









UNDERSTAND YOUR AUDIENCE

-  Know your target audience(s)
Tip: Get specific. Create personas.
-  You're busy. So are they.
Don't waste your time or theirs.
-  It's not all about you
Show interest in needs of others not just yours.
-  Do unto others...
Others like mentions & RTs as much as you.
-  Limit the pleas for help
Ideally keep this below the 10% mark.
-  Be responsive
Respond within 24 hrs. Aim for less..








PLAN YOUR CONTENT

-  How much time do you have?
Be realistic. Block out time. Stick to it.
-  Monthly: content strategy
ID what's coming up. Schedule campaigns.
-  Monthly: key messages
Define key messages for campaigns & events.
-  Use an editorial calendar
Download a free one at TopNonprofits.com/edcal.
-  Weekly: batch content creation
Maximize time. Minimize mental gear shifts.
-  Scheduling posts in advance OK
Tip: vary timing slightly and avoid :00 and :30.
-  Check feeds at least 2x per day
If only 2x, then mid morning & late afternoon.
-  How will you measure success?
Tip: Set measurable goals. Track progress.

facebook BEST PRACTICES

-  Think headline, not article
Get attention. Then add ?, action, or link.
- 0101** Post every other day *
Best frequency to get and keep likes.
-  A picture is worth 1000 words
Tip: Limit depressing ones.
-  Tell good stories
Less statistics. More stakeholder stories.
-  Use analytics with your links
Insight, good. Dashboard obsession, bad.

twitter BEST PRACTICES

-  Don't treat it like Facebook
Vary content & don't auto-post between.
-  Post at least once a day *
More is better and vary times slightly.
-  Space out your tweets
No more than 1/hr (excluding @replies).
-  Best CTR: 8-9am, 2pm, 5pm, 3pm *
(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.
-  Best RTs: noon-4pm *
(test yourself) Bad: Before 10am, after 7pm.
-  Tweet on the weekend
Less busy means greater CLR but less RTs.
- 125** Keep it short and sweet
Below 125 characters allows manual RTs.
- : (** Don't be a downer *
(+) tweets shared 34% more, (-) 13% less.
-  Place links early (1/4 mark) *
Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella <http://danzarrella.com>



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