



Social Media Handbook : Donate-a-Book

www.donateabook.org.in

'**Donate-a-Book**', a unique crowd-funding platform, is an initiative by Pratham Book that enables non profits, schools and Reading Champions to raise funds for books to *help India's children read*. The platform bridges the gap between those who need books and those who want to help bridge the gap.

This guide has been put together to amplify your campaign's presence and help you reach your fundraising goal. The guide contains examples/suggestions of how you can extend the reach of your/your organization's campaign through social media. As your campaign will be visible to your audience as well as our audience, here are some tips on how to reach your audiences and also help us share your campaign with ours.

REACH / AMPLIFY YOUR MESSAGE

Use of hashtags

Pratham Books will be using the hashtag **#donateabook** to talk about the DAB platform and campaigns. You can also use the same hashtag for us to find your campaigns on Facebook and Twitter.

Example : We are trying to create 3 libraries in Maharashtra district and we need your help. Donate to our campaign on (link to your campaign) **#donateabook**

Tagging Pratham Books

When you tag Pratham Books on social media, we can easily see your campaigns and share them at different points in time.

On Facebook, please tag us by typing **@Pratham Books** (you should get an auto suggestion from Facebook. Please do not confuse us with the organization Pratham as we are different organizations and we will not be able to see your tag). Alternatively, you can tag us in the comments of your specific post too.

On Twitter, we are **@prathambooks**. Tag us so we can share your campaign through a retweet.

OUTREACH

Things to keep in mind for all your communication :

- correct link to your individual campaign
- end date of your campaign
- specific ask from the audience (example : Donate Rs.100 to get more books into our library, Donate to build our library)

Emailers/ Newsletters

Once your campaign goes live, you can reach out to your audience by sharing how they can help you achieve your goal. It is a good idea to mention specifics of the program for which you are raising funds. With our communication, we have realized that keeping things **short and specific** is useful.

You may want to set up an appeal in terms of absolute quantities. Example : Rs.500/- from you will enable 14 children to get new books and share them with 14 others!

You can also send reminders to your audience close to the end of your campaign to remind them that they can still donate. (example : 5 more days left to donate)

Blog

This space allows you to share more details about your campaign than a medium like Facebook and Twitter. It allows you to elaborate on how the books will be beneficial to the kids you work with and the purpose for your campaign.

Example of a campaign we ran asking people to vote for us in a challenge :

<http://blog.prathambooks.org/2013/10/it-is-election-season-vote-for-pratham.html>

Also, if you look at this link (and the links within the post), you can see how we built this campaign to showcase how different stakeholders will benefit from a platform we wanted to build : <http://blog.prathambooks.org/2013/10/i-am-creative-person-how-can-this.html>

Facebook

A visual medium like Facebook helps people see the actual work that you are doing, the kids you work with, previous successful projects, etc. It also allows for more frequent updates (vs sending out an emailer). You can also mention how close you are to achieving your target. We have shared links to some sample creatives later in this document. Use the hashtag #donateabook and tag @PrathamBooks so we can see your campaign too.

Twitter

Tell the world about your campaign and link to it.

Using an image with your tweet may also help people see your campaign.

Please tag @prathambooks too so that we can retweet your message too. Example : We need your help to get 500 books to our library. Donate on @prathambooks #donateabook (link to campaign)

Use the #donateabook hashtag for us to find your tweets too.

If you know of Twitter influencers or they follow you/your work, please do not hesitate to ask them to Retweet your appeal. At the same time, please take care to not spam them by tagging them too often. Once or twice is enough to catch somebody's eye.

Sample creatives

These are creatives which we have used to make announcements, inform about contests and deadlines, etc. These creatives are just examples :

Facebook cover with a request : <http://on.fb.me/1LiSNnZ>

Facebook post with a request : <http://on.fb.me/1Suf2bq>

Facebook post outlining steps to follow : <http://on.fb.me/1LmJdxe>

Quantifying the work you do (can be used to talk about what purpose the books serve in your organization) : <http://on.fb.me/1J7fkDM>

Thank you note : <http://blog.prathambooks.org/2013/11/results-of-google-impact-challenge.html>

We love this thank you note Kalkeri Sangeet Vidyalaya sent us : <http://on.fb.me/1FqwxA5>

Reminders that you are close to the end of the campaign.

Example 1: <http://on.fb.me/1Sh9JvS>

Example 2 : <http://on.fb.me/1dFUIKu>

Example 3 : <http://on.fb.me/1TnjWIX>

FEEDBACK

Thank you update :

Send an update thanking your supporters for helping you achieve your goal. You can mention the concrete action that all of them have taken. (example : You've helped us get 5000 books into our school. Thank you!). You can send this immediately after your campaign ends, and once again maybe after the books reach you and the kids.

Share the impact :

Once the books reach you and the kids, we would love to see pictures or hear about it (maybe in a blog post?). This also helps us showcase the impact of the platform and encourage others to start campaigns to get books to the kids they work with.

If you have a tip that you think will help other organizations fundraise for their campaigns, please share it with us at [web\(at\)prathambooks\(dot\)org](mailto:web(at)prathambooks(dot)org).