SOCIAL MEDIA TOOLKIT

Table of Contents

*Sourced from the Seattle Foundation GiveBIG Nonprofit Toolkit

Georgia Gives Day Social Media Toolkit - Overview

Just in case you have lived in the dark ages and don't know what Facebook or Twitter is, this is where you will learn all about these very helpful tools. This social media toolkit is going to help you get started in your personalized campaign to market your nonprofit in order to maximize impact, raise awareness and fundraise as much as possible. In order to be successful, we think it is very important for you to be well equipped in the social media arena of this campaign and understand how powerful these vehicles can be in disseminating your information and getting awareness of your nonprofit out into the public sphere. Let's get started!

UPDATE YOUR GEORGIA GIVES DAY PROFILE

Your Georgia Gives Day website profile page is the most important part of your campaign because it is the first impression that the public, will have about your cause. If a donor has never heard of your nonprofit before and they stumble upon your profile, we want them to be inspired by your mission, and consequently feel the need to support it. Thus, your information and profile page need to be engaging, compelling and informative. Here are some tips on how to do so:

- **Engage**- To be engaging is to cause the viewer of your page to want to know more, be a part of your cause, and feel something when they are on your profile. Provide information, for example, of ways they can support you financially or with volunteer work, or a story that will help them to really understand your cause.
- **Compel**- This can come from pictures and video. Nothing tells a story better than a powerful video of something with great results.
- **Inform**- People are more inclined to give when they feel they are as informed as possible. Make sure to give them all details about your nonprofit, meaning- what your goals are, what you do on a daily basis and what volunteer work/extra funds could do to help. The more information, the better.

The reason we talked about the Georgia Gives Day website profile page first is because, if the information on this page is not sufficient, your marketing will not be as effective. Once you have created a profile page, then the marketing and social media campaigning comes into play. In the rest of this toolkit, you will find plans, tips and guides to building Facebook and Twitter accounts and how to leverage those accounts when marketing your nonprofit.

How to use Facebook for your campaign

If you have not yet signed up for a Facebook page for your organization, we highly encourage you to do so. While this guide is not meant to get you started from scratch with social media, there are plenty of great resources on the web for quickly getting started including Facebook's "Facebook for Business" get-started guide: https://www.facebook.com/business/build.

*Be sure to connect and "Like" GA Gives to be up-to-date on information as December 6th approaches at: http://www.facebook.com/GaGives. Liking us on Facebook will put us on your timeline, which will give you first-hand access to what we post, any updates we share about Georgia Gives Day, and any additional media information that we want our fans to know.

> **SAMPLE MESSAGES**
>
> We're excited that our organization will be part of GA Gives Day on November 2013. Learn more by "liking" facebook.com\gagives & following @GAgives on Twitter.
>
> Did you know if you donate through GA Gives Day on November 13, you could be randomly selected for a SOMETHING that gives our organization SOMETHING from GA Gives Day & other sponsors?

11 Ways Facebook Timeline Changes Your Content Strategy

The new Facebook page Timeline layout has changed the way your organization needs to think about content.

Previously, a Facebook Page content strategy was primarily focused on two things:

• **Custom tabs** – The content strategy for Welcome pages (custom landing tabs) focused on engaging visitors with a clear call to action in mind. For example, Welcome pages encouraged users to join and, or share a fundraising campaign. They were also used as a way to convert Facebook fans to join your list or otherwise engage with your organization.

• **The news feed** – The content strategy for the news feed focused on engaging Facebook fans, in order to spread awareness through virility. For example, you posted a photo and a fan liked it, an update would post on the fan's news feed for his or her friends to see.

The news feed hasn't changed, so to some degree your content strategy is still about what's happening *now*. But Facebook Pages now make it about the past, present and future as well!

Here are 11 things to consider when crafting your new Facebook content strategy:

1. **Your second website** - The Timeline allows visitors to interact with a story that has a beginning, middle and a "now." Facebook users can flip through the pages in your story in a variety of ways (as shown below).
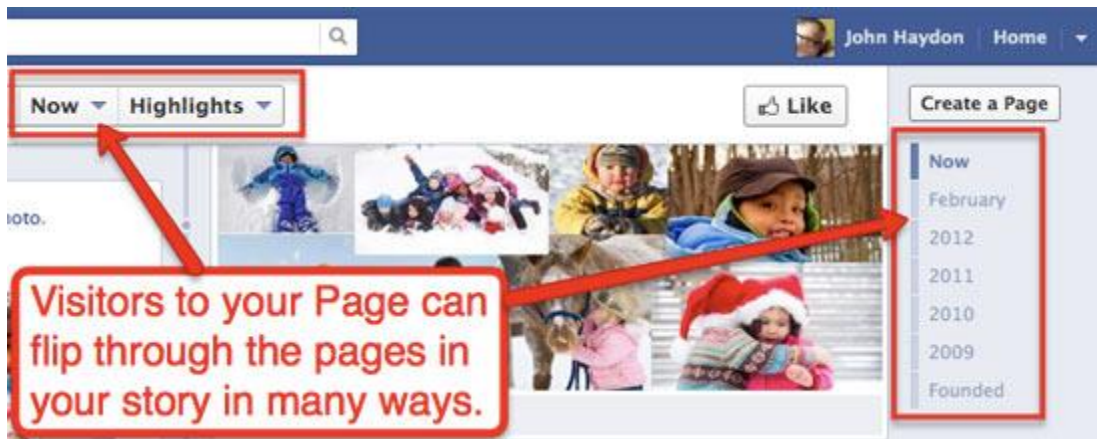
Now don't get us wrong – the news feed is and will be where all the action is. But Facebook users will soon visit your Facebook Page for the same reasons they visit your website, to see what's new, what's important and what their friends care about.

