Grassroots Convening 2026

Session 2: Building Your Comms Toolkit: Social Media, Graphics, and Email
Sesión 2: Creando tu kit de herramientas de comunicación: redes sociales, gráficos y correo electrónico

12:23:37 From Heather Graham : Maybe getting ahead of the presentation, but I'd like to know people's experience with different scheduling and planning platforms

12:27:15 From Tom Infusino : Fight disinformation with truth directly to the decision-makers.
12:37:41 From Rachele Hayward : I love this @Tom Infusino ! "Grasstops" can be much more effective spokespeople to fight back disinformation, than random people in the comment sections of social media (who are sometimes AI bots, not people at all!)

12:28:50 From Raymond Sweet : I tried doing Youtube ads and I couldn't figure it out.
12:35:41 From Rachele Hayward :YouTube can be tricky! Google is the corporate owner, and you need to start by getting verified to advertise with them.
12:36:42 From Rachele Hayward : Message us for help, @Raymond Sweet ! rachele@resource-media.org
12:38:51 From Raymond Sweet : @Rachele Hayward yeah. I did that when I was with CASA New Orleans. But I'll reach out to yall. Cause it was a mess.

12:31:17 From Sol Valencia Topete : is the meta ad campaign manager connected to Instagram as well or would setting that up be separate?
12:32:11 From Raymond Sweet : Yes. Facebook and Instagram. But you have to make sure they are connected
12:32:12 From Ezra Manjarrez : It does also connect to instagram and you can set up ads for IG there too.
12:34:23 From Rachele Hayward : Yes indeed @Sol Valencia Topete . "Meta Business Manager" is the name of the ads manager and it fully integrates Facebook and Instagram.

12:32:19 From Ayn Gailey (she/her/ella) : Is that better than just boosting a post from the front end of fb or if?
12:33:22 From Ezra Manjarrez : Sometimes it can be because it gives you more control to set up the ad + targeting and is a handy log for future ads too.
12:42:29 From Rachele Hayward : Yes, I encourage you to take the time to set up the Meta Business Manager for your organization — not only because of the targeting, but also so your "boosted posts" don't get flagged or paused/put into limbo as much. Meta sees it as more legitimate.

12:34:08 From Corinne Haskins : Is there a fixed number of folks you group message or unlimited?

12:43:33 From Rachele Hayward : @Corinne Haskins 150 people is the limit for how many people can be in one Facebook Messenger Group “organically”

12:36:59 From Alex Maloutas : I love that you started with the grid!!!! classic graphic design beginning point!

12:39:23 From Sol Valencia Topete : With so many graphic design platforms requiring paid subscriptions, are any of them worth paying for when it comes to marketing, or are classic tools like Canva and other free platforms just as good?

12:44:29 From Rachele Hayward : Canva offers a nonprofit rate and versions act is useful and pretty worthwhile! Canva free is fine too. Our top reccomendation @Sol Valencia Topete

12:40:20 From Heather Graham : Can we talk about striking a balance between branding and trend on socials?

12:46:33 From Rachele Hayward : @Ezra Manjarrez is weaving together Halloween “trend” + Resource Media brand elements in this demo 🎃🤳🏽

12:44:09 From Raymond Sweet : Does meta allow for a "business account"? In my previous work it was forcing me to use a personal account to do ads for my previous organization.

12:47:55 From Rachele Hayward : Yes @Raymond Sweet that is the idea, you set up an organizational account based on the EIN (tax ID number), mailing address, name, and identity of the organization on Meta Business Manager. It gets linked to your “personal” Facebook or IG profiles but is separate.

12:45:28 From Abbi Haley (she/her) : Does anyone in this group navigate moving social media posts or content through a multi level approval process? I'm wondering what tools folks are using to navigate this. For example, my social posts move through 3-5 people before they're scheduled.

12:46:36 From Lisa France : Yes, our posts also have to be approved by different stakeholders and it can be a bottleneck

12:47:28 From Alex Maloutas : https://basecamp.com/

12:49:24 From Rachele Hayward : That is challenging,@Abbi Haley (she/her). Maybe a “style guide” for visuals and “editorial guidelines” or “umbrella messaging” that senior leadership signs off on, could make it easier to empower other staff to go ahead and create!

