



Digital Advocacy for Career Progression in Nonprofits

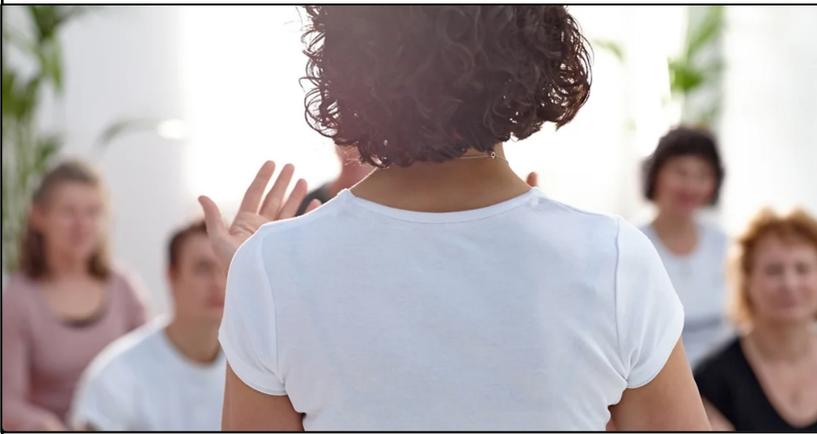
Date: Thurs, March 27, 2025

Presenter:

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***Lead Career Development Educator &
Founder of Grow Career Development***





GrowCD webinars are presented from Vancouver, BC, Canada on the traditional and unceded territories of the xwməθkʷəy̓ əm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səlílwətaʔt/Selilwitulh (Tsleil-Waututh) Nations.





Session Agenda

- Digital Advocacy in Purpose-Driven Careers
- Show Up Authentically and Strategically
- Plan Your Digital Presence With Intention
- Question & Answer Session





Brief 3-Question Poll

Poll #1: Do you have a personal digital presence online for your career/job (i.e., LinkedIn)?

- Yes
- No





Brief 3-Question Poll

Poll #2: Do you actively manage your personal digital presence online (posts, shares & commenting)?

- Yes
- No





Brief 3-Question Poll

Poll #3: What is your knowledge level related to digital advocacy?

- Basic
- Intermediate
- Advanced



Digital Advocacy in Purpose-Driven Careers



Digital Advocacy in Purpose-Driven Careers

- Working in non-profits, we are passionate advocates—for causes, values, and the communities we serve.
- But how often do we *advocate for ourselves as leaders in this space?*



Digital Advocacy in Purpose-Driven Careers

- Digital advocacy is not self-promotion—it's mission amplification *and career momentum* through visibility, networking, and leadership presence.
- Whose story are you already telling? What would it mean to tell your own story, too?



Digital Advocacy in Purpose-Driven Careers

- Often being seen & trusted as a thoughtful, mission-driven professional, *opens doors to roles you may not even be actively seeking.*
- A solid digital presence can make that visibility possible—without needing to leave your values behind.



Digital Advocacy in Purpose-Driven Careers

Let's look at how digital spaces can help you not only share your impact, but also:

- build professional relationships
- connect with mentors
- open doors to new roles or collaborations



Non-Profit Professional = Community Advocate

- **A storyteller** for your community's experiences and successes
- **A connector**, bridging people to resources, opportunities, and solutions
- **A leader** who inspires action and collective change



Digital Footprints Leave Imprints

Posts, comments, and shares:

- Shape conversations in your field
- Showcase your values and integrity
- Attract opportunities (grants, partnerships, leadership roles)
- Help decision-makers understand your leadership potential & area of expertise
- Help peers, mentors, and collaborators understand your impact and potential



Digital Footprints Leave Imprints

Hiring managers, funders, and project partners often do a quick search before connecting.

What they find through your digital presence can reinforce your credibility and show you're already a leader in your space—even if your title doesn't say so yet.



Digital Footprints Leave Imprints

Your digital presence can invite connection.

People reach out because they resonate with your work, see their values reflected in your story, or want to collaborate.

That's how mentorship and opportunities begin.



