



## Social Media Marketing for Small Nonprofits

Even if you don't have a large following on your social media pages, social media marketing is still an effective strategy you can take advantage of. When you post engaging or interactive content regularly, your supporters will "like," comment on, and share your posts with their connections, spreading awareness. And over time, this strategy will grow your following!

Approaching social media marketing with a plan will make it more effective. Use this checklist to help you grow your audience, reach new supporters, and build awareness for your cause in your community.

### What type of content should you post?

The possibilities are limited only by your imagination, but consider the following:

- "Meet the Staff" features
- Impact stories
- Project updates
- Campaign/appeal announcements
- Quote graphics
- Infographics
- Quizzes
- Polls
- Live Q&A sessions
- Video messages from your leadership, staff, or community members



## Checklist for More Effective Social Media Marketing

- ❑ Choose one or two channels to focus on at first. Consider Facebook, Instagram, YouTube, and Pinterest.
- ❑ Optimize your social media pages by telling your story in the About section, including photos and videos, and linking to your website.
- ❑ Use consistent branding and imagery so people will be able to easily recognize your posts.
- ❑ Follow businesses and organizations that may be interested in your work.
- ❑ Focus on storytelling. Create posts that share your origin story, impact stories, the stories behind your programs, and the stories of your staff members.
- ❑ Engage your audience by asking questions and creating quizzes, polls, and other interactive content.
- ❑ Reply to those who comment on your posts.
- ❑ Thank people who share your posts.
- ❑ Create a content calendar to organize your posts and plan ahead.
- ❑ Use hashtags to make your posts more discoverable.
- ❑ Include visuals to attract attention and make your posts more engaging.
- ❑ Ask your donors to share your content on their social pages.
- ❑ Invite donors to host a Birthday Fundraiser and promote it on social media. *(Network for Good's donation page builder makes it easy to implement peer-to-peer campaigns like these!)*

Download [6 Simple Ways to Turn Your "Likes" Into Donations](#) for more ideas on how to make the most of your social media efforts.



Network for Good knows small nonprofits. Our simple, smart fundraising software was built to help small-but-mighty organizations grow their good. Find out more [here](#).