



Nonprofit Social Media 101

The Capacity Building Institute

June 22, 2017



The Marketing Lady™

Presented by: Tarsha Polk

SOCIAL MEDIA SUCCESS STRATEGY

Understand Your Audience

- Basic demographic information such as age, gender, location, income level, and education level.
- Why do they want your services or donate to your cause?
- What are their problems or perspective on the issues you support?
- What are the goals, desires, and motivations of the audience you are trying to reach?
- What can you do to help them achieve their goals and/or overcome their challenges?

Identify Your Top Objectives & Goals

Whether you are new to social media or been using it from its early beginnings, having a plan of action to get the results you need are critical to your social media success.

Make a list of your top goals.

Tools & Tactics

List the tools and tactics you will use to meet your goals and objectives.

Channel	Objective	Goal	Tactics
Social media			
Facebook	<i>Increase donations</i>	<i>Generate \$1000 in donations</i>	<i>Use FB fundraiser feature</i>
Twitter			
Instagram			
LinkedIn			
Pinterest			
YouTube			
Google+			
Website			
Email newsletter			
Blog			

Campaign Budget

Fill out the table below to create a draft budget for your social media plan.

Category	Amount Per Month
Design and Writing	\$
Photography and Video	\$
Marketing and Paid Ads	\$
In-House Labor (costs and hours)	\$
Programming	\$
Tools and Equipment	\$
Revisions and Changes	\$

Social Platforms

Story telling platforms: _____

Educate me platforms: _____

Fun/Entertaining platforms: _____

Problem/solution platforms: _____

Content Marketing Strategy

Write Your Mission

List ways you can create content around your mission.

Ideas for Content

- Surveys
- Highlight a core program or service
- Updates about the organization
- Turn speeches into posts or PowerPoint slides
- Screen shot of Facebook post with comments
- Embed a social post into a blog post
- Take a screen shot of a mobile text
- FAQs. Turn questions into content
- Graphical personnel bios. www.Visualize.me or <https://venngage.com/>
- Research reports
- Convert your videos to mp3. YouTube-mp3.org
- Press releases

Social Media Management Tools & Resources

Social Management

1. TweetDeck allows you to schedule, sort, filter, and organize incoming information through Twitter status updates so that you can focus on what is important to you.
2. HootSuite provides a dashboard-style approach for you to manage, schedule and track social networks like Facebook, LinkedIn, YouTube, Google+, Instagram and Twitter.
3. Buffer is an all-in-one dashboard that allows you to broadcast, schedule and measure your social media posts. Unlike TweetDeck and HootSuite, you can not engage with followers from the dashboard.
4. Sprout Social is a single platform that helps you to centralize all your social activity.
5. TweetChat allows you to host group chat sessions on Twitter using a designated hashtag.

Content Management/Organization

1. Dropbox
2. Google Drive
3. iCloud
4. PhotoBucket

Content Creation

1. Postplanner
2. Feedly
3. Commun.it
4. Canva
5. PicMonkey
6. Big Stock Photo
7. Piktochart
8. GoAnimate
9. Abode Stock Video
10. Textbroker

Personal Action Plan

I want to improve these areas:

I have these resources to help me:
