

A Week of Nonprofit Tips for Social Media

Monday: Create an Editorial Calendar

The typical nonprofit only allocates .25 full time employees to social media, and actually, you're better off if this is split between several people with different perspectives and areas of expertise. Let those voices shine. How do you coordinate efforts? A content or editorial calendar is a simple tool that clarifies who is posting what, where, and when: a simple spreadsheet or a Google calendar suffices nicely.

Tuesday: Find Your Killer Pix & Vids

Facebook and Twitter posts with photos attract twice as many likes, comments, shares, and retweets. Imagery is key to both grabbing attention and engaging folks: in fact, [charity:water's](#) Photo of the Day tweets are a huge part of what drove them to 1.4M followers. And videos? Ronald McDonald House Charities relies on video storytelling to help bring the impact of their work to life in their [Season of Giving campaign](#). Sharing these clips on social media has increased the number of responses and prompts others to tell their story.

Wednesday: ABT— Always Be Tagging

[Social Media for Nonprofits](#) keynote Guy Kawasaki says that taking the extra time to tag supporters in photos and videos is crucial. And think about it on a personal level: when's the last time *you* got an email from Facebook saying you've been tagged and you *didn't* click through to make sure it wasn't a horrible photo of you? Once you get people to your page, then the engagement can begin and they can help take your message viral.

Thursday: Keep it Simple

Remember to keep your posts pithy and to the point: less is more. The optimal tweet is 130 characters says *Facebook for Dummies* author [John Haydon](#), and incredibly, he discovered that Facebook posts should be kept to 80 characters to maximize impact. So keep it simple and short: that's part of the secret to going viral and engaging [the "Kevin Bacon" effect](#), says *Nonprofit Management 101* author Darian Rodriguez Heyman. But end those posts with a question to double response rates— people are much more likely to chime in if you ask vs. tell them something.

Friday: Follow the Leaders

Many nonprofits find Twitter perplexing. The simplest, cheapest, and best way to grow your follower base there is to follow others, especially those who are leaders in your field (i.e. other nonprofits, academics, journalists, etc.). Typically, 20-30% of these will follow you back, plus you're also creating a pool of resources that can give you a sense of what's going on in your industry. Be sure to be a good twitizen and retweet valuable posts: it's a great way to build up social currency.

Guest post on April 16, 2014 from *Social Media for Nonprofits* founder Ritu Sharma.