

Social Media Savvy Tip Sheet

Tips & Tools for Leveraging the Power of Social Media Without Breaking a Sweat

Content Ideas

Remember: It's not about selling yourself, it's about meeting your audience's wants/needs AND providing shareable content!

- Share audience content relevant to your mission and goals
- Share followers' videos/content of your organization in action
- Host a Facebook Live event or webinar
- Polls or Surveys to get audience engagement and feedback
- National Calendar Days – nationalcalendar.com
- Guest Posts/Takeovers/Q&A – Invite well-known or respected audience member to post on your page for a week or do a live Q&A about your organization.
- Volunteer or client success stories

Important Dates to Include:

For Your Brand

- Anniversaries
- Open houses or events
- Special product sales/launches/giveaways
- Collaborations

For Your Audience

- Their celebrations (birthdays, 100th day of volunteering, achievements, etc.)
- Shout outs
- Featured partners/community member
- Their articles/posts

Resources for creating visually engaging posts:

- Canva – Easy-to-use online tool to design graphics with ready-made social media templates
- Adobe Stock – Collection of over 90 million high-quality assets to use in your social media campaigns (photos, illustrations, videos and templates)
- Piktochart – Create infographics.
- Adobe Lightroom CC (Mobile) – Photo editing tool with easy presets to make your photos stand out on social media.

Platform Tips

Links:

When adding links to posts, use Bit.ly or Snip.ly to shorten them. Bit.ly is free while Snip.ly is subscription-based but creates a banner with your brand info at the bottom of the linked page.

Hashtags:

Hashtags drive traffic to your posts when people search the topic related to your post. Hashtags are best designed for use on Instagram and Twitter. Use sparingly on Facebook and LinkedIn.

- Research hashtags before you use them!
- Use a maximum of three hashtags per post.
- Don't use them in every post.

Posting Tips:

Below are best practices for platforms use. Remember to engage platform analytics to adjust these practices to your audience preferences.

Platform	Best Times to Post (sproutsocial.com)	Post Length for Optimal Engagement
Facebook	M – F 9am – 3pm Optimal: Wed. 8am – 9am	40-50 characters
Instagram	M – F 10am – 4pm Optimal: Wed. 2pm	125 characters or less
LinkedIn	Wed. 9am – 12pm	140 characters or less
Twitter	Tues. – Frid. 8am – 3pm Optimal: Wed. at 7am	100 characters

Scheduling and Managing Tools

Scheduling:

- Loomly
- Sprout Social
- Hootsuite
- Buffer
- Agorapulse
- Social Report

Tracking Brand Mentions: (Important for monitoring positive and negative visibility and identifying user content to share)

- Mention
- TweetDeck
- Brandwatch
- SEMrush

Analytics

SEO (Search Engine Optimization): SEO is the art and science of getting pages to rank higher in search engines such as Google (optimizely.com). Here are a few research tools to help you find highly searched words to include in your website narratives and posts to boost traffic.

- Answer the Public
- Google Search Console
- Keywordtool.io
- Ubersuggest

ROI Calculator:

<https://hootsuite.com/tools/social-roi-calculator>

Social Media Strategy Worksheet

Campaign Description: _____

Goal: _____

AUDIENCE _____

1. Who are you engaging for this campaign? (Circle One.)

- Program Recruits
- Volunteers
- Donors
- General Community
- Other _____

2. Audience description

Age Range _____ Gender _____

Income Range _____

What kinds of content do they consume? (social sites, blogs, media, YouTube channels, etc.).

What audience needs we can meet with this campaign? (Define themselves, bring valuable content/entertainment to others, get the word out about a brand, grow relationships).

Based on these characteristics, what platform(s) is/are best suited for this campaign?

What medium should be used most? (Live Video, Pre-recorded video, Photos,

Graphic/Infographic, Other) _____

BUILD CONTENT

1. What makes your organization different?

Only we... _____

What messages, images, styles, voicing, etc. set us apart from other organizations?

2. What is the specific goal of the campaign? (Circle One.)

- Community Engagement and education
- Brand building and reputation management
- Program/Volunteer Recruitment
- Fundraising
- Other _____

3. Content Creation

Put a check next to the shareable qualities we plan to emphasize in this post/campaign.

- Help audience connect with each other
- Tell a story
- Provide a simple message
- Inspire, Illuminate, Amuse (Circle all that apply)
- Provide a call to action

Put a check next to the important tactics we have implemented in this campaign to ensure engagement:

- Share follower content
- Post unique content on each social media platform
- Include video
- Intentionally define and maintain consistent brand messages and images

CONSISTENCY _____

Who will be overseeing the execution of the campaign calendar? _____

Date proposed calendar with drafted content will be sent to the team. _____

Who needs to see/edit all proposed content prior to posting? _____

Who is responsible for engaging with audiences throughout campaign? _____

What do you need in order to publish EVERY post or record every video?

- _____
- _____
- _____
- _____
- _____

DATA MANAGEMENT _____

Analytics Date Range

Date Range of Campaign for Tracking: _____ to _____
(recommended one month to one quarter)

Metrics

- Mentions (@your org's handle): # _____
- Shares: # _____
- Clicks: # _____
- Impressions: # _____
- Comments: # _____
- # of new followers: # _____
- Click Through Rate (CTR) to website: _____

For more detailed analytical metrics to track visit:

<https://blog.hootsuite.com/social-media-metrics/#engagement>

<https://www.socialinsider.io/blog/social-media-metrics-that-matter-2019/>

ROI

_____ %

<https://hootsuite.com/tools/social-roi-calculator>

Social Media Content Calendar Template

MONTH: _____

Goals	Audience	Activity/Events	Keywords	Original Content	Shared Content

Week	Monday	Tuesday	Wednesday	Thursday	Friday