



SOCIAL MEDIA & MARKETING FOR NONPROFITS

TIPS & BEST PRACTICES



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BENEFITS & KEY ELEMENTS OF MARKETING

INCREASED AWARENESS

- Educate people about an organization's mission, values, and social issues
- Attract more clients, supporters, volunteers and donors



COMMUNITY BUILDING



- Build community supporters who are passionate about your cause
- Empower people to get involved by organizing events, social media campaigns, and storytelling
- Encourage collaboration
- Influence change

DONOR ENGAGEMENT

Through targeted marketing campaigns, organizations can communicate their impact and showcase the value of donations.



ADVOCACY & INFLUENCING CHANGE



- Raise awareness about specific issues affecting your community
- Mobilize supporters
- Encourage people to take action
- Amplify your org's voice and drive social change through strategic messaging, partnerships, and grassroots campaigns

SOCIAL MEDIA FOR NONPROFITS

 As of January 2024, **62.3%** of the world's population uses social media. The average daily usage is 2 hours, 23 minutes.¹

- **Build trust & community:** Establish credibility and build trust between you and your followers as you demonstrate your authentic voice and knowledge of your industry and community.
- **Promote events:** You can post details about in-person events or host virtual events, such as workshops, galas, networking events, and panel discussions.
- **Expand reach & raise awareness:** Reach new people and share your message and mission with them.
- **Fundraising:** Available on platforms like Facebook and Instagram to encourage followers to get virtually involved.

55% of individuals who engage with nonprofits on social media take action and **59%** of those donate money.²

Be Strategic: Clearly define your goals and your audience when developing a social media strategy. Think about the services, messaging and information you want to share, who you are hoping to reach and what outcomes you are trying to achieve.

Also, think about your organization's capacity for creating content and actively maintaining each of your social media platforms.

Social media trends, tools and best practices are constantly changing. Be sure to monitor your platform's performance using analytics and reports.



UTILIZE PLATFORMS BEST-SUITED FOR YOUR ORGANIZATION



WITH 2.9 BILLION ACTIVE USERS, FACEBOOK IS THE MOST USED PLATFORM AND CLAIMS NEARLY 50% OF THE SHARE OF US-BASED SOCIAL MEDIA VISITS. 61% OF USERS ARE BETWEEN THE AGES OF 25-54. IT OFFERS TOOLS FOR FUNDRAISING, STREAMING LIVE EVENTS, REVIEWS AND MORE.³



YOUTUBE BOASTS OVER 2.7 BILLION MONTHLY ACTIVE USERS WORLDWIDE AND IT IS THE LARGEST ONLINE VIDEO HOSTING PLATFORM. THE MAJORITY OF USERS ARE BETWEEN THE AGE OF 25-34.⁴



LINKEDIN HAS MORE THAN 1 BILLION USERS GLOBALLY, AND THE MAJORITY OF USERS ARE AGED 25-34. IT IS MORE BUSINESS-ORIENTED, AND USED FOR PROFESSIONAL NETWORKING, SHARING ARTICLES AND INDIVIDUAL/ORGANIZATIONAL ACCOMPLISHMENTS.⁵



X, FORMERLY KNOWN AS TWITTER, HAS AROUND 528 MILLION MONTHLY ACTIVE USERS WITH AN AUDIENCE THAT IS 56.4% MALE AND 43.6% FEMALE. THIS PLATFORM'S USER BASE DROPPED OVER 3% IN 2023 AND INDUSTRY EXPERTS PREDICT FURTHER DECLINE IN 2024.⁶



IN THE US, JUST UNDER 60% OF PEOPLE REPORT USING INSTAGRAM DAILY- OF THOSE, OVER 70% OF PEOPLE AGES 18-29 REPORT USING INSTAGRAM, WHILE LESS THAN 50% OF PEOPLE 30-49 ARE USERS. THIS PLATFORM FOCUSES ON HIGH-END VISUAL CONTENT.⁷



TIKTOK ALLOWS YOU TO CAPTURE ATTENTION AND PROVIDE INFORMATION ABOUT YOUR BUSINESS TO USERS IN A SHORT-FORM VIDEO FORMAT. 60% OF USERS ARE BETWEEN 16-24 YEARS OLD.⁸

SOCIAL MEDIA IMAGE SIZES

A good rule of thumb is to test your digital marketing (emails) and social media posts on multiple device types (i.e. desktop and mobile). Upload images using the correct sizing to avoid pixilation, distortion, and any unwanted cropping. This ensures your graphics are viewed by your audience as intended.

