



# Grow your Audience on Facebook and Instagram

FACEBOOK

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# Determine Who your Online Audience Is

## Introduction

When you set up an online presence on Facebook and Instagram, it's important to consider who you want to reach. To ensure you're ~~of your marketing~~ making the most of your marketing efforts, your messages should aim to reach the types of people who are likely to be interested in your organization.

Identify who you're currently reaching so you can attract the people who matter most to your organization.



## Understand your Audience

Learn who your audience is on Facebook and Instagram to make sure you're making the most of your online marketing efforts.

## What is an Online Audience?



Your online audience is the group of people you can reach with your messaging. Different social media platforms use different categories to describe audiences.

On Facebook, your audience falls into three groups: people who like your Page, followers, and people reached. On Instagram it falls into two groups: followers and people reached.

## Facebook

### People who like your Page

These people actively like your organization. They are the most engaged audience you have, and they're usually eager to hear from you and advocate for your organization or program..

### Followers

These people want to keep up-to-date with your organization.

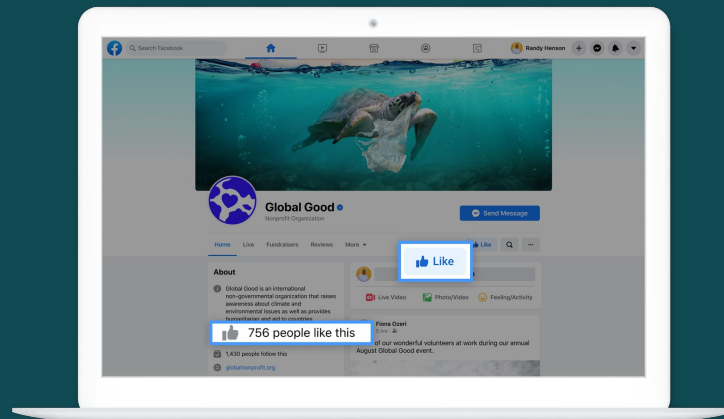
### People reached

These are people you reached with your messaging. This group is not as close to you, and it takes more effort to reach them.



## People Who Like your Page

Now, let's take a closer look at these two types of people. When someone likes your Page, they're showing support for your cause and organization. People who like your Page also follow it automatically, which means they may receive updates about it in their News Feed. Your page will also show up in the Likes section of their Facebook profile.

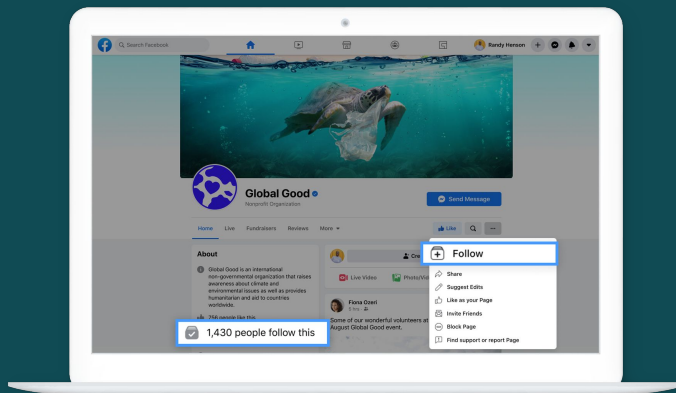


For illustration purposes only.

For example, people who like Global Good's Facebook Page may see messages and updates from Global Good in their News Feed, and people who visit their profile will be able to see that they like Global Good's Page.

# Followers

Followers of your Page may receive updates about it in their News Feed. People can follow your Page even if they haven't liked it. People can also unfollow your Page.



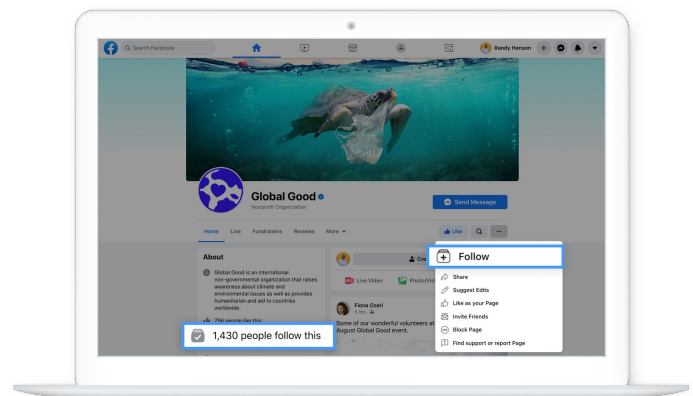
Let's say Global Good has 1,430 Page followers on Facebook. These people want to see messages and updates from Global Good, and may see Global Good's posts in their News Feed. Their followers will include some of the people who like its Page, but also people who saw your Page through people they follow.

