



The **Global  
FoodBanking**  
Network®

# Communications Essentials: Objectives, Audience, and Channels

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## As you enter the Zoom, tell us a little about your roles:

### In the chat, tell us...

Is Communications and/or Marketing one part of your role, your entire role, or maybe no one is working on it yet?

### Raise your hand (on camera or by using a Reaction) if:

You feel like you need more strategy or organization when it comes to using social media or approaching communications in general?

# 1. Your communications strategy should support your organizational strategy.

What are your top 1-3 goals? Awareness? Volunteers? Fundraising?

### Example:

GFN seeks to drive investment in the food banking model.

GFN's communications strategy seeks to raise the profile of the food banking among potential donors, policy makers, and development professionals.

## 2. Define the top audiences you need to engage to meet your goals.

And what do you know about them...?

**Example:**

Audiences: donors, policy makers, development professionals

Where do they get their news?

Who do they trust and follow?

What events, conferences do they attend?

What types of stories will inspire them?

## 3. Develop calls to action and messaging.

What do you need your target audience(s) to do?  
How will you frame your messaging to them?

### Example:

Donors – donate (funds, product, etc.)

Policy makers – consider the role of food banks in their community. Does the current policy environment support food donation? Does it make it easy or hard for food banks to operate?

Development professionals – have they considered food banks as "players" in the global food system?



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## 4. Develop your strategy and objectives to support your goals.

What steps will you take to achieve this strategy? (specific, measurable, achievable, resourced, time-bound)

### Example:

Hone in on "corporate donors": Do they know that food banks exist, that they are efficient partners for surplus product, that peer corporates donate to food banks, that even if they don't produce specific products there are ways they can partner with food banks?

## 5. Identify the tactics to reach the key audiences AND move them toward your goals.

What tools, channels, and types of content will you use?

### Example:

Use channels to shine a light on positive examples of partnerships between food banks and corporates – blogs, media, social media, events...

## 6. Resources...

What do you need to effectively implement this plan?

**Example:**

Do you have staff capacity to write blogs or build out a social media campaign?

Do you have contacts in the media or know of journalists who would be interested in this story?

Can you position this topic at an event where the target audience will attend?



## 7. Measure. Evaluate. Course-correct.

How will you determine "success"? What metrics will you use? How will you adjust your plans if needed?

Social media should be used to support your organization's goals.

**You don't have to use every social channel. Stick to channels and content that help you achieve those goals.**

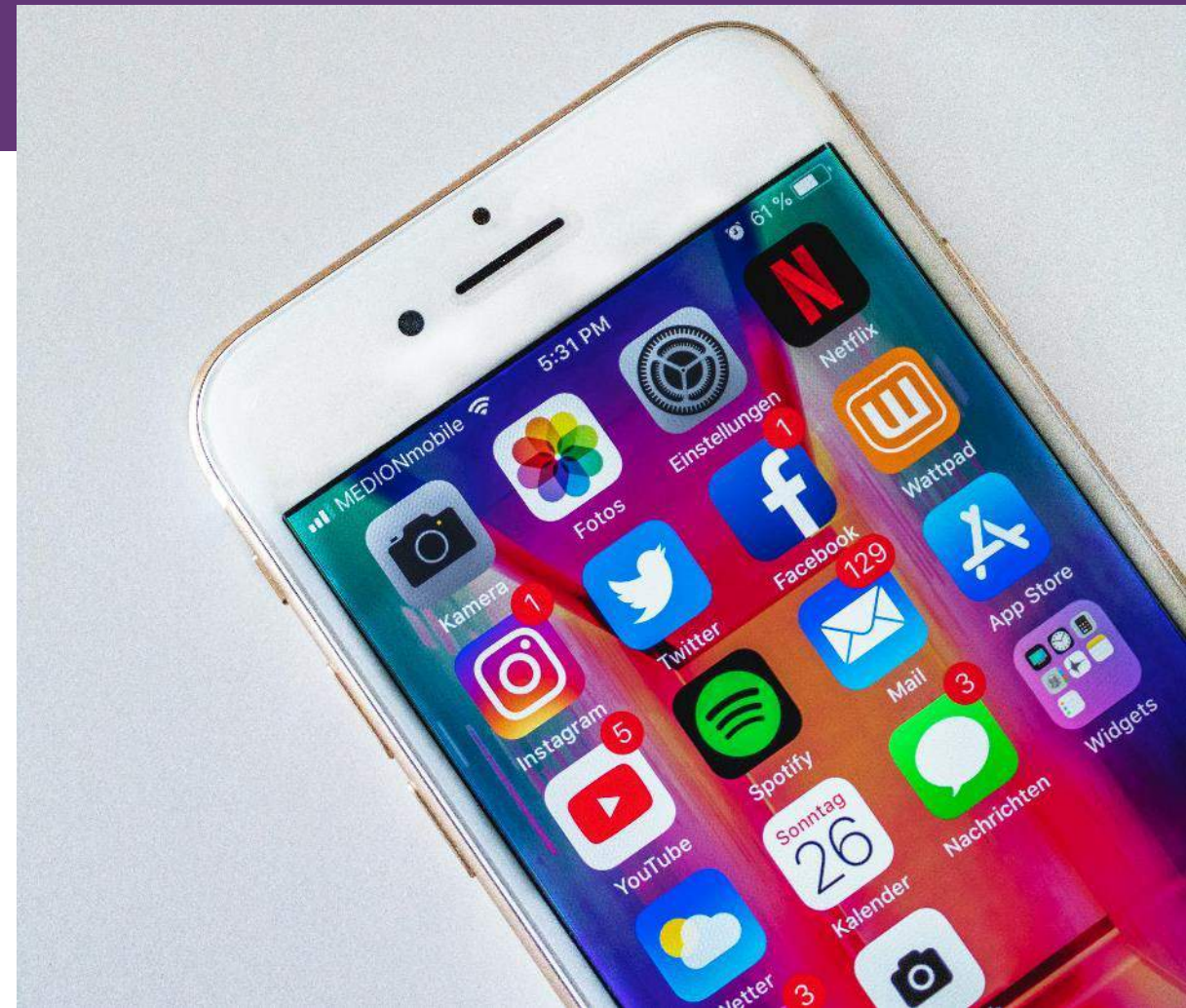
- Choosing social channels and content that supports your goals and bandwidth.
- Tips, tools, and resources

