PWI

SOCIAL MEDIA
WALKTHROUGH

LONG-TERM GOALS

Small nonprofits with less than $1 million in annual revenue should aim to have:	Medium sized nonprofits with between $1-$15 million in annual revenue should aim to have:	As a long-term goal, large nonprofits with over $15 million in annual revenue should aim to have:
FACEBOOK 1,000 likes and a 1% engagement rate on every post	**FACEBOOK** 5,000 likes and a 1% engagement rate on every post	**FACEBOOK** 15,000 likes and a 1% engagement rate on every post
TWITTER 2,000 followers and a .25% engagement rate on every post	**TWITTER** 10,000 followers and a .25% engagement rate on every post	**TWITTER** 20,000 followers and a .25% engagement rate on every post
INSTAGRAM 2,000 followers and a 1.5% engagement rate on every post	**INSTAGRAM** 10,000 followers and a 1.5% engagement rate on every post	**INSTAGRAM** 20,000 followers and a 1.5% engagement rate on every post
GOOGLE+ 100 followers	**GOOGLE+** 1,000 followers	**GOOGLE+** 2,000 followers
YOUTUBE 500 followers and a minimum of 100 views per video	**YOUTUBE** 1,000 followers and a minimum of 500 views per video	**YOUTUBE** 2,500 followers and a minimum of 1,000 views per video

SHORT-TERM GOALS

Aim to increase current engagement immediately by tracking the kind of posts that work well. On Facebook, posts need to contain primarily original content, instead of just sharing other users' content. Twitter is the best place to share other people's content. Without being pushy, there should be a call-to-action, reason, or purpose to every post. If nothing else, comment on your own pictures with a link people can view. All posts on social platforms will have more views if there are unique pictures with each of your posts.

FACEBOOK: *12–30 hours*

TWITTER: *2-6 hours*

INSTAGRAM: *30 hours*

GOOGLE+: *2-6 hours*

YOUTUBE: *No limit*

STRATEGY: *LIFE OF A POST*
Social networks have different ways of displaying content to users, so content "lives" for different amounts of time on each platform. On the left is a list of the length of the life of an average post on social networks.

STRATEGY: *NUMBER OF POSTS*
The number of times a social network should be updated varies depending on the network and content. Below is a list of networks and the recommended number of times you should post on these networks.

NETWORK	MINIMUM # OF POSTS	MAXIMUM # OF POSTS	SUGGESTED # OF POSTS
FACEBOOK	*4/week*	*1–2/day*	*1/day*
TWITTER	*7/week*	*6-7/day*	*4/day*
INSTAGRAM	*1/week*	*3/day*	*1/day*
YOUTUBE	*No Minimum*	*No Maximum*	*1/month*
GOOGLE+	*4/week*	*5-7/day*	*1/day*

FACEBOOK UPDATES

Strong imagery and a link with every post is critical. During the week, there are certain social media updates that should be made that work with the day-to-day rhythms of what's going on around the cause that you impact.

SUNDAY – *WEEKEND UPDATE*
We recommend scheduling all of your social posts a month in advance, in order to take the least amount of time to manage your Facebook page. Should include an update to show recent events and activities in your organization and how you made an impact.

MONDAY – *REFLECTION/LOOKING FORWARD*
Should include a quote or reflection that has to do with something that has recently gone on, or that will be going on in the near future. It is very important to include an image to improve reach. It's also very important that the post go out when most people are on and ready to engage with Facebook, Google+, Instagram, and Twitter.

TUESDAY – *#GivingTuesday OR TUESDAY PUSH*
This can be a post about the impact that giving has had or opportunities to give that may be coming in the future (if they are unique).

WEDNESDAY – *SHARE/GENERAL POST*
This can be a general shared post from a Facebook partner, or any other update if you have one.

THURSDAY – *POST SOMETHING SHAREABLE*
This post should go out on Thursday between 1-4pm. It will be one of your most interactive posts. It should be something that people want to share: a strong image with a good quote, or exciting news.

FRIDAY – *POST SOMETHING SHAREABLE/REMINDER*
Same idea as Thursday but different content, or hitting home the idea of Thursday's post.

