



PAStop PAStart Social Media Guide

Take Advantage of Free Resources for Nonprofits

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Take Advantage of Free Resources for Nonprofits



Facebook and Instagram Nonprofit Resources:

- Take [Facebook Blueprint Free Online Training](#) courses, especially [Nonprofit Marketing](#)
- Follow [Nonprofits on Facebook](#) to stay on top of upcoming tools and training



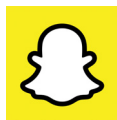
Twitter Nonprofit Resources:

- [Twitter's Flight School](#)
- Read the [Campaigning on Twitter Handbook](#)
- Follow [Twitter Nonprofits](#) for case studies, training, news, and opportunities



LinkedIn Nonprofit Resources:

- Take Learning LinkedIn's [Get Started with LinkedIn](#) course
- Talk with a [LinkedIn nonprofit consultant](#)
- Watch LinkedIn's [nonprofit webinars](#)



Snapchat Nonprofit Resources:

- Read [Creative Best Practices for Advertising on Snapchat](#)



TikTok Nonprofit Resources:

- Inquire about [TikTok For Good](#) account management and analytics assistance



Hootsuite Nonprofit Resources:

- Apply for the [HootGiving nonprofit discount](#)
- [Learn How to Use Hootsuite](#) for free



YouTube Nonprofit Resources:

- Enroll in [YouTube Creator Academy](#) courses, especially: [Activate Your Nonprofit on YouTube](#)



General Social Media Best Practices for Nonprofits

- 1 Set up nonprofit-specific social media accounts. This will allow for access to platform resources and tools that are reserved specifically for nonprofit organizations.



Facebook

- See if you're eligible for [Facebook fundraising](#)
- Sign up for Facebook's [Charitable Giving Tools](#)
- Enroll as a charitable organization [Facebook Payments](#)
- Sign up to [accept donations from personal fundraisers](#)



Instagram

- Enroll for Facebook's [Charitable Giving Tools](#)
- [Switch to a business account](#) (if you haven't already done so)



YouTube

- Check to see if you're eligible for [YouTube's Nonprofits Program](#)
- Enroll your channel for the [Nonprofits Program](#)



TikTok

- Inquire about [TikTok For Good](#) options, including promoted hashtags



Pinterest

- Sign up for [Pinterest Academy](#) courses

- 2 When available, always add donation buttons.
- 3 Develop a social media guide that includes elements such as: visual and brand voice, crisis communications plan, best practices specific to your organization, training opportunities, etc. This will allow for consistency across platforms and a streamlined onboarding process, especially if your organization's social media process is volunteer-based.
- 4 Make a content calendar that integrates your organization's key events. This is especially important so that you can maximize a resource-limited team.
- 5 Remember that stories about people receive more engagement. But, keep in mind that happy content performs better than sad content.

- 6** Create content that is shareable (valuable information, good story-telling, strong visuals).
- 7** Post consistently.
- 8** Connect with your donors.
- 9** Be sure to balance posts that include asks and updates.
- 10** Measure engagement and monitor analytics.
- 11** Tag, mention, and collaborate with other organizations and individuals.
- 12** Know your target audience through the data (demographic breakdown (location, age, gender, education level, household income, etc.), engagement behavior (click rates, when they are online, etc.) and create personas for each of your target audiences to cater to.
- 13** Keep posts short and to-the-point.
- 14** Be sure that you include your social media feeds on your website.
- 15** Consider contests and giveaways that include requirements such as liking and tagging people.
- 16** Add closed captioning. Not only does this ensure accessibility, it is also an effective response to “sound off” preferences (with up to 85 percent of users on some social media platforms watching videos without sound).



Key Progress Indicators (KPIs)

Develop and execute attainable Key Progress Indicators (KPIs), or measurable social media goals that fall under these four general categories:

Develop and execute measurable social media goals.

- **Awareness** — Impressions, Views, Reach
- **Growth** — Followers, Likes, Subscribers
- **Engagement** — Reactions, Clicks, Comments, Shares
- **Conversions** — Event Registration, Financial Contributions, Recruitment

Look at three data points:

- **Past Performance Of Your Channels**
- **Industry Averages**
- **Your Marketing And/Or Development Goals**

ZOOM Best Practices

(Especially When ZOOM Is Being Used To Go Live On Social Media)



- Position yourself in a quiet, private place with good lighting. The closer to your router, the better.
- Wipe your camera with a cotton cloth before beginning.
- Make sure that you are at eye level with the camera and that everything above your shoulders is in frame (without your head being cut off at the top!).
- When you are not speaking, be sure to put yourself on “mute.”
- Try your best to look straight into the camera, rather than at the screen. If you are reading from notes while presenting, use the desktop “sticky notes” and position them right under your camera.
- Use a multi-streaming platform like [StreamYard](#) or [Castr](#) to live stream your Zoom webinars simultaneously on various social media pages.

Adapted from: <https://blog.hootsuite.com/social-media-for-nonprofits/> <https://www.donorperfect.com/nonprofit-technology-blog/fundraising-software/12-social-media-best-practices-for-nonprofits/> <https://mediacause.com/social-media-best-practices-for-nonprofits/>



Facebook

Overview

Facebook is a social networking website where users can post comments, share photographs, and post links to news or other interesting content on the web, chat live, and watch short-form video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person. Facebook's success can be attributed to its ability to appeal to both people and businesses as well as its ability to interact with sites around the web by providing a single login that works across multiple sites. It is the largest social media network in the world with more than 2.89 billion active monthly users (1.9 billion active users every day). You can be sure that your stakeholders use Facebook regularly, which means it must be a priority as you construct your social media strategy.

Facebook is the largest social media network in the world with more than 2.89 billion monthly users.

Best Practices

Make A Plan.

- Why are you using Facebook? Is it to spread the word about your cause? Communicate with existing supporters? Attract volunteers? Find new donors?
- What audience(s) are you trying to reach? Who are they? Gather demographics. What's their lifestyle? What dreams, aspirations, goals, and inspirations do they have?
- Who on your staff will actively interact? Have you determined who will do most of the posting and responding?
- How will you integrate your campaigns both online and offline?

— From "Ways to Supercharge Your Nonprofits Facebook Page," by Julie Welles, 2019.

You Only Get One Chance to Make a First Impression.

