

# SOCIAL MEDIA

## TIPS & TOOLS

- Make it easy
- Content
  - Graphics
  - Messaging
    - Links
    - Hashtags
- Frequency / Consistency
- Planning
- Engagement
- Farming



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## TIPS & TOOLS

Don't have a lot of time to create content?

Utilize other people's content!

- Like CMSA National and share our posts - Instant content that you don't have to create yourself.
- Add a hashtag or link to personalize it to your chapter.
- Find articles that are relevant to your audience and share them.
- Share local and partner events and webinars for other chapters.





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### Easy content that CMSA National Utilizes:

- National and health holidays (example: National healthcare workers day)
- Standing posts (can be promotional or not)  
Throwback Thursday, Mindfulness Monday, etc.
- Use google to search for "Social Post" themes for certain days of the week.





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### Frequency and Consistency:

- To grow your following on Social Media consistency is key.
- It is better to post once a week, every week rather than post multiple times and then leave your pages idle for weeks or months.
- If time is an issue, aim for two posts per week.
- Use a calendar to pre-plan your posts. This will keep you on task and on schedule.





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### Engagement and Farming:

- Engagement means tracking, liking, sharing and commenting back to people and organizations who comment on your posts.
- This is so important because it will boost the visibility of your post.
- The more your posts are seen, the more you grow.
- Farming is searching out ways to engage:
  - Finding relevant hashtags and commenting
  - Sharing partner and sponsor content
  - Searching out industry pages and commenting on their content





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## APPLICATION

- Deciding what platform to use for your chapter.



# Pick Your Platforms



**Facebook:** Facebook is an excellent place to share events, fundraising, images, video, and text.



**Twitter:** 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:** Designed for professional networking, can help reach out to corporate donors and learn more about your existing donors' careers and connections.



**TikTok:** A video-based platform – users also participate in challenges and projects that benefit nonprofits by raising awareness and funds.