

Pick Your Platforms



Facebook: Facebook is an excellent place to share events, fundraising, images, video, and text. Facebook's live streaming and story functions continue to gain popularity.



Twitter: Character limits make Twitter best for quick updates, discussions, and interacting with the media. Nonprofits that do a lot of advocacy or activism may also find Twitter a good platform for organizing and communicating about actions or running hashtag campaigns.



Instagram: Instagram is a highly visual platform, perfect for photos, videos, and impactful captions.



LinkedIn: LinkedIn connects you with corporate donors and learn more about your existing donors' careers and connections.



TikTok: A video-based platform popular with teens, users record and share 15-60 second video clips set to music. Users also participate in challenges and projects that benefit nonprofits by raising awareness and funds.