- Make sure you are using a Facebook "Page" (and not a personal profile). Complete the about section. Optimize your page.
- Make it visually stunning. Design an awesome cover image and avatar.
- Use [Canva](#) or [Adobe Spark](#). They are low-cost, do-it-yourself, graphic design tools with pre-sized social media templates.



Videos and posts with photos always engage more people.



Post Often and Consistently.

- Post interesting stuff at least 2-5 times per week. And don't be surprised if your first few posts get only 1-2 clicks.
- Craft a compelling message that includes exclusive content, a call-to-action, a powerful video, a great quote, or a positive story.
- Videos and posts with photos ALWAYS engage more people.
- Respond to EVERY comment that gets posted to your account. Even if that only means liking their comment.
- Experiment with posting times and days. Consider using scheduling tools like [Hootsuite](#), [Later](#), or [Buffer](#).

Use the 70-20-10 Rule.

- 70% - High Value Content, 20% - Shared Content, 10% - Promotional Content

For Some Groups, Facebook Ads Can Be a Game Changer.

[Facebook ads](#) and promoted posts are some of the easiest, least expensive, and highly targeted advertising on the web. If you are just getting started, we recommend that you use Facebook ads to generate page likes.

- Pay to promote your really interesting posts.
- If the post has a great image, promote it on Instagram as well.
- Don't be afraid to experiment. Set a small budget and try different approaches.

Make Sure Your Page Has a Donate Button.

One third of people who gave online in 2020 gave through Facebook. Their [Charitable Giving Tools](#) require eligibility, but it's not complicated stuff.

- Check eligibility.
- Get approved.
- Add a donate button to your page. And don't forget to add the Donate button to specific, relevant posts.

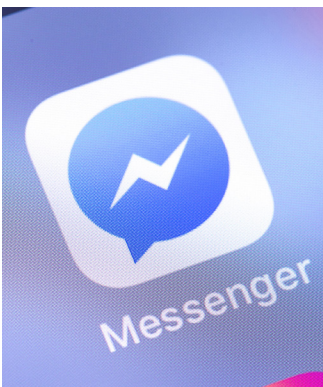
Let Your Stakeholders Help You With the Work.

Those of your followers who are inclined to raise money for your organization on Facebook will often do so for their birthdays. Two weeks before their birthday, Facebook prompts them to create a [Birthday Fundraiser](#). Most of these Birthday Fundraisers are created without you ever having asked. Imagine if you made a concerted effort to ask your followers to create a fundraiser for your organization?!

- 97% of all Facebook revenue last year was donated through peer-to-peer Facebook Fundraisers.

- Not allowing your Facebook followers to create Fundraisers for your nonprofit is a missed opportunity.
- Once approved to use Facebook Charitable Giving Tools, feature the Fundraising tab on your page.

Messenger is becoming an extremely powerful global communications tool with e-commerce functionality.



Use Facebook Messenger.

Facebook Messenger has 1.3 billion users worldwide and that number will skyrocket as Facebook continues to merge Messenger with Instagram and WhatsApp. More than a means for your followers to contact your nonprofits privately through your Facebook Page, Messenger is becoming an extremely powerful global communications tool with e-commerce functionality, and likely cross-platform donation functionality between Facebook, Instagram, and WhatsApp users via Facebook Pay.

- On your page, enable the Message Button & Respond within 24 Hours. Set-up an Automatic Reply Message that Includes a Link to Your Website.
- Experiment with [Chatbots](#) and Messenger Advertising.

— From “10 Facebook Best Practices for Nonprofits,” NTFG, 2020

Stay Current by Committing One Hour a Month to Checking Out What’s New.

- Facebook is constantly updating their tools—pages, ads, events, charitable giving tools, etc. Often, new products and upgrades are released without mention.
- Pick one day a month and create a “Facebook Study Hour” for yourself.
- Browse the left bar on your home page to see what’s new. Click around and experiment.

Focus On Engagement.

Facebook is a powerful social media tool because people engage often—1 billion active users daily—with interesting, shared content. 94% of U.S. marketing professionals use Facebook with 3 million businesses and 9 out of 10 social profits using the platform.

- Ask questions.
- Discuss current issues.
- Post videos and tell stories.
- Provide tips and suggestions.
- Post “stamped” graphics

Quick Tips

The key to being successful on Facebook is putting together your team, clarifying your goals, and developing a strategy. Take time to find your voice, curate great content, and make time for engagement and experimentation.

Always engage with people who comment, post, or share your content.

- Short text descriptions work best. Research shows that the optimal length for a Facebook post is 25 to 55 characters. Part of the logic here is that posts of more than 80 characters are automatically shortened in Facebook's mobile app.
- Video is the best performing post type, with live video seeing the most engagement. Posts with images do better than text-only posts.
- The jury is out on the effectiveness of hashtags on Facebook. However, they can help you track when people engage with (or share) your content.
- Always, always, always engage with people who comment, post, or share your content. Speak in the first person, be candid and personal, and encourage two-way dialogue. Use your actual (authentic) voice.
- Post some of your content exclusively on Facebook, but don't forget to link your (Facebook-owned) Instagram account.



Integrate your Facebook page with other apps, platforms, and tools.

A Few More Suggestions

- Because organic reach is declining, it is important that we begin to put greater emphasis on paid/boosted posts on Facebook.
- Track and analyze metrics and insights. With the data you collect, you can tell:
 - Which posts have the highest organic reach.
 - What types of posts your audience prefers.
 - Number of likes on each post.
 - Interests, pain points, and demographics of your audience.
 - Invite people who like your posts to like your page
- Add integrations and customize your page. You can integrate your Facebook page with other apps, tools, and platforms. These can increase the usability of your page as well as amplify your marketing efforts. Here are just a few of the types of customizations that you can include: custom tabs, email capture forms, podcasts, video players, quizzes, polls, landing pages, apps to run contests, appointment scheduling apps, blog and RSS feeds, ecommerce tabs, etc.

In the non-profit space, there is great flexibility and willingness for partnership.

- Request that your followers turn on notifications for your new posts. Simply request that your fans go to your Facebook page and click on “Get Notifications.” This will ensure that the fan gets notified of your every Facebook update.
- Take advantage of pre-existing Facebook groups that might interest your target demographic.
- Create invite-only groups for your most engaged audience members.
- Cross-posting and partnerships: in the non-profit space, there is great flexibility and willingness for partnership. Take advantage of that—see if partner organizations are willing to cross-post your videos or promote your page/content on their own social media pages.
- Work towards monetization qualifications to add an additional stream of funds for your organization.
- Make use of the Facebook messenger rooms to live watch your videos.