For illustration purposes only.

# People Reached

When people who follow or like your Page, share one of your posts, that post will reach a larger audience. People reached includes everyone—people who like your Page, your followers and other people—who saw it.

People reached can also include a broader audience you reached by promoting a post or using Facebook advertising tools.



For example, when Global Good's followers share their posts with their friends, the posts reach more people. If these people like the posts, they may also decide to like or follow Global Good's Page or learn about Global Good's efforts.

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# Instagram

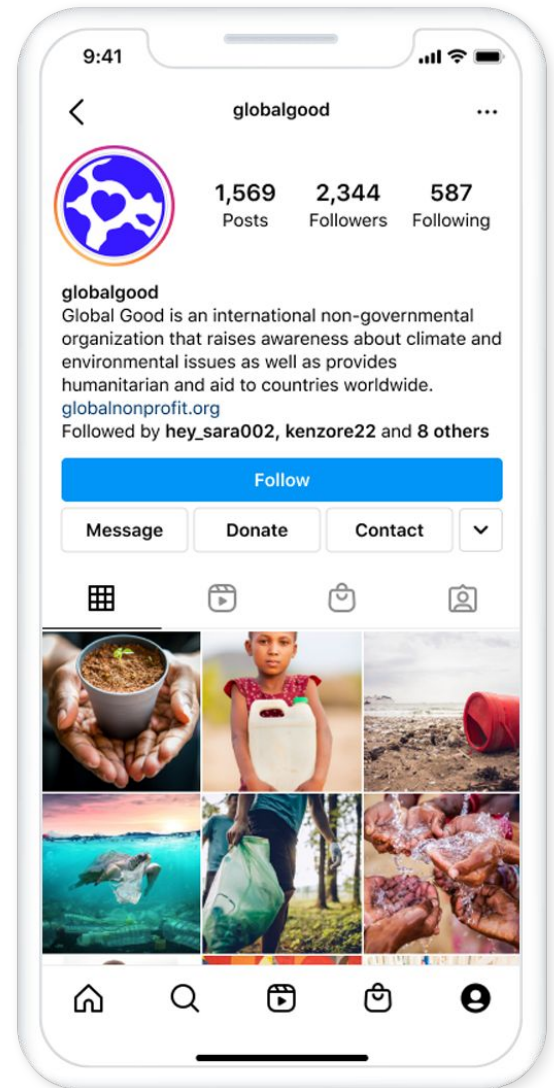
## Followers

Once people follow your account, your posts and stories automatically appear in their feed. For example, Global Good has been working hard to raise awareness about climate and environmental issues as well as provide humanitarian aid to countries worldwide. Global Good has an Instagram account with 2344 followers. Each time they share a post, it appears in the Instagram feed of these followers.

## People Reached

Other people (who don't follow you) can also see your posts and stories, which increases your total audience. There are a few ways this can happen:

- Followers share your posts, Stories or your organization's profile with their community.
- People find your posts or stories from #hashtags that you use.
- People discover your post or story in their Explore feed.
- You use advertising tools to expand your reach.



For instance, when Global Good's followers share the organization's posts with their friends, Global Good reaches new people.

## Key Takeaways

- Your online audience is the group of people you can reach with your messaging.
- When you attract followers on Facebook and Instagram, you can reach more people who may care about your organization's cause.

# Define your Target Audience

## Decide who you want to reach

Define your target audience to focus on a specific audience to connect with on Facebook and Instagram. By deciding who your audience is, you can more effectively reach the groups of people that are more likely to support your organization or raise funds for your cause.



## What is a Target Audience?

A target audience is the group of people you want to reach with your organization's message, because they may be likely to take action as a result of seeing it.

People in your target audience will have certain characteristics in common. These characteristics fall into three broad categories:



### Demographics

Your audience may have the same:

- Age
- Gender
- Household income
- Occupation
- Education
- Location



### Interests

They may share interests in certain products, topics and activities.



