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NONPROFIT SOCIAL MEDIA CHECKLIST

- Is your content relevant to your audience? Does it pass the "will they care" test?
- Is your post, tweet or photo meant to elicit engagement – likes, shares, comments?
- Do you have social share buttons on your website, blog posts and thank you pages?
- Do you have links to your social media accounts on all marketing materials?
- Do you understand the unique culture of each social network?
- Are you posting at the ideal time for your audience?
- Are you posting a good mix of links, photos, videos and text?
- Do you share others' content frequently, with attribution?
- Do you thank your community members when they share, comment, like and retweet?
- Are you strategically posting to become the go-to resource in your cause area?
- Are you following the 80/20 rule – 80% of content providing value, 20% about you?
- Are you constantly looking for ways to connect your stakeholders online?
- Do you often share resources, articles and blog posts that are helpful?
- Do you create your own eye-catching graphics using Canva or PicMonkey?
- Do your supporters know you are active on social networks? Have you told them?
- Do you engage Online Ambassadors to spread the word about your cause?
- Are you collecting and sharing success stories and testimonials?
- Do you consistently demonstrate the impact of your work across social media channels?
- Are you listening and responding to comments and questions?
- Do you post to one social network at least once per day?