A Nonprofit Social Media Starter Kit

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Meet Techsoup and the Social Media Starter Kit
Who is TechSoup?

TechSoup is a nonprofit and a social enterprise.

We support nonprofits, libraries, charities, and foundations.

Our mission
is to build a dynamic bridge that enables civil society organizations and social change agents around the world to gain effective access to the resources they need to design and implement solutions for a more equitable planet.

What's the purpose of the starter kit?

For many nonprofits, social media has emerged over the last decade as both a communication opportunity and an intimidating environment.

Our starter kit is designed to help your nonprofit get started with social media and align your social media efforts with your organization’s mission and larger marketing and communications goals.
Check Out This Social Media Goals Menu with Some Tasty Definitions
Ready to get started?

Here’s what you need to know as you begin to craft your social media goals.

**Social media listening**

The process of tracking and analyzing what is being said about your organization on the Internet.

**Brand awareness**

The extent to which consumers are familiar with your organization’s particular identity.

**Community engagement**

A focus on building your community size and providing content through which you can generate two-way, thoughtful, engaging conversation.

**Content distribution**

A focus on expanding the reach of your organization’s content.

**Lead generation**

The action or process of identifying and cultivating potential customers for an organization’s products or services, which usually generates names and emails for your marketing purposes.

**Customer support**

A focus on responding to customers’ or constituents’ comments, good or bad, on social media.

**Fundraising/revenue**

A focus on turning your followers into donors or supporters.

**Influencer marketing**

An old-school version of influencer marketing; with social media, you can engage directly with press and build media relationships yourself.

**Earned media/press**

An old-school version of influencer marketing; with social media, you can engage directly with press and build media relationships yourself.
Part 3

Choose Your Goals
Now it's time to select your top goal areas
- click on three or four of your top goals

Then modify the following applied goals and metrics to fit your organization's needs:

<table>
<thead>
<tr>
<th>Top Goals</th>
<th>Goal Areas</th>
<th>Case Study</th>
<th>Applied Goals</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Your rock ‘n’ roll museum is launching a new six-month exhibit on The Clash.</td>
<td>Grow your museum’s Facebook page by 40 followers a week based on punk music content curation. Start a Twitter chat with hashtag #TheClash and increase the number of users tweeting that hashtag 10 percent every month.</td>
<td>Follower growth. Reach of brand-specific posts. Campaign hashtag tracking and increase in mentions.</td>
<td></td>
</tr>
<tr>
<td>Community engagement</td>
<td>Your local shelter wants to put a human face on those suffering from homelessness.</td>
<td>Post two “behind-the-scenes” food kitchen photos on Facebook, Pinterest, or Instagram per week. Ask one mission-driven question per week on your Facebook page.</td>
<td>Increases in likes, shares, and comments on, mentions of, and replies to community engagement content.</td>
<td></td>
</tr>
<tr>
<td>Content distribution</td>
<td>Your arts organization has a new campaign to involve youth.</td>
<td>Use Google Analytics to track posts announcing your campaign and increase share of traffic from social sources by 5 percent per week.</td>
<td>Track campaign post traffic from social media. Increases in share of overall traffic. Increases in number of clicks on related social media posts. Bounce rates.</td>
<td></td>
</tr>
<tr>
<td>Lead generation</td>
<td>Your disaster-relief organization has an emergency kit to share.</td>
<td>Increase in number of registrations for emergency kits and clicks on lead generation images.</td>
<td>Email addresses. Downloads (emergency kit).</td>
<td></td>
</tr>
<tr>
<td>Customer Support</td>
<td>Your nonprofit sells t-shirts and other goods.</td>
<td>Respond to customer comments and questions about goods within [x] hours.</td>
<td>Number of support questions. Response time.</td>
<td></td>
</tr>
<tr>
<td>Earned media/press</td>
<td>You’re targeting Ellen or maybe The View for mentions of your Girls Can Code program.</td>
<td>Create influencer lists and employ a social listening tool to track hashtag #GirlsCanCode mentions.</td>
<td>Track keywords and hashtags.</td>
<td></td>
</tr>
<tr>
<td>Fundraising/revenue</td>
<td>Your new job training program needs fundraising.</td>
<td>Utilize Google tracking to focus on conversion for fundraising posts.</td>
<td>Conversion rates and number of people who have converted.</td>
<td></td>
</tr>
<tr>
<td>Social listening</td>
<td>Your local youth center has instituted a new age restriction for free dance classes.</td>
<td>Utilize a social listening tool to track your organization’s keyword mentions and analyze sentiment.</td>
<td>Sentiment level. Keyword increases.</td>
<td></td>
</tr>
</tbody>
</table>

*Thanks to Alfred Lua and the post, 9 Social Media Goals You Can Set for Your Business (and How to Track Them), for inspiring this list.
Ensure Your Goals are SMART
Now you have your top goals.

Let’s step back and make sure they’re SMART.

- **specific**
- **measurable**
- **attainable**
- **relevant**
- **time-bound**

See this blog post for SMART social media goals.
Consider Your Customers and Content
To make your goals real and attainable, it’s time to ask two critical questions about customers and content.

**Do you know where your customers hang out the most?**

Research the latest Pew Research Center’s demographic information from its 2016 Social Media update. See which channels fit your organization’s demographic.

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**Does your nonprofit staff have both the time and the skills needed to create content and support your strategy on each channel?**

Consider the following possible types of content and some inspiring examples:

- **Original blog content**
  See Kissmetrics for what makes good blog content.

