BRANDING AND BUILDING YOUR ONLINE COMMUNITY

AFP®
Association of Fundraising Professionals

KEY THEMES

→ **Consistency is key!**

→ **Always think about your audience.**

→ **Don't simply "make announcements."**

→ **More imagery is better, and original is preferred.**

HELPFUL LINKS

→ **Link Shortening:** Bitly.com

→ **Social Media Management:**
Hootsuite.com, Brandwatch.com, SproutSocial.com

→ **Simple Graphic Design:** Canva.com

→ **Stock Images and Illustrations:**
Unsplash.com, Stocksnap.io, Vecteezy.com

→ **Captions:** Kapwing.com

→ **Teleprompter:** Cueprompter.com

→ **Video Tips:** bit.ly/tolsmavideodiy

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