



## MAKE SOCIAL MEDIA WORK



**If you are not currently on social media, we recommend first focusing on Facebook for our local demographic.**

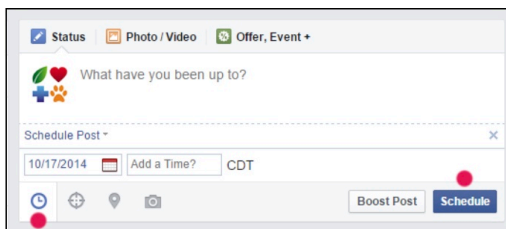


### **“Like” and “Share” Oregon Trail Community Foundation for the latest information on WyoBraska Gives!**

• Start a call to action to accumulate new “likes” to your page! Turn on “Similar Page Suggestions” to increase your Likes. Under Settings > Similar Page Suggestions, tick the box to include your page when Facebook recommends similar pages. This simple

tweak could become your greatest source of new Likes.

- Download any images from our Toolkit and merge with your customized marketing campaign! !
- Update your profile and cover photos. The best posts include photo or video with a succinct message, though you have the freedom to write longer-form posts. According to Facebook’s own studies, (<https://newsroom.fb.com/news/2014/08/news-feed-fyi-click-baiting/>) links displayed in the link format get twice as many clicks as those that are placed in photo captions. As a result, Facebook prioritizes link posts over photo posts. Make sure to direct readers to your nonprofit blog posts via link updates.
- Post on Saturday and Sunday mornings using the native scheduling function.



Engagement is highest on Saturday and Sunday mornings and thanks to Facebook’s native scheduling function your nonprofit can easily schedule weekend posts in advance.

• Occasionally “Pin to Top” popular Updates. To bring attention to popular and important posts already shared, pin it to the top of your page.

- If your nonprofit has the capacity to engage with fans via direct messages, turn on the messaging functionality in your settings.
- Have more than one Admin for your Page. To protect your nonprofit from losing access to its page, have at least two Admins with full privileges. You can view the administrative privileges of various roles here ([https://m.facebook.com/help/289207354498410?helpref=hc\\_fnav&refid=69](https://m.facebook.com/help/289207354498410?helpref=hc_fnav&refid=69))
- Add Facebook icons to your website and/or and e-newsletter. To increase the Likes of your page, prominently feature Facebook icons above the fold on your website and/or blog and e-newsletter.

- Create a Facebook Event inviting Friend, Family and Fans to donate on Give Day! When fans RSVP “Join” to a Facebook Event, the event is added to their Facebook calendar and fans are also notified the day of the event to increase attendance. Be sure to add a link to your Facebook Event when promoting events on your website and/or blog and e-newsletter to increase RSVPs.
- **Make sure to tag Oregon Trail Community Foundation use hashtags!**  
**#YourOrganization #WyoBraskaGives**



## Keep it short

•A concise Tweet makes an impact. Keep each Tweet focused on one specific message rather than trying to communicate multiple things. You can include a link to a blog post or website if you have a longer message to convey.

## Keep consistent

•A consistent feed will keep your organization visible. Make sure to tag us @OTCF\_NE Use hashtags! #YourOrganization #WyoBraskaGives

- Always include a link in your tweets.
- Tweets with links have an **86% higher retweet rate**. This data speaks to the fact that Twitter users rarely retweet informal conversation tweets (unless posted by celebrities) and that nonprofits should embrace a retweet strategy of posting quality content with links to content sources, such as news articles, blog posts, etc. (<http://www.nptechforgood.com/2015/02/08/10-twitter-best-practices-for-nonprofits/>)
- Get to know your Twitter Analytics Dashboard.  
Twitter rolled out analytics to all users in 2014, but very few nonprofits seem to know the dashboard exists. To better understand your retweet, click-through, and impression rates, be sure to bookmark [analytics.twitter.com](http://analytics.twitter.com) and visit often while logged in to your Twitter account. If you notice a pattern in the types of tweets that receive a lot of engagement, then post more of them.
- Try a Twitter Contest  
Contests create a friendly rapport with current followers and open avenues for gaining new followers who decide to participate. Raffle off tickets to your next event to users who follow your profile and retweet a certain post.