- **Curated social media writing**
  See this image demonstrates the benefits of curation.

- **White paper/e-book**
  Explore Hubspot’s post on effective e-book creation.

- **Infographic**
  See Classy’s #GivingTuesday infographic example.

- **Webinars**
  See TechSoup’s article on planning a successful webinar.

- **Original photos**
  See Adobe’s post on designing great images.

- **Curated photos**
  See TechSoup on finding and using images plus copyright questions.

- **Video**
  See Buffer on what makes good video marketing.

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**Decide which of these would be a good fit for your organization.**

**Then look at the below matrix and see which channels fit your organization.**
Choose Social Media Channels
Which of the following channels fit your organization's capacity, resources, and goals?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Benefits</th>
<th>Goals</th>
<th>Content</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>The destination where conversations are already happening (79 percent of adults use it). The ability to create your own events, shop, and live video. The most active development of new features.</td>
<td>Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.</td>
<td>Fun visual photos. Human stories. Live video. Posts that offer discounts, free stuff, and special offers.</td>
<td>Do you have an ad budget? Are you ready for Facebook “pay-to-play” costs?</td>
</tr>
<tr>
<td>Twitter</td>
<td>The channel of the “moment” (24 percent of adults use it). The destination where current events break. The most news-focused conversations.</td>
<td>Brand awareness, customer support, earned media/press, influencer marketing, social listening.</td>
<td>Content related to current events. Live video. Popular current event topical posts. “Listicles” and how-tos.</td>
<td>Do you have staff available to respond at any moment? Do you have an editorial policy on engaging over sensitive issues?</td>
</tr>
<tr>
<td>Pinterest</td>
<td>The most “business-to-business” or professional-focused social channel. A place to find volunteer support. The highest income earners.</td>
<td>Brand awareness, community engagement, content distribution, fundraising/revenue, social listening.</td>
<td>Thought leadership posts. White papers. E-books. Instructional content. “Listicles” and how-tos.</td>
<td>Are you making sure your most influential staff will be able to amplify content? Does your organization have a crisis communication plan for negative feedback?</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>A good channel in which to engage women (46 percent of online women use Pinterest). A visual-focused channel centered on inspiration and the sharing of memorable images.</td>
<td>Brand awareness, community engagement, content distribution, influencer marketing.</td>
<td>Photos, live video, infographics, inspiring quotes, and graphics.</td>
<td>Are you prepared for accounts that impersonate yours?</td>
</tr>
<tr>
<td>Snapchat</td>
<td>A channel popular with millennials. A unique visual channel with special geo-targeted features.</td>
<td>Brand awareness, community engagement, content distribution, influencer marketing.</td>
<td>Photos, super-short live video.</td>
<td>Do you have staff who understand Snapchat’s unique storytelling features (such as lenses, filters, and stickers)?</td>
</tr>
</tbody>
</table>

Remember:
this is where an ambassador program and volunteers can come in. These are individuals who help amplify your content. Your nonprofit can engage donors, staff, or anyone who is on social media to create content and promote it.
Figure Out Your Social Media Brand Voice
Now you have chosen the social media channels that map to your top social media goals and your organization's mission.

**Next,** you need to think about your social media voice.

**Stephanie Schwab**

at Social Media Explorer made [this matrix](#) of important brand voice characteristics including character/persona, tone, language, and purpose.

Check out her examples and choose what characteristics best meet your nonprofit brand in each of those categories.

Here are some more examples of what the results might look like.
Part 8

Launch and Iterate
Now you have chosen your
- Top social media goals
- Channels to use
- Content to post
- Social media brand voice

It's time to
iterate and experiment.
Look at top performing posts in your sector. Review competitors and leaders in your field and their best performing posts. Try adapting their ideas and see if they work.

Emily Wenstrom lays out six different types of iteration on the Convince & Convert blog.

Post Timing

What day of the week will your readers engage most with your content? What time of day? Look at your analytics and see which posts perform best when. When you find times that get consistent rises in engagement, hold on to them.

Frequency

There are plenty of studies that suggest typical frequency trends. Here's one from Social Media Week. But don't let mass user trends dictate your strategy — every audience is different. Instead, consider it a starting point for informed guesses. Then, watch the data, and test on your own to determine what your audience responds to.

Media Types

Does live video increase engagement? What about blog posts with one image instead of two? Do open-ended questions work better than survey forms? It's time to test. If a positive result becomes a trend, then rotate it in more frequently and see if it holds.

Review your analytics and then adjust the following.
Call to Action

The call to action (CTA) is a critical part of your social media posts. Twitter, Facebook, and LinkedIn even have special ads to optimize CTAs. Using those does cost money, but play around with the different ad options if you can and see what meets your targets.

Incentives

An incentive is a proven way to increase engagement. Try different incentives out. You can give swag away, offer a limited discount on a program, or share exclusive information. Again, see what type of an incentive increases both the reach and engagement of your posts.

Have fun!
Part 8

Relax and Enjoy
Now
you're ready to jump into
the infinity of the
social media universe.

Congratulations!

Reach out to us at  
@TechSoup  Facebook page

We want to know
how it's going and

follow you!

To learn more about TechSoup, check out our website.
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Email Customer Service at
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Press Contact
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415-633-9403

Affiliate Accounts
Organizations with multiple members or affiliates, and those looking to place donation requests for 20 or more organizations, please contact us at accountmanagement@techsoup.org.

Business Development
For those interested in donating products, see Become a Donor Partner.