

HOW TO:

**DEVELOP A NOT  
FOR PROFIT  
SOCIAL MEDIA  
STRATEGY**



**FUNDING FOR ALL  
& ALL FOR FUNDING**

## Introduction

Social media has changed the way people create, get and share information and as a Not For Profit it's vital to have a social media presence. Whether it's creating a dedicated community on Facebook or blazing a trail on Snapchat social media is an opportunity to tell your story, engage with your supporters and get results.

It's no surprise that the launch of a new platform like Snapchat or a change in algorithm (algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time) impacts your day-to-day social media management. The social media platforms are making it much harder to keep your cause at the top of your supporters' newsfeeds.

In order to keep on top of the changing pace of social media you should always refer back to your social media strategy. Your strategy is your bible and when everything feels that little bit overwhelming, a well thought through strategy will help to provide clarity and direction amid these industry changes.

## 7 things to consider when writing your not for profit social media strategy:

### 1. Define the role of social in your NFP's communications strategy

Social shouldn't be used in isolation, it should be used in conjunction with your overall strategic goals and in line with your target audiences. Social is very good for recruiting and keeping donors and capturing people's attention. Consider how you will use social alongside your website, blog and other marketing activities.

### 2. Decide on your social media objectives

What do you want to achieve? Is it community engagement and education, brand awareness, or fundraising or recruiting sponsors?

### 3. Define what success would look like

Once you've decided on your goals, set some KPIs (key performance indicators) against each one to help you measure success. For example, if engaging with your community is a goal, you might measure success by the number of comments or likes on your posts; or the volume of posts using a specific hashtag you have asked your audience to use (i.e. #WeLoveFundingForAll).

### 4. Identify your target audience

Imagine a day in the life of these audiences. Consider what social media channels they would use and what time of day they may be using them. It's a good idea to develop simple audience personas for each. These are representations of your ideal supporters based on a combination of demographic data (i.e. gender and age) and information such as what they care about what organisations and brands they trust.

### 5. Create a content strategy

Social media is all about telling your brand story. Consider the type of content that represents your brand/organisation and that your target audience would find valuable/want to share. Come up with 3 content themes that you can use on repeat and stick to publishing content on these.



Also think about the format of your content - use a combination of video, text, photo and graphics. This should not just be content that promotes your own organisation, but others articles, posts, reviews or opinions.

Create a content calendar to plan and schedule your social media posts in advance. If you work as part of a team this will help you to work more collaboratively and efficiently as you will have a central location for all your content. This will also help you monitor your posting frequency, and test and learn which times and days of the week are best for which types of content.

## **6. Consider who your influencers will be**

These are individuals on social media who can help promote and spread good news about your organisation by sharing your content on their own social media channels. Show them the value of following—the stories, tips and images they can expect to see—and educate them about the best ways to show support. Don't be afraid to cross-promote your social media content on other channels.

## **7. Keep on top of your results**

Take advantage of the native analytics within each social media channel (i.e. Twitter Analytics, Facebook Insights). These will help you see how well you are doing against your original social media objectives and allow you to report back to your board or senior management. Take a look at what content is working and when and adapt your content strategy accordingly.

## **Conclusion**

If you have a well thought through strategy, when a new industry development is announced you can rapidly respond in line with your original strategy. For example – you have a clearly defined target audience who you feel will not embrace the new social media platform that everyone is talking about. So no need to worry about setting up an account (for now). If Facebook drives the majority of your website traffic and Facebook announces an algorithm change on their newsfeed you know you need to be all over it and may need to adapt your posting strategy to maintain your engagement levels.

To sum up, it's important to review your social media strategy regularly – every 6-12 months should be sufficient. Unless you notice your activity is not meeting your KPIs – then review it earlier.