j campbell
SOCIAL MARKETING

Best Practices for Nonprofits

LinkedIn

- Encourage staff to create 100% complete profiles**.** This makes your organization more likely to attract and connect with all your critical audiences: staff, supporters and clients.
- Make the most of supporter profiles. Ensure every employee, board member, and volunteer has a LinkedIn profile with links to your website that also references that they "work" for your organization so their profiles get linked to your Company Page.
- Monitor who is viewing your profile. There might be a potential major donor doing research on you! Check out Profile Stats.
- Encourage your members/donors/volunteers to add the Volunteer and Causes Field to their profile**.**
- Create a Company Page. See how others use their Pages. The Company Page created by the American Red Cross has attracted thousands of followers.
- Post links to news stories on the organization, announcements of upcoming events, observations, quotes, or items of interest such as "This week is National Breast Cancer Awareness Week."
- Create a Group to connect and host conversations with stakeholders.
    - Decide what to name the group – do not name it after the nonprofit! Give it a name relating to your mission. (People don't join Groups to talk about specific organizations; they join Groups to discuss issues and ideas.)
    - Require approval to join.
    - Keep the Group Summary and Description brief.
    - Use a clear avatar – when people join the Group it will be featured on their LinkedIn Profile.
    - Enable Promotions and Jobs tabs. This keeps overzealous marketers from spamming discussions.
    - Post clear Group Rules (a Posting Policy). Member should post all promotional content under Promotions and Jobs. Discussions are reserved solely for sharing resources, discussing issues and ideas, and seeking advice.
    - Create "Request-to-Join" message and a "Welcome" message that has personality.
    - Block and delete spammers immediately. Need a policy to decide what is spam.
    - Post and participate in your own Discussions and encourage staff and volunteers to participate.
    - Send monthly Announcements to Group members. Feature the top 3 discussions of the month and then add your nonprofit's call to action.

http://www.jcsocialmarketing.com
julia@jcsocialmarketing.com
978-578-1328
find us on