Twitter

Overview

Twitter is the modern-day public square. It’s a place where people and organizations share their opinions and engage around the most important issues of our day. It has become the social media site for breaking news and for seeing real-time reactions from politicians, business leaders, celebrities, and other public officials. Twitter has 206 million active daily users and 90% of Americans are familiar with it (even if they aren’t using it). Half a billion tweets are sent everyday—5,787 per second! 77% of Americans who earn \$75,000 or more use Twitter. 71% of users say they use the network to get their news.

Best Practices

Your Twitter Profile is the Most Important Landing Page for Your Brand.

- Use your organization’s name—or whatever you can get that is close!
- Use a real picture. Twitter is about human connection. Don’t use cartoons or random images. If your logo is recognizable, that’s ok to use.
- Optimize your bio. Just as you would when optimizing a web page for search engines, when you write your Twitter bio think about the circles you work in and include words and phrases about them.

The more you tweet, the more engagement you will get.



- Include your web address
- Use a custom background. Remember: Canva or Adobe Spark can be useful.
- Be sure your tweets are public.
- Go slow!

— Adapted From “7 Ingredients in the Perfect Twitter Profile,” by Jay Baer

Tweet Regularly and Often.

The more you tweet, the more engagement you will get. The most active accounts have 70 times as many favorites and six times as many accounts followed.

- Use hashtags. Tweets with hashtags get 100% more engagement, so be sure to use one to two relevant hashtags with your posts.
- Follow experts and leaders in prevention. When you follow leaders, you not only will be able to stay on top of the latest in your field, you will also introduce your organization to leading voices in prevention.
- Use scheduling tools like Hootsuite, Later, or Buffer to prepare future posts and save yourself time.

Pin Your Best Tweets.

Choose a tweet you’d like to pin, click the three dots at the top, and select “pin to your profile.”

- You can only choose one tweet at a time, so choose wisely!

Promote Your Best Content.

If your organization has a blog or a podcast, be sure to tweet about it. If you have provocative data, tweet. If you publish a report or send a newsletter, don’t forget to tweet it to your followers.

- Post stuff that aligns with your mission, created by you—or created by others.
- Tweet all sorts of updates—breaking news, event information, statistics on your issues, quotes from your clients (with their permission, of course).
- Create a contest or post a [Twitter Poll](#).



Brand Your Content.

Graphics can boost engagement around a tweet by up to 47%.

- Add your logo to original work for copyright and branding purposes.
- Always give photo credit to the source.
- 1024 x 512 pixels are the optimal dimensions.
- Uploading anywhere from one to four photos only takes up 24 characters total.

Be precise in
your wording
and targeted in
your tagging.



Be Brief. Be Smart, Funny, and Accurate.

You've got 280 characters to make your point. Everything you include, even spaces, count. Be precise with your wording and targeted in your tagging. If you can say something in five words as opposed to 15, do it. Don't tag irrelevant profiles or add extraneous hashtags. THE PERFECT TWEET IS:

- Front-loaded. Put the most important words at the start of the tweet.
- Scannable. Write simply and concisely. You want followers to "get" it right away.
- Specific. Make sure your content is valuable and useful. Make it matter to your followers.
- Active. Use strong verbs and skip the adjectives and adverbs.
- Focused. Limit yourself to one idea per tweet. The rest can go in a blog post.
- Compelling. Give followers a reason to click through. Good headlines work for a reason!
- Short. You may have 280 characters, but you don't have to use them all!
- On brand. Your tweets should sound like you. Re-read to check you're on brand.

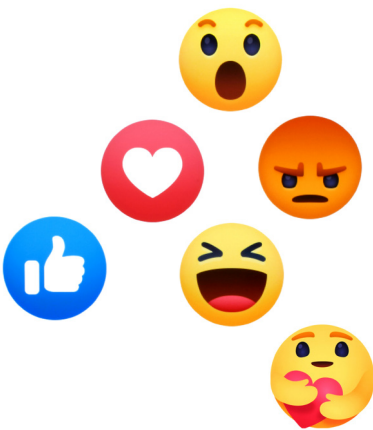
Post Compelling Content.

Media tweets. Images, videos, and gifs stand out on a timeline. Use them!

- Numbers. Tips, statistics, and facts engage while delivering value.
- Questions! Asking a question positions your followers as experts and gets them to chime in.
- Quotes. Everyone loves to hear from a thought leader. Use quotes to drum up interest.
- Jokes. If your agency allows for it, jokes get good traction. Just use good judgment.
- Like if "no," retweet if "yes". Twitter lets you do polls, but this format encourages sharing.

- Hashtags. Capture the search audience or create your own “chatroom” with a hashtag.
- Try a thread. Have more to say on a topic? Do it piece by piece with a Twitter thread.
- Leave Them Wanting More.
- “Find out,” “See why,” and “Here’s how” are great ways to encourage click-throughs. Give it a try!
- Timing matters.
- You might have written the perfect tweet, but if it goes out at the wrong time, it could get lost in the noise.

— Adapted From “Breaking the Internet: How to Write The Perfect Tweet,” StellaPop, 2018



Emoji Power!

Today, there are more than 3,500 emojis you can use in your messaging and 92% of the world’s population use emojis in their digital communications. When it comes to your tweets, emojis are a powerful tool and not just because they only take up one character. They are able to convey a wide range of emotions in a clear way that grabs attention.

Understanding Success on Twitter:

- Twitter has a gender imbalance, with 61.6% of Twitter users being male.
- It also has a fairly educated audience with only 14% of its American users having no college education.
- Of all U.S. adult Twitter users, 69% identify as Democrats.
- 92% of U.S. tweets come from 10% of its users.
- #COVID19 was 2020’s most used hashtag, followed by #BlackLivesMatter.
- In 2020, there were 2 billion tweets about sports; 7,000 tweets about TV or movies every minute; and tweets about cooking increased nearly 300%.
- You must: Follow, Reply, Retweet, Share, and Repeat

Emojis are a powerful tool and not just because they only take up one character.

Quick Tips

Twitter is not a forgiving social network. You must post and post and post, or risk becoming irrelevant. It is not for the faint of heart!

- Share news and timely content. Remember, 56% of Twitter users use the platform to get their news, much higher than any other social network.

- Adapted From “Twitter for Nonprofits: Does Your Organization Really Need to Tweet?” by Tatiana Morand, 2020.