2. **Tell a story in your cover image** – Think of your cover image as taking the place of the default landing tab (more on that below). The purpose of your cover image is to create a powerful first impression.

Rotate your cover image. You can keep fans interested by frequently rotating your cover image, communicating freshness, spontaneity and dynamism around your brand.

3. **Soft sell** – Facebook says that your cover image should not be used for calls to action like "Donate now" or "Sign our email list." You also can't include any contact information like URLs, or reference any features on your Facebook page such as the "Like" button.

4. **Simplify your profile picture** – The new profile picture (aka avatar) is now 180 pixels square. This means that you can no longer include a call to action within your profile image (as some organizations did previously).

Because this image will be as small as a 30 pixels square, it's best to use your logo. You don't need to include the name of your organization in your main avatar because the name of your Facebook page travels with your avatar everywhere on Facebook.

5. **Complete your "About" section** – The "About" section has significant prominence, displayed just below the cover image. This should include your address and contact information if you have a Facebook Place or just a brief description if you have a Facebook Page (as shown below).

6. **Create milestones** - Up until now, anything posted on the Facebook page was automatically tagged with the date it was posted. Milestones allow you to select any date in the past.

Pictures for Milestones can be up to 843 pixels by 403 pixels.

7. **Direct attention with highlights and pins** – Up until now, Facebook administrators had little control over how posts were displayed on their page, and page visitors would see updates in either reverse chronological order, or in an order determined by Facebook's EdgeRank (an algorithm developed by Facebook to govern what is displayed – and how high – on the NewsFeed).

Pages now allow you to control feature specific posts on your page through highlighting or pinning. Highlighting turns any page story – which normally occupies a single column – into a full-width story

(as shown below). This is perfect for large horizontal photos (dimensions for highlighted photos are 846 by 403 pixels).

Pinning allows you to give any page story more attention by moving the page story to the top of your Facebook Page. When you pin a post, it remains at the top of your Timeline for seven days, or until you unpin it, so it's a good idea to think about what you want to feature at the top of your page each week (shown below).

8. **Focus on photos** – Again, Facebook Pages are now highlighting your visual story told over time, rather than focusing on what's happening now. It's best to focus on telling that story through images and other visual content as much as possible. Think Pinterest.

9. **No default tabs** – Facebook pages will no longer have the ability to set a default tab for nonfans. In the past, default tabs were primarily used as a way to increase fan conversion rates on a page. Now you'll have to do that with your cover image, highlights and other ways to make that first impression.

10. **No hard-sell messaging** – Facebook pages also have a messaging feature that allows visitors to send you a private message. It may be really tempting to sell them on why they should donate or volunteer, but it's better to use these opportunities to nurture a relationship on their terms. Keep in mind, they are messaging you – not the other way around. Also, you are limited to sending two messages for every one they send.

The messaging feature is limited to two messages for every message received

11. **The Bigger Picture** – At first glance, you might assume that the story you're supposed to tell is your organization's story. But this may not be an interesting story, nor is it the real story. The story you must tell has to be bigger than you. It has to be about the cause. It has to be about your community.

