

Week 10: Social Media for Social Good

Throughout this course, we've examined a variety of ways in which social media impacts the way people regard their place in the world and define themselves. We have seen how the existence of social media in our modern era has changed the way we interact with others, build communities, question our privacy, and change the way we engage with political and social issues. That said, much of the emphasis thus far has been placed on the individual person or communities of people. That said, the Social Media Strategy Document assignment prompted you to consider how businesses may benefit from social media. In this lesson, we will delve deeper into exploring how social media can be used for social good – that is, how non-profits can benefit from social media use, and what the best practices for them in this context are.

Learning Outcomes

Upon completion of this module, you will be able to:

- 1) Understand the unique ways social media can be useful to help non-profit organizations achieve their goals
- 2) Make appropriate decisions regarding using social media for a non-profit

Introduction

Before we begin, let's make sure we are all on the same page about what non-profits are and what they aim to achieve; in doing so, we will be able to explore why social media tools are desirable to non-profits and how they may be used by them.

According to Wikipedia (source: https://en.wikipedia.org/wiki/Nonprofit_organization) :

“A **non-profit organization (NPO)** is a club, society, or association that's organized and operated solely for: social welfare, civic improvement, pleasure or recreation, or any other purpose except profit. In economic terms, it is an organization that uses its surplus of the revenues to further achieve its ultimate objective, rather than distributing its income to the organization's shareholders, leaders, or members. NPOs are tax exempt or charitable, meaning they do not pay income tax on the money that they receive for their organization. They can operate in religious, scientific, research, or educational settings.”

“NPOs are not driven by generating profit, but they must produce enough income to pursue their social duties. They are able to raise money in different ways. This includes income from donations from individual donors or foundations, sponsorships from corporations, income from government funding, income from programs, services or merchandise sales, and income from investments. Each NPO is unique in which source of income works best for them. With an increase in NPO's within the last decade, organizations have adopted competitive advantages to create revenue for themselves to remain financially stable. Donations from private individuals or organizations can change each year and government grants have diminished. With changes in funding from year to year, many nonprofit organizations have been moving

toward increasing the diversity of their funding sources. For example, many nonprofits that have relied on government grants have started fundraising efforts to appeal to individual donors.” Another example you may have come across is through selling merchandise, notably ME to WE in the Eaton Centre (<https://shop.metowe.com/we-store>).

There are many active NPOs currently in existence that have quite lengthy histories, such as World Wildlife Fund, United Way Worldwide, World Vision, and Habitat for Humanity. What other NPOs are you aware of? Is there a particular NPO that you have supported, or continue to support? Can you recall any moments where an NPO was raising awareness? What methods were they using to bring a cause to your attention and encourage you to donate?

As this course has demonstrated so far, social networking sites yield incredible potential to communicate and build communities. In what ways can our current social media environment be helpful to non-profits wishing to do social good? This lesson will draw your attention to how different social media platforms can be used to advance the goals of NPOs. Note that the the Social Media Strategy Document you’ve created for class taught you the basics for constructing an online presence for a company of any type. Here, we will explore more in-depth techniques specific to NPOs, focusing on a few of the most common platforms utilized.

To begin, we will look at some general guidelines for non-profits wishing to use social media. Sprout Social asked experts about what is needed to develop a non-profit specific social media strategy, and this is what they advised (source: <https://sproutsocial.com/insights/nonprofit-social-media-guide/>). These should appear similar to what you were asked to do for your Social Media Strategy Document, but note how they are tailored to fit a non-profit organization:

