

Social Media Best Practices for Non-Profit Organizations

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What This Presentation Will Cover

- Social media branding basics
- Crafting your authentic online voice
- Identifying tools to grow your social media accounts



#1 — Basics of Social Media Branding

What You Need Before Jump Starting Social Media

- Register / create mobile-friendly + user friendly website
- An authentic, clean cut logo representative of your brand
- Securing social media accounts using org's names
 - Without these basics, a launch or a rebrand could massively fail

Rule #1 — Figure Out Your Niche / Theme

- Who's your audience?
 - 1) Veterans/Military
 - 2) Veterans who love dogs
 - 3) Civilians who support both veterans + service dogs
- Important to figure this out and expand
 - If possible, don't get political nor feature content irrelevant to service dogs or military

Rule #1 — Figure Out Your Niche / Theme - Pt. 2

- What kind of content will you be promoting?
- Have you determined brand colors + created a logo?
- Will you simply curate content or feature your own?
- Who will you follow / like?

Good Example



WHO WE ARE

Association of Service Dog Providers for Military Veterans is a coalition of non-profit service dog providers for military Veterans suffering from post-traumatic stress, traumatic brain injury, and military sexual trauma working to prevent suicide and improve military Veterans' mental health.

WHAT WE DO

Our goal is to ensure that qualified organizations pair Veterans with the most beneficial service dogs; increase awareness and understanding of the medical evidence that supports the use of service dogs; and advocate for the expanded use of qualified service dogs.

MEMBERSHIP

Members are non-profit organizations that pair military veterans with trained service dogs that provide healing assistance in navigating traumatic stress, traumatic brain injury, and military sexual trauma.

 [DONATE](#) 



servicek9s4vets

Follow



212 posts

274 followers

29 following

ServiceDogs4Vets

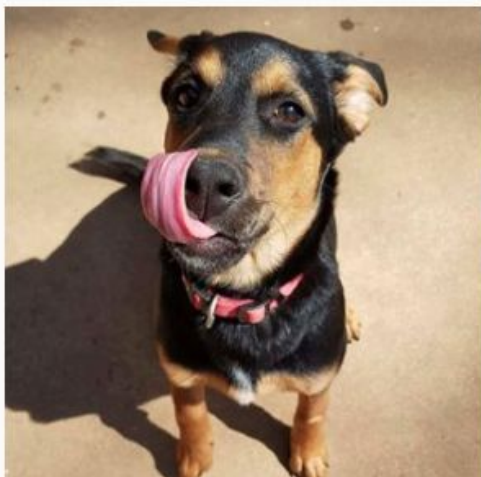
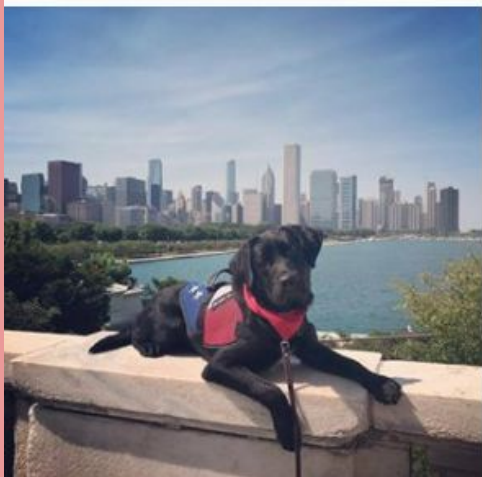
Association of Service Dog Providers for Military Veterans. Check out our partner member orgs. #servicedogs4vets

www.servicedogs4vets.org/conference

Followed by usmcmuseum, maddgabbnatesmama, k9partnersforpatriots + 7 more

POSTS

TAGGED



2018 NATIONAL SERVICE DOG CONFERENCE

July 23-25 2018 | Tysons Corner



Association of Service Dog Providers for Military Veterans

@DogsLoveVets

Home

About

Events

Photos

Videos

Community

Groups

Reviews



Liked ▾



Following ▾

+ Create Fundraiser



Donate



Send Message

Write a post...



Write a post...