Blueprint for the Perfect Facebook Post

Many brands today are posting on Facebook as a means of connecting with their customers and prospective consumers. However, very few have mastered the basics, such as the ideal post length, use of imagery, use of color and linking. When used correctly, these small improvements will increase engagement on your posts and extend the viral reach of your messages. So, what makes a perfect Facebook post? Let this blueprint be your guide.
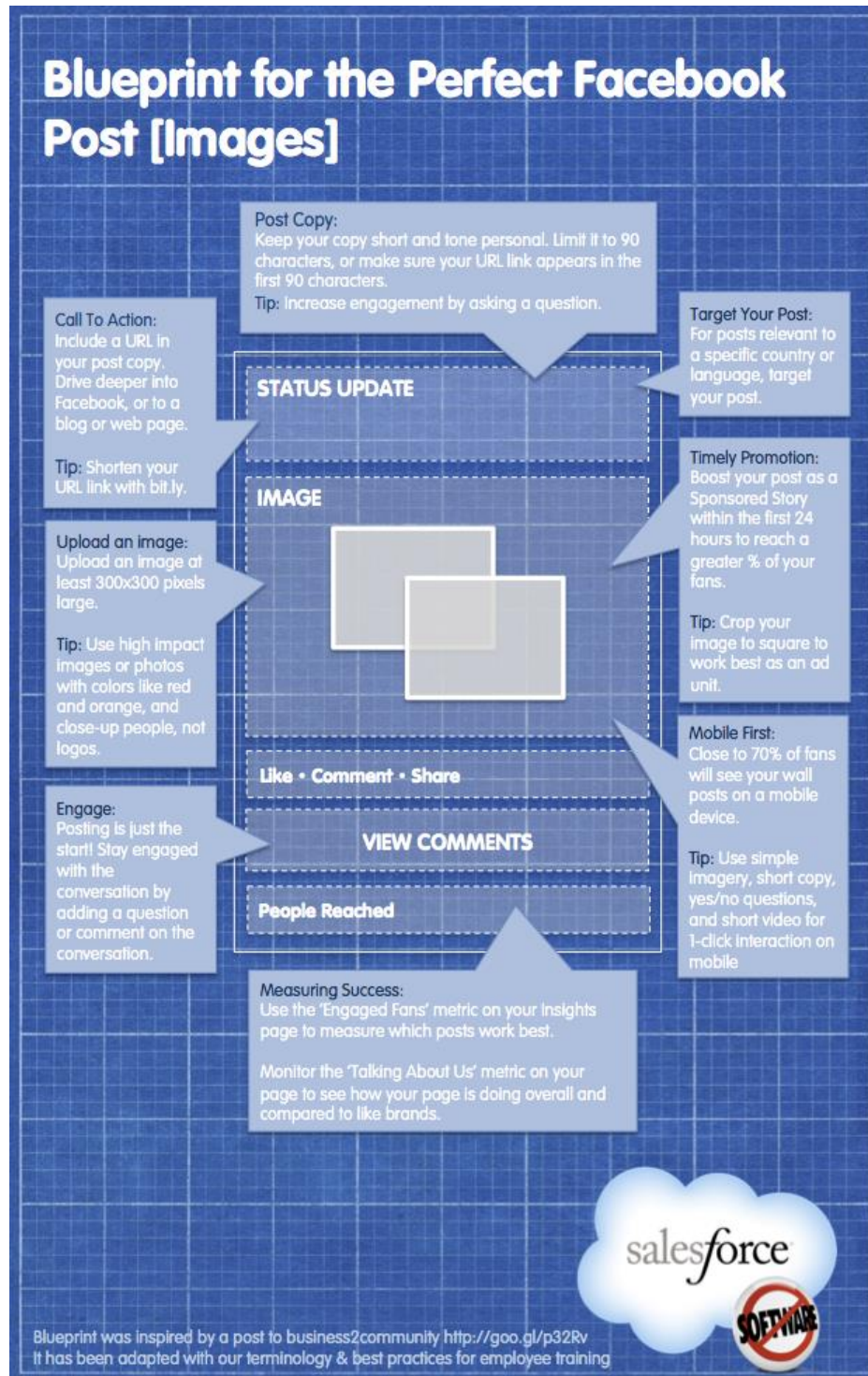
Source: SalesForce

Checklist for Optimizing Facebook

Here is a checklist of things that will help you optimize your Facebook presence.

☐**Keyword Research for Descriptions & Posts**
    ☐Are you using the keywords that <u>your audience will use</u> to find you?
    ☐ Make sure your description and about info includes your company name multiples times, in addition to relevant keywords

☐**Page Name**
    ☐Keep it simple here – use the "search-friendly" version of your company name
    ☐Don't keyword-stuff and try to avoid using trademark symbols, colons, or other special characters. Trademark symbols or other special characters can get garbled and be unintelligible to Google

☐ **Vanity URL**
    ☐ Claim your vanity URL and utilize your company name and branded keywords insights (Example: /GeorgiaGivesDay is more findable than GGDay/)
    ☐ Keep it simple here – use the "search-friendly" version of your brand name

☐ **Creating Your Page Settings**
    ☐ Be sure that your page is visible to "Anyone Ages 13+" (as appropriate) – if you don't allow this, your page will not be indexed by search engines (Google, Bing etc.) and will not be able to be viewed unless the user is logged into Facebook

☐**Avoid the Clutter of Other Pages**
    ☐ Request the migration of inactive pages that own your brand page name into your page-this reduces clutter and helps your page rank higher

☐ **Images – Profile**
    ☐ Use a good quality version of your logo that maximizes the allowable space
    ☐ Make sure that the image you upload has a descriptive image name (Example: Georgia_Gives_Logo.jpg NOT IMG0050.jpg)

☐ **About & Description**
    ☐ Use branded and unbranded keywords more, but avoid keyword stuffing
    ☐ Insert any clear call to actions applicable
    ☐ Include a link to your website and any other relevant websites and online properties (YouTube, Twitter, Tumblr etc.)
    ☐ Utilize at least 160 characters of description & focus on inserting as many mentions of your company name and keywords as possible.

☐ **Drive "Likes" & Engagement**
    ☐ Be active in the community, engage with users and content to drive comments
    ☐ Use Facebook advertising to drive engagement and "Likes"
    IMPORTANT NOTE: "Likes" = Credibility

☐ **Provide Engaging Content**
    ☐ What type/kind of content is generating the most views and engagement?

