

CONTENT IDEAS:

- Pictures of previous year’s event
 - Highlight your collaborations
 - Testimonials WITH your tag line or mission included
 - Thank your volunteers
 - Wish list
 - Highlight website pages
 - Board member blog
 - Fundraising campaign
 - Videos
- _____
 - _____
 - _____
 - _____
 - _____

FIND AT LEAST THREE PEOPLE THAT YOU CAN USE AS SOCIAL MEDIA RESOURCES OR SUPPORTERS. AT LEAST ONE OF THESE PEOPLE SHOULD NOT BE SITTING AT YOUR TABLE.

Name:	Organization:	Email:	Phone:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MY FAVORITE TRAINING AND NETWORKING RESOURCES:

- McLennan Nonprofits Newsletters- www.McLennanNonprofits.org
- Waco Social Media Breakfast Email List- <http://wacosocialmedia.com/>
- Nonprofit Hub- <http://nonprofithub.org/>
- Nonprofit Tech for Good- <http://www.nptechforgood.com/>
- LinkedIn Groups- Search for groups like “nonprofit marketing” and “nonprofit social media.”
- SmartBrief E-mails- <http://smartbrief.com/>
- Stock Photo Lists
 - <http://blog.hubspot.com/marketing/free-stock-photos>
 - <http://viralsweep.com/blog/free-stock-images-for-commercial-use/>
- Other Nonprofits- Follow them!

OTHER RESOURCES

**Remember, these are only guidelines. Your own insight and analytic tools can give you even more information about YOUR specific audience.*

- The Demographics of Social Media Users
 - <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>
- The Best Time to Post on Facebook, Twitter, and Instagram in 2016
 - <https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>
- The Best Times to Post on Social Media [Infographic]
 - <http://www.lifelearn.com/2016/01/29/the-best-times-to-post-to-social-media-infographic/>