- 1) **Define social’s role in your nonprofit’s communication strategy.** Social media should be aligned with the strategic goals of the NPO. Social media plays a significant role in engagement, especially with regards to donor engagement and retention, and capturing attention. As such, the actions taken and the content created on social media should tie back to a company’s overall communications and digital strategy. Consider how your social media efforts connect to other communications that the NPO does.
- 2) **Determine what you want to accomplish.** Just as you would be aware of what is motivating the NPO to action (ex. Eliminating poverty, protecting an endangered species), you have to understand what your social media goals are. For example, are you wanting to building community engagement and education? Perform brand building and reputation management? Recruit into a program? Fundraise? When goals are determined, it is necessary to determine how success will be measured and what metrics will be used to assess the outcome of the social media efforts. For example, if engaging your community is a goal, you might measure success by responses to your posts and engagement in social discussions, volume of posts using a specific hashtag and participation in online campaigns driven by social.
- 3) **Identify your target audience.** A non-profit may imagine they want to reach everyone – the general public – but that could mean that your message gets lost amongst all the other communications being distributed to the masses. Developing audience personas –

representations of your ideal supporters based on a combination of demographic data and information about individual members of your target audience – is a way to go. Native analytics on platforms like Twitter and Facebook are a start (in other words, these platforms allow users to analyze their activity on these sites), but there are also management tools that can be paid for. Once you have an idea of who's already following you online, research and speak with supporters offline to gain additional insights about what matters to them when supporting your cause.

- 4) **Choose the right networks.** Study social media demographics to find out where they are active online, and focus your efforts on those networks. Social media demographics can be found here: <https://sproutsocial.com/insights/new-social-media-demographics/>
- 5) **Create a content strategy.** Focus on storytelling that gets the message of the NPO across. You may want to begin by examining which past posts performed well and what types of content get your followers engaged. You may wish to ask your supporters themselves what they'd like to see from the NPO. You can create categories for social media that you cycle through on a regular basis, like volunteer spotlights, client stories, and how-tos. You can also consider what problems do people have in their lives when trying to live out the values they share with the organization? What tips or tools can you give them to make their lives easier as they try to be a better environmentalist, animal lover, parent, etc.

Types of content. An NPO should share a variety of posts across its networks. Visual content can often reach emotional triggers in a way that words alone cannot.

Posting frequency. It is advised you create a social media content calendar to help you plan and schedule social media posts in advance. If you are working in a team, or reaching out to others in your organization for photos or information, a content calendar will help you stay on top of planning campaigns and scheduling content in advance.

- 6) **Put engagement first.** While social media is used to publish content, it is also a way to capture attention, connect with supporters, and build communities. It is imperative to see social media as not just a broadcasting platform, but as a way to connect and establish relationships. In terms of how nonprofits should allocate their time to social media, it is advised that most time be spent engaging with the audience; researching and planning, creating and curating content, collaborating with the team, and analyzing past performance all follow (in descending order). Engagement means responding to questions, comments, and posts tagging the organization, and finding relevant hashtags to find new conversations to join.
- 7) **Empower your advocates and cross-promote your content.** Make it known to members of your community that these platforms are places to connect with you. Demonstrate to them that following you offers a value – the stories, tips, and images they can expect to see – and educate them about the best ways to show support. Don't be afraid to cross-promote your social media content on other channels.
- 8) **Track and measure your results.** Track your social media efforts from the beginning to ensure you are progressing towards your goals. Demonstrating results will show your leadership the importance of investing time and resources into social media, and will

help you adjust your content strategy to focus on the type of content that performs best.

An additional tip, courtesy of Heather Mansfield, Blogger and Nonprofit Technology Trainer (source: Mansfield, H. (2012). *Social media for social good: A how-to guide for nonprofits*. McGraw-Hill), is to **create a simple social media policy**. She suggests that an organization create a social media policy to provide basic guidelines to staff members and volunteers about what is appropriate to post on social media sites, an overview of privacy and legal issues, and some general rules about using social media during office hours. She suggests this focuses on the big picture and creates guidelines across many social media tools, such as: committing to high standards of professionalism when representing the organization; being respectful and polite at all times; deleting content that is off-topic or inappropriate in character; link to online references and source material often; acknowledge mistakes quickly; be honest and authentic, and; engage in conversation.

