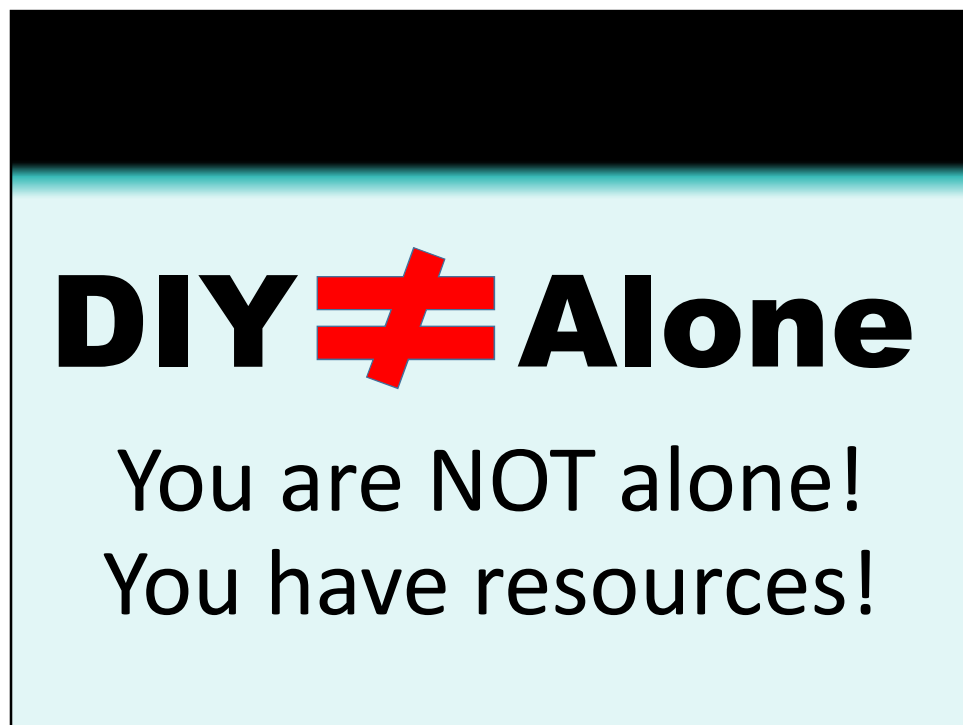




Do it yourself
**SOCIAL
MEDIA**
FOR YOUR NONPROFIT

WiFi Password: @nnex100




DIY \neq Alone

You are NOT alone!
You have resources!

You can do it yourself! I did!

- Local trainings- AFP, Nonprofit Network, Waco Foundation
- Webinars
- Articles
- Networking- Social Media Breakfast
- Following other organizations



This is overwhelming!
How do I do this?
Where do I start?

Photo from: <http://theodysseyonline.com/arkansas-little-rock/is-social-media-real-life/380635>

Where do I start?

YOUR MISSION

A very good place to start!

A woman with blonde hair, wearing a black long-sleeved top and a long blue skirt, stands in a field of yellow wildflowers. Her arms are outstretched to the sides. In the background, there are blue mountains under a clear sky.

Why Social Media?

- Social Media is just one of the vehicles you can use to share your message, as part of your marketing plan

Your Message Here!

A biplane with yellow and black stripes on its wings and tail, flying in a clear blue sky.

Your Audience

- Who is your audience?
 - Clients
 - Donors
 - Volunteers
 - Public
 - Who else?
- What social media platforms is your audience using?
- What do they want to see?
- What do they need to see to help fulfil your mission?

Why Social Media?

Reasons to post on social media:

- Engage clients and donors
- Educate
- Raise funds
- Increase website traffic
- What else?

Training Resources

IMPORTANT!

- McLennenNonprofits.org
- Waco Social Media Breakfast
- Nonprofit Hub
- Nonprofit Tech for Good
- LinkedIn Connections and Groups
- SmartBrief E-mails
- Other Nonprofits- Follow them!

