

This book belongs to

Email

Twitter

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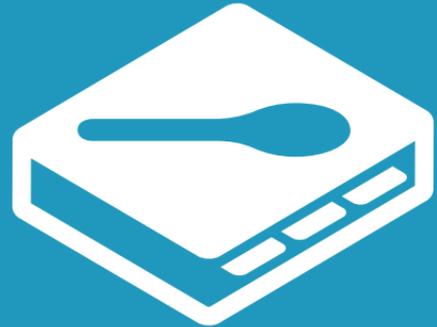
Facebook

Instagram

SOCIAL MEDIA

Recipe Book

A reference guide to help nonprofits
make better use of social media



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WELCOME!

A good social media presence requires the right ingredients.

Use this **Social Media Recipe Book** to help your nonprofit communicate effectively.

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#GREETINGS

I've worked with dozens of nonprofits—from private foundations to grassroots organizations—to amplify their presence on social media. I designed this toolkit to engage new nonprofits on social media and help them get started. Thanks for reading!

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Sometimes social media can seem like a **time drain**, but the investment is **worth it**.

With social media, you can:

EXPAND AND GROW YOUR
BASE OF SUPPORTERS

RAISE AWARENESS ABOUT
YOUR NONPROFIT

BOOST NARRATIVES FROM
YOUR COMMUNITY

HUMANIZE YOUR ORGANIZATION

CONNECT FOLLOWERS WITH
ISSUES YOU CARE ABOUT

INCREASE FUNDRAISING

REACH NEW AUDIENCES

RECRUIT NEW VOLUNTEERS

SOCIAL CHECKLIST

If your organization is new to social media, figuring out how to engage can seem like an overwhelming task.

Try using the following tips to help increase engagement and lower stress. We've separated them out by platform over the next several pages.

Don't forget to always speak authentically and responsibly in your nonprofit's voice.

TWITTER

A powerful and free microblogging service that allows users to share messages with a maximum length of 140-characters, called tweets.

- Include trending #hashtag (limit 1-2 per post)
- Use key words and @mention relevant stakeholders and partner organizations
- Use Twitter lists to manage your feed
- Include a graphic or image and tag organizations/users
- Retweet, like and share!

FACEBOOK

A social networking website that allows users to post comments, photos and videos; share links to news or other content; play games; and stream live video.

- Respond to comments and direct messages promptly
- Like, share and comment on other pages' posts
- Frequently engage your audience with questions, polls and Facebook Events
- Make effective use of fundraising tools. Enable your donate button

INSTAGRAM

A social networking platform designed for sharing photos and videos. Instagram can add personality and character to your organization with visuals.

- Share photos of staff and volunteers
- Curate stunning visuals
- Use hashtags. (Start with 5 in the original post, then add more in the comments)
- Stay on-style and on-brand. Review your feed regularly
- Participate in events like #tbt

LINKEDIN

A social network for professionals to interact with colleagues, look for a new job opportunities and network with experts across industries.

- Post responsibly sourced articles related to your work
- Share your organization's articles or studies
- Post frequently. Daily updates are ideal
- Give your audiences a call-to-action
- Share opportunities at your org and others in your field

Feel like you never know when to post? Or like you don't have time?

Use this guide to schedule your social media calendar for the week.

POST TIMESHEET

Timing on social media is important. Here are the best days and times to post.



WEDNESDAYS

10AM, 12PM, 1-3PM, 5-6PM

HIGH ENGAGEMENT DAYS: M-TH



MONDAYS

2AM, 8-9AM, 5PM

HIGH ENGAGEMENT DAYS: M-F



THURSDAYS

9AM-3PM

HIGH ENGAGEMENT DAYS: W-S



TUESDAYS

NOON-5PM

HIGH ENGAGEMENT DAYS: T-TH

Let's talk about
the right tools
to create and
manage your
social media.

SOCIAL TOOLS

Having the right tool makes completing any task much easier. The same is true for social media.

Here's a list of tools to make your job easier. We use them ourselves!

MY RECOMMENDATIONS

SCHEDULING

Buffer
Hootsuite
TweetDeck
*CoSchedule**
*MeetEdgar**

GRAPHICS

Canva
Pexels
Pixabay
Pablo (Buffer)
*Adobe CC**

METRICS

Facebook
Twitter Counter
LinkedIn
Instagram
Iconsquare

**paid service only*

Engaging staff on social media isn't always easy.

Use these tips to increase staff participation + demonstrate ways online engagement can benefit their personal brands.

STAFF + SOCIAL

If this is your organization's first endeavour on social media, figuring out the right way to engage staff members can be challenging.

Try these strategies to gain staff support.

MY TIPS

These are tactics I use to demonstrate how social media can aid staff and the organization.

Provide examples of social media being used to build thought-leadership and personal brands of staff.

Explain how social media can build and expand networks and source information from experts in the field.

Show instances of social media used as a tool to humanize organizations.

Meet newcomers where they are and create social media toolkits to get them started.

A well-crafted **social media policy** can guide staff and volunteers when speaking on behalf of your organization.

MAKE A POLICY

At Meyer, we believe staff are ambassadors of the organization and social media is a tool that can help staffers build their personal brands, while promoting work that Meyer supports.

OUR GUIDELINES

We have simple expectations for how Meyer staff should represent us when interacting on social media.

Be ethical and mindful and maintain a positive presence online.

OTHER SAMPLE GUIDELINES

DO

- Be conversational
- Identify yourself as staff
- Be respectful
- Copy edit before posting
- Try to respond to comments and posts

DON'T

- Be sarcastic
- "Shout" (use all-CAPS)
- Post in anger

