



SOCIAL MEDIA TIPS & TRICKS

FACEBOOK FOR

NONPROFITS



10 Tips to Get the Most Out of Facebook

1. **Be helpful.**

If someone asks a question on your Facebook page, respond. If someone shares feedback, thank them and ask for more insight. When people take the time to reach out and share, return the favor with a helpful response.

2. **Provide value.**

From the links and content you share to the questions you ask of supporters, always ask if it would be something your constituents would find of value.

3. **Tap into your influencers.**

Establish strong relationships with influential members who have extensive connections. Target people who have large networks, are active on your Page and those active on your Causes Leader board with ways to engage further.

4. **Leverage online events in Facebook.**

Holding a run, walk, ride event or another type of fundraising event? Drive traffic and registration to offline events by inviting your Facebook members. Ask them to invite their friends. Empower them to upload personal multimedia.

5. **Drive quality traffic to your website.**

Use content sharing features like posting links to drive targeted traffic to your website. Directing Facebook users to your website can significantly increase qualified traffic to fundraising and advocacy opportunities.

6. **Improve your SEO results.**

Google, through its Social Search feature, as well as other search engines are now indexing content created on sites like Facebook. Your Fan Page content now has the potential to generate favorable search engine results for your organization.

7. **Allow for email signups on your page to build your housefile.**

Post a petition or integrate an email newsletter registration within your Facebook page. Rather than making supporters leave the network to sign-up, make it easy and intuitive to provide information on the spot.

8. **Don't forget the donations, either.**

Increase donations in Facebook by integrating a donation form connecting directly

[MORE >](#)

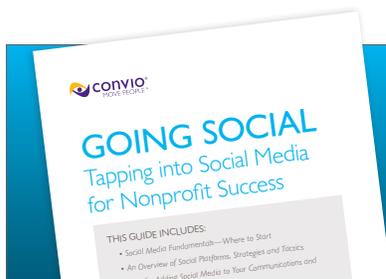
to your donation processing. Add a “Donate Now” tab on your page to make it an obvious option to visitors.

9. Use the discussions feature to learn more about your supporters.

In a social setting like Facebook, supporters and prospects are more willing to share information. Listen. Use this for program ideas, ways to improve messaging or an opportunity to reach out directly to constituents.

10. Leverage Facebook Insights to gauge ROI.

Facebook’s Page Insights tools and dashboard help provide the most pertinent data for analysis. Use this to uncover data about comments, wall posts, “Likes” and fan demographics to help identify and target specific demographics and gauge effectiveness of campaigns.



For more tips on using social media tools to support your mission, **download Convio’s *Going Social* guide:**

<http://www.convio.com/socialmedia>

Or contact us at **888-528-9501** or info@convio.com.

SOCIAL MEDIA TIPS & TRICKS



TWITTER FOR NONPROFITS



10 Tips to Get the Most Out of Twitter

1. **Be newsworthy and/or interesting.**

Many people use Twitter as a primary news source or to find relevant information to their interests throughout the day. Know what your followers care about and share this with them.

2. **Drive website traffic.**

140 characters don't provide much room for detail. Offer an appropriate hook, and then lead them to your website for more detail.

3. **Link to fundraising appeals.**

Twitter doesn't let you raise funds on the platform, but you can easily create tweets that raise interest and drive traffic to fundraising appeals online.

4. **Introduce petitions on timely issues to capture email addresses.**

Twitter is ideal for micro-actions and nonprofits can leverage this for housefile growth. Lead supporters to simple petitions and pledges to capture email information.

5. **Follow people with similar interests.**

Help increase your visibility and understanding of your audience simultaneously by following users with similar interests that apply to your organization and its mission.

6. **Shorten and track links to measure ROI.**

This not only leaves more room for your message, but by using a dedicated link shortening service your organization can easily track what tweets receive the most clicks.

7. **Leave enough room for the re-tweet.**

The popular action of "retweeting" a user's original tweet is the prime way of peer-to-peer sharing on Twitter. When possible, leave enough room in your original message for someone else to retweet with your handle. *Example: RT @username.*

8. **Tag advocates and influencers.**

By using the @username of influencers, advocates and relevant parties in your messages, you alert them of the information and make sharing on their part easier and more likely.

9. **Reciprocity is key.**

Master the art of both retweeting and responding. Followers will be more likely to pay attention to what you tweet, as well as share it with others, if you've conversed with them or shared their content in the past.

[MORE >](#)

10. Integrate.

To maximize the success of your Twitter efforts, integrate into other online and offline tactics. Incorporate a Twitter feed on your website, add a link to follow Twitter into direct mail pieces and include a “Share” on Twitter link in email.



For more tips on using social media tools to support your mission, **download Convio's *Going Social* guide:**
<http://www.convio.com/socialmedia>
Or contact us at **888-528-9501** or info@convio.com.