☐ **Utilize Facebook Insights Offering**
    ☐ Utilize Facebook Insights to pull analytics on content, views and popularity, community engagement and audience attention
    ☐ Assess how you can further engage in conversation where your content has been featured

☐ Where feasible, offer incentives for participating in the conversation

☐ **Drive Back To Facebook from Other Properties & Place**
  ☐ Link your website homepage to your Facebook Page

  ☐ Link to your Facebook Page from the homepage and as many pages as possible (Utilize "Like" / Share

buttons)
  ☐ Make sure the anchor / link text includes your brand name
  ☐ Link to the canonical URL
  ☐ Add a Page fan box to your website to drive "Likes"

Source: Edelman Public Relations

Building Your Campaign – Twitter

Be sure to also follow Georgia Gives Day on Twitter- @GAgives. More event related tweets will be posted as December 6th approaches.

How to Sign Up on Twitter

HOW TO CREATE AN ACCOUNT:

1. Go to http://twitter.com and find the sign up box, or go directly to https://twitter.com/signup.
2. Enter your **name**, your **email address**, and a **password**.
3. Click **Sign up for Twitter**.
4. On the next page, select a **username** – type your own or choose the one we've suggested. We'll tell you if the one you want is available. (Usernames are unique identifiers on Twitter).
5. **Double-check** your name, email address, password, and username.
6. Click **Create my account.** (You may be asked to complete a Captcha to let us know that you're human).
7. Next, you just need to begin finding and following accounts that interest you. Following others means you are subscribing to their Tweets.
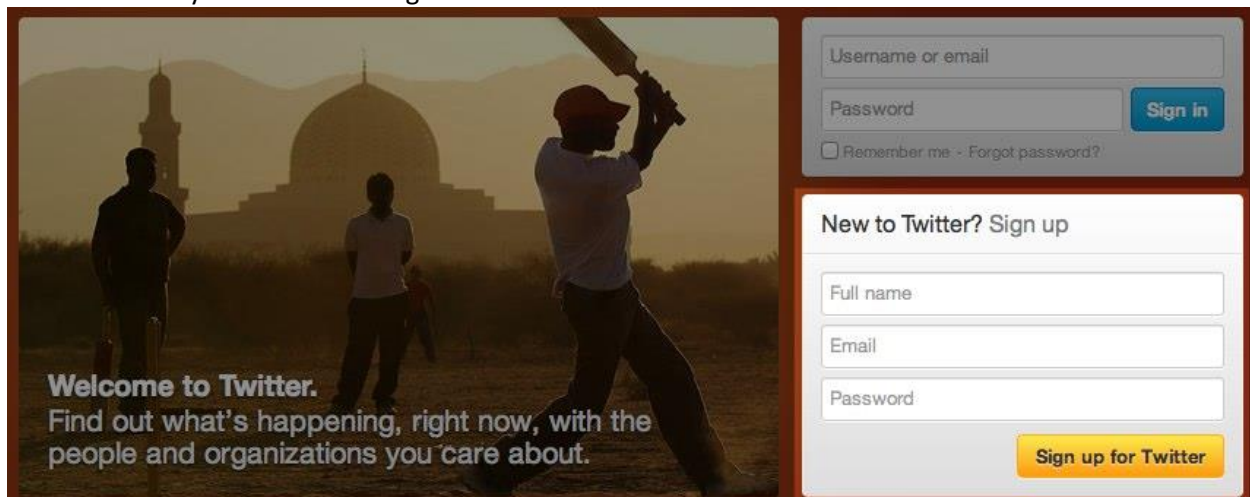
TIPS FOR PICKING A USERNAME:

Your username is the name your followers use when sending @replies, mentions and direct messages. It will also form the URL of your Twitter profile page. We'll provide a few available suggestions when you sign up, but feel free to choose your own.

Please note: You can change your username in your account settings at any time, as long as the new username is not in use.

Usernames must be fewer than 15 characters in length, and cannot contain 'admin' or 'twitter' in order to avoid brand confusion.

IMPORTANT INFORMATION ABOUT YOUR EMAIL ADDRESS:

An email address can only be tied to one Twitter account at a time in our system.

The email address you use on your Twitter account is not publicly visible to others on Twitter.

We use the email you enter to confirm your new Twitter account. Be sure to enter an email address that you actively use. Check your inbox for a confirmation message to make sure you signed up for your account correctly.

Get to Know Twitter: New User FAQ

WHAT IS TWITTER?

Twitter is a service for friends, family, and co–workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "Tweets," of 140 characters or fewer. These messages are posted to your profile, sent to your followers and are searchable on Twitter search.

DO I NEED ANYTHING SPECIAL TO USE IT?

All you need to use Twitter is an internet connection or a mobile phone. Once you're in, begin finding and following accounts whose Tweets interest you. We'll recommend great accounts once you're signed up.

HOW DO I FIND PEOPLE TO FOLLOW?