Deciding What Social Media Tools to Use (Mansfield, 54-58)

How many social media tools your nonprofit can use effectively is directly related to the number of hours your nonprofit can invest. This creates some unique challenges for nonprofits. If your budget is limited, you can distribute the responsibility for using various tools among different staff members, but implementing an effective social media strategy that is dispersed among multiple staff members will require strict organization and disciplined leadership. Supporters and donors expect well-executed, social media campaigns.

It is crucial to estimate the amount of it takes on average to utilize social media tools. The time estimates include how long it takes to research and create content to share on the various sites, the actual time spent engaging and participating in your nonprofit's online communities, and the time necessary to monitor and report ROI. Note that the time requirements for each tool are fluid and are always changing from week to week, but estimates provide a framework to draft a realistic social media manager job description and decide what tools your nonprofit can utilize based on your capacity.

Heather Mansfield provides the following guidelines:

- Major social media platforms (Facebook, Twitter, YouTube, etc): 15 hours/week
- LinkedIn: 5 hours/week
- Blogging: 10 hours/week
- Niche networks (Ning, Change.org, Care2, Jumo, WiserEarth, BlackPlanet): 5-10 hours/week
- Peer-to-Peer fundraising networks (Razoo, Crowdrise, FirstGiving, GlobalGiving): 5-10 hours/week

Facebook

According to Mansfield, “all websites need a revenue model in order to be sustainable, and rather than charging its members to use the site, Facebook launched Facebook Pages in November 2006 to lay the foundation for its wildly profitable Facebook Ads program. The decision to allow brands to create Facebook Pages and publish content to the news feed lured in millions of businesses, nonprofits, and universities that over the years have purchased billions of dollars of advertising, sent trillions of e-mails, tweets, and text messages asking customers and supporters to “Like Us on Facebook!”, and has helped Facebook become the social networking powerhouse it is today.” (Mansfield, 73)

Visit the following website to learn about how Facebook may be used to advance the goals of a nonprofit: <https://nonprofits.fb.com/>. Ensure you read the sections Learn the Basics, Raise Awareness, Activate Supporters, and Raise Funds so that you can get a comprehensive sense of how Facebook can be a tool for non-profits.

Twitter

Advice from Heather Mansfield re: best practices (pages 91-112):

1. **Find your Twitter voice** – have personality and building community. Mansfield claims that most nonprofits get on Twitter and immediately start pushing out content about their programs, events, and fundraising campaigns. This is interesting for a tweet or two, and then it gets boring to followers. If you don’t take your twittering beyond the level of push marketing, you could be unfollowed. Discovering what kind of content and tone your followers respond to is a lot easier said than done, but your return on investment will be minimal at best if you don’t strategically work toward the goal of finding your Twitter voice from the beginning. She advises that the best nonprofit Twitter voices have personality. They share opinions and contribute to discussions on Twitter. It is clear to their followers that an actual human being runs that account. Twitterers will also engage their followers, send out a variety of content (including photos and videos), and unequivocally resist the temptation to automate their tweets or direct messages. Note that your ultimate goal should be to inspire action and reaction from your followers. Those responses can range from simply reading your tweet to clicking a link you posted to retweeting to their followers. If you notice that you don’t get any response within the first few weeks, then you need to expand your ideas on what you should tweet. Increased mentions, retweets, website visits are proof you found your voice.
2. **Track your links!** Mansfield claims that one of the fastest ways to find you Twitter voice is to use third-party apps, such as Bit.ly or Ow.ly, to track your links. These free tools shrink long links, allowing you more characters for tweeting, and provide useful statistics on how many people clicked you links. Through this, it becomes clear if anyone is clicking your links, and if no one is, it’s time to try tweeting different content.