If you won't reach your goals on Twitter and you are already performing well on other platforms. Twitter is not a promotional platform. It is a conversation-focused network to share and interact with news as it breaks. Be sure your goals and audiences align with the what happens on Twitter

If you just want to have a presence, but not engage. There's a lot of pressure to be on every social media platform out there, but it's perfectly fine to have a Twitter profile simply for the purpose of keeping an eye out rather than actively developing a strategy for it.

A word cloud shaped like a speech bubble, set against a green chalkboard background. The words are written in white, hand-drawn styles. The central and largest word is "TWEET". Other prominent words include "HASHTAG", "DISCUSSION", "FOLLOW", "SHARE", "LIKE", "COMMUNITY", "RETWEET", "SHARING", "communication", "discussion", "following", "like", "share", "community", "retweet", "sharing", "follow", "communication", "hashtag", "discussio", and "communicat". The words are arranged in a way that they fit within the outline of the speech bubble, which has a tail pointing towards the bottom left.



Instagram

Overview

Instagram is a social media platform that emphasizes photo and video sharing via its mobile app. You can take, edit, and publish visual content for your followers to interact with through likes, comments, and shares. Instagram is estimated to have 1.074 billion users worldwide in 2021. 69.5% are under the age of 35.

Instagram users spend an average of 53 minutes a day on the platform (compared to Facebook's average of 58 minutes). 71% of U.S. businesses use Instagram and nonprofits enjoy higher engagement than any other sector. Instagram generates 4x more interactions than Facebook.

Best Practices

As With Every Platform We've Covered, Planning is the Key To Success.

- Register with a business profile. This provides you with extra tools and features.
- Use your logo with this one. Your logo will appear on every post and will help you create brand recognition.
- Decide who will manage. As with every platform, you must engage with your followers. Like their comments and pay attention to who is following you. Follow them back when appropriate.
- Include a link in your bio. Consider using [Linkin.bio](https://linkin.bio) or [Linktree](https://linktree.com) to link all of your content.
- Create a clear handle. Make sure users can find and recognize you.
- Alert Facebook and Twitter followers. Include an Instagram icon on your site.

— Adapted From “Instagram for Nonprofits—The Master Checklist”

Post Strategic Content.

- Choose the best format. Photo, Video, Boomerang (Awesome Video Loops)
- Post to your story for events. You can add to the story and post more often, and the content will disappear at 24 hours.
- Use hashtags. The average Instagram post has 10.7 hashtags — 5 or fewer is better.
- Participate in actions. [#GivingTuesday](https://givingtuesday.org) is a great example.
- Tag a location. Using a geo-tag increases engagement by 79%.
- Feature people. Faces in your photos and videos increase likes by 39%.

As with every platform, you must engage with your followers.





On Instagram, posting a bad photo is worse than posting nothing.

Take Great Pictures.

You don't have to be trained photographer, but make sure that the photos (and videos) you are posting are always the best that they can be. Find out who in your organization loves photography and invest in their talent. It will make a BIG difference with all of your social media. On Instagram, posting a bad photo is worse than posting nothing.

"Sites like Instagram are key for a nonprofit's strategy, because every image conveys a message about you."

"No one's life is as perfect as their Instagram feed."
— TheHillsAreAliveBlog.Com

Engage.

Social media exists to create ways for people to connect, communicate, and share interesting content quickly and easily. If you want social media to work for your organization, you have to be paying attention and engaging with your followers.

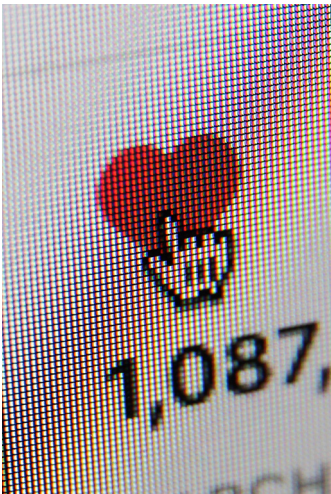
- Respond to every comment as fast as you can and follow accounts who comment often.
- Tag other accounts to ensure your post appears on their page, assuring more people will see it.
- Turn your tagged photo setting to manual, rather than automatic. This will help ensure you get a notification and don't miss someone trying to engage with you.

Stay Current.

- Post consistently.
- Track what days and times your posts get the most engagement. There is some thought that weekdays at 5p is almost always a good time to post.
- If you have a business account, [Instagram Insights](#) is a free set of tools you can use.
- Instagram has some terrific [training](#) that will help you stay current with new features and boost engagement.
- Be sure to follow your colleagues and competitors' accounts to see what they are posting and how they are engaging with their constituents.

Track what days and times your posts get the most engagement

Show images that demonstrate the positive impacts of your work.



Be Remarkable.

- Use human-centric photos.
- Show smiling, hopeful people.
- Tell stories with photos and videos.
- Demonstrate what you need & fundraise.
- Honor your volunteers and partners.
- Use filters to improve your photos.
- Show off your high-profile supporters.
- Drive conversations through hashtags.
- Create videos and gifs to entertain & inspire.
- Host live events.

— Adapted From “Be Remarkable on Instagram: A Nonprofit’s Quick Guide, CauseVox.

Compelling Stories.

While photos and videos are the heart of every Instagram post, what you write in the caption is equally important. You have 2,200 characters, but longer posts aren’t always better. One thing is certain, however, people read the captions on Instagram!

- Educate your followers: A lot of social media posts can be very superficial, especially on a visual social network like Instagram. However, it’s not all about beauty and appearances: people are often genuinely interested to grow their knowledge and learn something new.
- Make your audience happier. Sometimes, nonprofits deal with very difficult subjects. These can be issues that people don’t want to talk about, or even try to hide from completely. If you’re worried no one will want to follow you if you post darker images, focus on what you’re doing to help instead. Show images that demonstrate the positive impacts of your work.
- Inspire your audience. Motivational updates are very popular on social media in general, and on Instagram in particular. They’re super easy to create using free online tools like Canva or Spark, and they often get lots of shares and likes. Whenever you share a motivational image, try to also include a text update with it—preferably a story of some kind.
- Use your audience’s posts: User-generated content can be any kind of content—photos, videos, etc.—that was created by users, shared online via social media, and is publicly available. This type of content tends to perform well because it’s

a digital form of word-of-mouth communication. The general public is sharing the word about your nonprofit or brand, and most marketers agree that this is one of the most effective forms of promotion. Sharing people's posts on your own Instagram doesn't necessarily mean you'll get more engagement, but it can be a great way to raise awareness of your nonprofit and encourage your followers to continue spreading the word.