SATURDAY – *POST SOMETHING SHAREABLE/REMINDER*
Post at around 12 noon. Today's post could be a fun fact about your cause.

IMAGE SIZES FOR POSTS

Social networks display images differently. While any size image can be posted to those networks, there is usually one image size that works best. Below is a chart of the best image sizes for specific social networks.

FACEBOOK	GOOGLE+	INSTAGRAM
600 X 300	600 X 300	650 X 650
600 X 400	600 X 400	
600 X 600	600 X 600	

		TWITTER
		600 X 300

When sending the same image content across separate social networks, use the same 600 x 300 image for Facebook, Google+, and Twitter. Instagram automatically resizes images to meet their specific size requirements.

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ENGAGEMENT

When social media was first growing, organizations tried to quantify the value of their social media followers by looking purely at the number of people who were connected to them. Over the last couple of years, it has become clear that those numbers don't matter if the organization isn't engaging their audience.

POST ENGAGEMENT

Post engagement looks similar across social networks, but the names of those types of engagement are different. Below is a table showing the different types of engagement along with the names on different social networks.

SOCIAL NETWORK	PASSIVE ENGAGEMENT	ACTIVE ENGAGEMENT	RESHARING CONTENT
FACEBOOK	Like	Comment	Share
TWITTER	Favorite	Reply	Retweet (RT)
INSTAGRAM	Like	Comment	Regram
GOOGLE+	+1	Comment	Share
YOUTUBE	Thumbs Up	Comment	Share

ENGAGEMENT

Passive Engagement requires a small effort on a user's part and can create a limited increase of exposure for a social media post. If possible, it's best to spread this over the lifetime of the post. For example, if everyone "likes" a post on day 1, the post won't pop up in people's feeds on day 2. However, if some people like the post on day 1 immediately, and then some like it later on day 2, it will continue to show up in people's feeds as new people like each post.

Active Engagement requires more effort from the user and increases exposure of the social media post much more than a passive engagement. When someone makes an active engagement, it's important to reciprocate positive active engagements by either liking/ favoriting/+1'ing their comment/reply or by commenting/replying back. Some nonprofits even make sure that they comment on their own posts with a link they want people to visit.

Resharing Content requires the most effort from users and usually means that the user sharing the content trusts the content in the post. Resharing content brings the largest value of all engagement, as it goes to all of someone else's followers as well as your own.

REACHING OUT

Often, people will engage with keywords pertaining to your cause on social media. It is your responsibility to be engaging with these people who may not know about your nonprofit. This could either be through a Facebook wall, a Facebook message, or a direct tweet. It's important to reach out and also reply to people who are in your industry, to keep engagement with those users moving forward. People who engage can be key in sharing content that your nonprofit shares, so it's important to foster good community conversation.

SPAM, UNWANTED, AND NEGATIVE ENGAGEMENT

SPAM

Not everyone who reaches out to your nonprofit on social media does so in a positive way or wants to genuinely engage with you. There are a couple of ways to handle SPAM/ negative engagements, and it's important to use the correct way of responding.

UNWANTED/NEGATIVE ENGAGEMENT

Sometimes someone will share unwanted content with the community (like a personal blog post or a YouTube video). Usually these people are trying to drive users to their personal content, which is not engaging your nonprofit's Facebook community. These posts aren't in serious violation of our Facebook page, so it's important to click on the X in the top corner of the post and hide the content.

Note: Any time someone is divisive, rude, or is trolling, either delete the post/comment (if you can) or ignore them. Someone who is a part of the community may engage that person. Person-to person engagements are a lot more powerful than page-to-person engagements.

SOCIAL VOICE

The voice of your nonprofit's social networks is very important in the cultivation of the community. The tone should match the rest of your nonprofit's communication channels through a seamless communication strategy that ties in with your branding/communication goals.

METRICS

Tracking social media metrics is important to understanding what content is engaging users, what time users are engaging, and more. Each social network has a slightly different way of accessing metrics.

Below is a list of where metrics can be found for various social networks.