When you create an account, you can search for people by name or user name, import friends from other networks, or invite friends via email. You can also follow some of the people we've suggested. What does it mean to follow someone on Twitter?

Following someone means you've chosen to subscribe to their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page.

HOW DO I KNOW WHO I'M FOLLOWING?

After you click the 'Follow' button on someone's profile, you're following them. See a list of people you're following by clicking on the following link on your profile page or on your home page's sidebar. How do I know who is following me?

Twitter sends you an email when someone new follows you. Set up your email preferences to notify you when you have a new follower. The 'Followers' link on your profile page or home page's sidebar will also tell you who is following you.

WHO READS MY UPDATES?

Your followers read your Tweets. If your Tweets are public, anyone who runs a search for a keyword in your Tweet may be able to see that message. Your Tweets are public by default; if you're hesitant to have people you may not know read your updates, protect your Tweets to approve followers and keep your updates out of search.

CAN I BLOCK PEOPLE FROM FOLLOWING ME?

Yes, you can. If you block someone, they won't be able to follow you or send you any messages.

HOW CAN I SEND UPDATES TO TWITTER?

You can tweet from twitter.com, from your phone, or from an application.

CAN I PUT MY TWITTER UPDATES ON MY BLOG?

Yes! Put a Twitter widget on your blog or website – anywhere that accepts Javascript or HTML.

WHAT ARE MENTIONS?

A follower can tag you in the body of a Tweet by mentioning your @username. You can find your recent mentions in the @Connect tab under "Mentions."

WHAT ARE @REPLIES?

If a message begins with @username, meaning it was directed to another user, it is an @reply. Click the Reply button on another person's Tweet to reply to it. Please note that if your Tweets are protected, users who are not following you will not see your @replies or mentions. Because @replies are mentions as well, you can find these in the @Connect tab under "Mentions" as well.

WHAT ARE DIRECT MESSAGES?

Direct messages are personal messages sent from one Twitter account to another; they do not appear in public for anyone else to read. You can only send a direct message to a person who follows you. You can find your Direct Messages by clicking on the silhouette icon on the upper-right-hand corner of your Twitter page.

WHAT IS THE DIFFERENCE BETWEEN AN @REPLY AND A DIRECT MESSAGE?

An @reply is a public message sent regardless of follow-ship. Anyone can view it (if your Tweets are public). A direct message can only be sent by someone you follow, and can only be seen by the sender and intended recipient.

CAN I EDIT A TWEET ONCE I'VE POSTED IT?

No. Once a Tweet has been posted, it can't be changed. You can delete a Tweet by clicking the trash icon on the right end of it.
What's a Retweet (RT)?
A retweet is a re-posting of someone else's Tweet.

WHY CAN'T I SEE ALL MY TWEETS? ARE THEY LOST?

We store all your Tweets. However, we currently only allow you to see the 3200 most recent Tweets you have posted via your account.

How to Post a Tweet

Definition: A Tweet is a 140-character message posted via Twitter.

HOW TO POST A TWEET VIA THE WEB:

1. **Log in** to your Twitter account.
2. **Type your Tweet** into the box at the top of your screen (shown below), or click the blue **compose new Tweet** button at the top of your screen - it looks like this:
3. Make sure your update is **fewer than 140 characters**. We'll count the characters for you! Remaining characters show up as a number below the box.
4. Click the Tweet button to **post the Tweet** to your profile.
5. You will immediately see your Tweet in the timeline on your homepage.

HOW TO DELETE YOUR TWEET:

- To delete a Tweet that you have posted, please read this article.
- Note that you may only delete Tweets which you posted yourself from your account.
- You may not delete Tweets which were posted by other accounts. Instead, you can unfollow or block users whose tweets you do not want to receive.
- If you are trying to delete a Retweet you can read this article to learn more about undoing Retweets.

Make it easy for people to find you and become a fan of your organization on Twitter. Add your Facebook and Twitter account links to your emails, email footer signatures, e-newsletters, websites and print materials and ask staff, board members and friends to get connected.

> **SAMPLE EMAIL/E-NEWSLETTER MESSAGES**
> Have your friends and family "Liked" us on Facebook yet? Share our page and help us spread the word about our good work. www.facebook.com/YOUR_URL
>
> Show your support!
> Follow us on Twitter www.twitter.com/YOUR_URL
> "Like" Us on Facebook www.facebook.com/YOUR_URL

Use the Georgia Gives Day hashtag whenever tweeting about the event: **#GAgivesday** (see pages 18 and 20 for hash tag use)**.** This way you'll be able to participate in the overall conversation. Ask your Twitter followers to retweet your tweets.

SAMPLE TWEETS

#GAgivesday is THIS WEDNESDAY! Help us by retweeting this and coming to our event [use URL shortener to link to information on your nonprofit's event].

4 hours left and we've gotten XX donations! Keep 'em coming! #GAgivesday [use URL shortener bitly.com to link to your nonprofit's donation page]

Twitter Best Practices

DON'T OVERCOMPLICATE TWITTER
Be honest, be real, be human. Don't be the guy at the party with a set of "emergency" conversation starters on index cards. Don't overthink your Twitter entries. Use your own voice, not a detached, institutional one.