3. **Don't tweet only your own content.** Tweeting only about your nonprofit isn't interesting. Large national and international nonprofits that produce a lot of Twitter-worthy content can sometimes get away with only tweeting about their blog, their news, their events, and their videos, but the vast majority of nonprofits need to tweet about a variety of content from sources outside their organization to keep their Twitter community engaged and growing. In other words, you have to mix it up. Tweet articles or blog posts from newspapers, bloggers, partner organizations, etc. As a general rule, out of every ten tweets, only one should be a direct request, such as to make a donation or subscribe to their newsletter, like us on Facebook, etc.
4. **Retweet and reply often.** The more your nonprofit promotes others through retweets and replies, the more your nonprofit will in turn get retweeted and mentioned. Strategically speaking, one of your primary goals on Twitter should be to earn retweets and mentions by others because this is the fastest way to grow your follower base. If you are never mentioned or retweeted, then you remain in obscurity. In order to get retweeted and mentioned, you have to retweet and reply to others. Many will reciprocate your gesture. Additionally, you can gain retweets and mentions by tweeting interesting content related to breaking news and trending topics that people want to share on twitter. Inspirational quotes and powerful statistics related to your organization's mission have a high retweet appeal.
5. **Follow on a 1:1 ratio.** You have nothing to lose and everything to gain by following on a 1:1 ratio – meaning that if you have 1,000 followers, then you should follow 1,000 Twitters in return. Why does this work? You're likely to get more followers if people see that you follow in return. People are less likely to mention or retweet you if they think you'll never retweet or mention them. People will get an e-mail saying that your nonprofit is now following them. Following many suggests you are not about exclusivity and are community-focused.
6. **Create 'lists' to organize the chaos and build partnerships.** Lists allows you to organize your favorite Twitterers into groups. Rather than having to browse for their tweets amongst the thousands in your home page, you can add them to a Twitter list in order to filter their tweets into a more visually manageable format. You can make your lists public as a way to build partnerships on Twitter. Create lists for supporters, donors, volunteers, foundations, allies, etc. This makes those on your list feel valued. Use lists to express generosity and goodwill.
7. **Use hashtags strategically and with authenticity.** Hashtags allow Twitterers to discuss issues and events on Twitter in real time. They also function as a means to organize tweets, spread information, and find new followers. Hashtags are automatically hyperlinked within Twitter so that users can click the hashtag to view all other tweets with the same hashtag. Note: less is more when it comes to hashtags. Any given tweet should not have more than one or two hashtags, and not every tweet should include hashtags. Too many hashtags clutter and annoy. "Authenticity over marketing" should be your mantra.
8. **Tweet four to six times per day.** The lifespan of a tweet is about 90 minutes. Most people browse only tweets in their timeline in real time. It's rare that a tweet that you posted last week gets tractions. Tweets need to be spaced throughout the day to

accommodate people's different schedules, especially if you are a national or international nonprofit. Twitter is most active from 9am-noon in any given time zone, so tweet accordingly. If a nonprofit has a very engaging voice, they can get away with more than this per day. If 4-6 per a day is too much, you can post one tweet per day or every other day, but not you get out of Twitter what you put into it.

9. Use Twitter to build your e-newsletter list. Ask for a retweet or pitch to join your news list. Asking people to subscribe to your e-newsletters is more likely to succeed than asking for donations. Every few weeks, send out a time-sensitive tweet letting people know that your nonprofit is sending out an e-newsletter.

10. Design your Twitter profile to match your organization's online branding. Consider custom backgrounds, logo, tagline, website address.

What about using Twitter to fundraise? Mansfield suggests that, if your nonprofit has a following of at least 5,000, has some financial resources to invest in experimentation, and a celebrity or major donor to enlist, it could be worth the effort to launch a Twitter fundraising campaign. She suggests the following:

- Center your campaign around a cause, not around your non-profits name
- Launch a microsite or blog for your campaign
- Create a unique hashtag for the campaign
- Get your hashtag sponsored (i.e. have a major donor, corporate sponsor, donate 0.25 cents to a dollar for every time hashtag is used)
- Get your campaign sponsored
- Have a start and end date
- Make it an annual event

Youtube (Mansfield, pages 115-136)

Mansfield provides some additional commentary on YouTube. She notes that nonprofits have been telling their stories of success, sorrow, and outrage through print newsletters, annual reports, and funding appeals for decades. The concept of storytelling is not new to nonprofit communicators and fundraisers. What is still relatively new is the idea of telling those same stories through video on YouTube and Instagram. In this era of information overload, a well-produced video or emotion-evoking slideshow can often get through to the hearts and minds of your supporters better than any print article, website news story, or blog post. Every nonprofit has stories to tell. Your challenge is to learn how to tell them in new, more colourful, more visual ways.