12:49:34 From Heather Graham : I'm in the process of finding a new app. Hootsuite isn't

working for us. I've read that Planable supports optional approvals, required approvals on the Pro plan, and multilevel approvals on the Enterprise plan. Approved posts can also be scheduled automatically.

12:53:00 From Alex Maloutas : https://frame.io/ from adobe works too but I only used it to review a few projects where as basecamp was very robust for team work on design approvals and drafts

12:46:51 From Valeria Mena : If you use a picture on those free licensing sites do you put picture credits on a graphic, flyer or captions?

12:51:37 From Alyssa Faye : Do you need canva pro to have the brand tab?

12:57:51 From Aurora Heying (she/her) : Hi Alyssa, for full functionality, yes you need a pro account. But if you are a nonprofit you can get a subscription to canvas pro for free

12:57:57 From Ayn Gailey (she/her/ella) : Awesome!

12:58:44 From Alyssa Faye : Thank you, we are, so we should make that happen soon. Thank you (:

13:03:54 From Aurora Heying (she/her) : Here's some more info about it: https://www.canva.com/help/canva-for-nonprofits/

12:54:11 From Kendall Ogle : Is Command+Z for mac and pc? 12:54:22 From Pearl Wang (she/her) : Ctrl + Z for PC

12:57:21 From Sendy Barrows : What grid would be recommended for Instagram so that all text/graphics are visible?

12:58:51 From Rachele Hayward : 0.14 margin (on the outside of a rectangle or square) is the best practice @Sendy Barrows

13:00:19 From Heather Graham : IG changed its standard proportions from 1:1 to a portrait ratio. That might be what's happening/

12:58:34 From Jim Hanson : could you show how the graphic is inserted into facebook or Instagram?

13:02:30 From Rachele Hayward : Sorry @Jim Hanson we don't have time to demo!
Short answer in Canva is that you click "share" then "download" as... a PNG or other social media-friendly format. Then you can save that graphic and upload it to Facebook, IG or Meta Business Manager.
If you need another format or size for a different form of social media, an east way to do that in Canva is to click in the menu on "resize and make a copy." Then you select "Facebook Reels" or "Instagram profile photo" or whatever you may need.

13:02:38 From Rachele Hayward : Am I right about this, @Ezra Manjarrez?
13:03:52 From Ezra Manjarrez : Yes, this is correct!!

12:59:04 From Skylar Sacoolas : Any tips for how to build or update brand materials (like fonts and colors)?
13:07:14 From Rachele Hayward : @Ezra Manjarrez do you have tips for visual branding guides for @Skylar Sacoolas ? Maybe there's a good Canva template, I dunno?!
13:19:24 From Ezra Manjarrez : I would build the materials on canva with their templates and use the tools I showed to update fonts and colors.

If you mean building the brand from scratch, I would highly recommend working with a professional designer or agency. If that's out of reach starting with YouTube tutorials would be my recommendation.
13:19:52 From Skylar Sacoolas : thank you both!!

12:59:30 From Ashwin Verghese : I wonder about making the pumpkin that purple brand color
13:01:15 From Ezra Manjarrez : Some illustration assets on canva are locked in their colors so unfortunately I couldn't change the colors there

13:03:29 From Alex Maloutas : i thought you were gonna say print
13:08:59 From Rachele Hayward : Funny you say that @Alex Maloutas because I think the flyers that are being "designed" by AI platforms like chatgpt are in cahoots with the printer ink industry! They have soooo much saturation and no negative space! 🖨️

13:03:30 From Trahmal Gleaton : E blast?
13:05:28 From Rachele Hayward : Replying to "E blast?" "Email blast" like something you send out to a large group of people — maybe that's an Elder Millennial corny jargon word, sorry! 🤣 @Trahmal Gleaton
13:06:23 From Trahmal Gleaton : I'm like an elder millenial though lol, thank you

13:05:48 From Kate Fenton : CRM?
13:06:13 From Pearl Wang (she/her) : Customer/client relationship management, ie database like Salesforce
13:07:39 From Pearl Wang (she/her) : I'm sure Cristian will go into more detail when he gets to that section
13:07:51 From Aurora Heying (she/her) : Yes, they are databases for keeping track of all of your contacts, like your donors, partners, members etc

13:11:21 From Rachele Hayward : Yes! I get waaaaaaayyyyyy too many emails from nonprofits I love, and I often have to unsubscribe.

13:14:08 From Sol Valencia Topete : For email marketing and other forms of communication, is there a platform that works best for automating tasks such as mass messaging and email campaigns? I imagine these tools could be helpful when sending emails like those "blasts", to multiple people and organizations.

13:15:54 From Rachele Hayward : Perfect question @Sol Valencia Topete , @Cristian Sanchez is going to talk at the end about two different tools to do that, Mailchimp and Action Network.

13:16:47 From Sol Valencia Topete : Wonderful, thank you!

13:17:12 From Corinne Haskins : I agree on separate call to action. Adding it to a newsletter lessens the urgency.

13:19:32 From Elizabeth Lambe : What are your thoughts on Constant Contact's automatic resend-to-non-openers feature, which I assume other providers also offer?

13:21:50 From Adam Creason : Replying to "What are your thoughts on Constant Contact's automatic resend-to-non-openers feature, which I assume other providers also offer?" Mail chimp offers, respond to non openers as well.

13:23:44 From Elizabeth Lambe : Do you use that resend to non-openers function?

13:25:24 From Rachele Hayward : Yes, "Action Network" and most CRMs have that kind of option @Elizabeth Lambe . But if you have more time, you can actually segment audiences so that you can understand who never opens emails, who does so infrequently, if there are better times to send, etc. All of that is automated on a CRM with a "dashboard" so it makes it a lot easier!

13:26:11 From Adam Creason : Yes, Mailchimp has a default to resend in 2 days but you can choose any date and time that when you want to resend it.

13:22:12 From Nicholas Hernandez : Love some columns in my spreadsheet. Makes it super easy for gathering data whenever needed. Takes a little bit of maintenance or a routine but it works great!

13:24:09 From Corinne Haskins : are these budget busting for small groups?

13:27:02 From Rachele Hayward : Kit! A new CRM I haven't heard of!

13:26:59 From Trahmal Gleaton : What about Wix?

13:27:26 From Rachele Hayward : Wix is more of a website builder in my experience, but I could be wrong! @Cristian Sanchez ?!

13:28:24 From Nicholas Hernandez : Not a CRM but we use Zeffy for events and for our newsletter. Free for Non-profits

13:29:02 From Trahmal Gleaton : Wix has an email marketing manager too, don't know how it compares to these others though.

13:28:25 From Aurora Heying (she/her) : We want your feedback! Please take a moment to fill out this survey about today's session: https://forms.gle/P2UYC3xXWxpqXNwf8
¡Queremos sus comentarios! Tómese un momento para completar esta encuesta sobre la sesión: https://forms.gle/zGtcwa1s4W6r8j9b8

13:29:17 From Timoteo Prado : What about graphic design software? Should we stick to Adobe or Studio Creative from Apple?

13:30:35 From Rachele Hayward :We like Canva! The nonprofit version is free @Timoteo Prado

13:29:29 From Pearl Wang (she/her) : The recordings and slides of all the sessions will be available on the Rose Foundation website and emailed to registrants after the session.
Las grabaciones y presentaciones de todas las sesiones estarán disponibles en el sitio web de Rose Foundation y se enviarán por correo electrónico a los inscritos después de la sesión.

Check out recordings and other useful resources from last week's session: https://rosefdn.org/granting/convening/
Consulte las grabaciones y otros recursos útiles de la sesión anterior: https://rosefdn.org/granting/convening/

13:29:38 From Pearl Wang (she/her) : Thank you, Rachele, Ezra and Cristian, for leading these trainings!
¡Gracias, Rachele, Ezra and Cristian, por liderar estos entrenamientos!

Thank you to our incredible interpreters, Marci and Elizabeth from Caliope & Clio Collaborative!!! https://cccollab.net/