Original Content

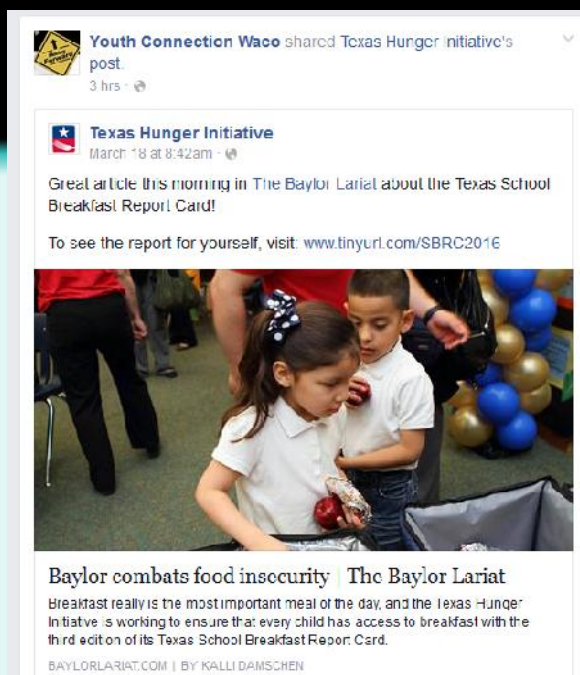
Original Content Examples:

- Blog post by staff or volunteer
- Local Data/Infographics
- Original photos or graphics
- Videos of your work in action
- Promotion of your events or services
- Fundraising campaigns
- Recognition and thanks

Curated Content

- There is already lots of relevant content out there.
- You don't need to waste precious time and resources creating original content.
- Find your balance between original and curated content.

News article about your organization



Pre-event education and teasers



Data and Infographics



Fun article
about your
sector



Meetings and
trainings your
volunteers and
staff are attending



Articles that support your cause



Insights and Analytics

- How do you know what posts are most successful?
 - Facebook Insights
 - Twitter Analytics

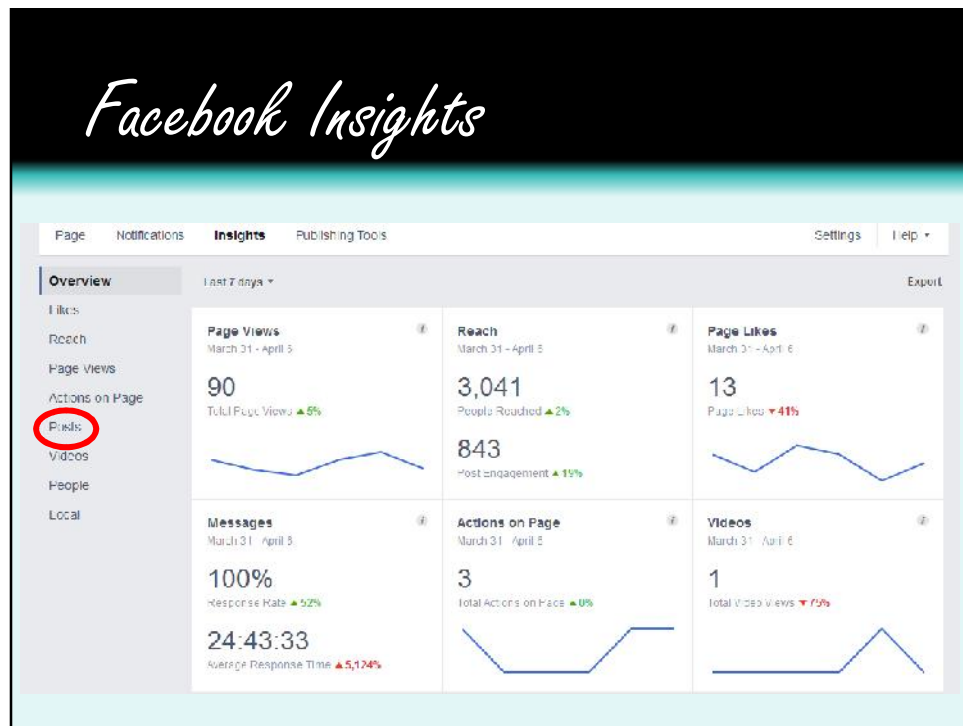
Facebook Insights

Facebook Insights

- Type of post
- Time of post
- ...and MUCH MORE!

