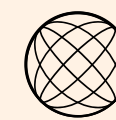
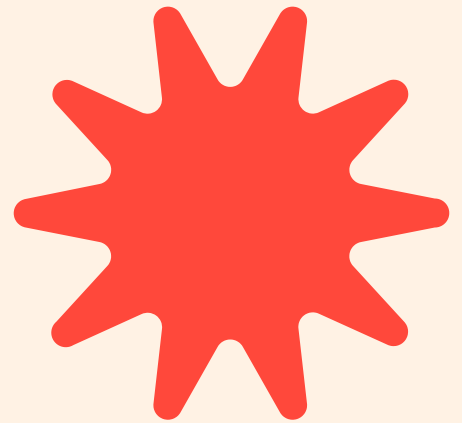
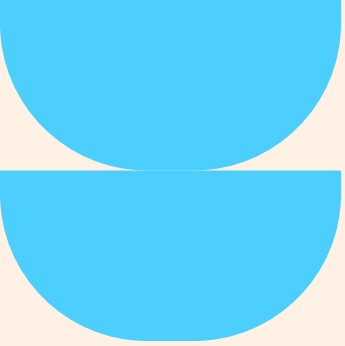


Post with Purpose

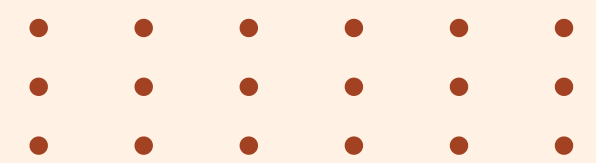
A Nonprofit's Guide Media Strategy

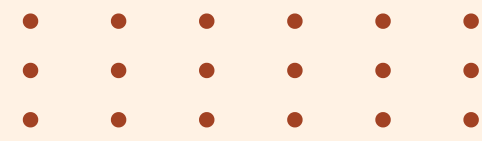


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Who is your audience?



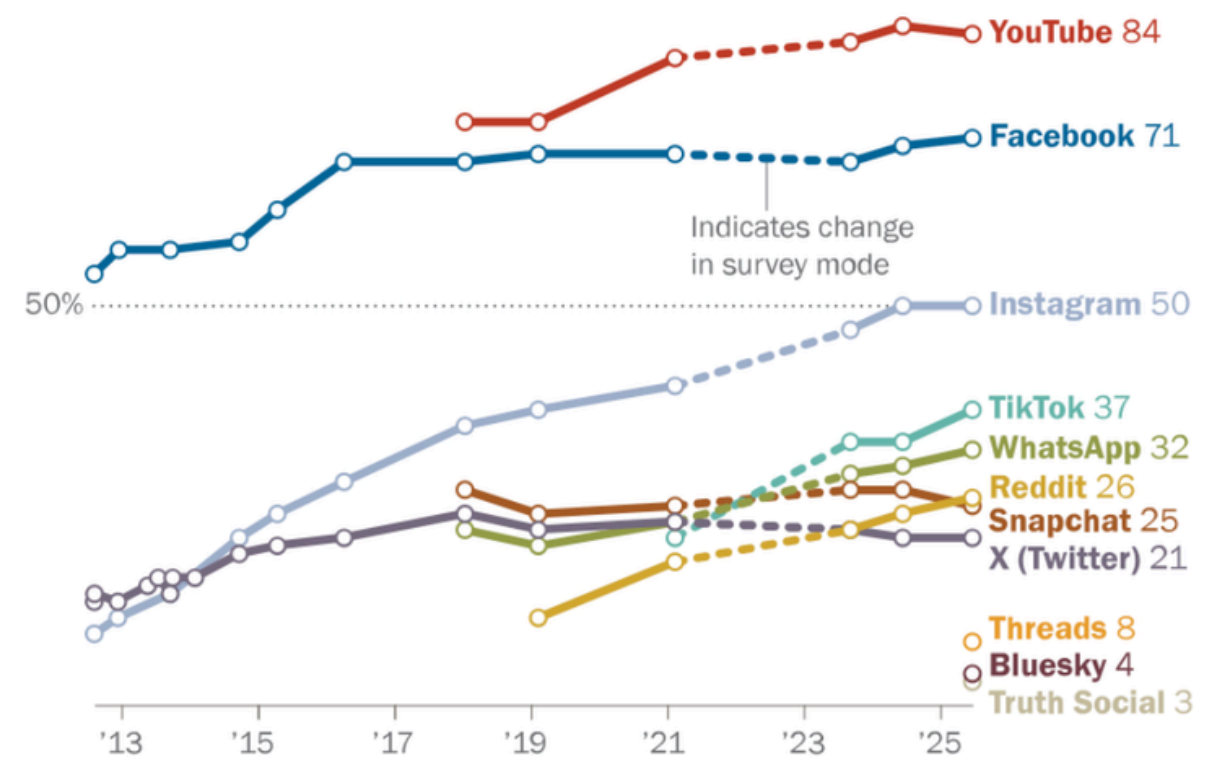


Survey says...

