

eBook

72 Social Media Posts

Ideas to help your
nonprofit create better
content for Facebook,
Twitter, Instagram, and
LinkedIn

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Ideas to help you create better content for Facebook, Twitter, Instagram, and LinkedIn

Social media is here to stay.

As of September 2013, 73% of online adults use social networking sites. If your nonprofit isn't active on at least one social network, now is the time to get moving!

Nonprofits can harness the power of social to tell their story and garner support from donors and new friends. But how do you keep up with it all while creating valuable content? It can be done and this guide can help!

Content for your social media channels is sitting right in front of you. Really! Your website, donor appeals, and newsletters are all just waiting to be translated into a Facebook post, tweet, or YouTube video.

And remember, when creating content for any social network:

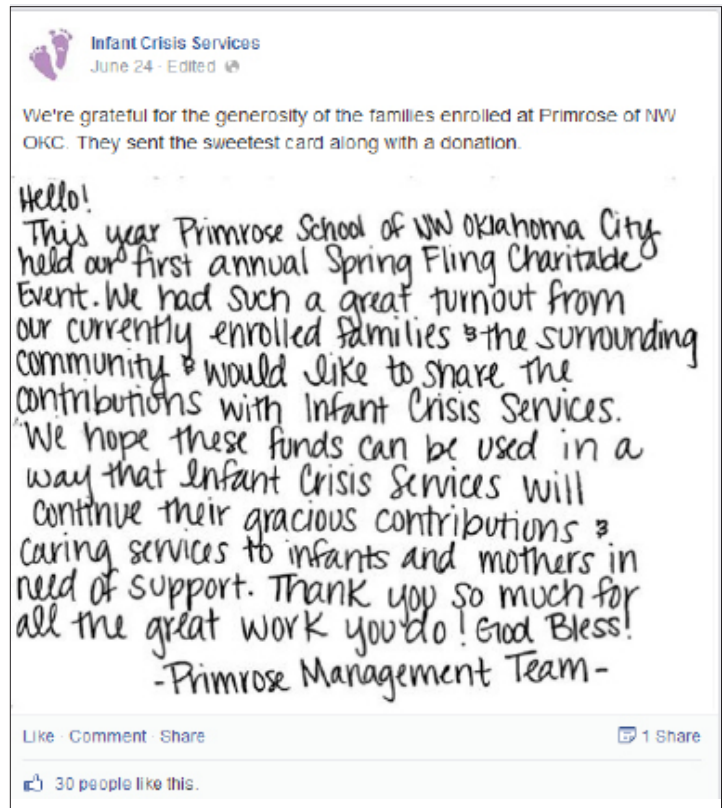
- Use compelling visuals
- Keep it short and keep it simple
- ABT - always be tagging
- Listen to your networks
- Use an editorial calendar

In this guide, you'll find:

- 20 Facebook ideas
- 20 Twitter ideas
- 10 LinkedIn ideas
- 12 Instagram ideas
- 10 YouTube ideas

Facebook

- Ask your community to share why they care about your issue
- Invite your supporters to vote in a poll
- Ask for feedback about an upcoming decision you need to make
- Share a photo of your volunteers in action
- Post a photo for a caption contest
- Share milestones from your annual report
- Post a news story about your cause and ask supporters for their reactions
- Ask your supporters to post a review of your organization
- Pose a trivia question about your issue area
- Share a "vintage" screenshot of your website from the [Wayback Machine](#) for [Throwback Thursday](#)
- Post a graphic or photo in honor of a holiday, anniversary or awareness day
- Post relevant policy issues and ask supporters to share with their network
- Share news from related organizations
- Create a "Fan of the Week" spotlight
- Post a photo of your latest poster or flier for fans to share
- Invite fans to join your email list
- Ask your fans to suggest names for your office's brand new printer/computer
- Share a success story from one of your clients
- Ask fans to do an artistic interpretation of your logo, upload them to a photo album, and encourage fans to "like" their favorites
- Create an ecard to celebrate something special (or normal, Happy Wednesday!) using [someecards](#) and share it on your Facebook page



[Infant Crisis Services](#) created a Facebook post featuring a note they received along with a donation