## Example Organizational Goals:

- **Awareness:** We need our local community to know about us and why we exist.
- **Volunteers:** We need more community members to volunteer their time.
- **Donors:** We need more individual or corporate donors.

### 1. Start by considering these questions:

- What audiences do we need to reach to achieve our goals? What do we know about them and how they use social media?
- Who is going to manage our social media?
- How much time do they have?
- How does our staff/volunteers use social media?
- Does anyone else need to be involved to take photos, video, or to review social media posts?



## 2. Use what we know about different social channels



	Facebook	Instagram	Twitter	LinkedIn	TikTok
# active users	2.7 billion monthly	1 billion monthly	187 million daily	783 million; 70% live outside US	100 million
Largest age group	25-34	24-34	30-49	46-55	18-24
Time spent per day	38 minutes	29 minutes	3.5 minutes per session	63% access monthly, 22% weekly	45+ minutes
Features/Notes	-Advertising -Live video	-Advertising -Photos and Stories -Great for informational posts	-News and POV's -Great for individuals to find community/experts	-B2B connections -Blog and thought leadership -Highlight expertise	-Niche communities -Requires a lot of content

## 2. Use what we know about different social channels

**EXAMPLE**

	LinkedIn	Facebook	Instagram
Primary Audience	Potential corporate partners Potential board members	Local community members/leaders; Potential volunteers or individual donors	Local community members; Potential volunteers or individual donors
Posting Schedule	~1-2x/week	~2-3x/week	~2-5x/week (This could include Instagram Stories)
Content Categories <i>(The information they need)</i>			
Content Ideas			

### 3. What content do these audiences need to see to consider supporting your goals?

- What is food banking? What does this look like in our community?
- How does it/can it impact our community?
- Is food insecurity a problem in our community? Why and where?
- Who is doing this work at your organization?
- What can I or my organization do to help?
- Why should I help?

Use these questions to choose 4-8 categories for your social media content, like:

- **Food Security and Hunger:** What is the problem faced by our community? How does it impact our community?
- **Food Banking:** What is it? How are we using this model to support our community?
- **What we do:** What does your food bank do? What happens behind the scenes? Who are the staff and volunteers?
- **Who we help:** Who does your food bank work with? Who or what does this impact?
- **Support:** How can people/businesses support and advance this work?

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EXAMPLE

	LinkedIn	Facebook	Instagram
Primary Audience	Potential corporate partners Potential board members	Local community members; potential volunteers or individual donors	Local community members; potential volunteers or individual donors
Posting Schedule	~1-2x/week	~2-3x/week	~2-5x/week (This could include Instagram Stories)
Content Categories <i>(The information they need)</i>	<ul style="list-style-type: none"> <li>• <b>Why should this matter to me/my company?</b></li> <li>• <b>Who works at the food bank?</b></li> <li>• <b>How can we get involved?</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>What is food banking?</b></li> <li>• <b>How and who does it impact our community?</b></li> <li>• <b>Why and how can I help?</b></li> <li>• <b>How can I receive help?</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>What is food banking?</b></li> <li>• <b>How and who does it impact in our community?</b></li> <li>• <b>Why and how can I help?</b></li> <li>• <b>Who are the people working/volunteering?</b></li> </ul>
Content Ideas			

## 4. What should we post? Refer to your content categories!

### Food Banking

*What is it? How does it support our community?*

- A series of posts describing the food banking model.
- A series of posts that introduce beneficiary organizations your food bank distributes food to.

