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Social Media Fundraising Audit

[Client Organization]

Purpose

This document is intended to support [Client Organization] staff in assessing its four active social media channels (YouTube, LinkedIn, Instagram, Facebook) and identifying practical opportunities to strengthen them as fundraising and donor engagement tools. The aim is to provide a constructive, forward-looking audit that can guide content strategy, cross-channel consistency, and stronger donor-facing positioning.

Framing

[Client Organization] maintains a presence across all four major channels reviewed here (YouTube, LinkedIn, Instagram, and Facebook), with consistent mission language and a record of community-facing content (staff spotlights, info sessions, award recognitions, and at least one dedicated fundraising event promotion on Facebook). This is a real foundation to build from.

At the same time, there is a meaningful opportunity to sharpen how these channels function specifically as fundraising tools, not just organizational updates, and to close some cross-platform consistency gaps. This audit is framed as an opportunity to convert an already-real audience into a more active donor base.

Executive Summary

Across YouTube, LinkedIn, Instagram, and Facebook, [Client Organization] has built modest, but substantive, audiences (roughly 500 Instagram followers, roughly 600 LinkedIn followers, roughly 1,000 Facebook followers) with consistent mission messaging. However, none of the four channels appear to carry a direct, visible fundraising call to action (CTA) in their bio or profile.

Four themes stand out in the initial review:

- **No visible donate CTA in any channel bio.** Across Instagram, LinkedIn, and Facebook, public bio text describes the organization's mission but does not appear to include a donate link or giving-focused call to action.
- **Content mix leans programmatic, not donor-facing.** Sample post topics found (team events, info sessions, staff spotlights, an awards finalist announcement) are organizational updates rather than beneficiary stories or fundraising appeals, aside from at least one Facebook video promoting the organization's annual fundraising event.
- **Engagement signals look soft relative to audience size.** Facebook shows only a small handful of people "talking about this" against roughly 1,000 likes, suggesting a large, accumulated audience with currently low active engagement.
- **YouTube posting cadence is sparse.** Videos found span roughly one per several months to a year, suggesting the channel is not used as an ongoing content engine.

Refreshed Goals

- Give each channel bio a clear, direct donate link or fundraising call to action
- Increase the share of donor-facing/beneficiary-story content relative to organizational updates
- Re-engage your existing Facebook audience with more frequent, interactive content
- Establish a more regular YouTube posting cadence, or consolidate video effort into fewer, higher-quality channels
- Confirm cross-platform consistency of bio links and messaging with a live account review

1. No Direct Fundraising CTA in Channel Bios

Publicly visible bio text for Instagram, LinkedIn, and Facebook describes the organization's mission, but none of the visible texts include a donate link or fundraising-specific call to action.

Why this matters: A channel bio is prime real estate, often the very first thing a new visitor reads. Without a direct path to giving, social media followers who are already engaged with the organization's mission have no easy next step toward supporting it financially.

2. Content Mix Is Programmatic Rather Than Donor-Facing

Sample post and video titles found across channels include team event recaps, info session promotions, staff spotlights, an awards finalist announcement, and a forum recap. Only one clearly donor-facing item was found: a Facebook video promoting the organization's annual fundraising event.

Why this matters: Organizational updates build community and credibility, but they don't, by themselves, make the case for giving. A stronger donor-facing content mix would include recurring beneficiary stories (echoing the beneficiary story used on the website), specific impact statistics, and periodic direct asks, not just one annual fundraising event promotion.

3. Facebook Engagement Appears Soft Relative to Audience Size

Facebook shows roughly 1,000 likes but only a handful of people “talking about this,” a real-time engagement indicator.

Why this matters: A large gap between total likes and current engagement suggests the page may have accumulated its audience over time without sustaining regular interaction.

4. YouTube Posting Cadence Is Sparse

Videos identified span roughly a two-year window, suggesting a posting rhythm of a few times per year rather than an ongoing content cadence.

Why this matters: Infrequent posting limits YouTube's usefulness as a fundraising or storytelling channel and may not justify the production effort involved unless paired with a clearer strategy (e.g., tying videos to specific campaigns or the annual fundraising event).

Priority Recommendations

- Add a direct donate link (or a link-in-bio tool pointing to it) to every channel's bio.
- Increase the proportion of donor-facing content (beneficiary stories, impact stats, direct asks) relative to organizational updates.
- Investigate Facebook's engagement gap and test more interactive content formats (polls, questions, live videos) to rebuild active engagement.
- Establish a realistic, sustainable YouTube posting cadence tied to specific campaigns or events, rather than sporadic uploads.

Suggested Near-Term Wins

- Add a donate link to each platform's bio
- Repurpose an existing beneficiary story (from the website) into a short-form video or carousel post
- Schedule at least one donor-facing post per month across Instagram and Facebook

Sample deliverable — the client's identity, exact audience figures, and other identifying details have been redacted/anonymized for illustration.