

# Social Media Tips



## **Eight Ways to Use Facebook during Nevada's Big Give**

Facebook is a great way for you to communicate with current and potential stakeholders before, during and after Nevada's Big Give.

### **Resources:**

- If you are new to Facebook, visit the Facebook Pages Help Center to learn [how to create a Facebook page](#) and [this guide on marketing](#) on Facebook.
  - Photos, Photos, Photos. Some of the most engaging posts on Facebook include images. See [this guide](#) for sizing your images properly for Facebook and this [tip sheet](#) for what types of images to capture.
  - Beth Kanter, social media guru and co-author of "The Networked Nonprofit" maintains a [blog](#) with digital tips. Follow Beth on [Twitter](#) and [Facebook](#) for other updates.
1. **Get started by liking the Nevada's Big Give Facebook page** ([www.facebook.com/NVBigGive](http://www.facebook.com/NVBigGive)) so you can stay connected with updates, important information and tips from the campaign. Also, link to other organizations participating from your organization's page.
    - *To like a page from your organization's page, click "Use Facebook as Page" on the right-hand side.*
  2. **Promote your organization's Facebook page** – include a link to your Facebook page on your website's homepage, newsletters, emails – anything you can think of. Ask your staff, family and friends to like the page and help you promote it.
  3. **Engage your fans in conversation.** Use this opportunity to engage people, ask them why they support your organization and post it on your page. Interview staff and clients and have them talk about your mission, your programs and how you change lives. Upload photos and videos of your organization at work. Let people see you making an impact in our community.
  4. **Promote Nevada's Big Give!**
    - Use the "mention" function to connect with other nonprofits and Nevada's Big Give. To "mention" Nevada's Big Give, type the @ symbol and Facebook will prompt you to type in the name of a page or a friend. If you've "liked" Nevada's Big Give, it will show up below the update window as a selection.
    - Share the link for Nevada's Big Give on your page to help familiarize individuals with the site and direct them to it on March 23, 2017.

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- Explain your goals and what your supporters can do to help you reach them to make a bigger impact.
    - Tell stories that bring your agency's mission to life.
    - Invite your friends and followers to “like” the Nevada’s Big Give Facebook page.
    - Ask your supporters to ‘share’ your Facebook posts about Nevada’s Big Give
  
  - Create a Facebook Event to invite your fans to your offline, Nevada’s Big Give events or simply to participate in the giving day.
5. **Change your Facebook Cover Photo** to promote your Nevada’s Big Give campaign.
  6. **Track your posts** to see which type of content gets the most engagement. Using [Facebook Analytics](#), you can schedule your posts based on the times your fans are online or discover which content (photo, articles, etc.) receive the most likes, clicks and shares.
  7. Want to raise even more awareness? You might consider **boosting your posts** through [Facebook Advertising](#). With Facebook advertising, you will pay for each click, like or view your content receives.
  8. **On March 23, 2017, update your Facebook status** throughout the day with your organization’s progress to help increase awareness, excitement and motivation to give.

## **Eight Ways to use Twitter during Nevada’s Big Give**

Twitter is a great place to engage with people throughout the campaign. But it should be more than just about sharing your latest fundraising milestone. We encourage using Twitter to post fun facts about your organization, thank supporters, and engage supporters to share their stories about your organization and why they give.

### **Resources:**

- If you are new to Twitter, read this [“Getting Started with Twitter”](#) article to learn how to set up your Twitter account and Tweet to your followers
- Learn more about sharing photos from your phone with this [Twitter guide](#)
- Find guidelines on sizing photos for Twitter using this [Twitter Style Guide](#)
- Schedule your posts in advance with [Hootsuite](#) or [TweetDeck](#), content management systems

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- Not enough characters left for your link? Shorten it using [bit.ly](#) and then view how many clicks it gets!
  - Twitter also published [this guide](#) to marketing your cause using Twitter
1. **Follow Nevada's Big Give @NVBigGive** and make sure you are following people your organization wishes to reach. This will grab their attention and direct them to your organization's Twitter profile.
  2. In your tweets, **share information about Nevada's Big Give** and what it means for your organization. You can tag the Nevada's Big Give by typing @NVBigGive in your messages. Include the hashtag: #NVBigGive in all of your tweets.
  3. **Upload photos and videos** of your organization at work and share them on your Twitter account. **Share supporters' stories** and ask supporters to share their message to support on their Twitter accounts.
    - Include the hashtag #NVBigGive in your tweets. Using a hashtag is like assigning a category to your tweets.
  4. **Post updates on fundraising goals** throughout the day on March 23, 2017 to help increase awareness, excitement, and motivation to give. This is also a good way to keep donors up to date on your organization's standing in the event. **Share pictures** of offline events or behind the scenes action on Twitter.
  5. **Pin a Tweet** to the top of your profile. Feeling proud of a really good tweet? Pin it to the top of your profile page to keep it from getting lost in all of your other tweets! [Here's a how-to for pinning tweets.](#)
  6. **Update your Twitter profile picture and header image** to reflect your Nevada's Big Give campaign. Use this [guide](#) to customizing your profile to make sure you're using the correct dimensions.
  7. **Create Twitter lists** for supporters and other organizations participating in Nevada's Big Give. Use this lists to follow what your supporters and other Nevada's Big Give participants are doing on Twitter. Find out how to make Twitter lists [here](#).
  8. **Track your success!** Use [Twitter Analytics](#) to track how your tweets are performing.

## **Other Digital Media Channels:**

Consider using some of these other digital media channels to boost your outreach for Nevada's Big Give and beyond.

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**LinkedIn:** Typically used for professional networking or sharing tips on career building, LinkedIn can offer your nonprofit a chance to share company news. Nonprofits can build company pages or create groups to share updates with followers. To get started, check out [this guide](#) to LinkedIn for nonprofits.

**YouTube:** Did you know you can create a YouTube channel for your nonprofit? Use [this page](#) to watch tutorials on creating your channel and uploading a video.

**Pinterest:** Across all channels, for best engagement on your posts, use photos! While Pinterest may not seem like a natural fit for your organization, more and more nonprofits are using Pinterest to engage with their target audience. Need some examples? [Take a look at these 10 nonprofits that are sharing their stories through pins.](#)

**Instagram:** Did you know that as of December 2014, Instagram had 300 million users? Instagram allows photos taken from iPhones or Android phones to share photos on Facebook, Twitter, Tumblr and Foursquare. [Get Beth Kanter's take on best practices for Instagram.](#)