

4 Social Media Tools for Nonprofits: What, How & How Often

Online Tool	Some Best Practices & Ideas for Igniting Support	About How Often?	How Some Nonprofits Are Using The Tool
Blog	<ol style="list-style-type: none"> 1. Create a list of 5 blogs in your field – read and make comments. (Advanced: Setup Google Reader as a listening station.) 2. Search engines love blogs so figure out what people are searching for related to your organization’s mission and write about that. 3. Be consistent by having a clear strategy for what you’ll write about. Start with 5 or 6 relevant categories and rotate through them. 4. Consider recruiting guest bloggers to bring personality and different viewpoints to your blog. 5. Install share buttons to make it easy for your readers to spread your message to their networks. (Examples of tools: Share This, Add to Any.) 	<p>Create a 123 Mechanism Calendar (see template) for who does what and when.</p> <p>Participate 1x/week.</p> <p>Allocate 4-8 hours per week for reading and responding to other blogs and writing your own.</p>	<p>Environmental Defense Fund (They do a good job of engaging readers by asking for their opinions and comments.) http://blogs.edf.org/greenroom/</p> <p>Seattle Symphony (Note they have a good variety of posts with pictures, video, and text. Posts don’t have to be long, just interesting to your audience!) http://blog.seattlesymphony.org/</p>
Twitter	<ol style="list-style-type: none"> 1. Use Twitter Search to find people to follow who are talking about your organization or topics related to your mission and aggregate into lists using tools like Hootsuite. 2. Find partners or friends in your field and start following who they are following. Re-tweet and comment on their posts. 3. Repurpose content – just be sure to make it relevant for your Twitter audience. 4. Create a list of everyone who re-tweets your posts, then regularly promote that list to your followers. 5. If you hold an event, help people spread the word by giving them a specific hashtag to use when they tweet. 	<p>Create a 123 Mechanism Calendar (see template) for who does what and when.</p> <p>Participate 1-2 posts per day.</p> <p>Allocate 1.5-2 hours per week for posting and searching.</p>	<p>One Day’s Wages (They use Twitter as a tool for thanking donors publically in addition to thanking donors in other ways.) http://twitter.com/OneDayswages</p> <p>Jolkona Foundation (They also do a good job of listening, commenting on other people’s posts and re-tweeting good content.) http://twitter.com/#!/jolkona</p>
Facebook	<ol style="list-style-type: none"> 1. Create a Facebook Fan page and get a customized url for your fan page when you reach 25 fans. 2. “Like” the nonprofits you partner with that also have a page. Engage by commenting and liking their posts. 3. Use Ads to direct people to useful information on your Facebook Page or website or to sign up for your newsletter. (Don’t try to sell or fundraise.) 4. Create a “Facebook Likers Only” offer, do it to see who engages and make your supporters on Facebook feel special. 5. Post images, videos, slides, resources, blog posts, etc. to drive people to learn more about your organization on your website. 	<p>Create a 123 Mechanism Calendar (see template) for who does what and when.</p> <p>Participate 1 post per day.</p> <p>Allocate 2-4 hours per week for posting and searching.</p>	<p>Susan G. Komen (Note their use of the ‘Info’ tab with links to all of their other sites and Facebook ads pointing people to like their page or sign up for the newsletter.) http://www.facebook.com/susankomenfortheecure</p> <p>Global Partnerships (Note how they repurpose their content and are consistent with their posts.) http://www.facebook.com/globalpartnerships</p>
LinkedIn	<ol style="list-style-type: none"> 1. Look for Groups or other organizations who are discussing your cause. Sign-up for updates and join relevant conversations. 2. Start a LinkedIn Group, and encourage your organization’s key employees and board members to have their own profiles and join the group so that each member becomes an ambassador for your organization. 3. Use ‘Status Updates’ to post what you’re working on now or what events you are attending in an effort to stimulate conversation. 4. Repurpose Content – blog posts, slides, videos. 5. Use for prospect research and finding out who knows who. 6. Refer and make recommendations for past employees, volunteers, and board members. 	<p>Create a 123 Mechanism Calendar (see template) for who does what and when.</p> <p>Participate Join in 1 conversation per week.</p> <p>Allocate about 1-2 hours per week for posting and searching.</p>	<p>Kiva (Note their use of Groups and the link on their Group page which offers an opportunity for supporters to add a Kiva badge to their profile.) http://www.linkedin.com/static?key=groups_giving_kiva</p> <p>Stephanie Williams <i>Founder of Food for Life Network AIDS Marathon</i> (Check out her use of Slideshare and Amazon book suggestions as well as her robust, keyword rich profile) http://www.linkedin.com/in/stephaniewms</p>

