

## Guidance's Digest on Social Networks Administration

### Communication goal in the Foundation's social media:

Confirmation of the leading charitable organization status in the fields of philanthropy development, higher education support, and cultural and sports initiatives.

### Objectives:

- Attracting applicants for competitions;
- Enhancing the quality of applications submitted for competitions;
- Engaging audience in the Foundation's events;
- Developing the Foundation's community;
- Confirming the expertise of the Foundation (including knowledge dissemination and best practices);
- Informing the public about the Foundation's activities.

### Beneficial effects of the Foundation's social media:

During the approach formation stage, it is necessary to determine the value that communication in social media brings to subscribers, and how the Foundation's channels serve the audience as a product.

The core audience of the Foundation consists of grant competition applicants, and their main need is to obtain a grant.

Obtain a grant ← Submit a solid application for a competition ← Learn about the technical intricacies of application ← Prepare a potentially successful project ← Possess the necessary knowledge and skills ← Learn about the Foundation's areas of support in general and open competitions in particular.

The main value for subscribers is the opportunity to learn about competitions, enhance their competence, receive information that helps them become grantees of the Foundation, as well as to come up with and launch a successful project outside the grant competitions. The task of content in social media is to assist applicants in writing applications and obtaining grants, promote professional development of program participants, and enhance the quality of implemented projects.

### Official pages:

<https://vk.com/potaninfoundation>

<https://ok.ru/group/64331514380529>

<https://t.me/fondpotanin>