



**OFN**  
CONFERENCE  
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# CDFIs INVEST

## Turn Up the Volume: A Social Media Workshop

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### Agenda

- Motivation?
- Case studies
- Workshop!

## A Social Media Case Study

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IN AMERICA**



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## Defining Goals

- Inform Policymakers
- Engage Members, Allies, Supporters
- Reframe the Conversation
- Lead by Example
- Be Nimble, Be Quick



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## Distinctive Branding



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## Easy-to-Use Toolkit

- Messaging and instructions
- Handles
- Graphics and templates
- 535 infographics
- Copy and paste text
- Retweetable links
- Opportunities for the advanced audience to get creative



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## Samples from our Supporters



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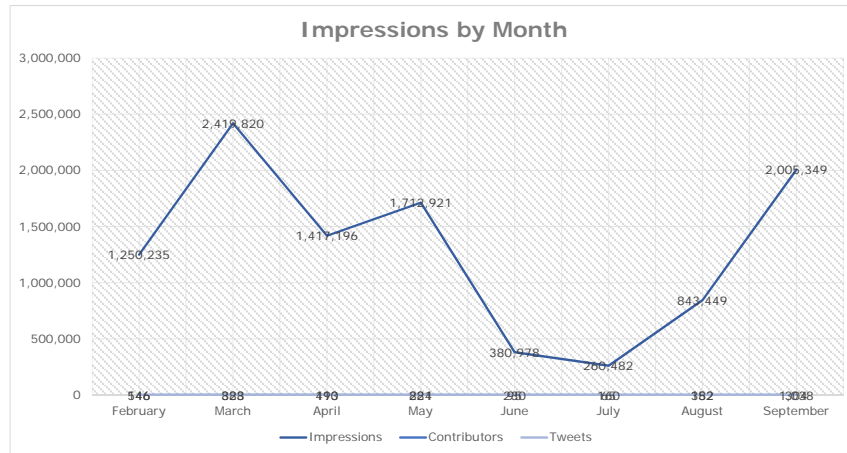
## Results

- 10.2MM impressions to date
- 1,660 Original tweets in the campaign
- 923 Contributors including OFN Members, CDFIs, funders/investors, and policymakers
- OFN has received 828 @mentions and 397 retweets related to the campaign



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## Importance of Continual Engagement with Participants



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## Lessons Learned:

- Campaign grew beyond original scope
- We adapted over time
- Balance specific with “evergreen”
- Measure your impact
- Be prepared to do leg-work



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## Connecting with Target Audiences

- Over to Liz



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## Workshop

- Your questions?
- Your experiences!
- Let's dig in...



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## **Before You Go**

Please complete your session evaluation!

You can find it in the Conference app.



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