APPENDIX E – SOCIAL MEDIA SUPERFANS ONLINE TOOLKIT

This Online Tool Kit should be housed on your website and accessible to anyone who wants to become a Social Media Superfan!

Sample language for the Online Tool Kit web page

Want to join our team of Social Media Superfans? Want to help spread the word about our organization and our impact? Email us for more details, and feel free to use the resources provided on this page!

CHECKLIST
- Updated data and statistics on the problem
- Videos people can share
- Testimonials and success stories
- List of relevant hashtags to include in social media posts
- Approved photos for distribution (with your logo or watermark)
- Logos
- Blog post ideas and templates
- Graphics to use on social
- Sample press release
- Sample outreach email
- FAQs
- Talking Points
- Social Media tip sheet
- Sample tweets
- Sample Facebook posts
- Sample LinkedIn posts
- Graphics for Instagram and Pinterest

Social Media Superfans Digital Tools:

- GaggleAmp - Nonprofits are able to widely distribute their content and messages by creating a network of people (called a "GaggleTM") that share, Tweet, and post company-created messages and content.
- Zuberance – Zuberance offers a platform for identifying "Advocate Armies" and turning them into passionate Superfans for your business or your cause.
- Dropbox – Post sample social media posts in Dropbox, graphics, photos to share, and language for Social Media Superfans to use. Of course, the ideal place to store these materials is on your website!

From the book Storytelling in the Digital Age: A Guide for Nonprofits
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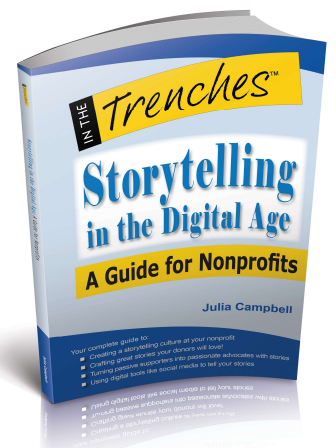
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Social Media Superfan Online Tool Kit examples:

- Right from the Start in the Digital Age https://rightfromthestart.co/social-media-tool-kit/
- Leukemia & Lymphoma Society Light the Night Walk http://www.lightthenight.org/ways/light-the-night-walk/social-media-toolkit
- #GivingTuesday https://www.givingtuesday.org/sites/default/files/2016-07/Social%20Media%20Toolkit.pdf
- MercyCorps https://www.mercycorps.org/fundraising/ideas-tips-tools#digitalmaterials
- Stand Up To Bullying http://www.standuptobullying.co.uk/wp-content/uploads/2016/06/SUTB-Social-Media-Toolkit.pdf
- National Eating Disorders Association https://www.nedawalk.org/social-media-toolkit

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