Social Media for Organizations

**by Ivan Boothe**

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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](http://www.nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits)

Content curation primer   
[www.bethkanter.org/content-curation-101](http://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/](http://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](http://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](http://techsoupcanada.ca/en/community/blog/5-tips-for-arts-groups-on-social-media-with-examples)  
[artsmarketing.org/resources/ebooks](http://artsmarketing.org/resources/ebooks)

Advanced social media tips

Digital storytelling resources from TechSoup   
[npsocialmedia101.wikispaces.com/digitalstorytelling101](http://npsocialmedia101.wikispaces.com/digitalstorytelling101)  
[techsoup.org/community/community-initiatives/storymakers-resources](http://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/](http://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/](http://bloomerang.co/blog/5-twitter-hacks-for-nonprofits/)

How to use Google Plus for nonprofits   
[blog.capterra.com/use-google-plus-for-nonprofits/](http://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/](http://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](http://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](http://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](http://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