You will have to find a person in the organization who has the creativity and passion to produce videos for your nonprofit. You need to decide who will create, edit, and upload videos and then manage the video library. Your nonprofit should produce videos on a somewhat regular basis (monthly, for example) but at the very least your nonprofit should work towards achieving a goal of a minimum of three videos per year that tell your nonprofits most important stories, such as your overall mission, your impact, and your future goals.

While there is an unlimited amount of stories that could be told through video, here are some suggestions from Mansfield on what you can do to get started on using YouTube:

- **Document events.** Record sound bites of support from attendees at annual events. Create fast-forward montages of community-service events. Ensure you get permission from those recorded to publish. You can record groups of people legally when they are on public property, but when you are recording and then distributing videos of individuals (at events, on the street, at your office) it is best to get them to sign a video release to avoid issues.
- **Give a tour of your office or facilities.** Supporters are interested in video tours of your office or facilities. Want to see a face and location behind the avatar. Can give backstage look. Any nonprofit that is a destination (like a museum, foodbank, shelter, etc) should record a teaser tour to get people interested to walk through the door.
- **Interview staff members, supporters, or experts.** Sit down for a one-to-one with staff. Create videos of supporters talking about why they give or volunteer. Interview experts on topics related to your mission and programs. Think of yourself as a broadcast reporter out in the field conducting interviews.
- **Create montages** of video clips with powerful stats or quotes embedded.
- **Feature beneficiaries of your nonprofit's services.** Supporters appreciate success stories. Interview the people who have benefited from your nonprofit and ask them to share their stories.
- **Document important speeches by staff members.** Good to share with those who couldn't attend.

In terms of YouTube best practices to be mindful of, Heather Mansfield suggests the following:

1. Use your nonprofit's avatar as your profile picture
2. Use the colours of your avatar to design your channel
3. Limit the description of your channel to your mission statement or one paragraph. This is the case given that your audience isn't visiting YouTube to read, but to watch videos and to be entertained and inspired.
4. Maximize your YouTube search engine optimization using channel tags and video titles. Within the Settings options, you are able to enter a variety of tags that you think potential supporters of your work will search for in YouTube. Obvious tags are nonprofit, organization, your location, and your program areas (environment, international development, etc). When you are uploading videos to your channel, again add as many tags as possible to each video, give a strong but brief description, and most important, title the video to optimize your YouTube search engine optimization. Titles have the strongest impact on YouTube search results after your channel's name, so be clever and creative.
5. Enable channel and video comments. YouTube is a thriving community. If you don't allow for comments, then you cut yourself off from the YouTube community. Unless your nonprofit works on controversial issues and you don't want to have to monitor

your comments on a daily basis, enable comments. You may of course delete mean-spirited comments and block users.

6. Subscribe to channels created by funders and partners. Subscribing to a channel on YouTube is an expression of support. Search for and subscribe to channels created by foundations and businesses that fund your nonprofit. If your nonprofit works in partnership with other nonprofits, subscribe to their channels, too. If your nonprofit has numerous chapters, subscribe to them.
7. Sign up for YouTube's nonprofit program. YouTube Nonprofit Program provides any qualified organization with free premium services, including donate buttons, call-to-action overlays, live-streaming, and goal tracking. Visit the following link to explore the steps needed to enroll in the YouTube Nonprofit Program:
https://support.google.com/youtube/answer/3545195?hl=en&ref_topic=2739676 and to learn more about the specific services offered by the program and how YouTube may be used as a platform to raise money
8. Integrate your videos in your websites, blog, social networking communities. Using the <embed> code that is available with every video you upload on YouTube, you can easily copy, paste, and post your videos inside your website and your blog. You can also post your video links on other social networking sites.