FACEBOOK

Facebook's metrics (called "Insights") can be accessed through the Admin Panel of a Facebook Page or on the Insights page.

TWITTER

Twitter metrics are available through Twitter's Ads site. Under the Analytics menu item, users can see tweet activity, see follower acquisition, and view website traffic coming from Twitter. Twitter metrics can also be viewed on followerwonk.

GOOGLE+

Google+ metrics (called "Insights") can be accessed through the Dashboard for the Google+ Page.

INSTAGRAM

Instagram does not have native metrics, so you should use IconoSquare to track metrics.

ADVERTISING

Some social networks allow for organizations or brands to advertise within their service to reach users on that network.

FACEBOOK
Facebook advertising can appear in two different places: within users' News Feeds and in the sidebar. Ads that appear in News Feeds are more effective than sidebar ads. Ads can be created in two ways: by creating an ad campaign or by boosting a post. All ads can be set to target specific locations, user interests, and more.

Ad campaigns are created through Facebook's Ad Manager. Ad campaigns are best for reaching Facebook users who aren't connected to your nonprofit's network, and it is possible to only target the ad to people who are not already followers of your nonprofit's Facebook Page.

Boosted Posts (also known as "promoted posts") are made by clicking the "Boost Post" button at the bottom of a Facebook Page update. Boosted Posts reach more users than a regular Facebook post.

TWITTER
Twitter advertising shows up directly in the Twitter feed of users. Ads can be created on Twitter's Ads site. The content for an ad can be a past tweet or a tweet that hasn't yet been sent. Twitter ads can be scheduled and targeted to demographics, locations, and/or keywords.

GOOGLE+
Google+ allows you to use +Post ads which can be scheduled and targeted to locations, keywords, and/or demographics.

SOCIAL MEDIA POSTING SCHEDULE

f Facebook   Twitter   g+ Google+   Instagram

This schedule represent how many post per day should be made.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Weekend Update	*Reflect and Move Forward*	*Share a #GivingTuesday Opportunity*	*General Organization Updates*	*Strong Imagery and Call-To-Action*	*Reflect on and Add to Thursday's Message*	*Shareable Post, Photo, Fact, etc.*
1 f x1, Twitter x4	**2** f x1, g+ x1, Twitter x4	**3** f x1, g+ x1, Twitter x4, Instagram x1	**4** f x1, g+ x1, Twitter x4, Instagram x1	**5** f x1, g+ x1, Twitter x4, Instagram x1	**6** f x1, g+ x1, Twitter x4, Instagram x1	**7** f x1, g+ x1, Twitter x4, Instagram x1
8 f x1, Twitter x4	**9** f x1, g+ x1, Twitter x4, Instagram x1	**10** f x1, g+ x1, Twitter x4, Instagram x1	**11** f x1, g+ x1, Twitter x4, Instagram x1	**12** f x1, g+ x1, Twitter x4, Instagram x1	**13** f x1, g+ x1, Twitter x4, Instagram x1	**14** f x1, g+ x1, Twitter x4, Instagram x1
15 f x1, Twitter x4	**16** f x1, g+ x1, Twitter x4, Instagram x1	**17** f x1, g+ x1, Twitter x4, Instagram x1	**18** f x1, g+ x1, Twitter x4, Instagram x1	**19** f x1, g+ x1, Twitter x4, Instagram x1	**20** f x1, g+ x1, Twitter x4, Instagram x1	**21** f x1, g+ x1, Twitter x4, Instagram x1
22 f x1, Twitter x4	**23** f x1, g+ x1, Twitter x4, Instagram x1	**24** f x1, g+ x1, Twitter x4, Instagram x1	**25** f x1, g+ x1, Twitter x4, Instagram x1	**26** f x1, g+ x1, Twitter x4, Instagram x1	**27** f x1, g+ x1, Twitter x4, Instagram x1	**28** f x1, g+ x1, Twitter x4, Instagram x1
29 f x1, Twitter x4	**30** f x1, g+ x1, Twitter x4, Instagram x1	**31** f x1, g+ x1, Twitter x4, Instagram x1				

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