### What We Do

*What does your food bank do? Who makes it happen? How does it happen?*

- A series of posts or video interviews introducing your staff.
- Photos or videos showing different stages of operations.
- Short stories describing different programs you offer: job training, farming, maternal health.

### How to Support Us Volunteer? Donate?

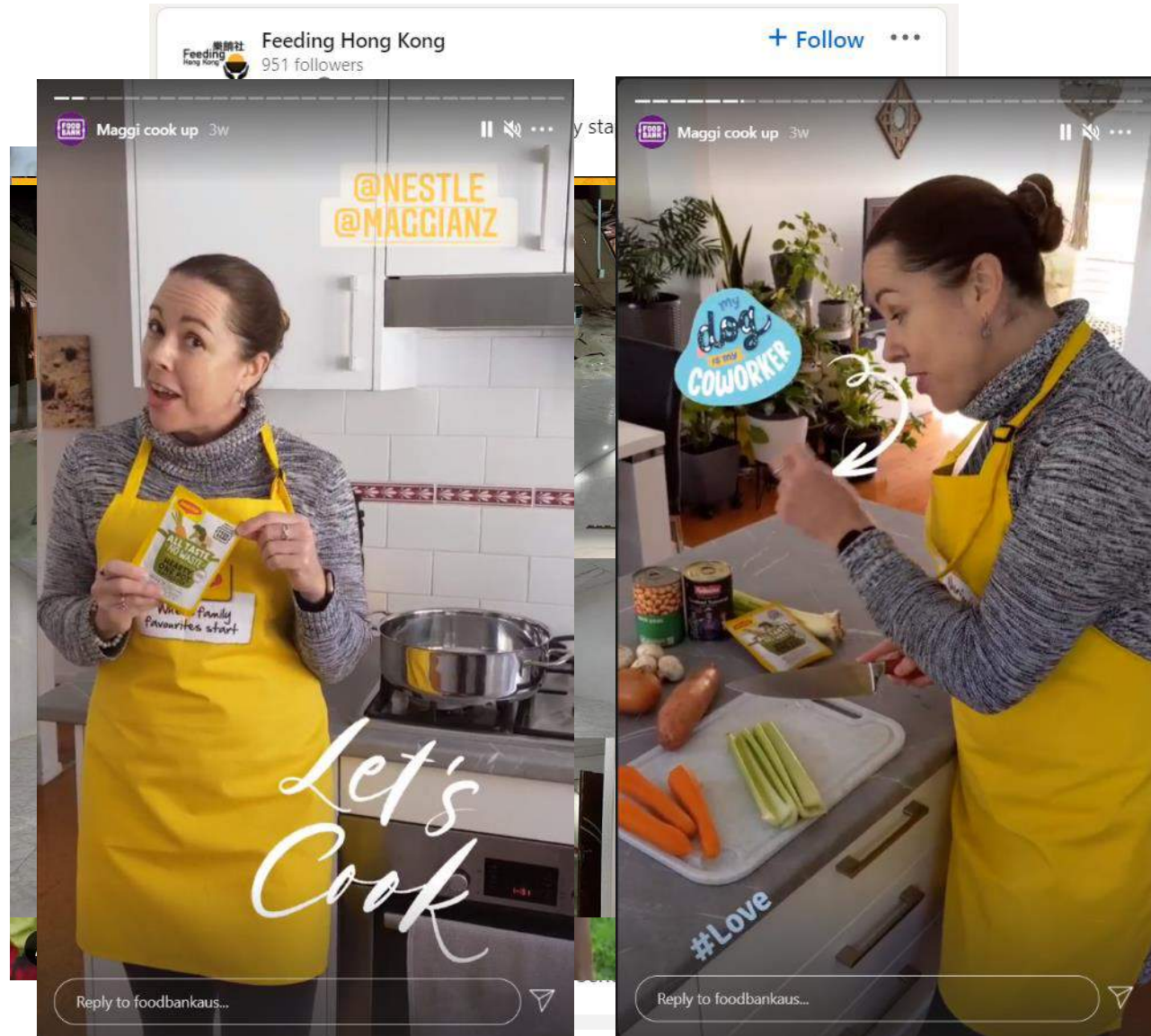
- Share testimonials from volunteers and describe the experience.
- Short story describing a corporate donor's impact.
- Photos of food donation in action on site or at retail locations.



