

# SOCIAL MEDIA FOR NONPROFIT AND INDIVIDUAL

By Memouna Diallo

# PICK YOUR PLATFORMS

Most nonprofits don't need to be on every single social media platform.

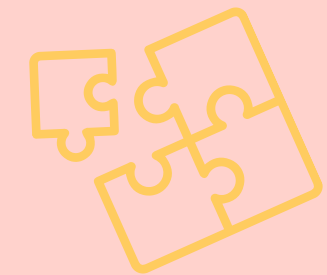
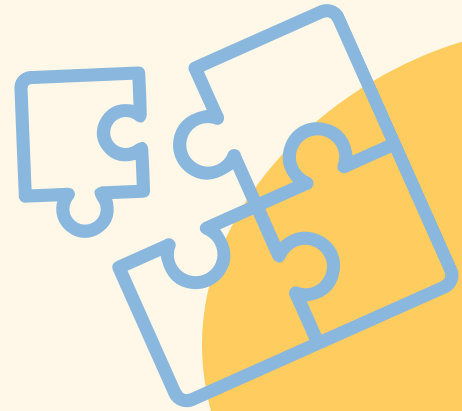
Instead, the best social media platforms for nonprofits will depend on the kinds of content they want to share, the audience they hope to reach, and where their supporters are already active.

- Facebook:
- Twitter:
- Instagram
- LinkedIn
- TikTok



# QUESTIONS

# START WITH STRATEGY



You're much more likely to be successful with  
social media if you start with a strategy.

# CLEAR PURPOSE AND GOALS

Why do you want to use social media in the first place?

What do you hope to accomplish?

Once you know your purpose, you can begin to set goals. A “SMART” goal format can keep you on track.

S

**Specific:**

M

**Measurable**

A

**Attainable**

R

**Relevant**

T

**Timely**



# TARGET AUDIENCE

- Who are you trying to reach?
- Look at your current followers and supporters, and consider their interests.
- What kind of content are they the most responsive to?
- Which platforms are they active on?



# PERSONA



## What is a persona ?

A persona is a character sketch of your ideal audience member.

This fictitious person allows you to humanize and target your communications.





# CREATING PERSONAS WILL HELP YOU TO UNDERSTAND YOUR USERS' NEEDS, EXPERIENCES, BEHAVIORS AND GOALS.



- Name
- Gender
- Location
- Occupation
- Goals
- Challenge
- Lifestyle
- Active channels
- Content preferences
- Hashtags
- Influencers
- Hobbies



# ELABORATE PERSONA

<div></div> <div><b>ETHAN SMITH</b> Male, 25 years</div> <div><b>Location:</b> Dallas, Texas <b>Designation:</b> Marketing Manager</div>	<b>GOALS</b>	<b>SOCIAL MEDIA</b>
	<ul style="list-style-type: none"><li>• To start investing money</li><li>• To start a side hustle</li><li>• To have two to three streams of income</li></ul>	<b>Active channels</b>   
	<b>CHALLENGES</b>	<b>Content preferences</b> <ul style="list-style-type: none"><li>• YouTube videos</li><li>• Instagram Stories</li><li>• Instagram Reels</li></ul>
	<ul style="list-style-type: none"><li>• Not knowing where or how to start a side hustle.</li><li>• Afraid that he will not be able to manage his expenses once he grows older or will not be able to clear student loans</li></ul>	<b>Hashtags</b> #football      #fitness, #sidehustle      #investing
	<b>BUYING TRIGGERS</b>	<b>Influencers</b> @sommerray      @krisgethin, @cristiano      @193countries
	<b>LIFESTYLE</b>	<b>HOBBIES</b>
	Lives alone in an apartment	<ul style="list-style-type: none"><li>• Horticulture</li><li>• Reading</li><li>• Watching TV shows and movies</li><li>• Attending stand-up comedy events</li></ul>