Digital Footprints Leave Imprints

Examples:

- A LinkedIn post leads to a conference invite
- A shared success story attracts a collaboration partner

💡 ***What's one action you've taken recently that deserves to be seen and celebrated?***



Show Up Authentically and Strategically



Ground Your Advocacy in Your Values

Define your guiding principles:

- Equity
- Community-led change
- Sustainability

💡 ***Write down your top 3 guiding principles***



Ground Your Advocacy in Your Values

Let your digital presence embody these principles in:

- What you choose to highlight and celebrate
- The conversations you engage in
- Who you choose to amplify



Storytelling that Reflects Collective Impact

The most powerful stories:

- Focus on ***community wins***, rather than individual accomplishments
- Honor partnerships and collaboration (***We*** over I)
- ***Inspire*** others to take action—whether through volunteering, donating, or learning more



Storytelling that Reflects Collective Impact

- Sharing stories of impact isn't just about showing what your organization is doing—***it's a way of showing how you lead, collaborate, and create change.***
- Telling your story also helps people understand who you are, what you care about, and why they might want to connect with or support you.



Storytelling that Reflects Collective Impact

Example Post:

Honored to support our newcomer mentorship program this year. Thanks to an incredible team, we helped 60 youth build resumes and find their first jobs.

#YouthEmpowerment #CommunityWorks



Amplify Others, and You Amplify Yourself

Building your network in the non-profit world is about ***giving first***. The more you amplify others, the more you'll be invited into circles of trust and opportunity.

Spotlight:

- Colleagues doing great impactful work
- Partner organizations whose missions align with yours
- Voices underrepresented in your sector



Amplify Others, and You Amplify Yourself

Professionals who regularly elevate others build a reputation as generous, thoughtful connectors. This builds trust, credibility, and strengthens your network.

This is how many informal mentoring relationships start—through *mutual respect online*.



Amplify Others, and You Amplify Yourself

These qualities are often what position people for promotions, speaking invitations, and leadership roles—especially in value-driven sectors like non-profits.

💡 ***Write a LinkedIn recommendation for an impactful colleague.***



Networking Through Purposeful Engagement

Engagement on social media is about showing up consistently and in a kind manner.

- Comment on & share content that reflects your values
- Reach out to others with genuine curiosity and shared mission
- Follow peers, speakers, and organizations you admire

💡 ***Follow 3 professionals or mentors whose work inspires you—and leave a thoughtful comment***



Plan Your Presence With Intention



Where Non-Profit Leaders Show Up Online

- **LinkedIn** (Your Home Base)
- **Blogs** (Deeper dives into your mission and learning)
- **Sector-Specific Spaces** (Imagine Canada groups, CharityVillage's LinkedIn page)

💡 ***Choose 1-2 spaces where your voice adds value. Don't try to do it all.***



When and How to Post Effectively

- Always share something *meaningful*, quality over quantity
- Use your posts as conversation starters, not just broadcasts
- Schedule posts during *peak engagement times*; best times to post:
 - LinkedIn: Tues–Thurs, 9 AM – 12 PM
 - Instagram: Tues–Thurs, 10 AM – 3 PM
- Balance your consistency and frequency (1–4 times max per week)
- Review your analytics (views and likes) every month—adjust based on what’s working

