



Best Practices for Nonprofits

PROMOTING YOUR PROFILES

- **Use all communication channels, including:**
 - Add the social media buttons to the main page of your website (ideally visible on all pages, easy to find, make sure links work!)
 - Email newsletter template (social media buttons)
 - Brochures
 - Annual report
 - Any printed materials
 - Staff email signatures
 - Your “Welcome to our email newsletter!” email
 - Add a sentence – Connect with us on Facebook (etc.)
 - Your “Thank you for donating!” email
 - Add a sentence – Connect with us on Facebook (etc.)
 - Invitations
 - Your store front, cash register, lobby, waiting room, anywhere you have a captive audience
- **Build your connections.** Ask the staff, volunteers and Board of Directors to be sending people to the Facebook page, Twitter account and LinkedIn Company Page.
- **Promote your social media profiles through your email newsletter.**
 - Do not simply say “We’re on Facebook and Twitter! Follow us!”
 - Send out a brief, bulleted email explaining what they will get if they connect with you – what can they expect by liking you on Facebook or following you on Twitter?
 - Tell them what information they will find (resources, news, events, helpful tips)
 - They will be the first to be notified of events and happenings
 - They will hear breaking news on the topics they care about, they will be able to share experiences with a community of people like them, they will hear success stories and see photos and videos of your organization accomplishing your mission
 - Ideally list the benefits and information in bullet form in the email, with a link to your social media profiles.

Just being there will not get their attention - it's the value that you provide that will.

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