TWEET ABOUT THINGS PEOPLE CARE ABOUT
Link to newsworthy events that people are already talking about and how they relate to your cause. Remember, no one outside of your organization cares who your executive director shook hands with today. Link to interesting items about your partners or sector.

TWEET IN THE MOMENT
Are you at a gala event and your senator or governor just walked in? Don't be afraid to live tweet as it's happening.

FOLLOW THE 60-30-10 RULE
That's 60% retweets and pointers to promote items from other users or sites, 30% conversation and responses, 10% announcements and events. If all you ever talk about is you, no one is going to pay attention after a while.

BE STRATEGIC
Follow and schmooze with influencers in your sector. Use Twitter's Advanced Search Link to find people in your sector or geographic region. Use tools like Klout, SocialMention, PeopleBrowsr and Twitter Lists to find them and make sure you engage before you ask for anything.

BE SUPPORTIVE
Follow like-minded users and engage with them. Retweet liberally. Link to interesting news stories about your partners or sector.

OPTIMIZE YOUR KEYWORDS
Make sure that people can find you in a search. Your profile should contain the name of your organization, relevant keywords and a URL to your site or blog.

PERSONALIZE YOUR PAGE
Upload your organization's logo as an icon, or you may want individual staffers to use their own thumbnail images. Don't use a standard Twitter background (click the "Change background image" link under the Design tab of your profile). Adjust background and text colors. And, for heaven's sake, don't make your account private.

STICK TO A ROUTINE
The most popular accounts offer a steady stream of tweets: five to ten a day. It's unlikely you'll overtweet. Tweet during weekdays, mostly from 9 am to 5 pm. Use social media dashboards like Hootsuite, or TweetDeck or to spread out and schedule your tweets.

FIND YOUR RETWEET STYLE

You can hit the retweet button, or go old school with a "RT" and an @mention, allowing you to add your own comment at the beginning (fyi: it's common practice to comment *before*, not after, the "RT").

USE HASHTAGS

Join in relevant Twitter conversations and trending topics by using #hashtags. Use existing ones or create your own.

GET INTO A GROOVE

Consider focusing on one topic for a day or a week. Combine your updates with a hashtag theme like #WaterWednesday or #socialjustice.

SYNC TWITTER AND FACEBOOK

Add a tweet button to your site or blog to allow easy sharing of your content. If you have a blog, always tweet about an updated post, but rewrite the headline to ask a question or create a jazzier angle.

ASK QUESTIONS

Use Twitter to conduct research, to solicit ideas, to identify experts, to thank donors and to ask questions of your followers.

USE CALLS TO ACTION

It's OK to say "Please check out our latest photo essay" or "Please RT." Just don't abuse people's attention spans.

INCLUDE LINKS

Social media expert Dan Zarella found that tweets containing a URL are three times more likely to be retweeted.
Measure your links' popularity
Use free URL shorteners like bit.ly whenever including a link. Tools like
Hootsuite and TweetDeck include these. Bit.ly will track which URLs in your tweets get the most click-throughs.

RETWEET YOUR @MENTIONS

Instead of tooting your own horn, it can be more effective to retweet someone else's tweet about you.

HAVE ONE REGULAR, DAILY TWEET

Consider sharing a "Photo of the Day" or "Tip of the Day." It gives you a chance to link back to your website or blog.

BE GRACIOUS

Respond to people when they mention you. Reply when people ask questions. Follow back people who follow you (but don't feel obliged to).

BE PITHY

Leave enough characters at the end of your tweet to enable people to manually retweet it.

REPHRASE IT, THEN GO AGAIN

It's OK to use the same tweet more than once, but it's best if it's spread out by a few hours and reworded.

TAKE PART IN FOLLOW FRIDAY

Take part in Follow Friday by sending out updates to your favorite Twitter accounts early in the day. Many people will reciprocate, boosting your visibility among non-followers.

AND LAST BUT NOT LEAST:

DON'T AUTO-DM

DM (direct message) followers to ask them to RT an especially important tweet. But don't use automatic Direct Messages to greet new followers. It's considered bad form.

Source: 24 Best Practices for Nonprofits using Twitter via Socialbright

45 Hashtags for Social Good

Sending a tweet into the Twitterverse without a proper tag is like stocking a library with no regard to author or subject matter. Your messages may go unread and opportunities to connect with others may be missed.

Make room for a hashtag in your post. That will add your tweet to an existing thread, given that Twitter now turns hashtags into links. Bottom line: When used strategically, hashtags are definitely worth the precious extra characters.

WHAT IS A HASHTAG?

> A hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. You add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #followfriday to aggregate, organize and discover relevant posts.

HOW TO CREATE YOUR OWN HASHTAG

Hashtags are useful when discussing a specific topic, trying to reach a certain demographic, aggregating tweets about an event or trying to raise awareness of a cause. Twitter now creates a link whenever anyone adds a hashtag — click it (say, #cause) and you'll see a thread of most recent tweets that contain the same tag.