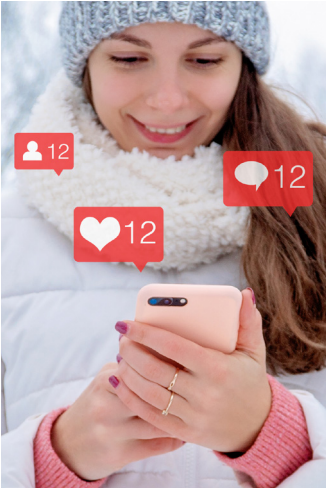
— Adapted From “4 Instagram Post Ideas to Help Grow Awareness of Your Nonprofit,” Lilach Bullock, Guidestar Blog

Promote an upcoming event. There is always something on the calendar.



Creative Post Ideas.

- Share a testimonial. Share how someone's life has been impacted by what you do. This could be someone who has been involved in your program, or even a volunteer or donor.
- Quote your founder. People love to hear from your leaders. Pull a quote from something they've written or make a fun graphic to go with their favorite catch phrases.
- Get behind the scenes. Give your followers a behind-the-scenes look at what it's like to do the work you do. Show your team getting ready for an upcoming event.
- Post some FAQs. Answer those questions you get all the time.
- Share an inspirational quote. Motivate your followers with an inspiring quote that relates to your nonprofit's mission.
- Ask a question. Give your followers a chance to join the conversation. Experiment with light-hearted questions (like what they're doing this weekend) and deeper prompts (like why they support your organization).
- Create a poll. Ask followers a poll question to see what they think about a topic.
- Give a tour. Record a video tour of your offices or your mission base.
- Share your history. Do #flashbackfriday or #throwbackthursdays featuring a picture from your archives.
- Promote an upcoming event. There is always something on the calendar. Let your followers see all the prep that goes into it.
- Highlight a volunteer. Most nonprofits have amazing volunteers who help make things happen. Snap a quick photo of those special people and give them a shoutout on social or write a feature story on your blog.
- Create a contest. Got merch? Challenge followers to post a photo or take an



Remind followers why you do what you do and why it matters.

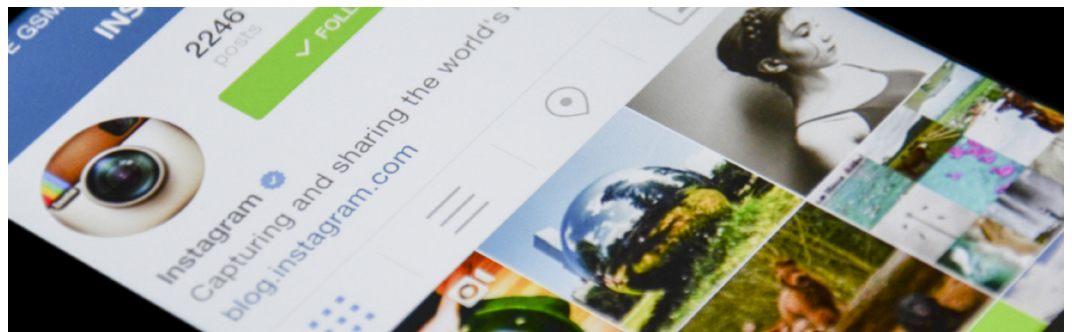
action and tag the organization or a specific hashtag. Choose a winner randomly or based on some other criteria and send them some swag!

- Interview your staff. What are your staff members working on? Are there new programs or initiatives you are starting? Give your followers an update.
- Post about purpose. Remind followers why you do what you do and why it matters. Use personal stories to support your point.
- Highlight a donor. Ask your supporter why they give and why others should give to your nonprofit.
- Host a takeover. Let someone you know and trust do your posts for the day. This is a great way to expand your audience. (Be sure to discuss ahead of time what kinds of posts they will be doing.)
- Go live!

— Adapted From “17 Social Media Post Ideas,” Landslide Creative

A Few More Suggestions

- **Like photos in your niche.** Like other people’s photos—go through and like 5-10 photos on someone’s account. It would also help to leave a genuine comment and give them a follow. This helps to get your name out there and allows other users to discover you.
- **Create a theme for your photos.**
- **Research and incorporate relevant hashtags.** Keep hashtags at 5-10 per post. Select up to four extremely popular hashtags, up to three moderately popular hashtags, up to two niche-specific hashtags, and up to one branded hashtag (hashtags you use exclusively for your brand).
- **Always tag your general location on posts.**





TikTok

Overview

TikTok is a social app used to create and share videos. They started out as 15 second videos, now they are 60 seconds (some can be 3 minutes). TikTok has been one of the most outstanding breakthrough inventions in recent years. Since its launch in 2017, the platform has been downloaded more than 2.6 billion times and has 1 billion active users. It ranks as the seventh most downloaded app in the last decade and ranks as the second-biggest app in consumer spending!

TikTok's primary market are the Gen Z'ers, but its user base spread across all age groups. Users spend an average of 52 minutes on TikTok daily.

Best Practices

Use Vertical Videos.

Vertical video is the easiest way to share content. It's optimized for smartphones, providing the best possible view of what you have to share.

Don't Make It Long.

Nine to 15 second long videos are ideal for standard ads, while 60-second options are recommended for regular videos.

Grab Attention Immediately.

Social media users are pressed for time when it comes to scrolling for content. They can't seem to get through as much as possible soon enough. To beat scrolling, use an engaging image that stops users in their tracks.

Center Your Content.

Like many other social media platforms, TikTok has margins that automatically crop content you upload. Add important elements like call to action copy to the center to make it pop.

Don't Forget Music.

Music makes the platform powerful. Use music that's appropriate for your videos, and make it as trendy as possible by studying what your target market is into.

Vertical video is the easiest way to share content.



Add a Strong Call-to-action.

You want users to take action and help deliver results. Make yours clear, compelling, personalized, and obvious. Don't give users a reason to scroll without taking you up on a request.

