

techsoup



A Nonprofit Social Media Starter Kit

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A Nonprofit Social Media Starter Kit

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Part 1

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.



A man with curly hair and a woman are smiling and looking at a tablet together in a kitchen setting. The man is holding a pencil. The background shows a kitchen with a brick wall and shelves.

Part 2

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.

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

Social media listening

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

Earned media/press

The practice of building relationships with the people who can build relationships for you.

Influencer marketing

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

Customer support

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

Brand awareness

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

Community engagement

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.

Fundraising/revenue

A focus on turning your followers into donors or supporters.

Part 3

Choose Your Goals



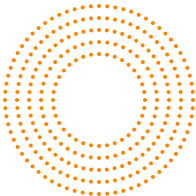


Now it's time to select your top goal areas

click on three or four of your top goals

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

*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.



Click on Your Top Goals	Goal Areas	Case Study	Applied Goals	Metrics
	Brand awareness	Your rock 'n' roll museum is launching a new six-month exhibit on The Clash.	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.	Follower growth. Reach of brand-specific posts. Campaign hashtag tracking and increase in mentions.
	Community engagement	Your local shelter wants to put a human face on those suffering from homelessness.	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.	Increases in likes, shares, and comments on, mentions of, and replies to community engagement content.
	Content distribution	Your arts organization has a new campaign to involve youth.	Use Google Analytics to track posts announcing your campaign and increase share of traffic from social sources by 5 percent per week.	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.
	Lead generation	Your disaster-relief organization has an emergency kit to share.	Increase in number of registrations for emergency kits and clicks on lead generation images.	Email addresses. Downloads (emergency kit).
	Customer Support	Your nonprofit sells t-shirts and other goods.	Respond to customer comments and questions about goods within [x] hours.	Number of support questions. Response time.
	Earned media/press	You're targeting Ellen or maybe <i>The View</i> for mentions of your Girls Can Code program.	Create influencer lists and employ a social listening tool to track hashtag #GirlsCanCode mentions.	Track keywords and hashtags.
	Fundraising/revenue	Your new job training program needs fundraising.	Utilize Google tracking to focus on conversion for fundraising posts.	Conversion rates and number of people who have converted.
	Social listening	Your local youth center has instituted a new age restriction for free dance classes.	Utilize a social listening tool to track your organization's keyword mentions and analyze sentiment.	Sentiment level. Keyword increases.



Part 4

Ensure
Your Goals
are
SMART

Now you have your top goals.

Let's step back and make sure they're

S M A R T

specific

measurable

attainable

relevant

time-bound

See [this blog post](#) for
SMART social media goals.



Part 5

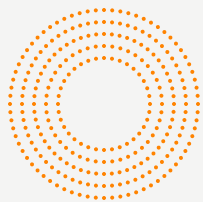
Consider Your Customers and Content



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.



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

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

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.






Part 6

Choose Social Media Channels








Which of the following channels fit your organization's capacity, resources, and goals?

Channel	Benefits	Goals	Content	Considerations
	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.	Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.	Fun visual photos. Human stories. Live video. Posts that offer discounts, free stuff, and special offers.	Do you have an ad budget? Are you ready for Facebook "pay-to-play" costs?
	The channel of the "moment" (24 percent of adults use it). The destination where current events break. The most news-focused conversations.	Brand awareness, customer support, earned media/press, influencer marketing, social listening.	Content related to current events. Live video. Popular current event topical posts. "Listicles" and how-tos.	Do you have staff available to respond at any moment? Do you have an editorial policy on engaging over sensitive issues?
	The most "business-to-business" or professional-focused social channel. A place to find volunteer support. The highest income earners.	Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.	Thought leadership posts. White papers. E-books. Instructional content. "Listicles" and how-tos.	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?

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.

Channel	Benefits	Goals	Content	Considerations
	High use among younger adults (59 percent of adults 18 – 29). More women than men (38 percent versus 26 percent). A culture of "regramming" that allows direct community engagement and influencer marketing.	Brand awareness, community engagement, influencer marketing.	Live video. Original photos and curated third party photos.	Do you have the capacity to post one photo a day?
	A good channel in which to engage women (46 percent of online women use Pinterest). A visual-focused channel centered on inspiration and the storing of memorable images.	Brand awareness, community engagement, content distribution, influencer marketing.	Photos, live video, infographics, inspiring quotes, and graphics.	Are you prepared for accounts that impersonate yours?
	A channel popular with millennials. A unique visual channel with special geo-targeted features.	Brand awareness, community engagement, content distribution, influencer marketing.	Photos, super-short live video.	Do you have staff who understand Snapchat's unique storytelling features (such as lenses, filters, and stickers)?

Part 7

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.





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.

**Review your analytics
and then adjust the
following.**



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.



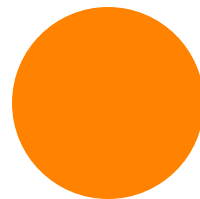
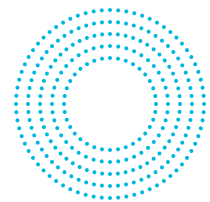
Call to Action

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.



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

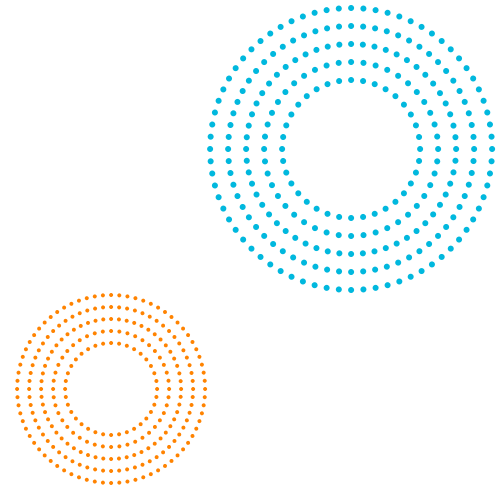


Facebook page

We want to know
how it's going and
follow you!

To learn more about TechSoup, check out [our website](#)





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