Spring2ACTion Social Media Tips

Eight Ways to Use Facebook during Spring2ACTion
Facebook is a great way for you to communicate with current and potential stakeholders before, during and after Spring2ACTion.

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.

- Nonprofit Tech for Good publishes useful articles and tips on Facebook, Twitter and other social media channels: http://www.nptechforgood.com/category/facebook/

- Hubspot offers free marketing tools, such as this series of infographic templates

- Design professional looking graphics using Canva, a free, web-based graphic design service.

1. **Get started by liking the Spring2ACTion page** 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 Spring2ACTion!**
   - Use the "mention" function to connect with other nonprofits and Spring2ACTion. To "mention" Spring2ACTion, type the @ symbol and Facebook will prompt you to type in the name of a page or a friend. If you've "liked" Spring2ACTion, it will show up below the update window as a selection.

   - Share the link for Spring2ACTion – Spring2ACTion.Razoo.com – on your page to help familiarize individuals with the site and direct them to it on April 5. (See Nonprofit Toolkit for sample Facebook posts)

   - Explain your goals and what your supporters can do to can help you reach them to make a bigger impact.
     o Tell stories that bring your agency's mission to life.
     o Invite your friends and followers to "like" the Spring2ACTion Facebook page.
     o Ask your supporters to 'share' your Facebook posts about Spring2ACTion

   - Create a Facebook Event to invite your fans to your offline, Spring2ACTion events or simply to participate in the giving day.

5. **Change your Facebook Cover Photo** to promote your Spring2ACTion campaign. (See the sizing guide above). We also offer a Spring2ACTion Facebook cover photo in our Nonprofit Toolkit.

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 (photos, 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 April 5, 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 Spring2ACTion

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, this "Getting Started with Twitter" article to learn how to set up your Twitter account and Tweet to your followers

- Knight Digital Media Center published this Twitter tutorial for journalists, but it has great tips for all Twitter users.

- 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

- 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 Spring2ACTion (@Spring2ACT)** 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 Spring2ACTion** and what it means for your organization. You can tag the Spring2ACTion by typing @Spring2ACT in your messages. Include the hashtag: #Spring2ACTion in all of your tweets. (See the Nonprofit Toolkit for sample 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 of support on their Twitter accounts.
   - Include the hashtag #Spring2ACTion in your tweets. Using a hashtag is like assigning a category to your tweets. We will retweet your posts when you use this tag.

4. **Post updates on fundraising goals** throughout the day on April 5 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 Spring2ACTion 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 Spring2ACTion. Use this lists to follow what your supporters and other Spring2ACTion 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.

Follow us on Twitter - [@Spring2ACT](#) and Like us on Facebook – [Spring2ACTion](#)

Other Digital Media Channels:

Consider using some of these other digital media channels to boost your outreach for Spring2ACTion and beyond.

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 June 2016, Instagram had 500 million users? Instragram 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](#).