Social Media for Organizations

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Quick tips

10 Facebook page best practices for nonprofits

www.nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits

Content curation primer

www.bethkanter.org/content-curation-101

Creating shareable ("viral") content

nptechforgood.com/2014/09/14/9-must-know-best-practices-for-distributing-your-nonprofits-content-on-social-networks/

How to sustain a social media presence in 3 hours a week

alexandrasamuel.com/career-work/how-to-sustain-a-social-media-presence-in-3-hours-a-week

Tips for arts groups on social media

techsoupcanada.ca/en/community/blog/5-tips-for-arts-groups-on-social-media-with-examples
artsmarketing.org/resources/ebooks

Advanced social media tips

Digital storytelling resources from TechSoup

npsocialmedia101.wikispaces.com/digitalstorytelling101
techsoup.org/community/community-initiatives/storymakers-resources

Facebook is about building relationships, not broadcasting content

suziemcc.com/2014/06/12/heres-why-your-facebook-strategy-is-obsolete/

5 Twitter hacks for nonprofits

bloomerang.co/blog/5-twitter-hacks-for-nonprofits/

How to use Google Plus for nonprofits

blog.capterra.com/use-google-plus-for-nonprofits/

How to report live from events and conferences

nptechforgood.com/2014/05/04/how-to-report-live-from-nonprofit-events-and-conferences/

A day in the life of a social media manager
thenextweb.com/socialmedia/2014/09/28/day-life-social-media-manager-spend-time-social-media

Audio: Building online engagement for your arts organization
cc.readytalk.com/play?id=agjkbo

Tools

The Nonprofit Social Media Decision Guide: This guide's case studies, research, and step-by-step worksheets will give you an immediate jump-start on your social media work. Highly recommended! Published by Idealware, a *Consumer Reports*–style source for nonprofit software reviews. **www.idealware.org/reports/nonprofit-social-media-decision-guide**

What are the Best Social Media Tools for Non-Profits and Small Businesses?: Covers listening and scheduling tools like TweetDeck, HootSuite and Buffer, among others. These free tools will make your social media life easier!
echo.co/blog/what-are-best-social-media-tools-non-profits-and-small-businesses

Say What? Build a Social Media Listening Dashboard for Your Nonprofit: Talking about your group is only one half of social media. You also want to know what people are saying about you! A "listening dashboard" looks across social networks, all in one place. **npengage.com/nonprofit-fundraising/build-social-media-listening-dashboard-for-your-nonprofit**

Resources

Nonprofit Technology Network's Arts Nonprofits discussion group: NTEN is a membership organization geared to nonprofits, but this group is open to non-members. It's a great place to ask how other arts groups — bands, theaters, dance troupes and others — are using technology and social media to advance their causes. Highly recommended!
community.nten.org/artsnonprofits

TechSoup software donations: For groups that are registered 501(c)(3)s or have a fiscal sponsor who is, TechSoup is an amazing resource, offering free and *heavily* discounted software and some hardware to organizations. They also have interesting discussion forums around lots of topics, like using video editing and fundraising, that might apply to your group.
techsoup.org/joining-techsoup

Free web hosting for life for nonprofits: Again, if you're a 501(c)(3), you can get a great deal from DreamHost, who will give you a website forever, for free. I don't know of any other web host that does this.
wiki.dreamhost.com/Non-profit_Discount