# TOP NONPROFITS SOCIAL MEDIA POSTING GUIDE

## UNDERSTAND YOUR AUDIENCE

**Know your target audience(s)**
Tip: Get specific. Create personas.

**You're busy. So are they.**
Don't waste your time or theirs.

**It's not all about you**
Show interest in needs of others not just yours.

**Do unto others...**
Others like mentions & RTs as much as you.

**Limit the pleas for help**
Ideally keep this below the 10% mark.

**Be responsive**
Respond within 24 hrs. Aim for less..

## PLAN YOUR CONTENT

**How much time do you have?**
Be realistic. Block out time. Stick to it.

**Monthly: content strategy**
ID what's coming up. Schedule campaigns.

**Monthly: key messages**
Define key messages for campaigns & events.

**Use an editorial calendar**
Download a free one at TopNonprofits.com/edcal.

**Weekly: batch content creation**
Maximize time. Minimize mental gear shifts.

**Scheduling posts in advance OK**
Tip: vary timing slightly and avoid :00 and :30.

**Check feeds at least 2x per day**
If only 2x, then mid morning & late afternoon.

**How will you measure success?**
Tip: Set measurable goals. Track progress.

## facebook BEST PRACTICES

**Think headline, not article**
Get attention. Then add ?, action, or link.

**Post every other day ***
Best frequency to get and keep likes.

**A picture is worth 1000 words**
Tip: Limit depressing ones.

**Tell good stories**
Less statistics. More stakeholder stories.

**Use analytics with your links**
Insight, good. Dashboard obsession, bad.

## twitter BEST PRACTICES

**Don't treat it like Facebook**
Vary content & don't auto-post between.

**Post at least once a day ***
More is better and vary times slightly.

**Space out your tweets**
No more than 1/hr (excluding @replies).

**Best CTR: 8-9am, 2pm, 5pm, 3pm ***
(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.

**Best RTs: noon-4pm ***
(test yourself) Bad: Before 10am, after 7pm.

**Tweet on the weekend**
Less busy means greater CTR but less RTs.

**Keep it short and sweet**
Below 125 characters allows manual RTs.

**Don't be a downer ***
(+) tweets shared 34% more, (-) 13% less.

**Place links early (1/4 mark) ***
Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella http://danzarrella.com

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**Keep in mind…**

- There is more to social media than just posting content (listening, engaging, monitoring, copywriting techniques, etc)

- I'll be creating more resources that expand on the concepts in the future, so be sure to subscribe to updates via email or rss.

**Planning and scheduling**
For those of you who are interested in a breakout of the planning and scheduling components of this resource, I've summarized them below.

## Monthly: Planning

- **Content strategy planning session**- Identify what's coming up. Schedule campaigns
- **Define Key messages** – Define key messages for campaigns & events
- **Use an editorial calendar** – Can be as simple as a shared google doc or calendar

## Weekly: Content creation

- **Batch content creation** – Maximize time. Minimize mental gear shifts
- **For Twitter**, Schedule (or plan to add later) at least one post per day
- **Using scheduling tools like Hootsuite** - Tip: vary timing slightly and avoid :00 and :30
- **Use analytics with your links** - Insight, good. Dashboard obsession, bad.

## Every other day

- **Post to Facebook** – Best frequency to get and keep likes

## Daily

- **Post to Twitter at least once a day** - More is better and vary times slightly
    - **Best CTR: 8-9am, 2pm, 5pm, 3pm*** - (test for yourself) Worst times: 1-7am, 10am-1pm, 6-7pm
    - **Best RTs: noon-4pm** - (test for yourself) Worst times: Before 10am and after 7pm
    - **Space out your tweets** - No more than 1 or 2/hr (excluding @replies) Buffer is a great tool for this.
- **Check feeds at least 2x per day** - If only 2x, then mid-morning & late afternoon

## Weekends

- **Post on the weekend** - People are less busy which means greater click through rates but less retweets and shares