# SIMPLE PERSONA



Female,  
College-age,  
athlete

## Target With:

Instagram Stories  
re: college sports games

## Best Time to Post:

4-7 PM PT

**Competitors:** Nike,  
Lululemon



Female,  
20's-30's,  
active

## Target With:

Instagram feed posts  
w/ giveaways

## Best Time to Post:

9-12 PM PT

**Competitors:** Lululemon,  
ALO, Under Armour



Female,  
40's-50's,  
active

## Target With:

Instagram feed posts  
w/ influencers

## Best Time to Post:

7-12 PM PT

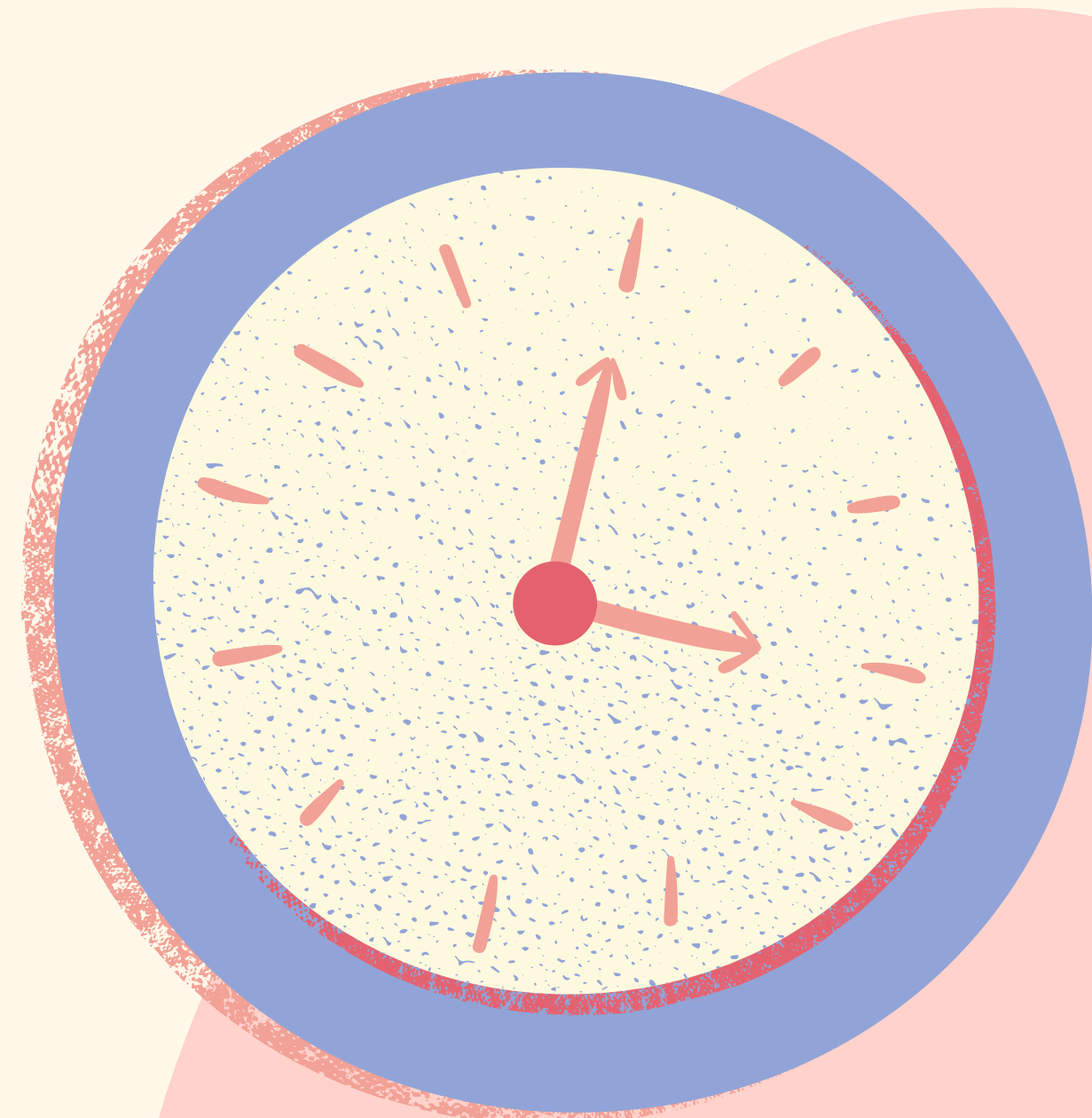
**Competitors:** Target,  
Prana, Lululemon, Adidas

# SCHEDULE?!

How often do you want to post on each platform?

In general, consistency and quality outweigh raw frequency--it's better to post high-quality content once a week than several random posts, followed by gaps of silence.

