

Social Media Tips for Nonprofits

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The world of social media includes a variety of impressive tools that can enhance the effectiveness of a nonprofit organization. While there are many tips, tricks and gadgets available, referring to the essentials of a social media plan could save you time when trying to determine which tools are right for you. Here are some tips on how to kickstart a solid social media plan for your non profit organization.



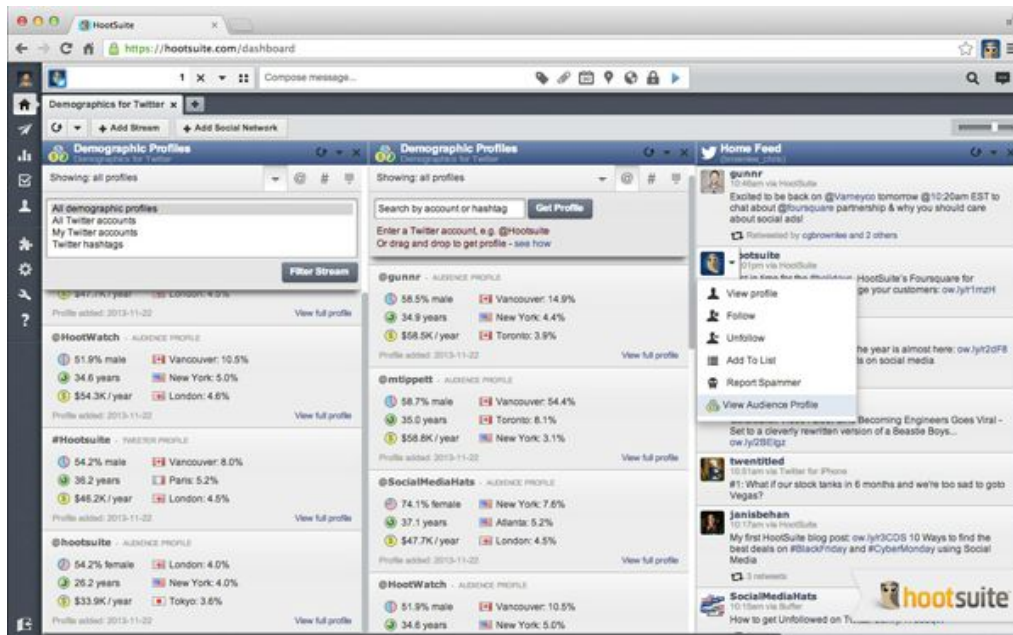
1. Remember your Objectives

The first step towards a brilliant social media strategy requires the answer to the question *“How will this page help us to achieve our goals?”* Every social media initiative should be created with a clearly stated objective, whereby each initiative on social media leads your organization closer to its goals. Your objectives should be specific, measurable, attainable, realistic, and timely. For example, if your organization’s goal is to increase awareness of your cause, then your strategy should include a measurable account of achieving awareness, represented through the currency of that social medium, such as “shares” or “retweets”. Achieving awareness should also be attainable and realistic to suit your organization. Do not be discouraged if you do not attain a million likes in one week; start off small, with a goal of twenty followers a week.

2. Know your Audience

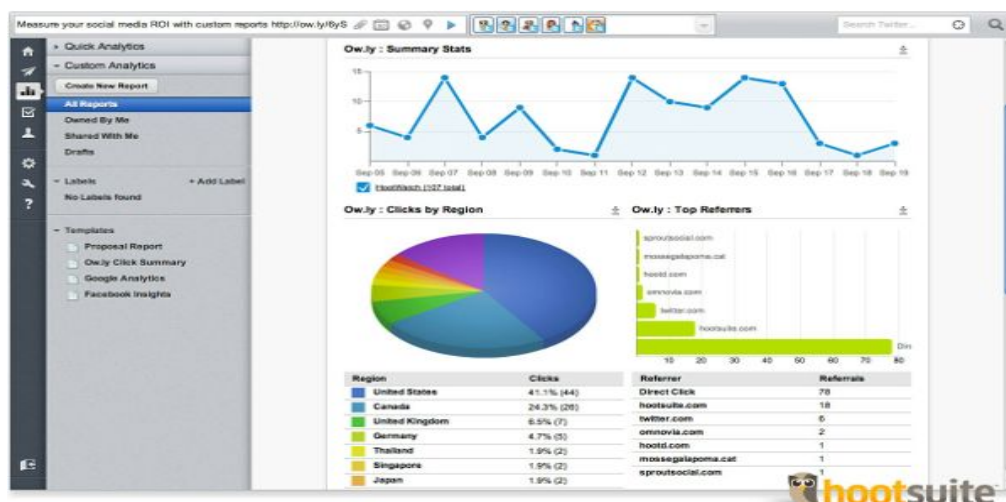
All effective social media messages are initiated with a specific target audience in mind. A good start to knowing your audience is knowing their demographics (i.e. age, sex and location), and psychographics, the lifestyle and core values of your target audience. Tools such as, [Demographics Pro](#), a free extension for Hootsuite, and Facebook analytics, reveal basic information about your

followers. Keep track of your audience's psychographics by exploring trending topics, hashtags and links. Services such as [Bitly](#) can also show analytics for users that click your links.