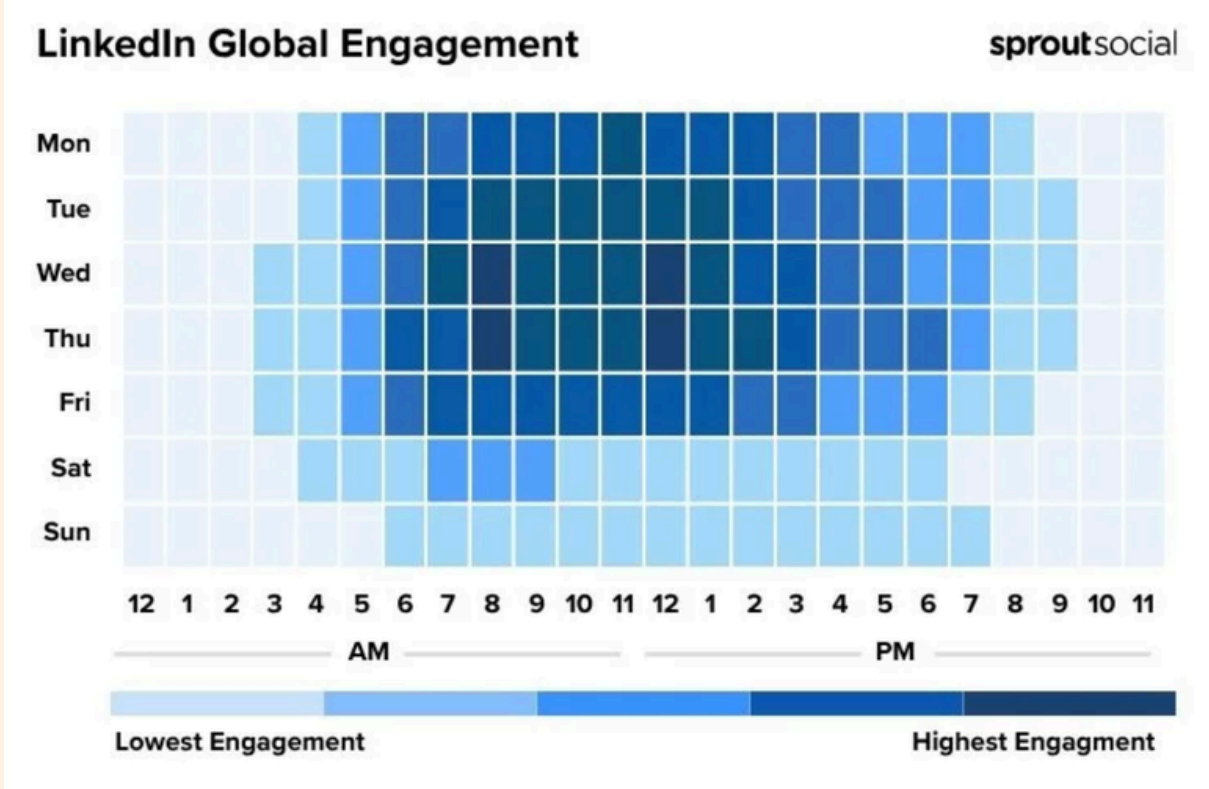
Pew's latest U.S. survey (Nov. 2025) found 84% of adults use **YouTube**, 71% use **Facebook**, 50% use **Instagram**, 37% use **TikTok**, 32% use **WhatsApp**, 26% use **Reddit**, and 25% use **LinkedIn**.

TikTok, Instagram, WhatsApp and Reddit have continued to gain users in recent years