Anyone can create a hashtag. Just affix the # symbol to the beginning of a word, tweet it — and you've got your #hashtag! A hashtag can be included anywhere in your tweet — in the beginning, middle or at the end (though generally the latter). It doesn't matter if the hashtag is uppercase or lowercase.

If you're holding a conference — for example, #npsummit — or a special event or tweet regularly about a specific topic, you'll likely want to use a hashtag. Be sure to announce the hashtag in advance so your followers will begin to use it. Need help with a fundraiser you're organizing? Tag it with #fundraising and it will appear in a thread like this:

care2frogloop Great examples of how nonprofits are engaging donors with mobile http://bit.ly/brjqu7 #nonprofit #nptech #fundraising
17 minutes ago via HootSuite

brooksa09 RT @CharityNetUSA: Need help raising $ 4 ur #nonprofit? Dont miss our #fundraising webinar Aug 26 @ 3 pm! Signup 2day: http://bit.ly/b0D3C0 #501c3 #charity
28 minutes ago via CoTweet

KeithMesser Looking forward to networking with everyone at #nynpconf tomorrow! #nonprofit #charity #fundraising #directmarketing
31 minutes ago via web

NONPROFITS & FOUNDATIONS

- #nonprofit: This versatile tag can be applied to any tweet concerning the nonprofit sector (and is somewhat more popular than #nonprofits).
- #nfp and #notforprofit: Similarly, these can be used interchangeably for discussions about not for profits.
- #philanthropy: Tag your philanthropic news with this hashtag.
- #charity: Mark your charitable tweets with this hashtag, or the slightly less popular #charities.
- #charitytuesday: Share your favorite nonprofits with your followers every Tuesday.
- #nptech: Use this for tagging nonprofits' use of technology.
- #foundation or #foundations when discussing news about foundations. In the same vein: Use #grant to reference all things grant related.
- #crisiscommons: This hashtag is used largely during disasters to create crowd sourced solutions that contribute to disaster relief, along with the hashtag specific to the disaster

SOCIAL CHANGE & ACTIVISM

- #socialgood: This hashtag can be used to discuss any topic related to social good. Closely related: #socialchange.
- #cause or #causes can be used to discuss subjects related to social causes.
- #volunteer, #volunteers and #volunteering all seem to be equally popular when talking about or looking for a volunteer opportunity.
- #4change: This hashtag was created to flag a monthly chat on how social media is helping to foster change.
- #video4change is used to feature successful and creative video advocacy examples.
- #giveback: Use this hashtag to talk about giving back to the world and your community.
- #dogood: Support the movement to do good and share your good deeds with the world.

SOCIAL BUSINESSES

- #socent: Use this tag to discuss social entrepreneurship.
- #impinv: Use this to discuss impact investing.
- #crowdfunding: For discussions of enterprises and projects funded by the crowd. Closely related: #crowdsourcing.
- #socialbusiness: Use this to refer to business working toward social good.
- #changemakers: Use this when discussing change through social entrepreneurship or when referring to Ashoka Changemakers.
- #BOP (Bottom of the Pyramid): A favorite among entrepreneurs, this can be applied to a variety of tweets from topics concerning frugal spending to untapped resources. Be aware, however, that this hashtag gets a lot of use by those outside of the nonprofit sector. The related #bopbiz might be a better choice.
- #entrepreneurs: Great for connecting with talented entrepreneurs.
- #csr (Corporate Social Responsibility): Use this for tweets about sustainability and corporate programs to serve the public.
- #microfinance: Use this when discussing microfinance or extending financial services to the low-income sector.
- #socialenterprise: Use this to discuss how business or organizations are using marketing strategies to achieve social good.

- **#socap**: For use when discussing social capital. (The tag for next month's Social Capital Markets conference is #socap10).
- **#sofinance**: Use this for discussions on social entrepreneurship and finance.
- **#neweconomy**: Yes! Magazine set this up for people to share ideas around alternative paths to economic growth.

ENVIRONMENT, SOCIAL JUSTICE, & HUMAN RIGHTS
- **#humanrights**: Use to discuss human rights or oppressive actions taken against individuals.
- **#poverty**: Use this to start or join a discussion about poverty.
- **#hunger**: Discuss subjects related to hunger.
- **#aid**: Discuss financial or humanitarian aid.
- **#diversity**: Discussions about diversity in the workforce and in the culture.
- **#sustainability**: Discuss topics related to sustainability.
- **#health**: For use with tweets related to health. Another popular tag is #healthcare.
- **#sdoh**, short for social determinants of health.
- **#disabilities**: Related to people with disabilities.
- **#green**: This popular hashtag relates to the green movement and, more broadly, environmentalism.
- **#eco**: This hashtag is focused on improving the environment (and, really, #environment is too long a hashtag, though it's still popular).
- **#earthtweet**: Share what you and others are doing to keep our planet healthy.
- **#humantrafficking**: Use to discuss human trafficking and modern-day indentured servitude.
- **#climate**: Discuss subjects related to climate change (global warming). We like the shorter #climate over the longer but still popular #climatechange.
- **#solar**: Discuss the benefits of, or questions about, solar power.
- **#fairtrade**: Discuss subjects related to the fair trade movement.

