

## TIPS: SOCIAL MEDIA FOR NONPROFITS

### **Tip #1: Go where the people are.**

More than 1.5 billion people actively use social media; 750 million log on to Facebook daily. Using social media can help your organization connect with its base and expand into new networks. Find out where the people you want to reach are active and go there to tell your story and invite them to get involved.

### **TIP #2: Budget time and money.**

Social media isn't really "free"—it requires a significant investment of time to be effective. Make it a priority by budgeting time and resources for staff or contracted help to maintain a consistent online presence.

### **TIP #3: Put it on the calendar.**

Set aside blocks of time each week to check messages, post content, and review other posts for share-worthy items.

### **TIP #4: Plan content in advance.**

Set a goal to have at least 10 ideas for posts in the hopper by the first of each month.

### **TIP #5: Reduce, reuse, up-cycle.**

Everything can be shared on social media. Reduce long articles to a few lines and post on Facebook or link to your recent radio interview via Twitter and Linked In. Repurpose everything.

### **TIP #6: Learn to tweet your own horn.**

Look at your day with fresh eyes and ask: Does this activity demonstrate expertise? Is it relevant or beneficial to others? Is it visually compelling? Start noticing—and sharing—all the great things your organization is doing!

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