3. Do Not be Afraid of Analytics

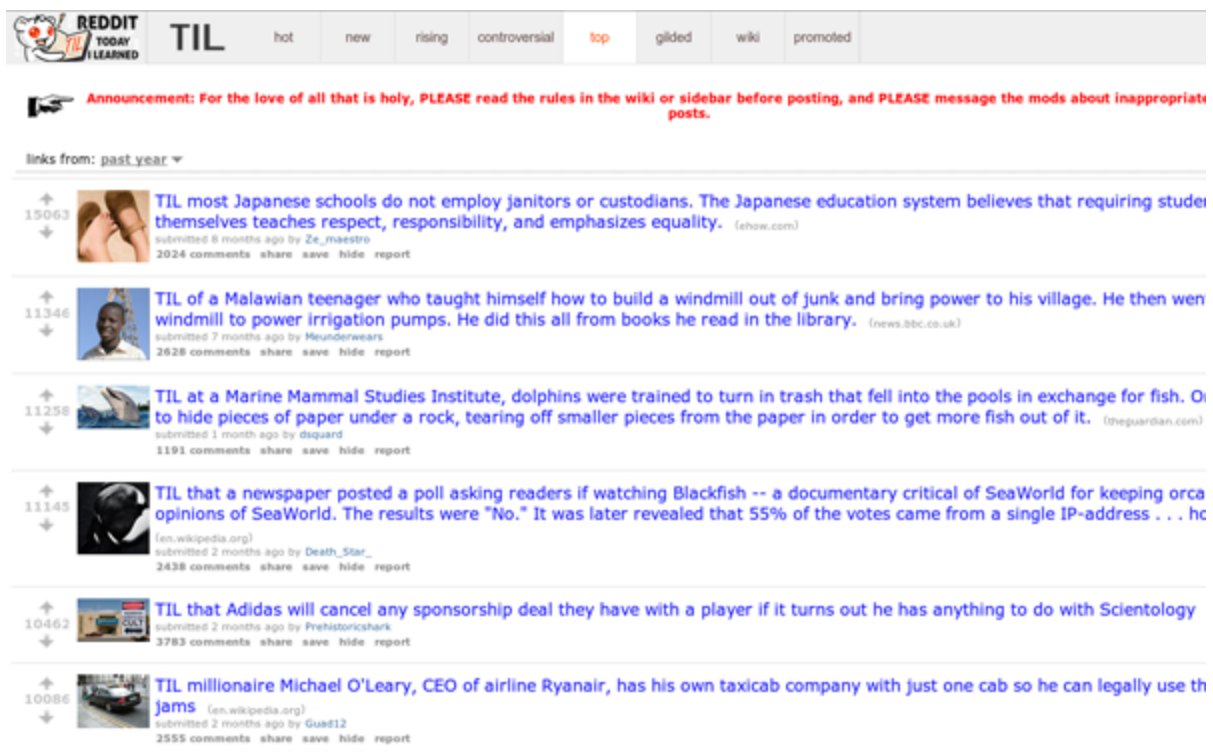
Analytics can teach you about who you are targeting, your posting habits and if they optimize your organization's presence. While it is wonderful to garner thousands of likes, comments and retweets through a series of sporadic tricks and maneuvers, it would be better to reproduce such good fortune on a consistent basis. Optimizing your strategy to suit your goals, using sites such as [Hootsuite](#), could reveal the long-term benefit of consistent results. Analytics gives you insight on whether those likes, comments and retweets generate real benefits for your cause. If you are unfamiliar with HootSuite, or even a long time user, feel free to check out our post on the [5 Hootsuite Features Every User Should Know](#).



4. Post Insightful and Original Content

Everyone loves novel and interesting articles and topics. Posting consistent, quality content is an excellent way to easily increase the amount of followers in your social media circle and encourage others to share your content. Before you make a post, always ask yourself, *“if I were to post this content would I find it interesting, would I share it with my friends?”*.

If you can't think of anything interesting to share, there are a number of websites where users will frequently post interesting content, for example [Reddit](#), a user-generated content website, has subreddits dedicated to particular topics such as [technology](#), [interesting facts](#), [cute animals](#), and [funny jokes](#), which are great sources for the latest insightful and entertaining content.



5. Get Social!

One of the best ways to increase your social network is to follow others who share your interests and mission statement as a nonprofit. You can easily find followers by searching for topics related to your own content on social media sites such as [Twitter](#). Another good technique for gaining followers, is to look at your own followers and follow their followers, which can often result in them following you too!

Never be shy to reach out to others on social media! As a nonprofit if you see a particular individual or corporation, don't hesitate to contact them with a personalized message expressing your interest

in their activities. Twitter in particular has a feature known as **Direct Messages (DM)**, which is often overlooked by users, but is an easy way to reach out to users with a personal message.