Instagram

Visit the following websites to learn some strategies about how Instagram can be used as a platform by non-profits: <https://www.thebalancesmb.com/awesome-instagram-tips-for-nonprofits-4115850> and <https://www.forbes.com/sites/forbesnonprofitcouncil/2018/02/06/four-ways-to-use-instagram-to-propel-your-nonprofit-goals-in-2018/#409b594a42f8> .

Blogs (pg 155-173)

To maximize your nonprofit's exposure on social media sites, you need to be creating fresh content on a consistent basis. Some nonprofits do that by regularly posting news articles on their website, but posting that same content in a blog format, where supporters can comment, interact, and easily share your blog posts with their own communities. If a blog is designed and written well, it can transform your nonprofit's brand recognition. You do not need to blog everyday, simply once or twice a week. Mansfield identifies six reasons why blogging is useful for nonprofits:

- Blogging allows your nonprofit to have a consistent stream of fresh, timely new content to tweet, share on Facebook, use in your e-newsletter, and so on.
- Blogging improves your search results.
- Blogging helps you build your e-newsletter and group text messaging lists.
- Blogging allows you to grow the number of fans and followers you have on social networking sites.
- Blogging can empower your mobile website.

- Blogging gives you access to valuable statistics and data.

WordPress is a platform of choice for many professional bloggers. It's free, well-built, and praised online. Other platforms to consider include TypePad, Squarespace, and Tumblr.

Making a strong first impression on your reader is critical to the success of your nonprofit's blog. Your blog's return on investment is directly related to its design and its integration of social media. Readers will not take your blog content seriously if your blog looks as if it were set up and maintained by an amateur. Your blog should have the highest in design and implementation standards.

Some best practices for blog design for nonprofits are:

1. **Use a simple design that allows a custom header.** Ensure heading matches your nonprofit's overall branding. Good idea to consider naming your blog something more creative and strategic than [Your Nonprofit's Name]'s Blog. That said, for search optimization reasons, make sure your nonprofit's name and the word blog are included in the title.
2. **Use your avatar as your blog photo.** This image is displayed when you post responses to comments or participate in other blogs.
3. **Ensure the ability to subscribe to your e-newsletter and campaigns and to join social networking communities.** The upper-right corner of your promotional column is the most valuable section of your blog in terms of ROI. There you should feature the ability to subscribe to your e-newsletter, your next campaigns, and your blog via RSS and add the social networking icons for your Facebook Page, Twitter Profile, YouTube Channel, etc. As your blog traffic increases, you'll begin to notice a significant increase in new subscribers, friends, followers, etc.
4. **Invest time and effort in creating your pages.** Pages are different from blog posts. Like secondary pages features in the primary navigation of your website, blog pages are featured in the primary navigation on your blog and are visible on every blog post you publish. Take your time crafting the content for these pages, and use them to feature your most important campaigns and pitches. Ideas for pages include things like: About Us, Our Work <Events, Get Involved, Donate. The content for these pages can be more static. Keep them limited to two or three paragraphs, with a link to your website worked into the content of every page.
5. **Allow comments but moderate them.**
6. **Add share functionality.** Your blog may automatically come with share functionality, or you may have to add a plug-in, manually embed the code for Twitter and Facebook buttons, or use a service like AddThis or ShareThis. The ease of making blog posts sharable varies widely among blogging platforms.
7. **Add search functionality.** Adding a 'search' box to a blog is as simple as checking a box or dragging and dropping a built-in widget. Readers search often, so be sure to feature your search function higher in your promotional column
8. **Feature recent posts and recent comments.** Featuring recent posts and recent comments in your promotional column prolongs the period in which past posts can get

traffic and comments. Adding this functionality is as simple as dragging and dropping built-in widgets and adding a plugin. You should feature five to ten recent posts and comments somewhere near the middle of your promotional column.