### Behavior

They may read the same publications, visit the same online destinations, have certain hobbies or play the same sports.



# What is a Target Audience?

It's possible for an organization to have more than one target audience.

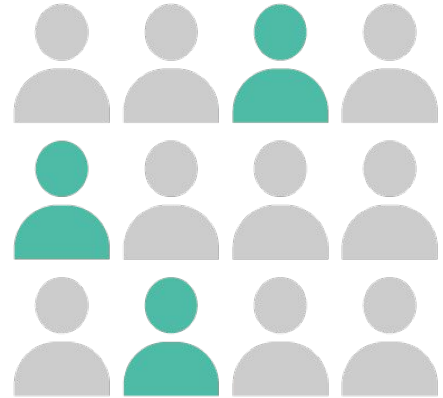
## Primary target audience

Your primary target audience will typically get most of your attention, since you expect them to become your most valuable group of supporters.

## Secondary target audience

Your secondary target audiences are other groups of people with common characteristics who may be interested in your cause, but are unlikely to become your most valuable supporters.

Secondary target audiences can help you structure your marketing efforts, especially if you feel like your cause may appeal to distinctly different groups of people.



# How Do you Determine your Target Audience?

Defining your target audience helps you to focus your marketing efforts on the people most likely to be interested in your organization. Follow these tips to begin:

## Current supporters

Start with your current supporters, specifically those that support the efforts you are most focused on with your cause. Think about the characteristics they have in common, and brainstorm with your team or people close to you to describe them.

## Monitor

Monitor similar organizations like yours. Get a sense of how they communicate and the groups of people they are trying to reach. You can also follow the Pages of important organizations in your space on social media.

## Interested people

Talk to friends—or even strangers—you think may have an interest in supporting your cause.

# Build your Target Audience

Here's a template that you can use to create a target audience for your organization.

Audience name	
<b>Goal</b> Consider what your organization's goal is, and who you need the support of to reach these goals.	
<b>Demographics</b> Describe your target audience by age group, gender, household income, education or occupation, and location.	
<b>Name and Image</b> Give your target audience a name and even an image, if you choose. This will remind you of what your supporters can look like.	
<b>Interests</b> Describe what your ideal supporters are typically interested in.	<b>Behaviors</b> Describe common behaviors among your target audience.



## Key Takeaways

- A target audience consists of people most likely to be interested in your organization and efforts to support your cause.
- A target audience is the group of people you want to reach with your messaging. Decide on your primary and secondary target audience, as necessary.
- Describe your target audience in a simple template that outlines their needs, demographics, interests and behaviors.

# Ways to Attract and Grow your Audience through Engagement



## Introduction

When you grow your audience online, your marketing messages can reach more people who are likely to be interested in your organization. Attracting an audience on Facebook and Instagram can help your organization to connect with people who want to support your cause.

## Content Engagement

You can use free tools on Facebook and Instagram to create engagement. Putting an effort in building engagement is helpful to build a loyal following and increase the potential people donating to your cause or fundraising on behalf of your organization.

Let's look at some tips on how you can grow your audience and your content engagement.

### Tips to Grow your Audience

Here are some ways you can start to grow your audience on Facebook and Instagram:

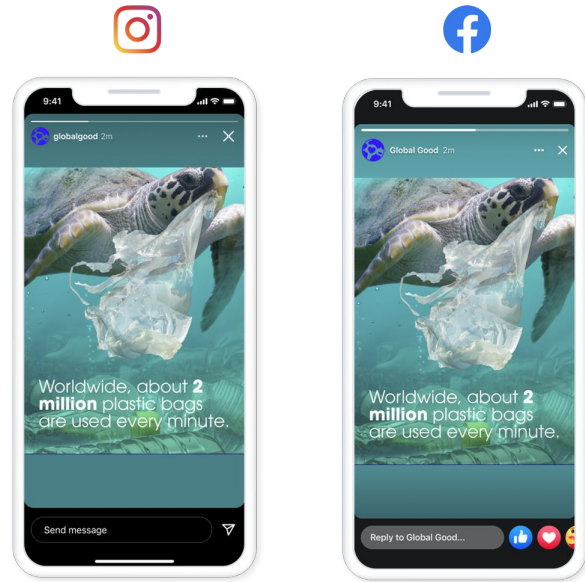
- Start with people you already know. Invite your existing supporters to like, follow and share your organization's Facebook Page and Instagram account. Consider asking friends and family to do the same.
- Add a link to your Facebook Page or Instagram account on your website and email signature so people you're corresponding with can easily find it.
- Collaborate with other related community or nonprofit organizations you have existing relationships with to connect with each other's audiences.