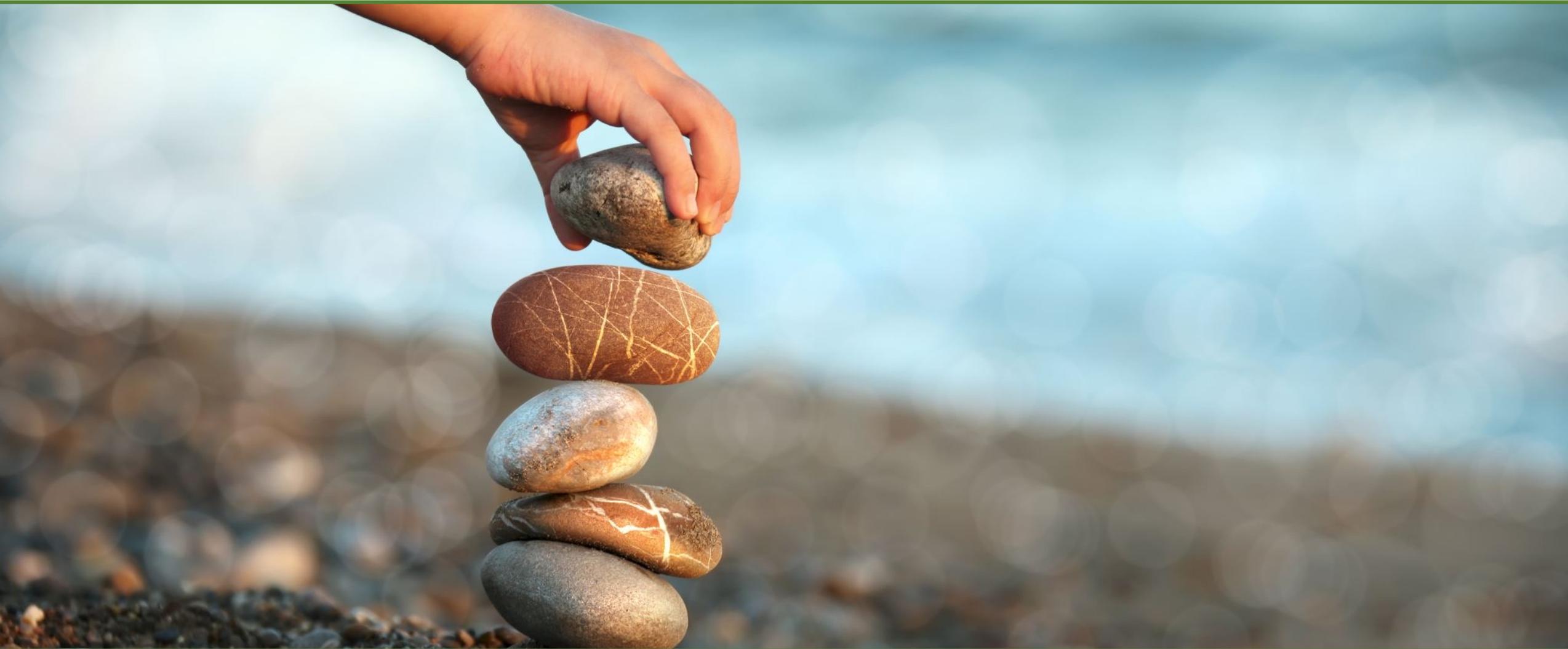
Your Digital Advocacy Blueprint

- **Who** are you advocating for? (Yourself, team, cause?)
- **What** stories are you telling?
- **Why** does this matter to you and your mission?
- **Where** will you tell them?
- **When** will you show up?

💡 *Try one story per month, one share per week*



Bringing It All Together

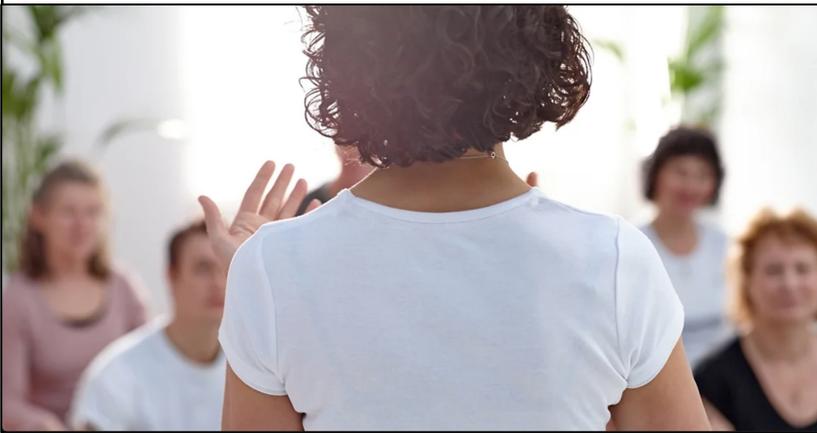


Digital Advocacy Supports Career Growth

- Raises visibility to leaders, partners, and hiring managers
- Builds credibility as a thought leader and collaborator
- Reinforces leadership potential without needing to “self-promote”
- In many non-profit workplaces, leadership roles aren’t posted—they’re offered. The more visible and trusted you are, the more likely those offers are to come your way.

***You are the advocate your community needs.
Your digital presence is part of your impact.***





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Early Bird Rate 🐣 ends on April 15, 2025!**

<https://growcd.ca/summer-cds-2025>