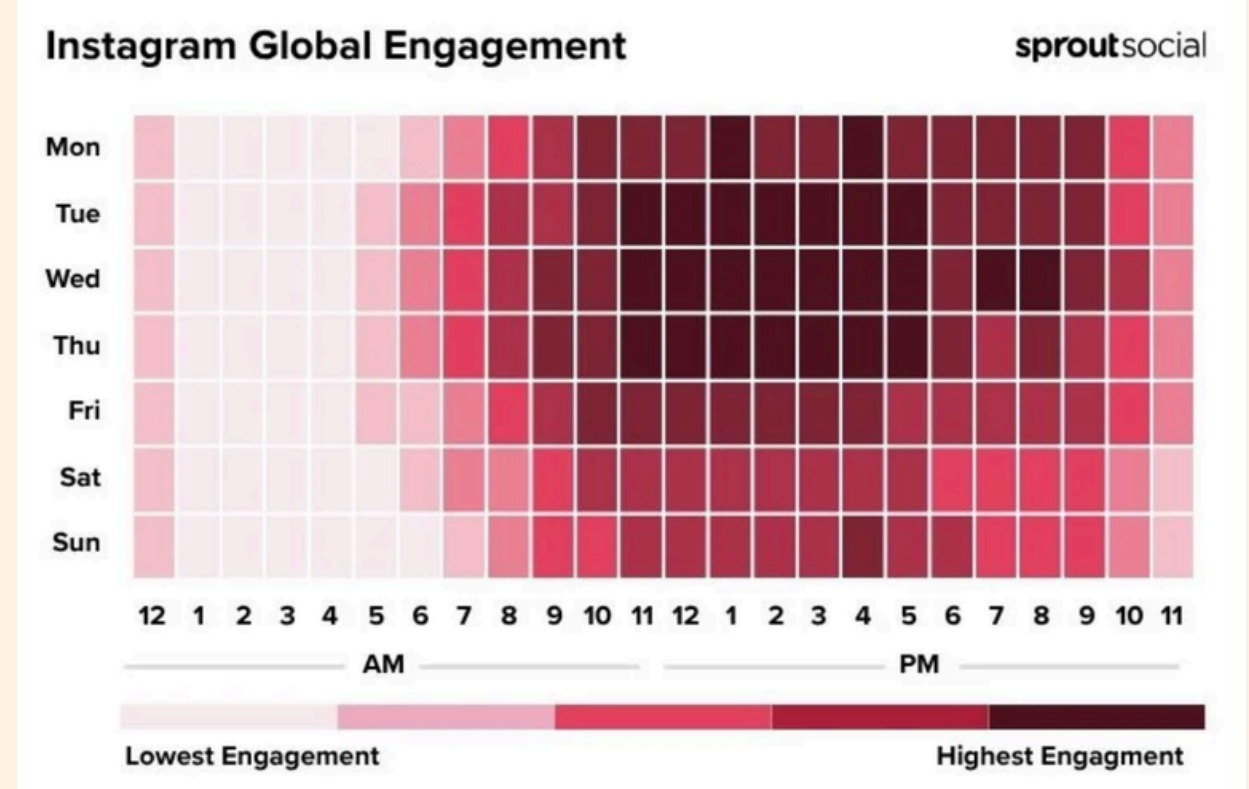
% of U.S. adults who say they *ever* use the following