9. **Use photos and/or videos in blog posts.** This tends to get more traction.
10. **If your blog is not hosted inside your website, publish a blog URL.** It's best practice to embed your blog within your website (such as [one.org/blog](#)), but many nonprofits won't have the capacity or tech know-how. The ROI from blogging is high, even if your blog is not hosted inside your website. The nonprofit should buy an additional URL to better promote the blog.

Content Ideas for Blogs

The more good, high-quality content your nonprofit blog publishes, the higher your ROI. That said, mix it up! Post a wide variety of blog content and have fun with it. Remember that blog posts make great content for e-newsletters so integrate blog posts with newsletters.

1. **Share and comment on breaking news.** This generates buzz for and traffic to your blog. If a news story is breaking when you get into to work, and it is related to your mission or your programs, write up a quick two-paragraph summary of or commentary about the breaking news story, add a link to the original source, and then distribute post to your communities. People are much more responsive and likely to share your blog post if its subject matter is related to a breaking story.
2. **Post calls to action.** Often tied to breaking news stories or internal developments at your organization, a blog post calling for action is well received. A call to action can be an urgent donation pitch, a request to sign an online petition, or a call for volunteers. It is amazing what supporters will be willing and able to do for your nonprofit if you ask.
3. **Share stories, photos, and videos from events.** You should regularly capture moments at important events your nonprofit hosts. A day or two after the event, write up a brief blog post summarizing the event, with images or video recapping. Feature quotes from those who attended. Could encourage supporters to attend next event.
4. **Provide organizational updates.** If your NPO is launching a new program or campaign, write a blog post to share the news and summarize the new program or campaign's goals. Your supporters will probably help to share the news and provide valuable feedback. Organizational updates can also include announcements of conferences or fundraisers, staff changes, awards. Launch a new social media campaign and have a blog post explaining how supporters can participate.
5. **Share stories from the field.** For nonprofits that have staff members or volunteers in the field, definitely encourage them to send in reports with photos for blog posts. A first-person voice is best. Nonprofits that work in international developing, disaster relief, or wildlife conservation often do this sort of storytelling in print materials and website articles, but it works well as blog content. Another idea is to have staff members send in reports from important conferences, meetings, or protests.
6. **Interview experts.** A 10-question blog interview with an expert in an area related to your nonprofit's mission and programs can be interesting to your supporters. Interview

a professor, government official, or esteemed professional, such as a scientist, social workers, activist, or artist. Be sure to interest and bold the questions in the blog post, keep answers limited to two or three paragraphs, and always include the expert's photo.

7. **Allow guest bloggers to post commentary and share expertise.** Ask experts to write guest blog posts. Given them a word limit, topic, deadline, and ask for photos.
8. **Share resources and useful tips.** Blog posts that share resources and useful tips are some of the most popular online.
9. **Solicit feedback and direction from supporters.** When you are considering launching a new campaign or starting a new online community, go to the blogosphere for advice. Be prepared to listen to people's feedback. Open your nonprofit to feedback and direction. You can get supporters engaged in a new program or campaign during the idea stage and they may assist throughout launch and implementation stages.
10. **Write numbered lists.** They are very popular online (notice the BuzzFeed lists that may circulate on your social media?). This could be things like "Eight Benefits of Volunteering". Post four lists a year.
11. **Highlight special donors, fundraisers, and volunteers.** Help your nonprofit show appreciation to your most valuable supporters and create an incentive for other supporters to do and give more. Many appreciate public recognition.

Looking Forward

At this point, we have explored how social media has impacted individuals' identities and can be utilized by both businesses and NPOs alike to fulfill marketing needs. Next, we will take a closer look at how our personal and professional networks in order to reflect upon best practices for participating in networks that can boost your work and personal life. Please feel free to reach out to me if you have any questions or concerns about the material.

Summary

In this lesson, we have:

- 1) Learned about the unique ways social media can be useful to helping non-profit organizations achieve their goals
- 2) Discovered what the best practices are for a non-profit wanting to use social media to advance their mission