Facebook Insights





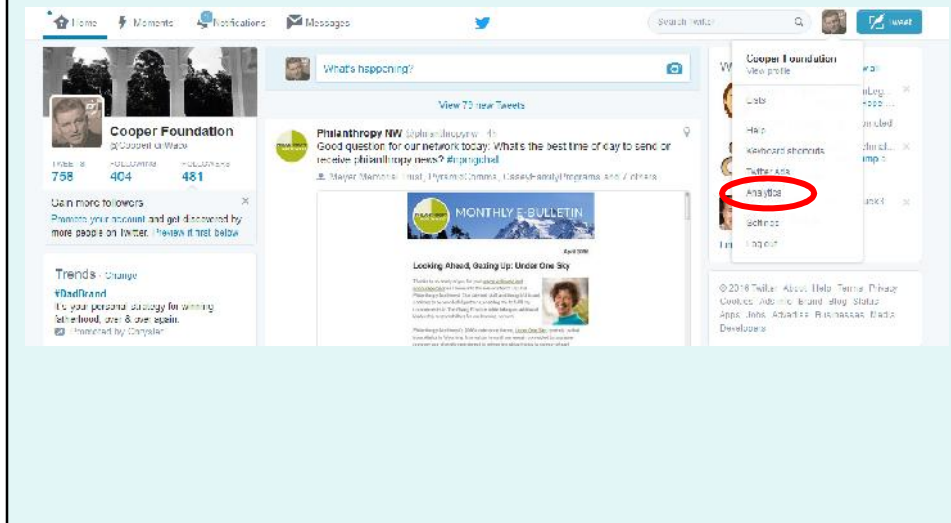
Facebook Insights



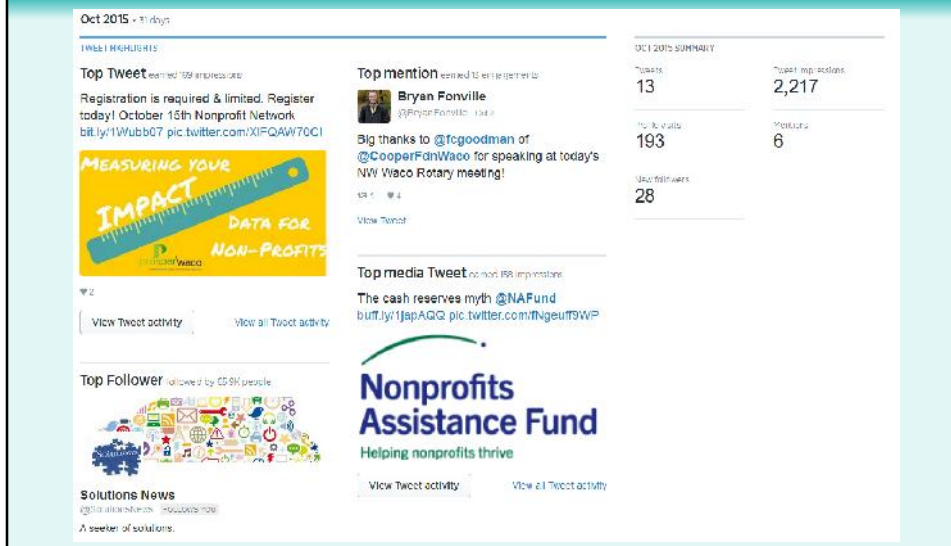
Post Content: Types of Posts

- Text-only
- Links
- Images with text
- Links with images
- Video (Your work in ACTION)
- Include an action step!

Twitter Analytics



Twitter Analytics



Post Content

Tips:

- Use “best time to post” articles as guidelines, but not rules.
- Make a time cheat sheet using your own Facebook insights. Update it regularly!