**Advice:** *two posts a week is more than ok for a beginning . Planned to increase frequency as you became more comfortable, ideally working ahead to schedule posts.*



# SOCIAL MEDIA IDENTITY

**How do you want to present yourself on social media?**

- Roles and responsibilities (who will post what?)
- What kinds of content you share
- The voice and tone you aspire to
- Your policy on responding to comments
- How to handle conflicts on social media

# BEST PRACTICES FOR POSTING

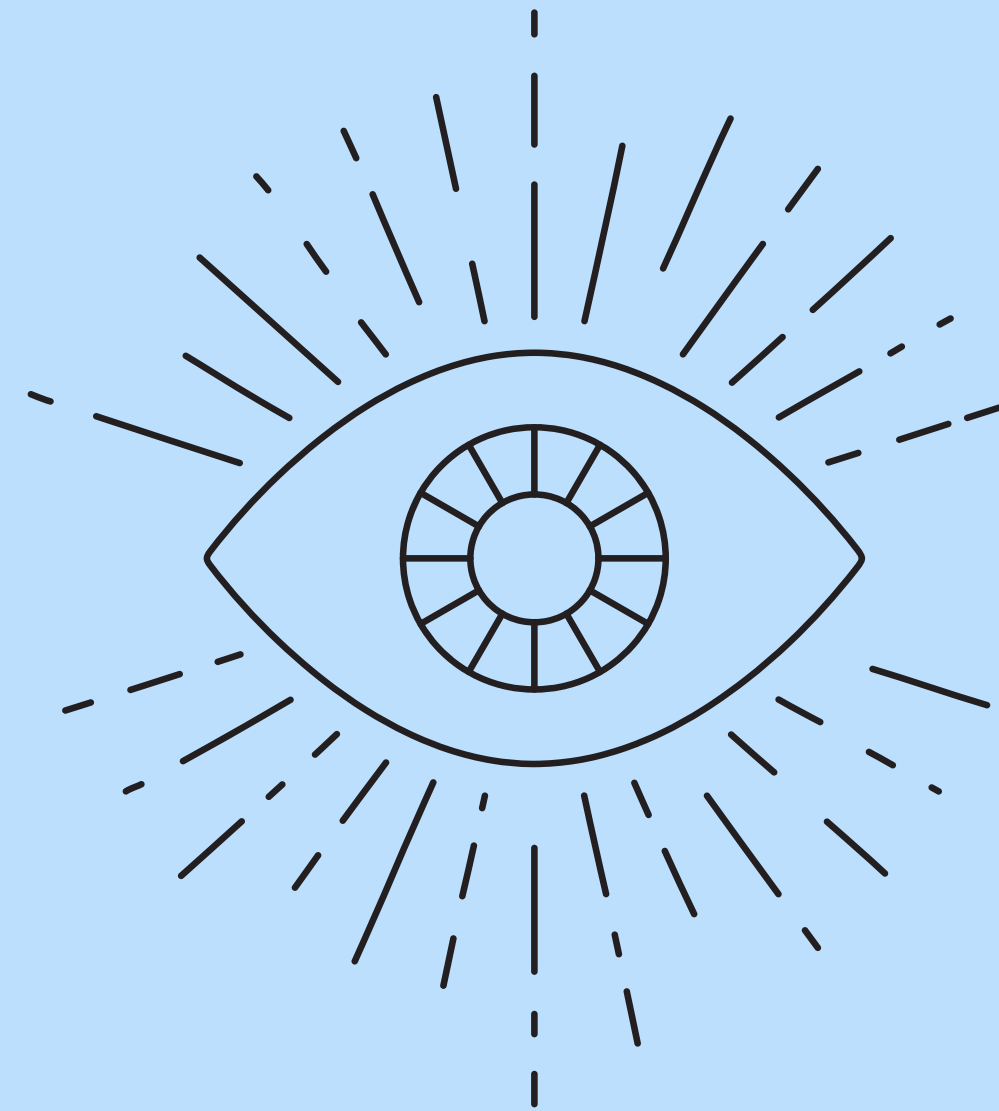
What exactly should you post on social media?

These five best practices will help you develop engaging content, no matter what kind of organization you are in.

# 1. MAKE IT VISUAL

Visual content includes graphics, videos, and photographs. It's the backbone of platforms like Instagram, but it's essential on other platforms, too.

People are more likely to engage with, remember, and see content with some visual element.



