

CREATING GREAT ONLINE CONTENT WORKSHEET

We all know that sharing is the gold standard of social media. Getting someone to take the time to share your Facebook post with their network, or retweet your tweet to their followers is how your organization gains exposure to a wider audience.

Sharing is the most powerful action a user can take on social media, as it requires more engagement than passively, scrolling, reading or even clicking “like” on a post.

That leaves us with the million-dollar question: *How do we get more of our existing fans and followers to share our stuff?* Getting people to share isn't a cake walk, but it is doable, and many nonprofits do it very well.

Here are 6 questions to ask about each piece of content that you post:

1. How is this ALL about our audience?

Do you mostly share information that talks about how great you are? While sharing testimonials and success stories featuring the people that you serve works great on social media, constantly promoting your nonprofit's accomplishments and achievements is not.

Pro Tip: People want to see their beliefs conveyed in the content they spread on social networks. Make sure you know your audience and what they stand for. Your social media content should reflect the values of your online community and help them see themselves within it.

2. How is this eye-catching?

Think about how you consume media – with 10 Google Chrome tabs open, while texting and scrolling through Facebook on your phone, maybe with the TV or radio on in the background. We are all distracted and pulled in 500 different directions. If your content doesn't catch my eye while I am perusing the latest photos of my friend's vacation or the latest tweets from my favorite celebrities, then you are out of luck.

Pro Tip: Post many different types of content (articles, photos, videos, text) to see what works best for your audience. Colorful photos of people always work best.



3. How is this eliciting an emotion?

Nonprofits have a distinct advantage when they use social media, because their supporters are passionate about their cause. Think about the emotions elicited by watching Caine's Arcade, Kony 2012. The emotion is what makes people want to share the post – because they want people to feel the same way they do, whether it be angry, sad, nostalgic, happy, entertained.

Pro Tip: Everything that you post should have some purpose, some reason to exist. It should spur people to action –make them so mad, or so moved, that they can't help but share it.



4. How will this make our fans look good?

People share content to prove something to their networks – it's really as simple as that. Are they trying to be witty, funny, serious, academic, nerdy, hip, ironic?

Pro Tip: When posting a piece of content, ask yourself: If I shared this with my personal social networks, how would it make me look in the eyes of my friends, co-workers and family members?

5. How is this funny, helpful, or useful?

The types of content that people share on social media are predominantly funny, helpful and/or useful. That's because the way that we all want to be perceived by our networks.

Pro Tip: Sharing something humorous is pretty straightforward. Sharing info that is helpful or useful is where a lot of nonprofits get tripped up. The American Red Cross always does a stellar job of sharing helpful information with it's Facebook fans.

6. How is this timely/relevant?

The Facebook News Feed, Twitter stream and the like all move at lighting speed. Trending topics take center stage on these platforms.

Pro Tip: Posting about a timely event or an activity with an expiration will encourage more shares because people will want to do something in the moment.