Management Tools: Dashboards

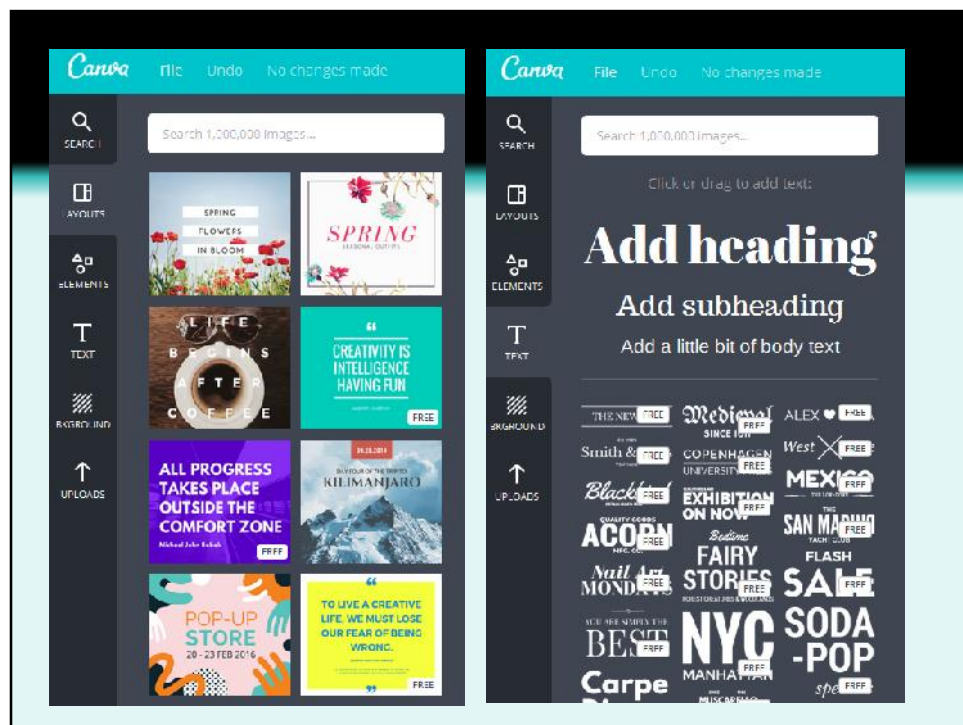
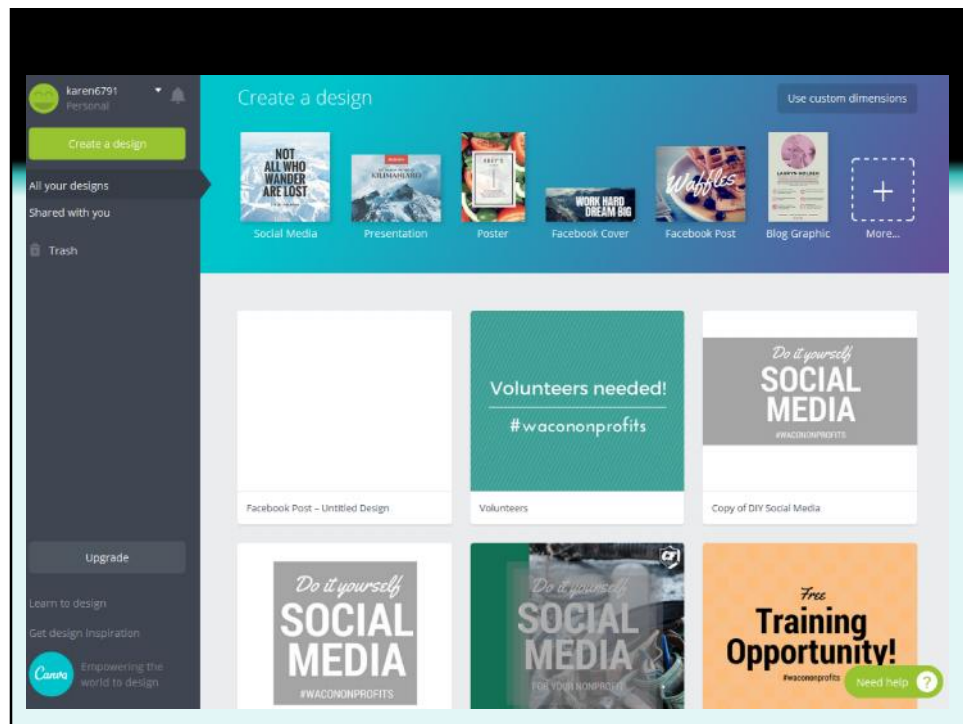
- Management tools allow you to:
 - Schedule posts in advance
 - Post to multiple platforms at one time
- *Scheduling posts should complement, but not replace real-time engagement.*