The [YWCA of OKC](#) shared a viral video that echoed their mission

Twitter

RELATED RESOURCES

10 Twitter Tips for Nonprofits
Social Media Housekeeping Tips

- Share a link to new research about your issue
- Retweet a thought leader in your space
- Post a photo of your fundraising team
- Live tweet an event, such as a conference, rally, or volunteer training
- Host a [Twitter chat](#)
- Share stats about your work or issue area
- Post photos of donated goods
- Share opinion pieces from your staff or experts from your issue area
- Share fundraising pages created by supporters
- Clearly outline what a certain donation amount can accomplish.
- Post a teaser from your latest newsletter
- Share a quote from a beneficiary of your work
- Start a conversation with a local celebrity (They might retweet you!)
- Ask staff members who work directly with your beneficiaries to guest tweet
- Ask followers to sum up your organization in 7 words or less (and then retweet)
- Highlight other fans and advocates in your issue area by posting a [Follow Friday](#) every week using the hashtag #FF
- Tweet a photo of a past event with the hashtag #tbt for Throwback Thursday
- Keep followers updated on campaign goals and successes
- Tweet dictionary definitions of words that align with your organization's culture, values, and mission
- Tweet your tag line in a different language every day for one week



The Playtime Project retweeted a photo of a volunteer in action

Instagram

- Create an image of your mission statement
- Create an image of a quote about your organization
- Share a photo of your event invitation
- Share a video of your volunteers in action
- Post a [Throwback Thursday](#) photo of your founders
- Share a video to thank a donor
- Ask your staff to write notes of appreciation to your supporters, snap a pic, then post them
- Post images of popular landmarks in your community
- Share photos of the supplies you use in your work
- Create a mosaic of your supporters' profile pictures
- Showcase the impact of your work
- Share a glimpse of your office or desk



♥ 11 likes

[rmhcofcentraloh](#) #volunteerspotlight goes out to our Thursday Kitchen Coordinators Sue and Lisa! Thank you to these lovely ladies for making lunch for our families yesterday! #31 shares #rmhc

[Ronald McDonald House of Central Ohio](#) celebrates their volunteers by featuring them on their Instagram feed



[The Maryland Zoo in Baltimore](#) posts images that capture life at the zoo

RELATED RESOURCES

[Compelling Images for Nonprofits 5](#)

[Tips to Help You Tell Better Stories](#)

YouTube

- Post a video of your ED or CEO sharing your founding story
- Share video clips from your most recent fundraising event
- Create a montage of thank you messages for your donors
- Share an interview with someone who's been impacted by your work
- Film short interviews with your volunteers



The [Regional Food Bank of Oklahoma](#) created a thank you video for the volunteers and mail carriers who made their food drive a success

- Create a highlight reel based on your annual report
- Take your supporters on a tour of a recent project or your office
- Create a day in the life video of one of your clients and highlight how donor's support impacts their day
- Surprise donors by hand delivering a thank you coffee or cupcake and film their reactions
- Create a time lapse video of images taken during an event set up or redesign of a space

RELATED RESOURCES


[11 Rules for Video Fundraising](#)

[5 Tips for Getting Started with Nonprofit Video](#)


LinkedIn

- Highlight a great testimonial or review of your organization
- Post a request for pro bono professional help
- Highlight your board members' work
- Share volunteer opportunities
- Share recent news coverage about your work
- Create summaries of your most successful programs
- Post job openings at your nonprofit and neighboring organizations
- Profile new staff or board members
- Share staff member's quotes on why they work for your organization
- Share office supply wish lists or other materials your organization uses everyday

World Vision CORPORATE PARTNERSHIP HIGHLIGHT: An incredible team of JCPenney associates gathered at World Vision's North Texas Storehouse to assemble 300 Family Food Kits to distribute to families in need. Thank you! To learn more about how your company can partner with World Vision to help others experience life in all its fullness, visit: worldvision.org/corporate less



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 Rita Helberg, Kathy Coler MBA +60

Add a comment...

World Vision uses LinkedIn posts to thank corporate sponsors

RELATED RESOURCES

10 Tips to Leverage LinkedIn for Good

5 Ways to Maximize LinkedIn