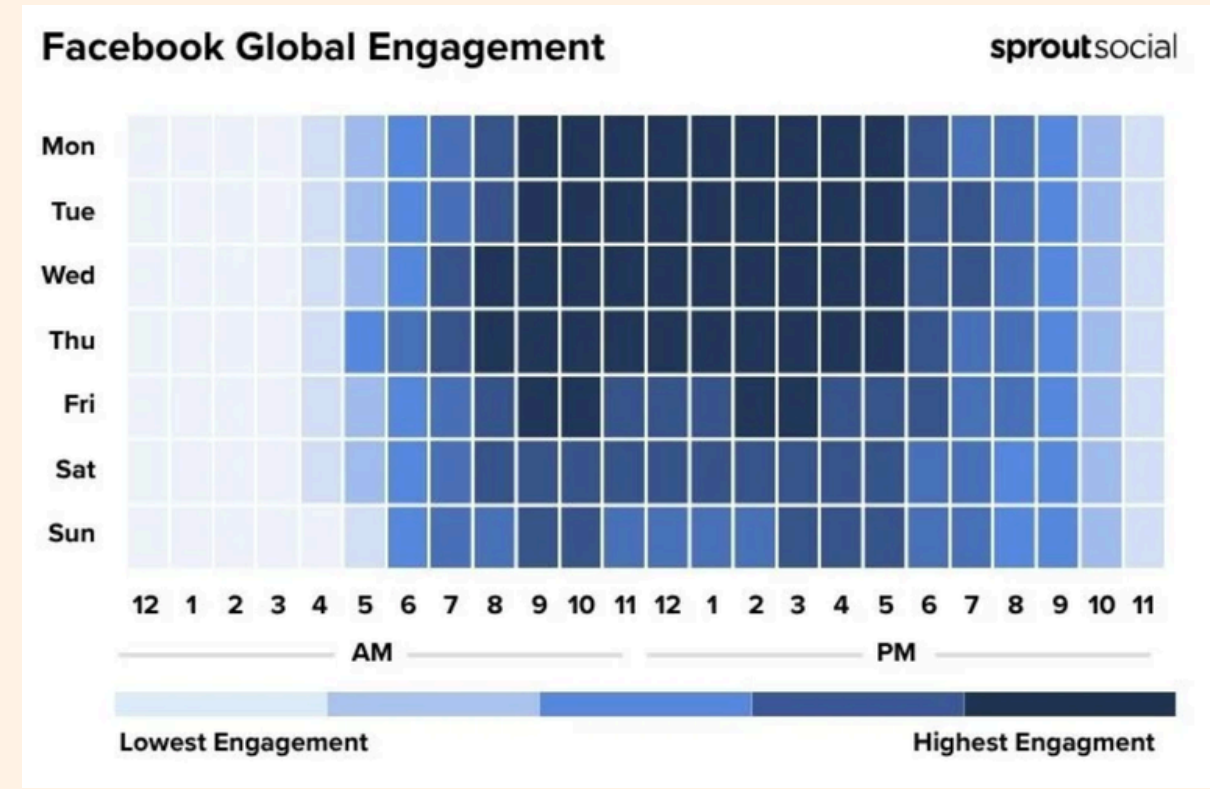
Source: Pew Research Center



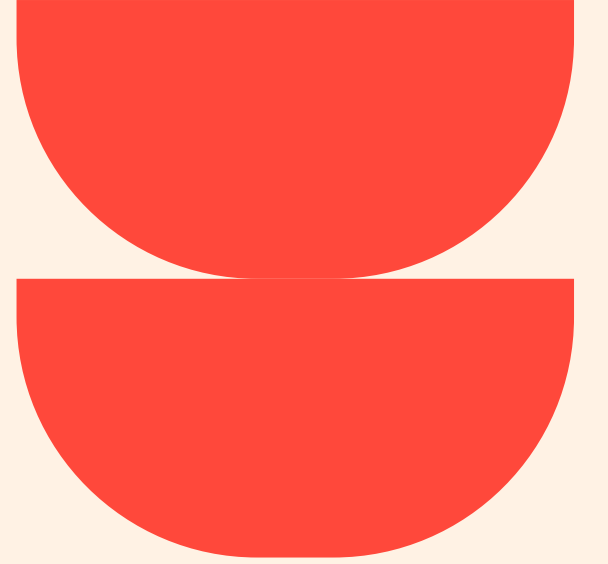
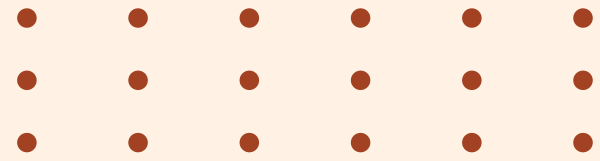
Source: Sprout Social



Source: Sprout Social



Source: Sprout Social



Let's clean house

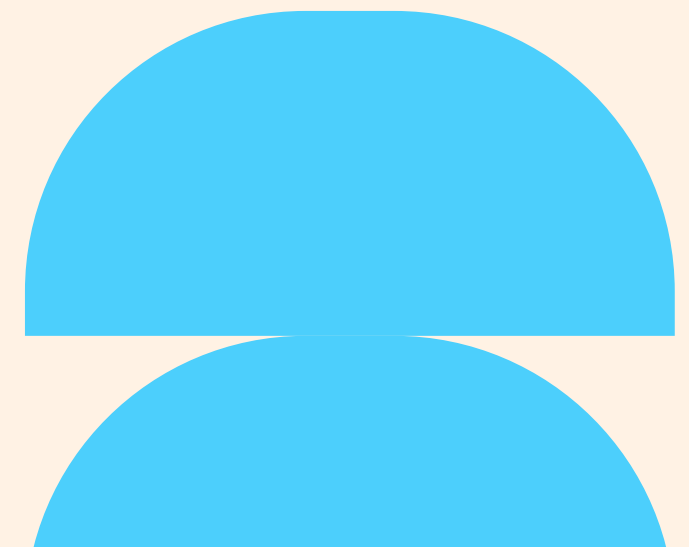
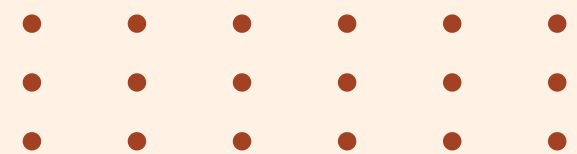
Take inventory: does your public-facing messaging align with your mission, vision and goals? Get an outside perspective.





Make a list (and check it twice)