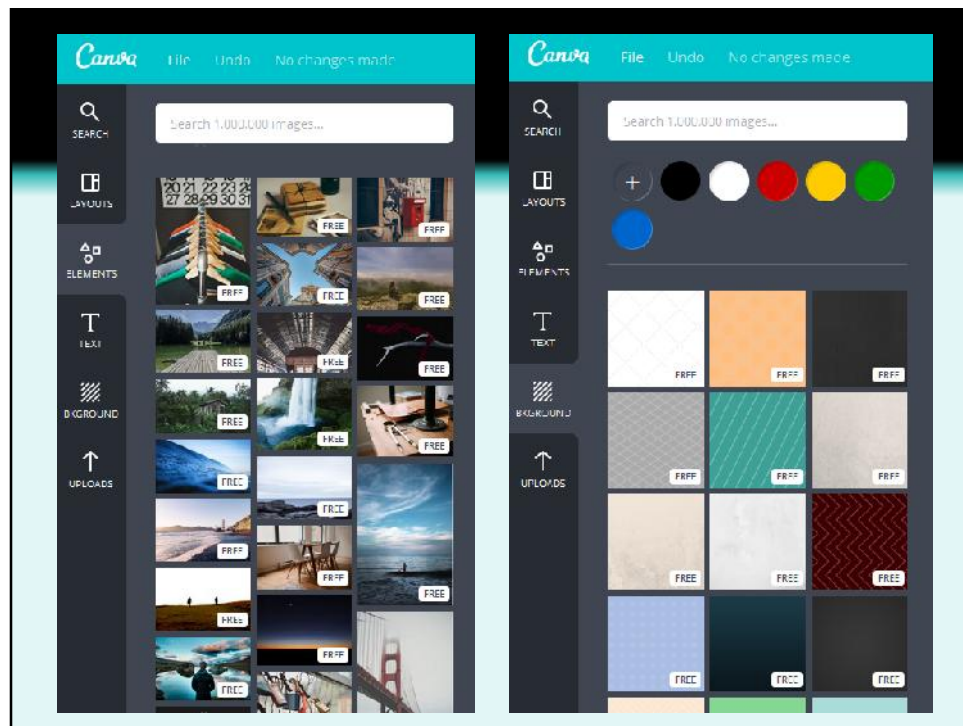
Management Tools: Favorites

- My Favorites
 - Facebook- Facebook!
 - Twitter- Buffer
 - Posts actual picture to Twitter, as opposed to just a link to the picture.
 - LinkedIn- Buffer
 - Instagram- Nothing. ☹️
- Other options: Hootsuite & Tweetdeck

Graphics Resources: Canva.com

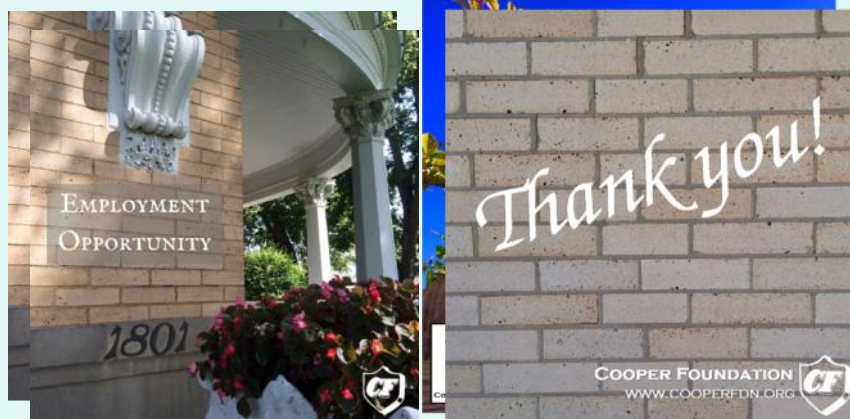






Graphics Resources: Your Photos

- Have fun with your surroundings.
- Include space for text.



