



Social Media Best Practices

Start small and grow from there.

Before you set up accounts on everything from Facebook and Twitter to Snapchat and Instagram, dial it back and determine what you and your team are capable of managing on a consistent basis. If your team is particularly lean, consider starting/managing with just one channel.

To help you decide, you should know that nonprofits rank their most important social media channels as follows: 1. Facebook, 2. Twitter, 3. YouTube. When kicking off or revitalizing your social media efforts, beginning with just Facebook is a smart way to get in the groove of planning, posting, and testing before you expand to other channels.

Leverage your social media profiles to reflect your Impact100 Chapter brand.

The key to creating a successful social media page is to give it the love (and attention) it deserves. In just a few seconds, a visitor to your social media page should be able to determine what Impact100 does and why they should follow you. Take care in the following tasks as you set up your page:



- Fill out all your profile fields completely. At the very minimum your “About Us” section should include your leadership, mission, and a link to your website.
- Upload a high-resolution picture of your logo as your profile picture.
- Use a compelling cover photo. Consider updating it to promote your current events, members, grantees or upcoming event.

Develop your Chapter’s social media personality.

Design with specific goals in mind: to gain, retain, and engage your members, non-profit partners, community. In order to build an online community, your social media personality needs to reflect the real-life community of people who believe in our mission. The way you word your messaging and present your posts should give viewers a glimpse into what it’s like to be a part of your mission: as a woman, member, or a grantee.

Post consistently to gain and retain followers.

Your social media profiles provide you the unique opportunity to interact with your members on the daily, so don’t miss out on the opportunity to continuously show them who and what is going on with Impact100, and why being a part of the Impact100 community is so rewarding. Follow these tips to help you stay on top of posting:

- Designate a specific person (or people) to maintain your social media channels.
- Draft an editorial calendar with planned posts for each channel. Plan posts a month out, so your team has time to develop assets to bring your ideas to life.
- In the world of Impact100, volunteer time is precious, so missing an optimal posting time can happen quite easily. Use a free social media post scheduler to upload and schedule your social media posts so you’ll never miss a beat.

Resources:

Stock up on free social media tools to help you create, schedule, and track posts. There is a wide array of free social media tools to help you and your team manage your channels more effectively and efficiently.

Stock photos: [Unsplash](#), [Pexels](#)

Photo and video editor: [VSCO](#)

Graphic maker: [Canva](#), [Stencil](#), [Venngage](#)

Video maker: [Typito](#)

Post scheduler: [HootSuite](#), [Buffer](#)

Mention monitor: [Google Alerts](#)

Engagement tracker: [SumAll](#), [Google Analytics](#)

[Social Media Demographics](#)

[Classy](#)

[SproutSocial](#)

Photography

By leaning on your smartphone camera and the free tools listed above, you can create beautiful imagery and videos in a snap. To ensure you're always stocked with content, create folders for imagery and assets that fall under the categories that will resonate with your followers. For example, consider keeping folders for:

- **Mission-minded photos:** Make the most of opportunities like time in the field, follow-ups with members and grantees.
- **Member/Grantee testimonials:** Let your followers hear straight from the people who define Impact100. Include photos with your quotes or short videos.
- **Upcoming campaigns/opportunities:** Gather all of the assets you'll need to promote upcoming events and activities. Be sure to stock up on photos and testimonials that will motivate followers to take the desired action. Don't forget to ask them to do- something.
- **Inspirational quotes:**
Who doesn't love a good inspirational quote. Compile a list of your favorites, to use as needed.

Video is quickly becoming an essential medium. Showing is so much more impactful than telling, so enabling your members to see your mission in action is a powerful motivator that will compel them to get involved. You don't need to be fancy. Shoot video on your smartphone and edit it with an easy-to-use video maker like Typito (or others) and you're set.

Encourage members, grantees, and friends to comment, like, share, and tag themselves in your posts.

Some people feel better interacting with your posts if they're invited. Here are just a few ways you can nudge your followers, so your feed becomes a conversation.

- Tell your followers to share and tag photos of themselves at your events.

Measure engagement so you can do more of what's working.

Your followers tell you what they want to see on your feed just by clicking, commenting, and liking your posts. Using an analytics tool like Google Analytics or SumAll, you won't have to guess what will make your social media strategy successful because you'll know what works and what doesn't just by looking at the engagement dashboards.