Source: 45 Hashtags for Social Good using Twitter via Socialbrite

11 Excellent Examples of Nonprofit Avatars

Every second of every day nonprofits around the world are posting status updates, tweets and messages on social networks attached to avatars with cropped art work and/or unreadable text. Would you ever send out a print or e-mail newsletter, or sign-off on a business card with a cropped or visually-defective logo and text so small that it was indecipherable? Absolutely not. However, and unfortunately, the importance of using a visually appealing, perfectly-square avatar consistently on all social networking sites to build a powerful, recognizable online brand has yet to make its way into the communications and fundraising plans of many nonprofits.
Logos, on the other hand, are primarily designed with a horizontal orientation and when uploaded to social networking sites, either get cropped to the point of illegibility or shrunk to a size too small to read or make a strong visual impact. This is one of the most obvious mistakes nonprofits (and small businesses) make on the Social Web, and fortunately, one of the easiest to remedy.
That said, a good nonprofit avatar should:

- Be simple in design and use strong, eye-catching colors that match the overall online branding of your nonprofit.
- Have text that is large enough to read.
- Be square.
- Not have obvious visual defects such as copied art work and blurriness from low resolution.
- Be used consistently on all social networks to build a synergistic, recognizable brand across the Social Web.

The eleven nonprofits below are good examples to model your avatar design upon. In many cases, an avatar can easily be extracted from a nonprofit's logo through cropping, increasing canvas size and tweaking color. However, if you have to hire a graphic designer for a couple of hours of work to design an avatar to effectively represent to your nonprofit on the Social Web, it is a necessary expense:

WATER.ORG

SURVIVAL INTERNATIONAL

NATURE CONSERVANCY

MUSEUM OF MODERN ART

KIVA

JANE GOODALL INSTITUTE

HUMAN RIGHTS CAMPAIGN

GOODWILL INDUSTRIES

COMMUNITIES IN SCHOOLS

ANIMALS ASIA

AMERICAN HEART ASSOCIATION

Source: 11 Excellent Examples of Nonprofit Avatars via *nonprofitorgs.wordpress.com*

Checklist for Optimizing Twitter

Here is a checklist of things that will help you optimize your Twitter presence.

☐**Profile Name & Handle Name**
    ☐Keep it simple here – use the "search-friendly" version your company name
    ☐It is best to include keywords and/or the brand name in both places
    ☐Don't keyword-stuff and try to avoid using trademark symbols, colons, or other special characters. Trademark symbols or other special characters can get garbled and become unintelligible in search.

☐ **Profile URL**
    ☐ Claim your vanity URL and utilize your company name and branded keywords insights
    ☐ Keep it simple here – use the "search-friendly" version your brand name

☐ **Twitter Profile Picture**
    ☐ Make sure that the image you upload has a descriptive image name (Example: Georgia_Gives_Logo.jpg NOT IMG0050.jpg) - don't add spaces, they will not translate to the link

☐**Keyword Research for Descriptions & Posts**
    ☐Are you using the keywords that <u>your audience will use</u> to find you?
    ☐ Make sure your description and about info include your company name multiples times and relevant keywords

☐**Establish Credibility & Influence**
    ☐Gain followers to gain influence in search
    ☐Utilize promoted tweets & Twitter advertising; utilize incentives
    IMPORTANT NOTE: Followers = Credibility

☐**Tweeting**
    ☐Are you using the keywords that <u>your audience will use</u> to find you?
    ☐ Use #hashtags when applicable - search engines are already ranking these and this will also help people find you in Twitter search
    ☐Ensure that brand-owned hashtags utilize relevant keywords that search engines can index
    ☐Post regularly to prove relevance
    ☐ When "Favoriting" tweets, make sure they contain keywords, key phrases and relevant links
    ☐ Include links in tweets to increase your influence - search engines recognize shortened URLs

☐ **Provide Engaging Content**
    ☐ What type/kind of content is generating the most retweets & @replies?

☐ **Drive Back To Twitter from Other Properties & Place**
    ☐ Link your website homepage to your Twitter Profile
    ☐ Link to your Twitter profile from the homepage and as many pages / properties as possible (Utilize Tweet buttons with content, blog posts, etc.)
    ☐ Make sure the anchor / link text includes your company name
    ☐ Link to the canonical URL

☐ **Submit Your Twitter Profile to Directories** (see here)

Source: Edelman Public Relations

Term Index

- **Vanity URL**: A domain name created for a specific product or page, which is indicated in the name of the URL.

- **Canonical URL**: The preferred, authoritative web address.

- **Anchor Text**: The clickable text that appears in a highlighted hyperlink.

- **Promoted Tweet**: A paid form of Twitter advertising which ranks promoted Twitter profiles or Tweets at the top of search results or Twitter feeds.

- **Facebook Insights**: A form of page analytics available to Facebook admins.