

50 Effective Nonprofit Social Media Strategies

There's an old fundraising adage – go where your donors (supporters) are. It's no surprise that many donors are online, on social media platforms, learning and sharing and communicating. But getting your donor's attention online isn't as easy as it seems. So here are 50 ways to break thru the clutter of your donor's feed and get their attention. If you'd like to learn more about how to communicate more deeply with your donors, come to the Nonprofit Storytelling Conference – <https://nonprofitstorytellingconference.com>

1. **Storytelling:** Use compelling stories to connect emotionally with your audience.
2. **Consistency:** Post content regularly to keep your audience engaged.
3. **Quality Over Quantity:** Prioritize posting high-quality content over a high quantity of posts.
4. **Engagement:** Respond to comments and messages to foster community.
5. **Social Listening:** Monitor discussions related to your cause and participate when appropriate.
6. **Use of Hashtags:** Use popular and relevant hashtags to expand your reach.
7. **Visual Content:** Use images and videos to make your posts more engaging.
8. **Live Videos:** Use live videos for real-time engagement with your audience.
9. **Promote Events:** Use social media to promote events and fundraisers.
10. **Behind the Scenes:** Share photos or videos from behind the scenes to build authenticity.
11. **Partner with Influencers:** Collaborate with influencers to reach a larger audience.
12. **User-Generated Content:** Encourage followers to share their own content related to your cause.
13. **Targeted Ads:** Use targeted ads to reach a specific demographic.
14. **Data Analysis:** Use analytics to understand what content resonates with your audience.
15. **Celebrations:** Celebrate milestones and achievements to share success with your audience.
16. **Cross-Promotion:** Promote your social media on your website, emails, and other marketing materials.
17. **Volunteer Highlight:** Feature stories or quotes from your volunteers.

18. **Beneficiary Testimonials:** Share testimonials from those who have benefited from your work.
19. **Educational Content:** Provide content that educates your audience about your cause.
20. **Calls to Action:** Encourage your followers to take action, such as donate, volunteer, or share content.
21. **Team Introductions:** Introduce team members to help your audience feel more connected.
22. **Polls and Surveys:** Use polls and surveys to engage your audience and gather feedback.
23. **Timely Content:** Post content related to current events or trending topics.
24. **Supporter Shout-Outs:** Recognize your most active supporters or donors.
25. **Fundraising Updates:** Regularly update your followers about your fundraising progress.
26. **Thanking Donors:** Use social media to thank your donors publicly.
27. **Leverage All Platforms:** Make use of all social media platforms including Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.
28. **Diverse Content:** Diversify your content types - use images, text, videos, infographics, etc.
29. **SEO Optimization:** Use keywords effectively in your posts for better search engine visibility.
30. **Collaborate with Other Nonprofits:** Join forces with other nonprofits for shared promotions or events.
31. **Regularly Update Your Profile:** Keep your social media profiles up-to-date with the latest information.
32. **Join Relevant Groups:** Become part of relevant social media groups to reach more people.
33. **Use Social Media Tools:** Use tools like Hootsuite or Buffer for scheduling and monitoring your posts.
34. **Use Emojis:** Emojis can make your posts more engaging and relatable.
35. **Host Giveaways:** Host social media contests or giveaways to increase engagement.
36. **Create a Social Media Calendar:** Plan your posts in advance with a social media calendar.
37. **Highlight Impact:** Regularly share the impact of your work.

38. **Create a Branded Hashtag:** Encourage followers to use a specific hashtag when posting about your nonprofit.
39. **Incorporate Trends:** Stay updated with the latest social media trends and incorporate them in your strategy.
40. **Create a Social Media Policy:** Have a clear policy for your team on how to represent your nonprofit on social media.
41. **Experiment with Content:** Try different kinds of content to see what resonates best with your audience.
42. **Regularly Review Your Strategy:** Evaluate your strategy periodically and make necessary adjustments.
43. **Provide Exclusive Updates:** Share exclusive updates or news with your social media followers.
44. **Real-Time Crisis Response:** Use social media for immediate communication during a crisis.
45. **Invite Guest Posts:** Invite industry experts or influencers to post on your social media.
46. **Create Infographics:** Share infographics to simplify complex information.
47. **Use Inspiring Quotes:** Post inspirational quotes related to your cause.
48. **Create a Facebook Group:** A Facebook group can facilitate more intimate discussions and build community.
49. **Promote your Blog:** If you have a blog, share your articles on social media.
50. **Tag Relevant Accounts:** Tagging relevant accounts can increase the visibility of your posts.