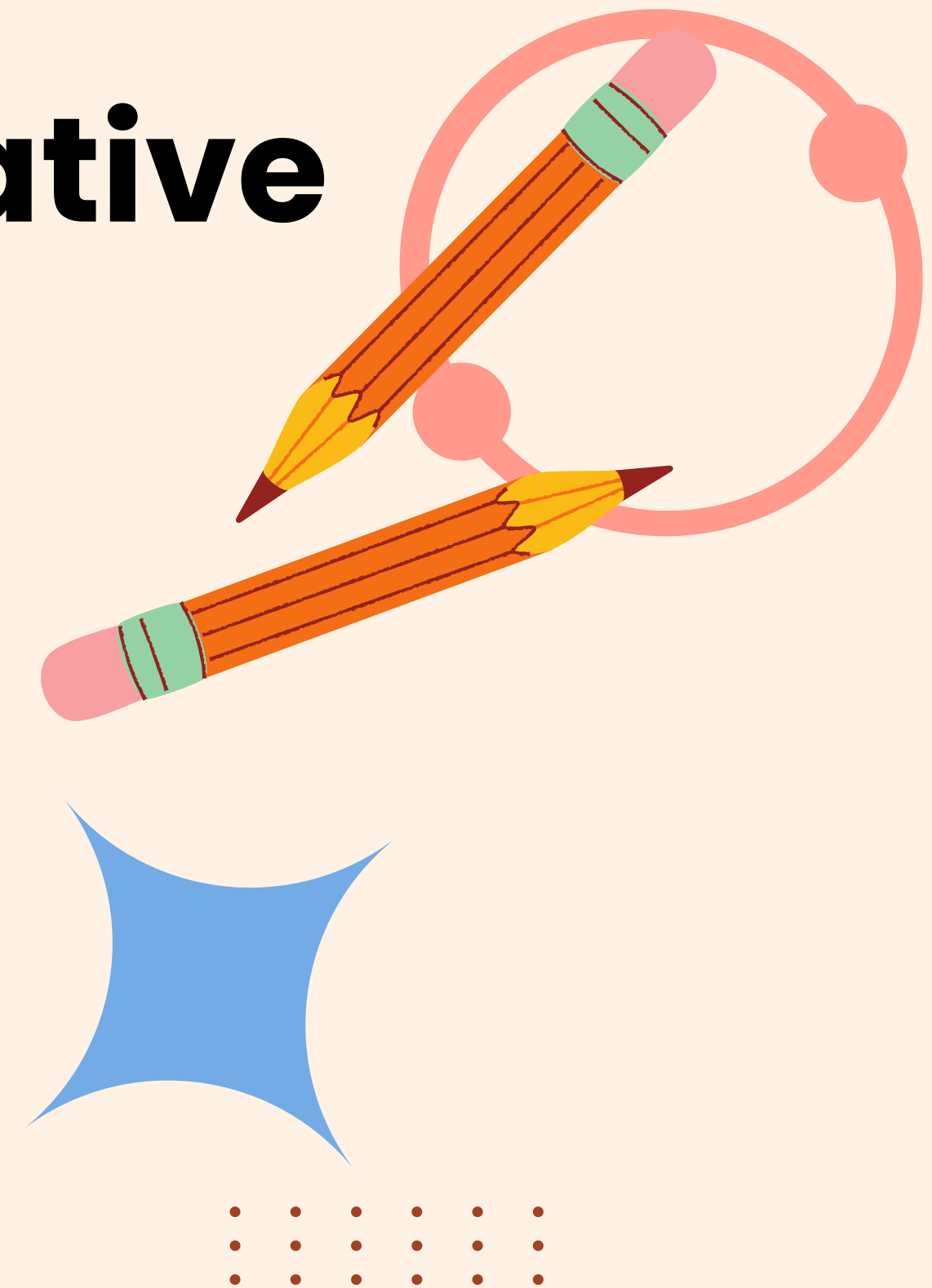
Consider outlets across traditional and digital media, local to national.