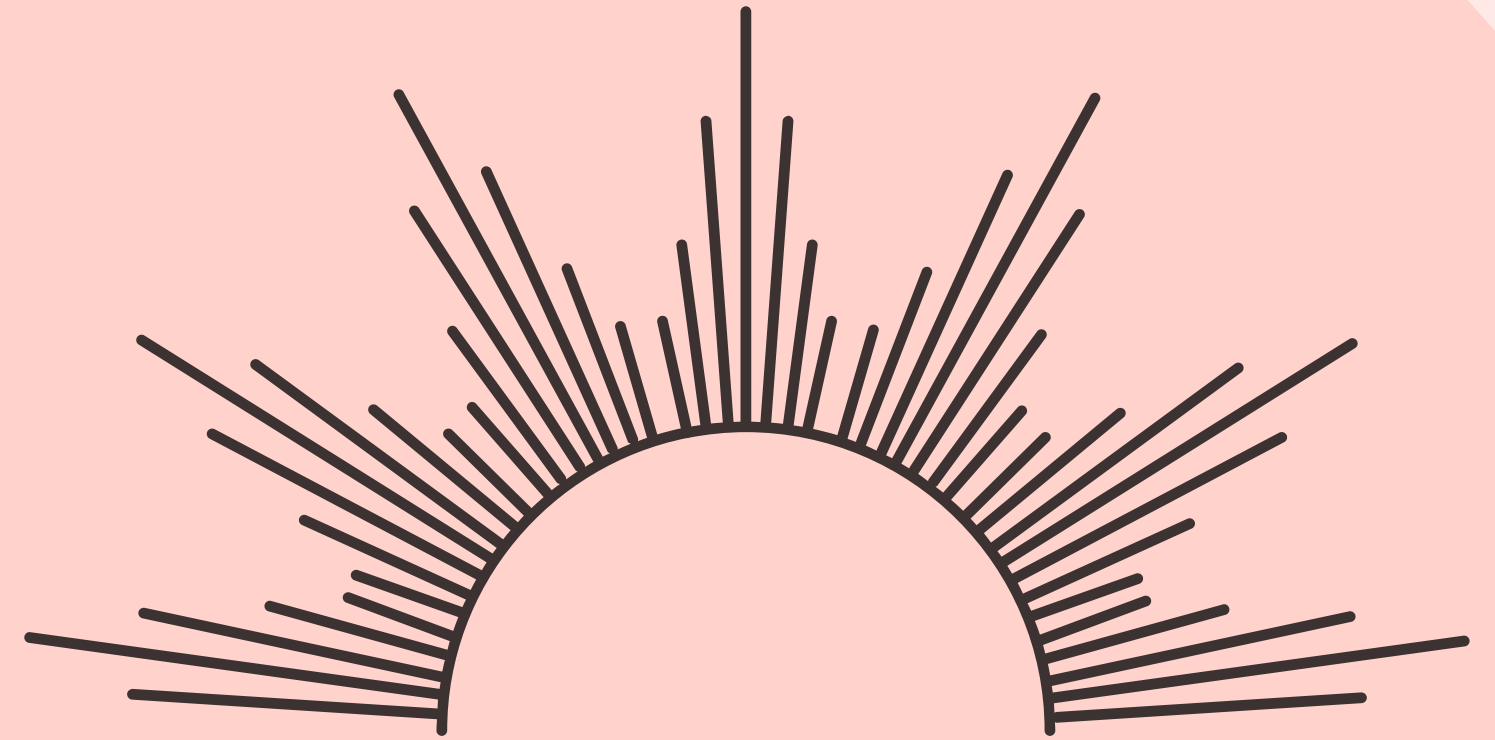


## 2. PROVIDE VALUE

What do they “get” from interacting with you on social media?

Pay attention to the kind of posts your audience interacts with, and give them more of those. Ask yourself, “What’s the value to followers?” with every post.

As a general rule, 80% of your content should be inspiring, informative, or entertaining for your supporters, and 20% can be purely self-promotional.