Social Media Image Sizes 2024

					
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 1500	1128 x 191	N/A

Source: **Hootsuite**[®]

SOCIAL MEDIA TOOLKIT

Create a shareable toolkit for targeted campaigns to promote an event, issue or donation drive that provides consistent branded graphics, images, video and sample posts that others can easily use to help spread the word.



[Social Media Toolkit Sample #1](#)

[Social Media Toolkit Sample #2](#)

TIPS FOR POSTING ON SOCIAL MEDIA



Use social media to build an online community and engage with supporters, donors, and volunteers. Share success stories, information about your mission, programs and impact in the community.

01

Identify your target audience

Define your mission and goals, conduct market research, analyze your existing audience, segment your audience, and regularly evaluate the effectiveness of your targeting strategies

02

Post regularly

Try to post at least 2-3 times a week. Staying active helps your audience become familiar with your organization's missions and values.

03

Include CTAs

Include a call-to-action (CTA) to encourage your followers to engage. An example of a CTA is linking your website to a post

04

Maintain brand identity

Create content that is relevant to your org's mission and that follows your brand guidelines. This lets your audience get a clear picture of your organization.

05

Interact with followers & tag whenever possible

Engagement is key. Interact with your audience through comments, likes, and shares. Tag other orgs and share their posts - this encourages them to tag you and share your posts, expanding your audience.

06

Make your content searchable

By tagging other relevant users, using hashtags and tagging locations, you can broaden the reach of your content making it more searchable on each platform.

BUILDING A BILINGUAL SOCIAL MEDIA PROFILE

Depending on your audience, you may find the need to include bilingual or multilingual posts and infographics. Here are some helpful tips to remember when creating a multilingual social media profile:



01

Know your audience

Have a good understanding of the demographics and cultural nuances of your target audience. Different groups may have different preferences for language, tone and content

02

Use culturally-relevant content

Once you know your target demo, use culturally-relevant content that resonates with them. A good way to start is to test some content and measure its' performance

03

Develop a content strategy

Include a mix of content formats and topics that will appeal to your target audience. Consider the language and cultural context of your audience and tailor your content accordingly

04

Invest in translation services

Consider investing in professional translation services to ensure that your multilingual content is accurate and culturally appropriate

05

Engage with your audience

Engage with your audience in their preferred language and respond to comments and messages promptly. This can help build trust and establish a stronger connection with your audience

06

Measure your efforts

Track your social media metrics and monitor your multilingual content's engagement and performance. This can help refine your content strategy

PRESS RELEASE BASICS

Imagine you're a busy journalist on the receiving end of the release. Include the most important facts and "wow" information in the title and first paragraph. Your release needs to stand out in a sea of constant emails being received.



USE A SIMPLE, SNAPPY HEADLINE THAT TELLS THE STORY

THE OPENING PARAGRAPH SHOULD MAKE YOUR FIRST AND MAJOR POINT

THE FIRST HALF OF THE RELEASE SHOULD BE DRENCHED IN FACTOIDS

LEAVE QUOTES TO THE BACK HALF. TRY TO LIMIT TO 1 - 2 QUOTES MAX

NEVER PRESENT OPINION IN ANYTHING OTHER THAN QUOTES

IF POSSIBLE, SEND THE RELEASE INDIVIDUALLY TO JOURNALISTS YOU'VE WORKED WITH OR YOUR "KEY CONTACTS"

BE CONCISE AND TO THE POINT. AVOID BEING TOO WORDY.

