

Endow Manitoba – Breakout Exercise

Scenario: Your group works for a community foundation that’s looking to raise awareness of its work for the local community, its grants, and encourage giving.

You have one staff member who can spend 2–3 hours a week on social media.

Goal: Raise awareness of the community foundation and encourage support for your mission.

As a group, create a mini social media plan:

Audiences for Social Media

Choose your top 3–5 audiences (e.g., donors, grassroots groups, neighbourhood associations, youth-led initiatives, small nonprofits).

Goals for Social Media

Pick 1 primary + 1 secondary (e.g., encourage groups to apply for funding, encourage people to donate, etc).

Social Media Platforms

What platforms will you use and why?

Content Types

Pick 4-6 types of content (e.g. grantee stories, partner amplification posts, behind-the-scenes content at your foundation, statistics showing impact etc.)