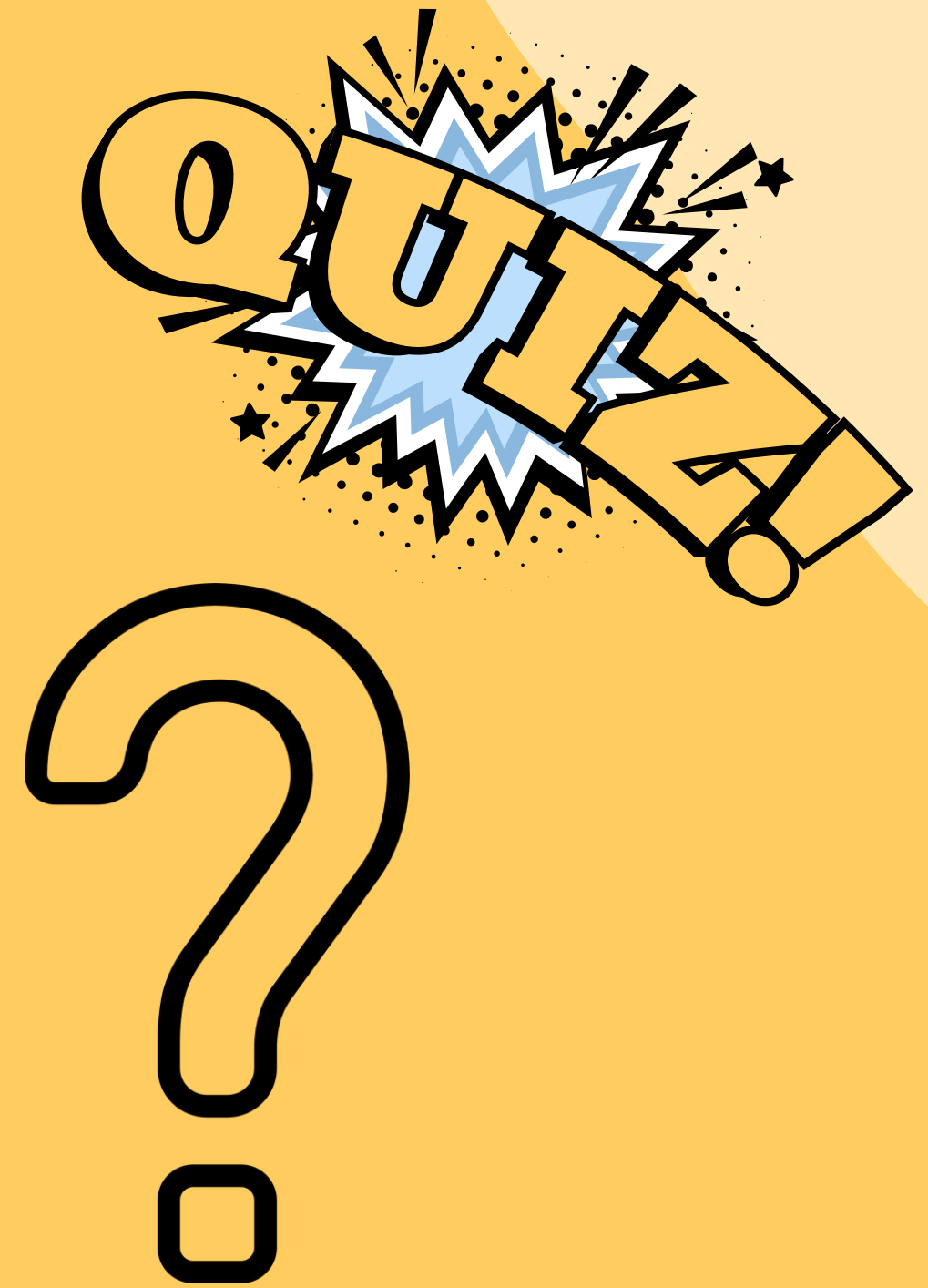
# 3. ASK QUESTIONS

Nonprofits using social media successfully don't just broadcast their news--they start a conversation.

Ask your audience for their feedback, opinions, and ideas. Then, invite them to participate with your social media through questions, polls, and surveys.

It's more engaging for supporters and helps you learn more about them.

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# 4. RESPOND TO YOUR AUDIENCE

Social media is interactive. When someone asks a question or makes a comment, they're hoping your organization will respond.



# 5. BE AUTHENTIC

Your nonprofit's social media is a chance to be authentic and give your followers a real inside look at your work, the people doing it, and the change you're making.