DOUBLE CHECK THE JOURNALIST HAS RECEIVED IT - WHICH WILL GIVE YOU AN OPPORTUNITY TO 'SPIN'

PRESS RELEASE BASICS

(CONTINUED)



Press release template & examples

- CHECK RELEVANCE/NEWSWORTHINESS – NEVER ISSUE A RELEASE WITHOUT A STORY OR YOUR NEXT ONE MAY BE IGNORED
- BE CLEAR, FACTUAL, AND SIMPLE
- MAKE YOUR POINT QUICKLY – EDITORS GIVE PRESS RELEASES THREE SECONDS’ ATTENTION MAX
- ‘PUNCH UP’ THE HEADLINE AND THE FIRST PARAGRAPH, THEN ‘PUNCH IT UP’ AGAIN – ITS YOUR ONE AND ONLY SHOT
- ONE PAGE IS IDEAL – 400-500 WORDS MAX
- USE QUOTES FROM SENIOR PEOPLE
- SUPPORT YOUR POINTS WITH INDEPENDENT QUOTES/DATA WHERE POSSIBLE
- INCLUDE INDEPENDENT/THIRD-PARTY SOURCES WHO ARE HAPPY TO BE CONTACTED BY THE EDITORS FOR A QUOTE
- DATE EVERY RELEASE
- INCLUDE PHONE NUMBER & EMAIL OF THE PRESS OFFICE AND ASSIGNED SPOKESPEOPLE
- KEEP YOUR MAILING LIST UP TO DATE – JOURNALISTS MOVE AROUND OFTEN
- THINK ABOUT YOUR MAILING LIST AS WELL – WHO ELSE WOULD BE INTERESTED IN HEARING THE STORY? DTHINK AUDIENCE!
- FINAL POINT – REMEMBER 4 GOLDEN RULES OF WHAT TO INCLUDE IN A RELEASE: WHO, WHAT, WHERE, WHEN

TIPS FOR WORKING WITH THE MEDIA

WHY PARTNER WITH THE MEDIA?

- To help raise awareness of an issue or accomplishment with the public, opinion leaders, supporters and key stakeholders
- To help attract support from the community, funders, and decision makers
- To showcase and celebrate the work your organization is doing

WHAT DOES THE MEDIA/EDITOR WANT?

- A story that is timely and newsworthy
- A story which will engage and attract readers and advertisers
- A story which fits their brand - sometimes, to fill space on quiet news days

WHAT DOES THE JOURNALIST WANT?

- An exclusive, a story no one else has
- A story which will gain them accolades and notoriety
- All the facts plus something special
- A story that fits with the editors direction for the paper
- A new or fresh angle on a topical issue

HOW DOES A JOURNALIST GET THEIR STORIES?

- Contacts. People in the field, NGOs who they know
- Tips on a hot or trending news topic
- Their own investigation
- Press releases and news 'wires'
- Reuters, AP, APTN, etc.
- Other press – national and international
- The Web

TIPS FOR WORKING WITH THE MEDIA (CONTINUED)

HOW DO YOU BEST GAIN THE SUPPORT OF THE MEDIA?

- Keep an up-to-date list of journalists and their interests
- Maintain regular contact – whether there is a story or not
- Consistent, well-written press releases
- By offering exclusives to known journalists
- By being a reliable, trusted source of information
- By being available for comment when called upon – quick response to inquiries.
- Find someone who can comment in your organization or put the journalist in contact with an expert that can speak on the issue

WHO'S JOB IS IT TO MAINTAIN GOOD MEDIA RELATIONS?

- Everyone!
- A designated comms person or team
- Project directors – those who are experts in the field
- The spokesperson for an organization
- Board members

WHY MAINTAIN GOOD MEDIA RELATIONS?

- Help highlight issues and wins that are important to your organization
- Help ensure the facts are told
- Help defer and redirect issues you don't want raised
- Good press = heightened visibility and brand awareness for your organization

SOURCES:

1. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
2. <https://empower.agency/social-media-stats-charities-nonprofits/>
3. <https://www.agorapulse.com/blog/social-media-statistics/>
4. <https://www.demandsage.com/youtube-stats/>
5. <https://kinsta.com/blog/linkedin-statistics/>
6. <https://www.demandsage.com/twitter-statistics/>
7. https://blog.hootsuite.com/social-media-demographics/#Instagram_demographics
8. <https://blog.hootsuite.com/tiktok-stats/>

Other Resources:

- <https://engage.marketo.com/rs/460-TDH-945/images/The-Definitive-Guide-to-Social-Media-Marketing-Marketo.pdf>
- https://www.martechcube.com/resources/marketo/21_q1/the_8_biggest_mistakes_email_marketers/The-8-Biggest-Mistakes-Email-Marketers-Make-and-How-to-Avoid-Them-eBook.pdf