— Adapted From “The Ultimate TikTok Video Size Guide for 2021,” Influencer Marketing Hub

A Few More Suggestions

- Be fun, funny, and quirky.
- Immerse yourself in the app to find out what's trending and quickly get **your organization involved**. Adapt the trends to your brand messaging. That means keeping an eye on popular hashtags, themes, dances, challenges, songs, and filters and connecting your content to those trends to give it a boost.
- Find your niche and commit to it.
- Take advantage of TikTok Live.
- Do market research – take a look at how other nonprofits are utilizing TikTok
- Hashtags are very important on TikTok. Always use #fyp, #foryou, or #foryoupage

— Adapted From [Tik Tok for Non-Profits. Don't Get discouraged](#)

Don't give users a reason to scroll without taking you up on a request.





The focus of Clubhouse is on audio, rather than text, photos, or video.

Clubhouse

As its name suggests, Clubhouse is built on exclusivity: you must be invited by an existing user to join. It's like a podcast, but with live audience participation. The company describes itself as "a new type of social product based on voice [that] allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world."

Clubhouse is "a social networking app that lets people gather in audio chat rooms to discuss various topics, whether it's sports, wellness, art, or why Bitcoin is headed to \$87,000. Rooms are usually divided into two groups: those who are talking and those who are listening (participants can see a list of everyone who is in a conversation, and the numbers sometimes run into the thousands). Unlike Twitter, Clubhouse is a closed, hierarchical platform: a moderator oversees discussions and has the ability to let someone chime in or to kick out the unruly. In addition to the "clubs" sorted by topic, two or more users can join together and start their own chat room."

The focus is on audio, rather than text, photos, or videos. That's unusual and part of the appeal. It feels spontaneous, low-commitment, and doesn't require a camera. It also gives you the chance to hear and even participate in unvarnished conversations with famous and powerful people.

— From "Join Clubhouse! Umm, What Is Clubhouse?" New York Times, February 2021



LinkedIn

Overview

LinkedIn is the world's largest professional network on the internet - designed to help people make business connections, share their experiences and resumes, and find jobs. It has 774 million registered users (and 55 million companies). It also includes incredible resources to help nonprofits:

- **Hire.** Find and engage the right candidates and make smart talent decisions with LinkedIn data and insights.
- **Market.** Build your brand, showcase your impact, and attract new donors, volunteers, and talent.
- **Fundraise.** Cultivate major donors, build strategic partnerships, and leverage the collective power of your team's network.
- **Learn.** Support your team and ensure your nonprofit has the skills it needs with personalized learning experiences.
- Be sure to check out their comprehensive [Nonprofit Resources Hub](#) and set-up a page for your organization.





No one wants to network with a nameless, faceless organization.



Nonprofits can consider YouTube as another stream of income through ad monetization.

Best Practices

Being successful on LinkedIn isn't rocket science. We have covered all of the tools you need in our strategies for using the other platforms, but here are some important reminders:

- **Be personal. Be real.** LinkedIn is chock full of content, with over 2 million posts, articles, and videos added to the platform every day.
- **The platform prioritizes personal, human connections, and relationships.** No one wants to network with a nameless, faceless organization. Rather than spending a ton of time and energy posting on your company page (where you will likely have fewer followers than on your personal page), leverage the extensive networks of your staff and board to build real-world relationships with their digital connections. For example, ask your executive director or CEO to post once a week, sharing content relevant to your organization. This could include news or updates, like a recent media article or the launch of a new partnership or program. Or it could include contributing to important discussions or debates related to your mission.

YouTube

Overview

YouTube is the most popular video search engine in the world, the second largest search engine just behind Google (its parent company), and ranks as the second most popular social media network. It has over 2 billion monthly active users. It is imperative for nonprofits to develop a strategy to maximize the potential of brand awareness and reach stemming from YouTube. If executed correctly, nonprofits can consider YouTube as another stream of income for the organization through ad monetization.

Best Practices

Make Sure Each Video Ties Back to Your Overall Goals.

Your content should be created with a purpose. During the ideation process, come up with creative ideas for video content, but make sure they tie back into your overall brand goals and vision. Under each video idea, you should list: the service or department that the video will support, the call to action associated (CTA) with the content, the key performance indicators (KPIs) and metrics you will use to measure success. This list will prevent you from getting carried away with creative ideas that may be fun, but not useful for the organization.

Add a Call to Action to the Video.

While adding a call to action may be second nature on blog posts or email blasts, a surprising number of companies forget about it in the video development process. If you take the steps to write out your goals and objectives as the section above suggests, you can take the time to add a call to action within your video, in the pop-up text boxes found on YouTube content, and in the description.

A few YouTube CTAs include:

- Subscribe to our YouTube channel for more updates.
- Like or comment on our post.
- Like our social media pages for more content.
- Visit our website to explore who we are and what services we provide.

Understanding YouTube's ranking factors can help you create content that your target audience will actually see.



Get to Know YouTube's Ranking Factors.

YouTube follows a similar algorithm as Facebook and Google. Simply having a great video is not enough. Videos are listed based on the likelihood that audiences will find what they are looking for and keep watching. Without this algorithm, viewers are likely to bounce, and YouTube's traffic will decrease. Understanding YouTube's ranking factors can help you create content that ranks well. With this information in mind, you can generate more views, more subscribers, and more overall success.

A few of these factors include the following:

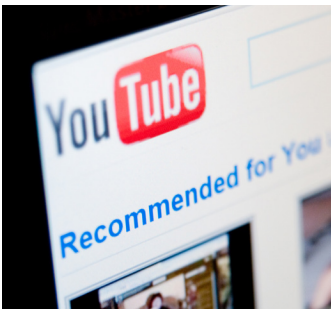
- Video Title, Keywords, and Description
- Video Quality: YouTube checks to make sure the video offers HD quality and the information is exactly what audiences need.
- Viewing Time, Viewer Count, and User Experience: ultimately, it's up to your viewers to determine where your videos fall in the rankings. If your video footage has high bounce rates and a significant number of down votes, then it won't rank well. Similarly, if viewers are not clicking on the videos to watch in the first place, then YouTube won't waste space giving it more exposure.

While some of these factors are out of your hands, it's possible to create descriptive, high-quality videos with valuable content to put yourself in the best position possible to grow your views.

Actively Respond and Engage Your Views.

Successful accounts build communities with their viewers and connect with them on personal levels. Make sure you respond to comments and questions from your subscribers and show them that you are running an active account. You need to keep up your responses even if you stop posting for a period of time. This engagement is another way to confirm that the account is still active and worth subscribing to.

Having a custom URL can be an easy way for fans and algorithms to find your channel.



Channel Presentation.