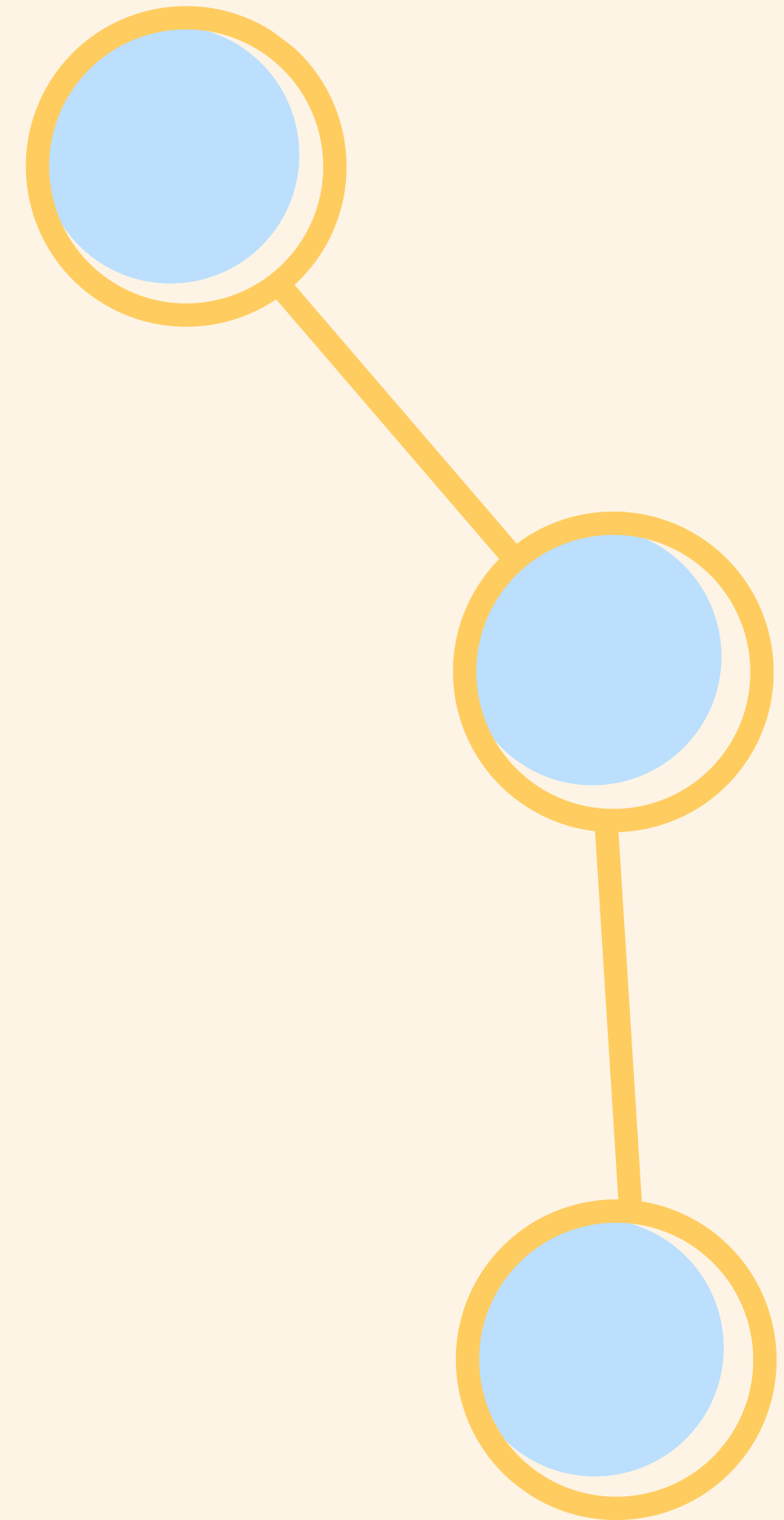
While you should remain professional, don't be afraid to show who you are as an organization.

Talk about what's bringing you joy, driving you mad, and keeping you going. It's much more interesting and authentic than a perfect shiny image.