Legal Stuff

- Stock Photos are a great resource!
- Give credit where credit is due!
 - Images
 - Text
 - Articles
 - Documents/files

Things to think about...

- Who can create content?
- What should we “sound” like?
- Who should be able to post?
- Volunteer/intern involvement
- What topics are off limits?
- Controversial posts from a neutral organization

More things to think about...

- Photos of minors
- Complaints
- Check-ins cannot be deleted
- Accidental personal posts

Questions?

- Feel free to talk to me afterwards or leave a question on one of the pink sheets.

Before you go...

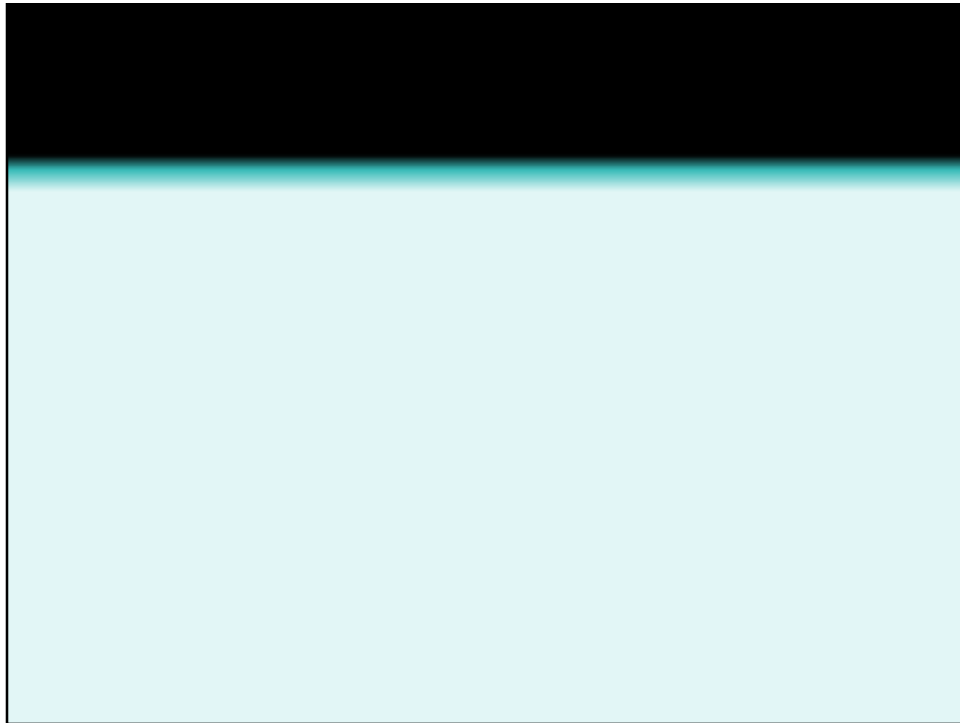
- **Find at least three people that you can use as social media resources or supporters. At least one of these people should not be sitting at your table.**

Thank you for coming!

Follow us on Twitter and Instagram!
@CooperFdnWaco

Like us on Facebook!
CooperFoundationWaco

#wacononprofits



Thanks to...

- My top sources for social media information:
 - Nonprofit Hub
 - Nonprofit Tech for Good
 - Digital Media Butterfly
 - Waco Social Media Breakfast
 - Colleagues and Friends

Post Content: Original vs. Curated



For handout- Post Content: Ideas!

- Pictures of previous year's event
- Highlight your collaborations
- Testimonials WITH your tag line or mission included
- Online fundraising
- Wish list
- Highlight website pages
- Board member blog
- Amazon wish list

For handout- Your 3 Mission-Focused Post Ideas

- Resources for info about what demographic is using which platform
- Facebook notes
- Google alerts

Post Content: Twitter Analytics

- Twitter Analytics
 - Link: analytics.twitter.com

Graphics Resources: Stock Photos

- Read the fine print!
- Stock Photo Lists-
 - <http://blog.hubspot.com/marketing/free-stock-photos>
 - <http://viralsweep.com/blog/free-stock-images-for-commercial-use/>

Articles that support your cause

