

## **Social Media Tips**

### **From Social Media Guru Nick Schreck**

Social Media Guidelines at Fremont Area Habitat for Humanity that we try to follow:

1. Post regularly. Whether we're sharing news from an affiliate, posting an update about a volunteer/homeowner/staff member, great news, or other news, we're constantly trying to share information. We don't post everyday, but we likely average 6 out of 7 days a week.
2. Post content that is relevant to your audience. We recently tried a March Madness promotion to try and attract volunteers. It's not working out like we hoped, but our Pickup Pick-Me-Up videos are thriving. It's all about what people care about. The more people like, comment, or share a post, the higher it goes up in other people's news feeds.
3. Timing is everything. Make notes on when posts perform better. Schedule posts on Facebook if you need to. There's nothing worse than exciting news that doesn't get any traction online because it was posted too early in the morning.
4. It's not shameful to boost a post or run an ad campaign online. On average 10% of the people that like your page see a post. It's cheap and easy to run and some news is worth the \$5-\$10 to make sure that everyone sees it.
5. Dedicate time and energy into the content that you're sharing. Facebook is mostly free to use, but be conscious that you're spending the necessary time to share the good news that your organization is doing.
6. Try to accompany each post with a photo, video, or link.

#### **Resources shared or utilized today:**

Adobe Spark: Video creation tool - [spark.adobe.com](https://spark.adobe.com)

Facebook for Nonprofits: <https://nonprofits.fb.com/>

Twitter for Business: <https://business.twitter.com/en/basics.html>

Twitter Analytics: <https://analytics.twitter.com> (see how your Tweets are performing)

#### **Presented by:**

Nick Schreck

[nick@fremonthabitat.org](mailto:nick@fremonthabitat.org)

Please feel free to send me e-mails with questions and we can set up a time to visit in-person, through a phone call, or through another means.