## BEST PRACTICES FOR SOCIAL MEDIA

- Ask questions and run polls: Asking questions is an effective way to interact with your audience, bring readers into the conversation, and understand people’s opinions. Tweet open-ended questions or use Social Media polls to survey on specific responses.
- Post During Off-Peak Hours  
Instead of posting during the most popular times, try posting your updates during off-peak hours, when there’s less competition to get into your supporters’ news feeds. The idea is that when few others are posting at the same time, your content has a better chance of attracting

eyeballs.

- The Era Of Emojis 👍😄👉

Since April 2014, emoji characters have increasingly made their way into tweets. A study from Cotap Inc. found 76 percent of Americans have used emojis in digital communications at their workplace. Emojis only take up one character each like any other symbol and add a colorful yet practical way to grab attention and convey emotion in the short space of a tweet

- Connect All of Your Social Channels

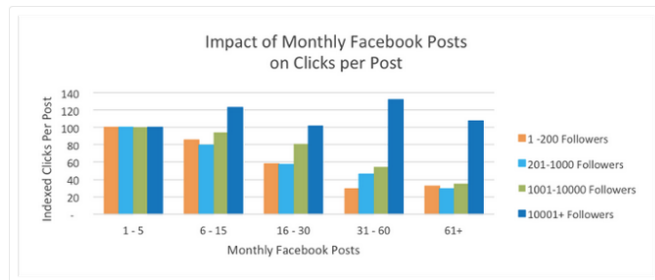
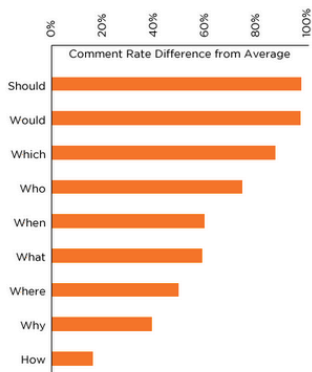
Drive traffic to all of your social channels by making use of the ways they connect. Instagram, Facebook, and Vine all make it easy to link your Twitter account and directly post to Twitter from their applications. Keep in mind that if the post is not originally created on Twitter the text will cut off after 140 characters and photos may appear distorted.

After studying over 1.5 million posts from nearly 6,000 brand pages, Track Maven: Link (<https://www.classy.org/blog/4-ways-to-boost-engagement-on-your-nonprofit-facebook-page/>) pulled some data-driven tips that encourage posting after hours. Here are some of their insights:

- The best time to post during the weekday is between 5 p.m. and 1 a.m. Eastern Time.
- Posts published over the weekend receive the most engagement, with Sunday posts getting 25 percent more likes, shares, and comments than those published in the middle of the week.
- The most popular times to post are Thursdays and lunchtime hours (12-1 p.m. EST). Try posting around these times to beat the traffic to your supporters' news feeds.
- Rather than simply trying to post a lot, focus on posting quality content to your nonprofit Facebook page. Keep a regular schedule that works for your organization, but consistently deliver valuable content—whether in text, video, or photo type posts—that is hyper-relevant to your community.
- Dan Zarrella of HubSpot studied more than 1.2 million posts from the 10,000 most liked Facebook pages. He found that question posts tend to receive more comments, but fewer likes and shares. He also found that questions that start with “should,” “would,” or “which”—those that elicit quick “yes” or “no” answers—also attract more comments than vague questions like “how” or “why.”
- If you’re looking for more feedback and comments from your supporters, pose questions they can quickly answer.

### Certain Types of Questions Get More Comments

Posts that include “should,” “would,” and “who” questions get more comments than those that include “why” and “how” questions.



### Information Bibliography Sources:

- <https://www.classy.org/blog/twitter-tips-modern-nonprofit/>
- <http://www.nptechforgood.com/2015/02/08/10-twitter-best-practices-for-nonprofits/>

