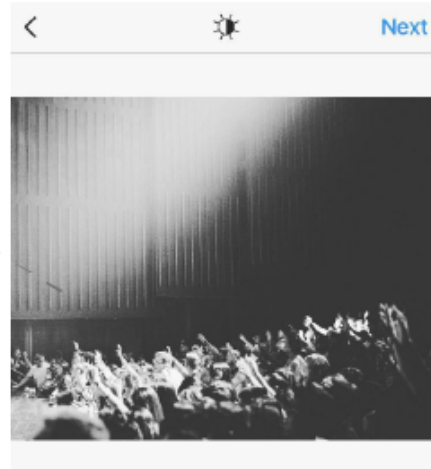
Favourite relevant content, especially when it mentions your charity.

Tag relevant handles in tweets.

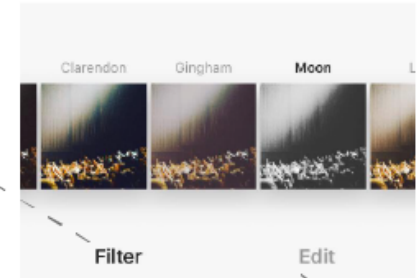
Utilise Twitter lists for ease of organisation.

Instagram

Post 3-4 per week including 1 on weekends



Choose 1-2 filters that are consistently used – keep it bright and cheerful



Use super-easy features to create and edit video and bring your story to life

Hashtags

Drive conversations with relevant or trending hashtags. 1-2 per post.

Live Stories

Leverage real-time posting opportunities with Instagram Stories.

Post live from events and other engagement opportunities.

Posting

Instagram is a platform to engage with your customer base in an informal and fun way. Keep your 'brand voice' consistent for every post.

Give your supporters a behind-the-scenes look into your nonprofit.

Commenting

Comment on content from personal accounts when supporters tag your nonprofit.

Interact with your support base via questions and comments.



Resources and Tools

There are countless social media tools available today! It may take some trial and error to determine which is best for your charity but these tools can significantly improve your social media management and performance.

Time Saving Social Media Management Tools

Social Mention

What are audiences saying about you? With Social Mention, you can search blogs, comments, events, news, and videos for content pertaining to your brand.

[Learn more](#) →

Hootsuite

Save time by scheduling content posts at optimised times. This solution provides audience insights, and content and campaign performance reports.

[Learn more](#) →

Everypost

Curate visual content from a variety of sources, customise and schedule posts, and take greater control over your social pages. Everypost is a simple and convenient way to share multimedia content across multiple social platforms.

[Learn more](#) →

Sprout Social

Sprout Social helps brands communicate with customers on social channels, collaborate across teams and measure the effectiveness of their efforts.

[Learn more](#) →

Buffer

A tool for social scheduling and analytics, Buffer also aides you in driving traffic, increasing fan engagement, and saving time on social media.

[Learn more](#) →

Social Oomph

Social Oomph allows you to schedule posts in advance, provides analytics for a variety of accounts at once, and offers a daily summary email of any @Mentions or Retweets.

[Learn more](#) →

Graphic Design and Editing Tools

RelayThat

Have a great design but need it resized quickly? RelayThat is a graphic design tool that allows for simple redesigns. Templates are also available for quick additions to existing graphics and photography.

[Learn more](#) →

Instagram Layout

Create one of a kind photo layouts with a collaged look and feel. Editing and photo enhancement options are easy to apply and you can export the final product directly to social platforms.

[Learn more](#) →

Thank you!