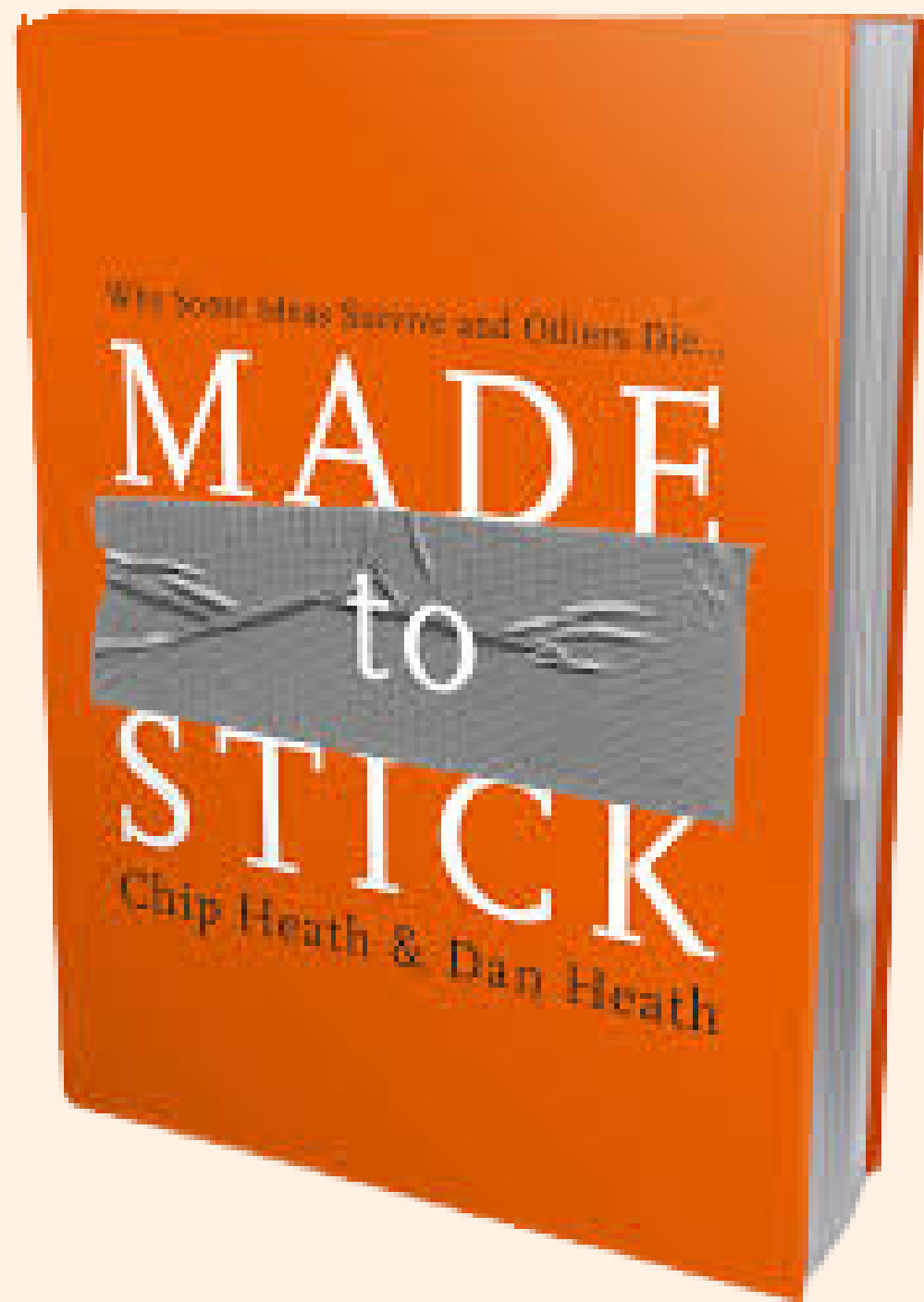




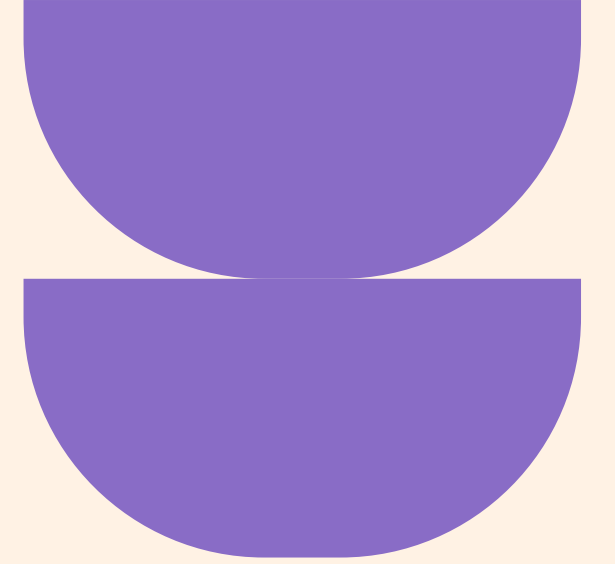
You've got to get creative

- Submit an Op-Ed
- Letter to the Editor
- Patch.com Verified Neighbor
- Host on Facebook Live, webinar, virtual panel, open house

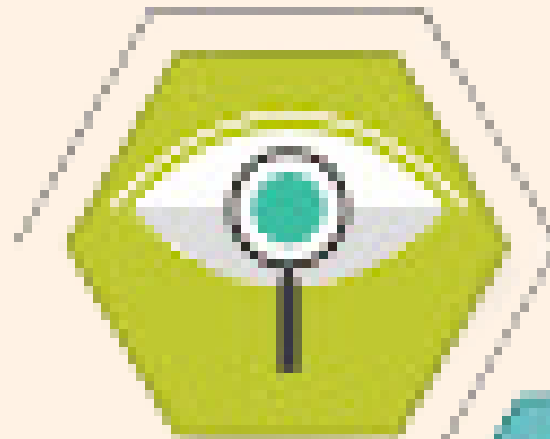




Make it “sticky”