# TOP SOCIAL MEDIA TRENDS.

- Everybody Still Loves Video
- The Popularity of Ephemeral Content Continues
- Augmented Reality Continues to Grow
- Personalization is Expected

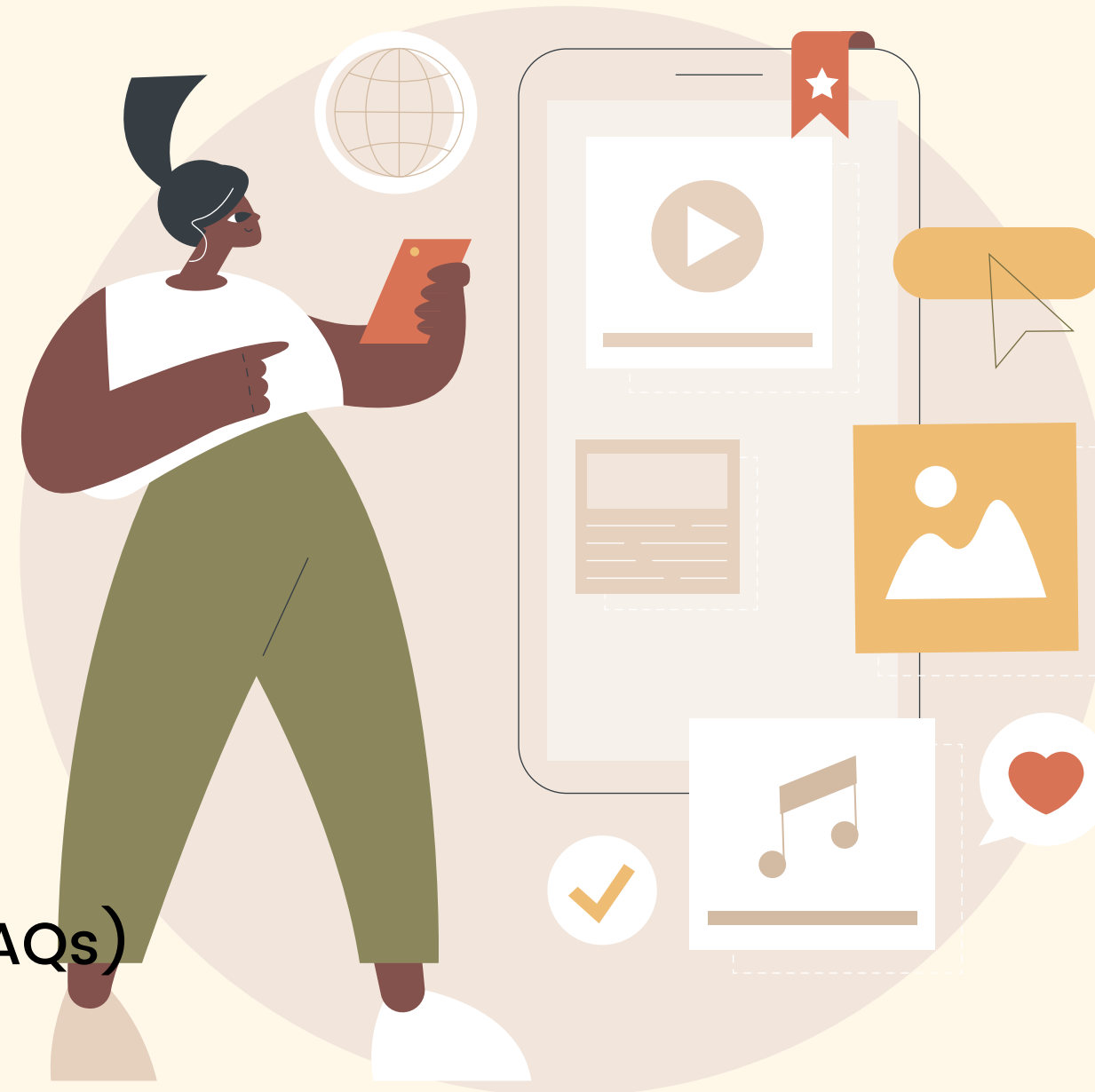


# TYPES OF SOCIAL MEDIA CONTENT

Here are different types of social media content you can use to help plan your post strategies and calendars:

- Animations
- Articles
- Behind-the-Scenes Content
- Blog Posts
- Participants Feedback

- Company News
- Employees
- Events
- Country, city Content
- Frequently Asked Questions (FAQs)
- GIFs



- Memes
- Quotes
- Tips and Tricks
- follower Content

- Giveaways
- News
- Infographics
- Live Videos
- Market Data





THANK YOU

NOW LET'S CREATE A  
PERSONA