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COMMUNITY FOUNDATION CONFERENCE

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# Making Social Media Work for Your Foundation



# Your Facilitator

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## Questions

This is your opportunity to learn — so please do not hesitate to ask questions.



**Prompt:**

**How can social media help further your work and fulfil your mission as a community foundation?**

# Why does social media matter?

- ✓ Drives visibility for your organization
- ✓ Helps donors understand your impact
- ✓ Reaches diverse audiences
- ✓ Supports transparency and trust

# Most common pressure points in using social media:

- ✘ Limited staff
- ✘ No evaluation process
- ✘ Inconsistency in messaging and brand voice
- ✘ Competing priorities
- ✘ Lack of capacity for design
- ✘ Pressure to “be everywhere”

**You don't need to do everything –  
only what works for *your*  
*foundation.***

# Understanding Your Goals

For example...

- **Raising awareness** - let people know you exist
- **Drive engagement** - build stronger relationships and visibility
- **Encourage action** - sharing, attendance at events, and donations

**Remember:** Your goals for social media should be aligned with your strategic plan, and overall mission and vision.

# Best Practices for Community Foundations using Social Media

- Be consistent – with frequency of posting, tone, and visual brand
- Use the same fonts, colours, and messaging
- Invite conversation and engage with followers: respond to comments, questions, and messages
- Use simple visuals to tell your story
- Keep captions concise and compelling
- Use the platforms that align with your target audience
- Use hashtags and location tags to boost visibility

# What are content pillars?

Key themes or categories that shape your content strategy

# Other Important Considerations

- Social media requires **staff time** - invest in time to 'batch' draft content and plan ahead using a calendar
- Small **budgets** for good photography and design - think simple templates that you can reuse
- Establish an internal **consent process** for collecting case studies / quotes / testimonials showing your impact

# Top Tips for Low-Capacity Teams

- Develop **templates** on Canva
- **Schedule** posts in advance using free in-built tools on Meta (Facebook, Instagram) and LinkedIn
- **Collate** impact stories in a central internal folder
- **Track** key analytics monthly to assess your progress
  - E.g. number of followers, top performing post, total reach
- **Repurpose** old content and what's on your website/email newsletter

## Group Exercise (20 mins)

- **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:

1. **Audience:** Choose your top 1–2 (e.g., grassroots groups, neighbourhood associations, youth-led initiatives, small nonprofits).
2. **Goal:** Pick 1 primary + 1 secondary (e.g., apply for funding, donate, register for an event).
3. **Platforms:** Choose 1–2 (Facebook, Instagram, LinkedIn).
4. **Content Types:** Pick 4–6 (grantee story, partner amplification, behind-the-scenes, statistics).
5. **3-Week Plan:** Plan 4 posts – you don't have to write the whole post, just write down the type of post, when you would post, what the graphic/video/image would look like, and the call-to-action.

# Let's regroup!

## Each group shares:

- Your audiences, goals, and platform choices (and why)
- Your content types
- One post idea from your plan
- One challenge you foresee

Questions

# Any questions?

Feel free to ask about specific challenges you're facing, or ideas you have for using social media.



# Thank You!

The logo for LeBlanc (& CO.) is located in the bottom right corner. It consists of the text "LeBlanc" in white, with "& CO." below it in yellow. The "&" and "CO." are enclosed in yellow parentheses. The entire logo is set against a dark blue circular background.

LeBlanc  
( & CO. )



# Shared reflections

What's one key takeaway or "AHA" that you want to remember?

What are you curious about now?

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## Individual Reflection

What tools & ideas can you take back to your community foundation board?



Thank you

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