SIMPLE
Find the core



CONCRETE
Make it clear



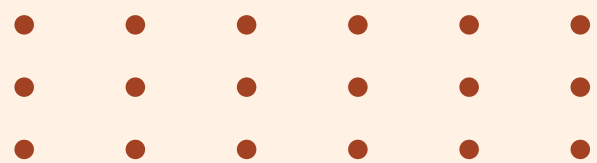
EMOTIONAL
Make people care



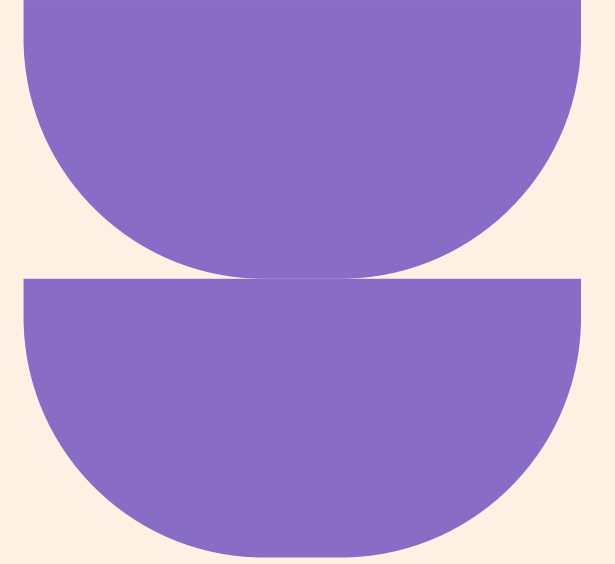
UNEXPECTED
Get and keep attention

CREDIBLE
Make people believe

STORIES
Inspire action



Case Study: Women in Development – NJ



WOMEN IN DEVELOPMENT
NEW JERSEY

Salary, Power & Progress: Advocating for Yourself in Development

Feb 26, 2026 | 9 AM | Virtual

SHANNON CLARK JOHNSTON
Founder, True HR
Keynote Speaker and Leadership Trainer

JESS BLACK
Senior Talent Consultant, DRG

SAHANA MUKHERJEE
Founder & President
Unveiled: Bridging The Gap to Sponsorship

“
WID-NJ has been instrumental in shaping my career in the nonprofit sector. Through the relationships I built in this community, I not only gained mentorship and support, but I ultimately found my current job through the WID network.
Julia Ferrara
WOMEN IN DEVELOPMENT
NEW JERSEY

WOMEN IN DEVELOPMENT
NEW JERSEY

WELCOME TO EmpowerHER

Celebrating Female Development Leaders in New Jersey

Boathouse at Mercer Lake

March 26, 2026 | 6-9PM

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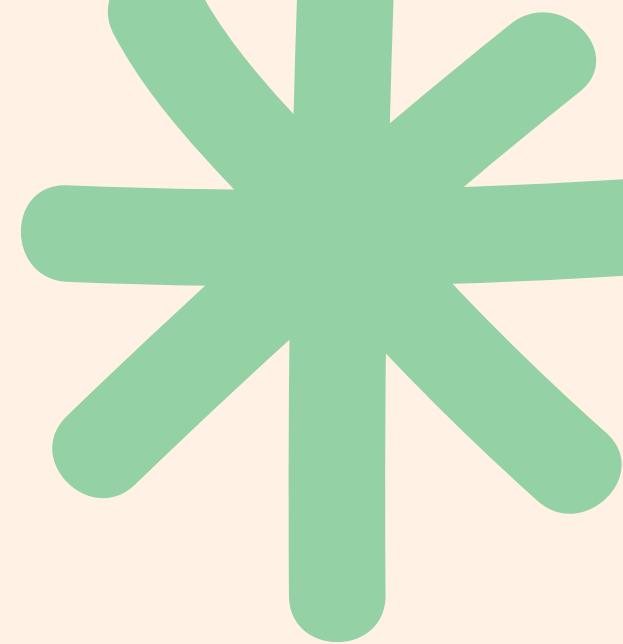
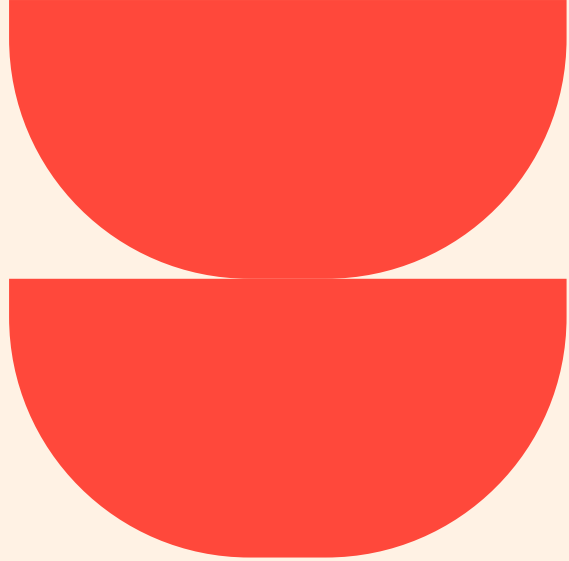
TRILLION