First impressions are important. When viewers head to your YouTube channel with the choice of making the decision of truly becoming a fan and subscribing, you want to ensure you've convinced them properly. To do this, your channel presentation must be up to par. Develop the following aspects of your account:

- **Branding:** utilizing YouTube's channel art—its banner and icon image—is important in creating familiarity from other digital presences.
- **Video layout:** YouTube allows you to customize the layout of your videos to curate the viewer's watch session. Above the fold is a space for two different trailer videos—one for already subscribed users, and one for non-subscribed users. This gives you the opportunity to target these viewers differently (as they should be). For example, new users can be presented with the most popular content on the channel, while returning fans can view a new release or priority content.
- **Playlists:** since playlists are so important in curating that watch session and increasing channel watch time, it is recommended that you create many playlists filled with videos.
- **Search engine optimization (SEO):** have important keywords and information in the About tab. You want to add similar keywords to the channel tags to aid in populating the channel in both Google and YouTube search. Having a custom URL for your channel can be an easy way for fans and algorithms to find your channel as well.

Video Features.

- **End-screens** are an important feature that help curate and lengthen a viewer's watch session, driving them to other (chosen) videos or playlists at the end of the video they were watching.
- **Enabling cards** are played during the video and similarly drive viewers to more content on your channel (or outside verified websites such as a tour website).
- **The branding watermark** is a logo that when scrolled over, allows the user to subscribe to the channel without leaving the video, which makes becoming a fan easier.
- **Subtitles** can help broaden your audience and really keep viewers engaged while watching.

Thumbnails.

Arguably one of the most important optimizations for videos is thumbnails—the first glimpse of what a video is to the viewer's eyes. Thumbnails should be bright, easy to see, with a clear picture of the artist or a striking image that's on brand to grab someone's attention easily. No thumbnail should look all too similar to the others as to avoid confusion to viewers.

Youtube for Nonprofits

Youtube for Nonprofits is a subset of [Google for Nonprofits](#) and requires official registration with the program. Google will cover all of the processing fees so that registered nonprofits receive 100% of all funds raised. Fundraisers will look a lot like Facebook Fundraisers, with a Donate button and an embedded fundraising campaign page right next to a video or live stream.

Community Fundraisers will enable multiple YouTube “Creators” to raise money for the same fundraiser on multiple YouTube channels and videos, all updated at the same time. Campaign matching will display matching pledges from brands or other creators directly inside the Fundraiser or Community Fundraiser. Live Chat for Good (formerly Super Chat for Good) is for those who already use chat in their live streams and premier videos on YouTube. [Live Chat for Good](#) enables YouTube users to pay to get their messages highlighted within a live chat that has a huge number of participants.

VIDEO: [How to Set Up a Fundraiser | YouTube Giving](#)



No one wants to network with a nameless, faceless organization.

WhatsApp

Overview

WhatsApp is most popular global mobile messenger app worldwide with approximately two billion monthly active users, outranking Facebook Messenger at 1.3 billion and WeChat at 1.2 billion users. Following Facebook and YouTube, it is the third most popular social network worldwide. WhatsApp can be utilized to access a nonprofit’s community at a larger scale. WhatsApp is a very popular within the immigrant community who rely on the app to communicate with their families and for news. Utilizing WhatsApp, particularly [WhatsApp Business](#), has the potential of maximizing content circulation, increasing brand awareness, and easing communication with the community being served.

WhatsApp Business Features and Practices

Organizational Profile

An official organizational profile on WhatsApp that helps community members get additional information such as the email, address, website, or any extra description of the organization. A landline number or a mobile phone number can be used as the official WhatsApp number (once it is verified via call or SMS).

Web Version of WhatsApp Business

Similar to the personal version, there is an online WhatsApp Business version on a computer or desktop, giving staff the ability to engage community members on their laptops.



Send and
receive money
in the chat
with no fees.

Quick Replies

Save and reuse messages that are sent out on a regular basis to community members (such as announcements and answers to common questions).

Labels

Organize your contacts or chats.

Automated Messages

Set up an automated welcome message for new contacts and an automated message for people who contact your organization outside office hours.

Chat Statistics

Basic statistics/insights about messages that were sent.

Broadcast Lists

Saved lists of message recipients that staff can repeatedly send broadcast messages to without having to select them individually each time.

In-App Video Play

Videos sent from platforms such as Facebook and YouTube will play in WhatsApp chat itself without re-directing the user to another app. This is great for circulation.

WhatsApp Pay (coming soon)

Send and receive money in the chat with no fees. This will be great for fundraising.



Pinterest

Overview

Pinterest is a virtual “pin board” of interesting photos, illustrations, text, and other visual materials. The basic idea is that people share what they find interesting either by “pinning” things they find on the web, uploading images on their boards, or “repinning” existing images that they see on Pinterest itself.

Since launching in 2010, Pinterest has become one of the biggest social sharing networks with 454 million monthly active users. 40% of Pinners have a household income of \$75k+, and they're primed to spend: 93% of them plan to use Pinterest for purchases.

Lisa Sherman, President and CEO of the Ad Council, notes: “Pinterest is a place where people go to get inspired and then take action. Leveraging the platform gives

our nonprofit partners a unique, impactful way to share their causes and encourage people to support them.”

Infographics perform well on Pinterest and can be a way of sharing your most relevant and vital data.



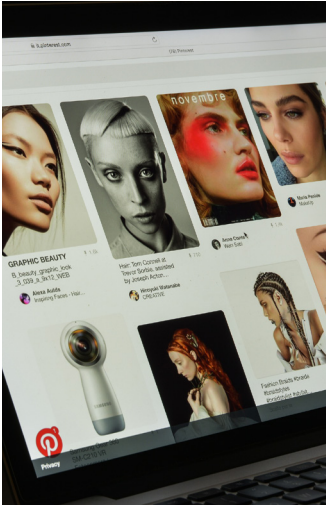
When Should Your Organization Use Pinterest?

- **You have cause-relevant data that can be visualized.** Infographics perform well on Pinterest and can be a way of sharing your most relevant and vital data with users without trying to get them to click onto your site.
- **You have merchandise to sell—or donations to cultivate.** This is a fairly obvious win, but even if you don't have a shop, you can use Pinterest to sell “symbolic” gifts tied to impact. For instance, you can mock up an image of a child receiving a checkup with a text overlay that says \$25 vaccinates X number of children. Link these images to your donation page.
- **You have archives.** Make the most out of your investment in digitizing your organization's archives by uploading them to Pinterest. Tie them to relevant landing pages on your site, or set up a donation landing page related to your nonprofit's archives and note in each Pin caption that users can fund your future if they enjoyed learning about your past.
- **You have resources to share with your constituency.** You can link to resources on your website, or consider adapting them (as we recommend above with infographics) for the medium. The AARP, for instance, takes some of its tips for seniors and condenses them into smart visuals to reach new audiences. Be sure to include your logo or other branding.