Photo/Video



Tag Friends



Check in



Nonprofit Organization in Washington, District of Columbia

5.0 ★★★★★



Very responsive to messages

Community

See All



Invite your friends to like this Page



1,394 people like this

Upcoming Events

2018 NATIONAL SERVICE DOG CONFERENCE



Tweets **197** Following **26** Followers **81** Likes **82**

Following

ServiceDogs4Vets

@ServiceK9s4Vets

Association of Service Dog Providers for Military Veterans

Washington, DC

servicedogs4vets.org

Joined August 2016

Tweet to ServiceDogs4Vets

Tweets Tweets & replies Media



ServiceDogs4Vets @ServiceK9s4Vets · Jul 20

The research results are expected to close the knowledge gap between the apparent and proven therapeutic effects of service dogs. This study has been deemed imperative, based on the growing number of veterans experiencing the debilitating effects of PTSD... bit.ly/2IPL9Xr

Reply Retweet Like Message



ServiceDogs4Vets @ServiceK9s4Vets · Jul 19

Want to find out more about the PAWS Act and other service dog initiatives we have in the works? Come to the 2018 National Service Dog Conference. We still

Who to follow · Refresh · View all



Jose F Varela @p01sed

Follow



Eden Prairie Veteran @E...

Follow



Kate @kandthemutts

Follow

#2 —Crafting Your Authentic Voice

#2 - Communicating Authenticity on Social Media

- There are many service dog provider organizations across the country—some good, some bad
- Questions to think about before unleashing social media
 - How will you differ from the competition?
 - Will you curate and create content?
 - Will you apply strategy into posts?

#2 - Tips for Appearing Authentic on Social Media

- DO

- Develop / build upon your brand
- Create unique graphics + in-house content
- Post videos to increase engagement
- Incorporate call-to-actions (CTAs) into posts

#2 - Tips for Appearing Authentic on Social Media

- DON'T

- Share a picture or video and claim as your own
 - Learn about copyrights + reuse/modification of photos
- Have sloppy graphics
- Post infrequently or once every few months

The Three C's of Branding on Social Media

1 — Clarity

2 — Consistency

3 — Constancy

This is important for your website, social media, materials, and mission

#3 —Tools for Effective Social Media Use

#3 - How to Manage Your Brand on Social Media

- With your theme developed and social media presence established, you need tools for management
- Depending on the size and scope of your organization, you may need a staffer or SM / digital expert to help manage accounts
- I'll list three free-affordable options

Buffer

 **buffer**

Upgrade to Awesome

• What's New

Help

My Account

Accounts +

✓  **Gabriella Hoff...**
Facebook Page


✓  **Gabby_Hoff...**
Twitter 0

✓  **Gabriella H...**
LinkedIn 3

 **Instagram**
Connect it now!

 **Connect More**
Profiles and Pages

Content 

Analytics 

Schedule 

Settings 

Queue

For Review

Content Inbox



"What do you want to share?"

 Add a photo or video

Add to Queue 



Buffer Pricing

Secure | <https://buffer.com/pricing>

Saved Tabs [How to Use Face...](#) [How to Generate M...](#) [The Ultimate Social...](#) [Instagram](#) [Play | Canon Explai...](#) [Gabriella Hoffman](#)






Monthly price	Free	\$10	\$99 [ⓘ]	\$199 [ⓘ]	\$399 [ⓘ]
Social Accounts [ⓘ]	1 per platform [ⓘ]	10 total	25 total	50 total	150 total
Additional Team Members	0	0	5	10	25
Scheduled posts per social account [ⓘ]	10	100	2000	2000	2000
Social networks					
Schedule as you discover					
Browser extension					
Mobile Apps iOS + Android					
Create and schedule content					
Pablo: image creator					
Video and GIF: Uploader					
RSS Feed	-				
Calendar	-				
Optimize and analyse					
Link shortening and tracking					
Social analytics	-	-			