# Tips to Grow your Content Engagement

It's also important to engage your audience in meaningful ways to build a loyal following. Here are some tips you can use to engage with people and build an audience:

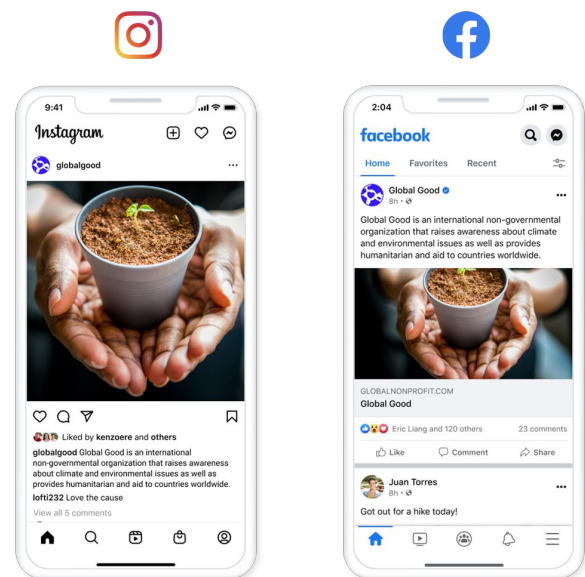
## Relevant Content

- When you share posts, Stories and [Reels](#), people can learn more about your organization.
- Ask questions. When you ask questions, you can prompt your audience into a conversation. You can also ask for feedback on your processes and fundraising events, for example, to keep your supporters engaged and satisfied.
- Lastly, post frequently and when your audience is most often online.



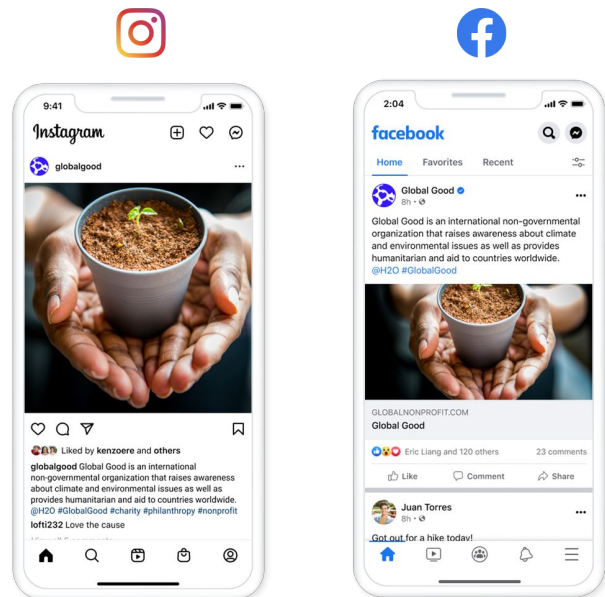
## About your Organization

- The posts and stories you share matter. This is how people can learn more about your organization and decide whether or not to like or follow your Page or Instagram account.



## Follow Others

- For example, other organizations similar to yours.
- Follow hashtags to find people/organizations that share interests related to your cause.
- Add hashtags to your posts and stories, so people can find your organization when searching for relevant topics. You can use different hashtags to attract different audiences.
- Tag and mention people and organizations you know to strengthen your relationship. Depending on their setting, they'll be notified when you tag or mention them.



## Engaging Post Ideas

To help you create content more effectively, here are a couple ideas for successfully kickoff your Posts.

### Showcase programs

Use photos to highlight the items your program offers. Post photos of new program activities to attract people's interest.

### Meet the team

Introduce the faces behind your organization to your community. Sharing stories from your team can humanize your organization even more and add faces to names.

### Behind the scenes

Show people a side of your organization that they don't normally see, like a candid look at the work that goes into a fundraising event or developing a program.

### Ask a question

Encourage people to interact with your organization by asking questions. This gives people a chance to communicate with the organization and one another.

## Key Takeaways

- To grow your audience on Facebook and Instagram, start with your existing community.
- Attract new supporters by regularly posting content that's relevant to your audience.