

Impact of Twitter & LinkedIn Connectivity for Nonprofits

Today I wanted to share some knowledge about how Nonprofits can utilize and succeed on the two fastest growing social media platforms, Twitter and LinkedIn. These two social outlets can be great vessels to deliver information and updates about your organization. Engaging followers and connections will strengthen your organization's visibility in the community, help bolster your reputation with potential/past donors, and also give you a sense of what your supporters are interested in hearing from your organization (based on comments received).

Twitter

Tweets will fly further than Facebook posts if you want to make daily touches. It is estimated that over 60% of people who are active on Twitter use mobile devices, so if you choose to link another website or article, make sure it is mobile friendly!

-It NEVER will hurt to follow people and causes you admire, even if they are in the same space/industry as you.

-Tweet to retouch people you follow and ask them to follow you, but only in moderate intervals.

-Also important to keep in mind, 28% of Retweets are due to the inclusion of "please RT!" in posts.

LinkedIn

LinkedIn is the fastest growing social media platform, now with over 3 million companies publishing LinkedIn pages. Your summary messaging on your profile page is your only "post" so make it heartfelt, accurate and informative for your organization info.

- Be sure to send out personalized messages offering opportunity for future conversations for those who connect with you or your organization via LinkedIn.

Our friends over at Network for Good also came up with 10 Ideas for Social Media Posts, which I wanted to share with you.

10 Simple Ideas for Social Media Sharing

1. Offer a sneak peek of an upcoming newsletter, event, or program.
2. Show what goes on behind the scenes at your office.
3. Introduce a member of your staff.
4. Report from the scene of your work or event.
5. Share photos of your volunteers in action.
6. Connect your work to a news story, trend, or meme.
7. Ask a trivia question related to your cause.
8. Share a testimonial from a beneficiary or supporter.
9. Choose a "fan of the day" and give them a shoutout.
10. Celebrate a success story.

As a last parting gift: Around 46% of web users turn to social media for making a purchase. Trust us, donors are doing the same thing. Keep your messaging clear and give opportunities for visitors to your respective social media pages a chance to connect with you and your organization.

Close with link to Uruut blog.