Best Practices

Set up boards that reflect your organization. Your Pinterest account should reflect the personality of your nonprofit, with boards that align with your organization's vision, mission, services, and values. Don't be too self-promotional; focus instead on delivering value to the user.

- Include the Pin It button on your website. Pinterest is a two-way street and you may already be on the platform without realizing it. You can take that one step further by giving users a prompt to share your site content to Pinterest. This can create a ripple effect of users meaningfully engaging with your on-site content, including those users that click back to your website and learn more about your cause. Make it as easy as possible for people to share your content.
- Tell your story. All of it. The beauty of Pinterest is that, with a limitless number of boards, you can create neat verticals of storylines that connect content to your mission.



Pinterest can be a major hub for networking, so it's important to build relationships.

- Create strong, visually-compelling content. Using templates in Canva or your own stellar image and video library is key for a visual medium like Pinterest. Remember, you want to get people to click on the pin and go to your website so they can eventually get behind your cause. As noted above, infographics are another great way to get the message in front of people.
- Share your events and programs. If you're holding awareness events or fundraising balls, creating a board for these special events can help you share your organization's important moments.
- Watermark your logo on all original content. Make sure to also include your logo on each image. You want everyone to know who made the awesome content, and often the most meaningful engagements with your resources will come from people who found your original pin through a friend of a friend.
- Follow like-minded accounts. Pinterest can be a major hub for networking, so it's important to build relationships. Make sure to also follow users back, and to follow aspirationally: Find thought leaders and influencers in your space and follow them so that they know you exist.
- Take advantage of [Pinterest analytics](#) (and Pinterest traffic on Google Analytics). The more you know about your account, the better. Pinterest Analytics allows you to tailor your content to generate the most engagement. Consider what works best on this platform and do more of that. Also, check your Google Analytics acquisitions to see which pins lead to the most—and most engaged—site traffic.
- Check the trends. [The Pinterest Trends Search](#) is a powerful tool for understanding how topics adjacent to your cause may be on the rise. By browsing different themes you can inspire creativity in the ways you present your cause.
- Raise money. That's right! You can raise money on Pinterest! Pinterest makes it really easy for you to hold an auction or sell a fundraising item on Pinterest. Simply add a "\$" with the price amount in the description section of your pin and Pinterest will automatically add a grey banner in the top-left corner of the image that will display the cost. The item will also be added to the "Gifts" tab on the Pinterest homepage.

-Adapted From

<https://www.wholewhale.com/tips/pinterest-for-nonprofits/>

<https://www.connectingup.org/learn/articles/pinterest-101-nonprofits-basic-tips-and-guidelines>

Social Media Evaluation Basics

When utilizing digital resources, there are plenty of simple evaluation strategies that can be used to determine if your social media presence is helping you reach your goals. By answering the following simple questions, you can troubleshoot social media content to be more effective. There are four questions that will help you do this:

Awareness: Is my target audience aware of the content?

Key Progress Indicator: Measures that indicate how many people saw your content in any capacity. These are usually provided by the social media platform if you have an official page or business account.

- Reach: total number of people who see your content
- Impressions: the number of times the content was displayed, whether it was clicked or not
- Video Views: the number of times a video was played some portion of the way through (usually somewhere around 30%)

The more awareness your content has, the more opportunity there is for people in your audience to interact with it.

Engagement: Does my target audience find the content appealing?

Key Progress Indicator: Any action that prompts your audience to interact with the content in some way. Post-specific information is usually available with the rest of your public profile information. This is sometimes provided by the social media platform if you have an official page or business account

Ex. Number of reactions, number of clicks, number of comments, number of shares

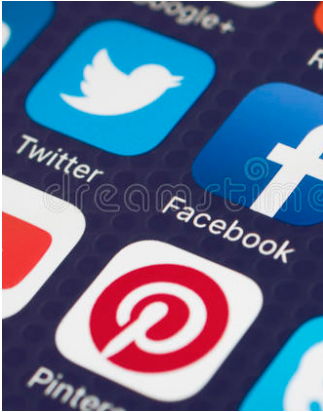
The more engagement your content has, the more likely people in your audience will want to continue to see content from your page and participate in your initiatives!

Conversions: Does the content prompt my target audience to act?

Key Progress Indicator: Any action your organization is trying to elicit from your target audience. These are usually tracked through other data sources maintained by the organization.

Ex. Event registrations, financial contributions, recruitment, website visits, etc.

The more awareness your content has, the more opportunity there is for people in your audience to interact with it.



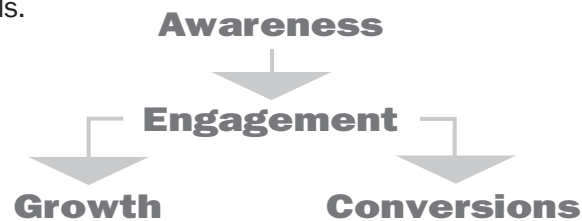
Growth: Is my target audience aware of my organization?

Key Progress Indicator: Actions that indicate your audience would like to see more content from your page. These are usually available with the rest of your public profile information.

Ex. Number of followers, number of page likes, number of subscribers

The more growth your organization page has, the more people in your audience will trust your brand credibility and continue to look for your content!

You can use the relationship between these different measures to make decisions about how your social media strategy is functioning and how it is helping you to accomplish your goals.



Here is how you can use the relationships between these measures to make decisions about your strategy.

		Awareness	
		LOW	HIGH
Engagement	LOW	Not Enough Awareness	Content Does Not Appeal To Audience
	HIGH	Not Enough Awareness	Effective Content

		Conversions	
		LOW	HIGH
Engagement	LOW	Content Does Not Appeal To Audience	Content Does Not Appeal To Audience
	HIGH	Barrier To Action	Effective Strategy

		Growth	
		LOW	HIGH
Engagement	LOW	Content Does Not Appeal To Audience	Content Does Not Appeal To Audience
	HIGH	Lack Of Call To Action/ Wrong Audience	Effective Strategy