Hootsuite

The image shows a screenshot of the Hootsuite web application interface. On the left is a dark sidebar with navigation options: Streams, Publisher, Analytics, Assignments, Contests, App Directory, Tools, and Help. A blue banner at the bottom of the sidebar says "Visit the App Directory" and "SEE WHAT'S NEW". At the top left of the main area is the Hootsuite logo. The top navigation bar includes a "Compose message..." input, utility icons, a "Composer BETA" button, and an "Upgrade my plan" button. The main content area is split into two panels. The left panel shows a stream for "Gabby_Hoffman" with the message "Your stream has no content yet!". The right panel is an "Add a stream" dialog with tabs for "Networks" and "Apps". Under "Apps", there is a "Select Social Profile" dropdown menu showing "Gabby_Hoffman" (Twitter) and a "Select Stream Type" grid with icons for Home, Mentions, Retweets, Followers, Inbox, Lists, Likes, Outbox, My Tweets, Search, and Scheduled. At the bottom left of the interface is another "Upgrade my plan" button.

Hootsuite Pricing

Hootsuite Platform **Plans** Enterprise Education Contact Us Log Out [Dashboard](#) Sales 1-888-350-5191

Free For individuals  1 user 3 social profiles	Professional For entrepreneurs  1 user 10 social profiles	Team For small teams  3 users 20 social profiles	Business For small businesses  5 users, up to 10 50 social profiles	Enterprise For large teams and orgs  Custom team size Custom social profiles
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[Compare all pricing and plans >](#)

For teams and organizations of any size

PROFESSIONAL	TEAM	BUSINESS	ENTERPRISE
\$19/mo*	\$99/mo*	\$499/mo*	Contact for pricing
10 social profiles Unlimited scheduling 1 user	20 social profiles Unlimited scheduling 3 users	50 social profiles Unlimited scheduling 5 users, up to 10	Custom Solutions
Free 30-Day Trial	Free 30-Day Trial	Request a Demo	Request a Demo

Later

Later

Pricing

Blog

More

Gabriella H. >

	For Individuals		For Businesses		
	FREE \$0 per month For Individuals, Free Forever It's Free \$0 /mo billed yearly	PLUS \$9 per month For Power Users and Solopreneurs Select \$7.5 /mo billed	PREMIUM \$19 per month For Small & Awesome Businesses Select \$16 /mo billed	STARTER \$29 per month For Growing Companies Select \$24 /mo billed yearly	BRAND \$49 per month For Agencies & Large Marketing Teams Select \$41 /mo billed
Social Profiles	1 per platform	1 per platform	Up to 2 per platform	Up to 3 per platform	Up to 5 per platform
Users	1	1	Up to 2	Up to 3	Up to 5
Photos	✓	✓	✓	✓	✓
Videos	✗	✓	✓	✓	✓
Social Platforms	@ t f	@ t f	@ t f	@ t f	@ t f
Instagram posts	Up to 30 per month	Up to 100 per month	Up to 250 per month	Unlimited	Unlimited
Twitter posts	Up to 50 per month	Unlimited	Unlimited	Unlimited	Unlimited
Facebook posts	Up to 30 per month	Up to 100 per month	Up to 250 per month	Unlimited	Unlimited
Pinterest posts	Up to 30 per month	Up to 100 per month	Up to 250 per month	Unlimited	Unlimited
Analytics	Basic	Basic + Pro Instagram Analytics	Basic + Pro Instagram Analytics	Basic + Pro Instagram Analytics	Basic + Pro Instagram Analytics
Search & Repost	✓	✓	✓	✓	✓
Unlimited Media	✓	✓	✓	✓	✓
Unlimited Groups	✗	✗	✓	✓	✓
Linkin.bio	✗	✗	✓	✓	✓
Best Time To Post	✗	✗	✓	✓	✓
Share Calendar	✗	✗	✓	✓	✓

* all pricings are in USD

Other Tips

- Don't buy social media followers EVER
- Invest in programs like Adobe Creative Cloud or Canva to create graphics or videos
- Develop social media campaigns with measurable goals
 - Post with a purpose + CTA
- Track analytics to see what's working and what's not working
- Read industry blogs to learn the latest trends / posting tips

Questions?

Let's connect!

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TW: **@Gabby_Hoffman**

FB: **@TheGabbyHoffman OR @gabriella.hoffman**