

Social Media Tips

General Posting

- If you're just starting off, more posts generally won't hurt. Try varying how much you post and the types of posts you create.
- Look at similar organizations and what they did that was successful.
- Understand the audience you are reaching out to and what message you want to convey. Try to use the language your audience is accustomed to.
- Content should be at least one of the following: concise, informative, newsworthy, inspiring, helpful, original, creative, captivating or fun. Above all it should be worth reading.
- Engage with your audience. Ultimately success is going to come from building a community of followers.
 - Always respond kindly and reply to **all** feedback. Also, provide relevant information if necessary.
 - Not responding sends the message that your audience's voice doesn't matter.
 - Listen to your audience. Adjust your content based on feedback.
- Align content across all of your organization's social platforms. This may mean altering the message to flatter audiences that do not use your other platforms.
- People engage more with social media on the weekends
- Include call-to-actions in your posts
- Include images in posts
- There are many free services your organization can utilize to do things such as:
 - Schedule posts - [Hootsuite](#)
 - Analyze your Facebook page - [Likealyzer](#)
 - Analyze your Twitter follower - [Tweroid](#)

Content Creation Ideas

- Facts
- Pictures
- Quotes
- Updates about your events
- Testimonials
- Videos - under 2 minutes and add captions if able

Facebook

- + 1.8 billion users
- Favors paid advertising
- Users can limit how much they see from your organization

Several Facebook tactics you should take advantage of are:

- Creating albums to organize content
- Pinning important posts to the top of your page
- Celebrate milestones to show your audience how you are reaching your goals

For more help setting up your organization's page and learning about Facebook, visit their nonprofit link <https://nonprofits.fb.com/>

Twitter

- + 60 million active users, generally more tech-savvy
- + Great for redistributing post from other platforms
- Limited to 160 characters per post

Most importantly with Twitter, you want to tweet often. It does not look good if your organization appears stagnant or unengaged. Join conversations and re-tweet content. Also, Twitter users expect a response within an hour. Good Twitter practices are:

- Utilizing url shorteners, like Bitly
- Include your own pictures or videos to capture people's attention
- Follow users similar to your cause and industry. You can even create lists of various accounts
- Mention and interact with followers and other accounts
- Use hash tags to index tweets and increase reach

Some other resources to help get you off in the right direction:

- Scope statement - Use this document to help define goals and set deadlines
- [Voice & tone](#) - Maybe you need help developing a voice for your brand.