SOCIAL MEDIA TIPS & TRICKS

YOUTUBE FOR NONPROFITS



10 Tips to Get the Most Out of YouTube

1. Sign up for the YouTube Nonprofit Program.

Nonprofit organizations receive special, and free, features such as increased branding, larger upload capacity and the ability to be featured by YouTube as a member of the program. Simply apply online at www.youtube.com/nonprofits.

2. Customize your page.

Add a graphic banner to help with branding. Include an in-depth description indicating your mission. Add relevant keyword tags to make finding your organization easier. And don't forget to add your URL to drive website traffic.

3. Tag appropriately.

A main way videos are found organically on YouTube is by searching for videos with matching keywords. With video also appearing in search engine results in engines such as Google, tagging is the best way to ensure your videos are found, and helps with organic search engine optimization (SEO).

4. Allow fundraising on your page.

Include a Google Checkout button to allow viewers to donate to your cause after being moved by your video.

5. Include links to advocacy and fundraising URLs.

Help drive traffic and action by including links and action opportunities into the video by either producing a call to action directly into the video or by adding annotations with YouTube after production.

6. Think broadly and strategically for content.

Don't limit online video to only cover one or two areas of your organization. Make a creative public service announcement (PSA), create a video campaign or use video in a fundraising appeal.

7. Encourage user submitted video.

No organization, big or small, has time to make all of the video they wish. To help, ask volunteers to submit video on how the organization has helped them or coverage of a local organizational event.

[MORE >](#)

8. Use free services to find help with shooting and editing.

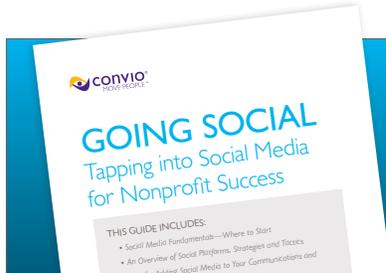
Most nonprofits don't have in-house video producers, so leverage Lights.Camera.Help. or Video Volunteers to find multimedia production aid at low to no cost.

9. Use page real estate to highlight programs and offers.

With expanded branding capabilities, add graphic call outs on the actual YouTube profile to help raise awareness of programs, volunteer opportunities or that new application just made available for your constituents. This is essentially free advertising space.

10. Integrate YouTube video in your overall web presence.

Websites, microsites, blog posts, Twitter URLs and Facebook posts can help you share your content with a wider audience and reinforce your brand in a more powerful way.



For more tips on using social media tools to support your mission, **download Convio's *Going Social* guide:**

<http://www.convio.com/socialmedia>

Or contact us at **888-528-9501** or info@convio.com.

SOCIAL MEDIA TIPS & TRICKS

BLOGGING FOR

NONPROFITS



10 Tips to Get the Most Out of Your Blog

1. **Brevity is better.**

Online audiences have short attention spans, so write short, concise content. Bulleted lists, bold headlines and use of multimedia help make blog posts compelling and easy to read quickly.

2. **Show your personality.**

Blogs give a humanistic perspective in lieu of more polished, generic marketing materials. This element can help you stand out from other organizations and better connect with supporters.

3. **Comment on other blogs.**

Reciprocity in the blogosphere helps build relationships with like-minded people who will then be more likely to comment and share your content. It also helps build awareness of your site and mission.

4. **Tag posts appropriately.**

There are a plethora of topics you may write about. Categorize these to make searching easy and effective for readers.

5. **Share newsworthy information.**

Constituents support organizations that keep them informed and engaged with relevant issues. Share current content to inform readers on what they care about and how you are involved with trends, research or legislation.

6. **Solicit engagement from readers.**

Ask people to comment and email in ideas. Post polls to survey supporters' interests. Keeping readers engaged will keep them returning.

7. **Sync blog content with campaigns.**

Share events and other campaigns as they approach. Blog content should be more than marketing, but sharing ways to get involved provides value to supporters and helps contribute to the success of campaigns.

8. **Give people an action to take when appropriate.**

Lead readers to your website for more detailed information. Provide content they can share in their personal networks. Provide links to pledges and petitions.

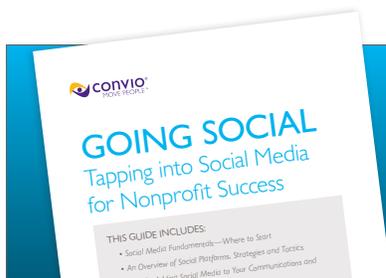
[MORE >](#)

9. Ask passionate supporters to contribute.

Guest posts and media shared by volunteers and supporters help make content more supporter-focused.

10. Integrate blog content across the web.

Use an RSS feed to share posts on your website. Tweet out interesting posts. Share links on Facebook. Include your blog URL in direct mail appeals.



For more tips on using social media tools to support your mission, **download Convio's *Going Social* guide:**

<http://www.convio.com/socialmedia>

Or contact us at **888-528-9501** or **info@convio.com**.