

DWDC's

Guide to Social Media Success

1) Content for Social Media

a. Text

- i. Personal Stories to emphasize the impact you have on community

- 1. Interview young woman about her experiences

- ii. Thank Sponsors

b. Photos

- i. Of young children and their families

- ii. From events

- iii. Staff from the organization (Meet the ...)

- iv. Community

2) Visuals

a. Boomerang Ideas

- i. Doing a yoga pose

- ii. Dancing

- iii. Eating lunch

- iv. Assembling a condom kit

- v. Mom kissing child

b. Hashtags

- i. #DWDCfights4SocialJustice

- ii. #DWDCfights4equality

- iii. #DWDC Lunch

- iv. #DWDC (on every event post)
- v. #FamilyFridays
- vi. MotivationMondays
- vii. #WellBeingWednesdays

3) Branding Tips

- a. T-Shirts with DWDC logo
- b. Organizing a walk

4) Daily Schedule

- a. Every Monday post visual testimonials
- b. Send direct messages with video to new followers on Instagram

The Perfect Instagram Post

Monday

- #MotivationMonday
- Video of employees and/or women in their programs saying something that they love about themselves and encouraging others to love who they are

Wednesday

- #WellBeingWednesday
 - Include the inspirational/healthy living posts already featured on DWDC's instagram

Thursday

- Boomerang of employees working
 - Working with people or just working in the office
 - See their previous yoga post

Friday:

- #FamilyFridays
 - Actual photo of one of the families DWDC helps
 - Picture of mother and child?

Saturday/Sunday

- Use the weekend post to announce upcoming events and promotions

What are they wearing?

Bright, colorful clothing to match the supportive family based content.

Time? (<http://www.readypulse.com/the-best-times-to-post-on-instagram/>)

Monday - 7 pm

Wednesday - 5 pm

Thursday - 8 am

Friday - 8 pm

Saturday - noon

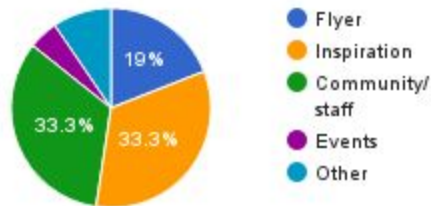
Sunday - 5 pm

How many people in a picture? What pose?

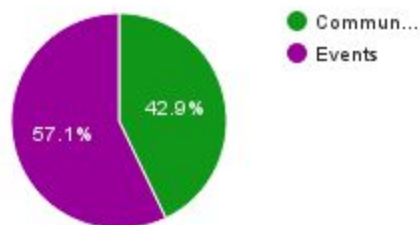
Social Media Analysis

To compare DWDC's social media with other non-profit's instagram, we looked at the type of post and how many posts there are of each with 2 other non-profits

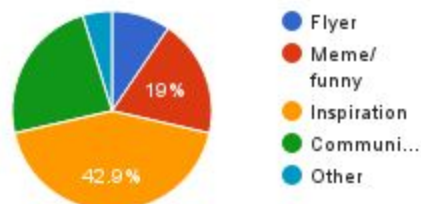
Hour Children Instagram



Doctors Without Borders Instagram



DWDC Instagram



As we can see, the types of posts are different for each one. Depending on what we want our branding to be, we should fix this. For example, Doctors Without Borders has a very professional appearing Instagram and they only have two types of posts, whereas Hour Children has more types of posts, but still gives off a community vibe. We have to consider this if we want to have a successful Instagram.