## 4. What should we post? Refer to your content categories!

EXAMPLE

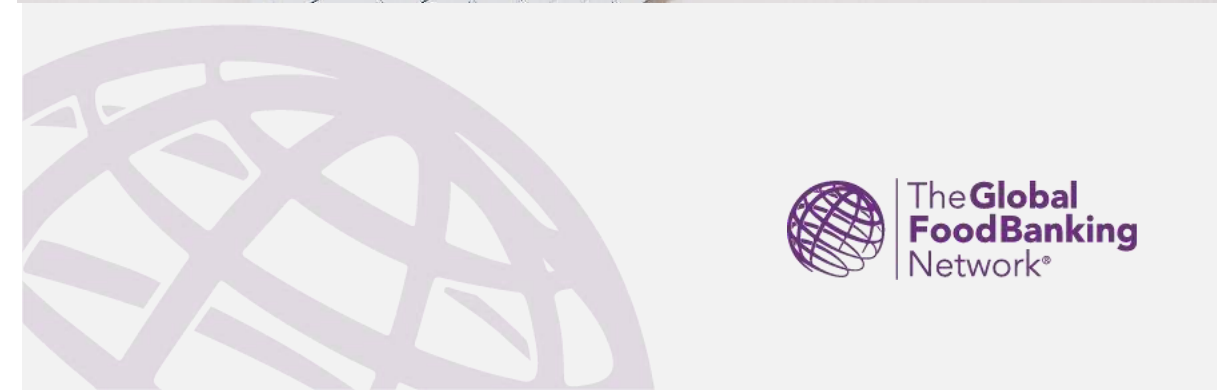
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Content Ideas	<ul style="list-style-type: none"> <li>Short story about a corporate partner's involvement and impact it made</li> <li>Data about your organization's impact or local food insecurity</li> </ul>	<ul style="list-style-type: none"> <li>Short story about a beneficiary organization you support</li> <li>Link to subscribe to your newsletter</li> <li>Highlight impact made by individual donations with a link to donate</li> </ul>	<ul style="list-style-type: none"> <li>Instagram Story tour of the food bank operations</li> <li>Post about/video interview with a person involved (volunteer, staff, client)</li> </ul>



Feeding Hong Kong: On  
Back Channel, Asia's top  
LinkedIn, sharing a photo of a  
front-line staff with this  
Ego, partner in sharing a food  
to staff in a way that can  
know, she would, a work  
their dog's mother, CEO and  
translating a story highlighted  
sustainability about how to  
work in a space by cooking  
become a volunteer for food  
banks.

### Tools, Tips, & Resources to help you stay organized, get creative, and use social media wisely.

- Content Calendars
- Social media graphics
- Housekeeping
- Starting a new channel



## Content Calendars

### Plan your posts at the beginning of each month.

- Map out categories and topics you want to address.
- Include upcoming events, news, holidays, or awareness days ([UN International Days](#)).
- Decide who else in the organization needs to review it.

### Content Calendar Templates & Schedulers

- [HubSpot](#)
- [Airtable](#)
- [Buffer](#)
- [HootSuite](#)

## Social Media Graphics

**Use templates to get started and add in your organization's branding.**

- Determine how much bandwidth your team has to incorporate graphics video into your social media content.
- Use templates from free resources to get started.

### Social Media Graphics Resources

- **Canva:** Video and graphics. [Apply for a free Pro Account as a nonprofit.](#)
- [Adobe Spark:](#) Videos and graphics
- [The Noun Project:](#) Icon and photo library

## Starting a New Channel

### Start with your own networks.

- **Announce it and continue to highlight channels in emails:** newsletter, staff signatures, thank you email to donors.
- **Ask staff and volunteers to share** new channels and content on their own social profiles as appropriate.
- **Tag partners/individuals as appropriate:** Corporate partner, beneficiary organization, staff/board members on LinkedIn.
- **Ask your audiences to share your content** and tell them how it helps.

### Resources

- [15 Tips to Building a Better Social Media Presence](#) – Sprout Social
- [Starting a Social Channel from Scratch](#) – Nonprofit Marketing Guide

## Housekeeping

### Set some ground rules for your social media content.

- **Spelling and format:** Always double check your post for spelling mistakes and to make sure it's easy to read. Don't replace words with emojis.
- **Make calls to action very clear:** Read more, Donate, Sign-up, Call us, Subscribe
- **Share photos or videos respectfully and with permission.** Make sure individuals know how their image will be used.
- **Have fun! Test new ideas and posts.**

## Resources

- [Grammarly](#)
- [Social Media Accessibility](#)
- [Nonprofit Marketing Guide](#)
- [Social Media Examiner](#)

# Thank you!

## Questions?

Would your food bank like more communications training on a specific topic; i.e., how to write compelling blogs or how to draft a media pitch? Please email us!

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