To the Editor,

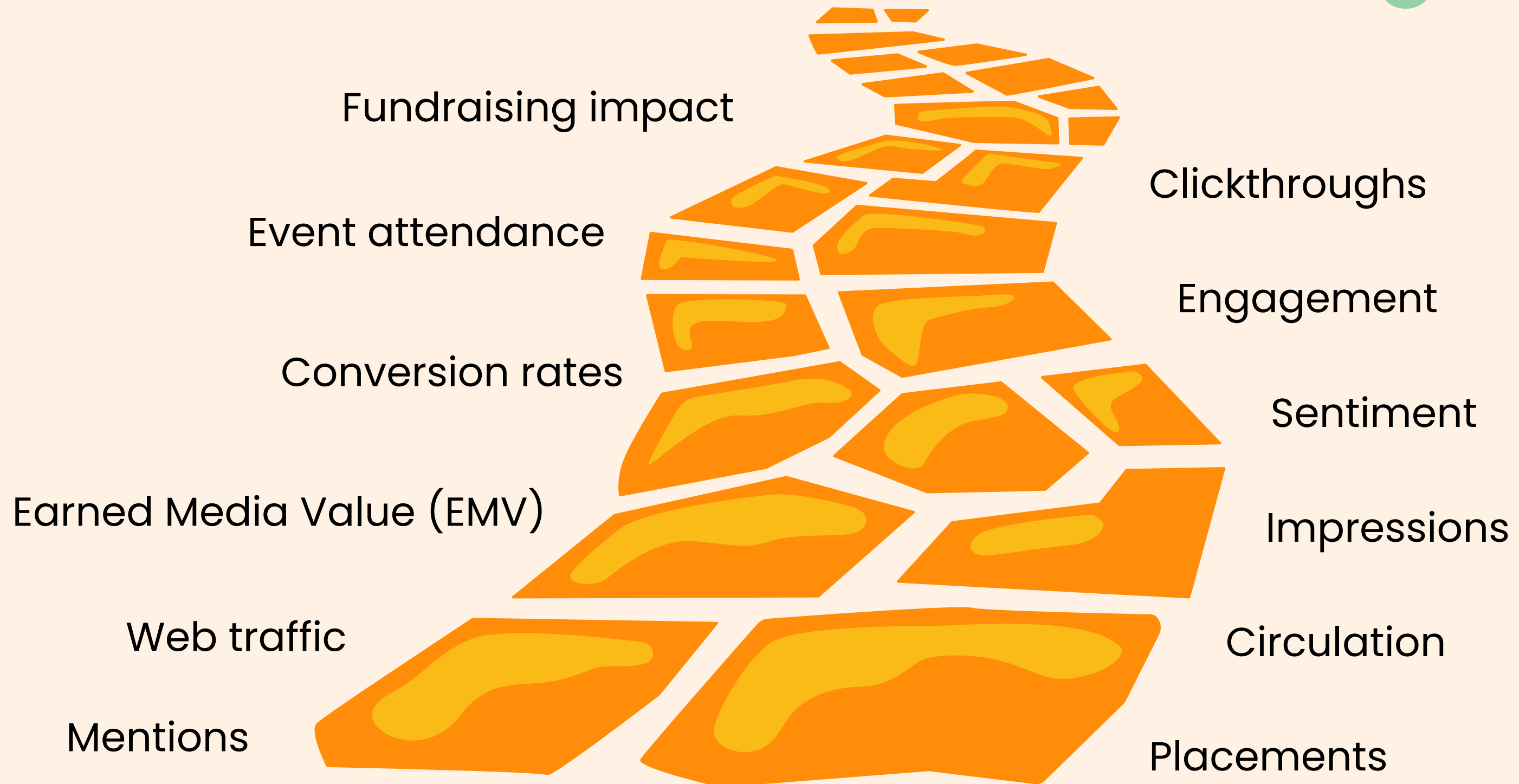
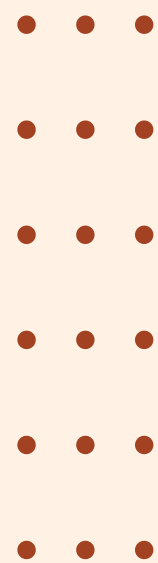
Earlier this month, International Women's Day gave us an important opportunity to celebrate the women who lead, serve, and strengthen our communities every day. At Women in Development–New Jersey, that recognition feels especially meaningful because we see firsthand the impact women are making across our state through nonprofit leadership, fundraising, communications, philanthropy, and service.

Across New Jersey, women are helping advance causes that matter deeply to our families and communities. They are securing resources for education, healthcare, the arts, human services, and community development. Their work may not always make headlines, but its impact is felt every day in stronger organizations, healthier communities, and expanded opportunity for others.

WID-NJ exists to support the advancement of women in development and nonprofit careers, and I am certain that is why I am so excited about our upcoming event on March 26, 2026, from 6:00 to 9:00 PM. It is an opportunity for women to connect with a member — what a wonderful conversation — I am reminded how important it is for women to have spaces where they can share their experiences and learn from one another. When women leaders thrive, the organizations and causes they support also thrive.

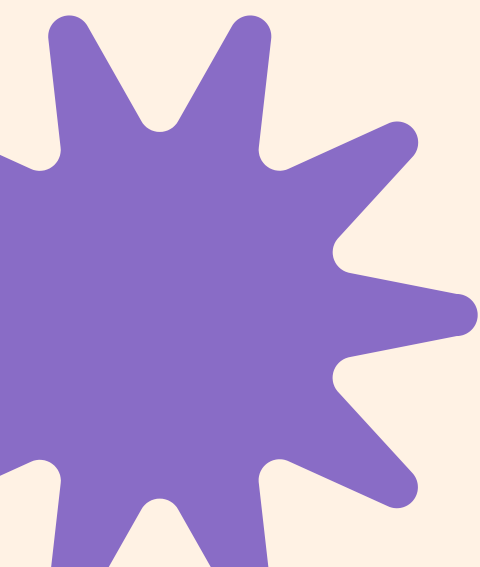


Are we there yet?





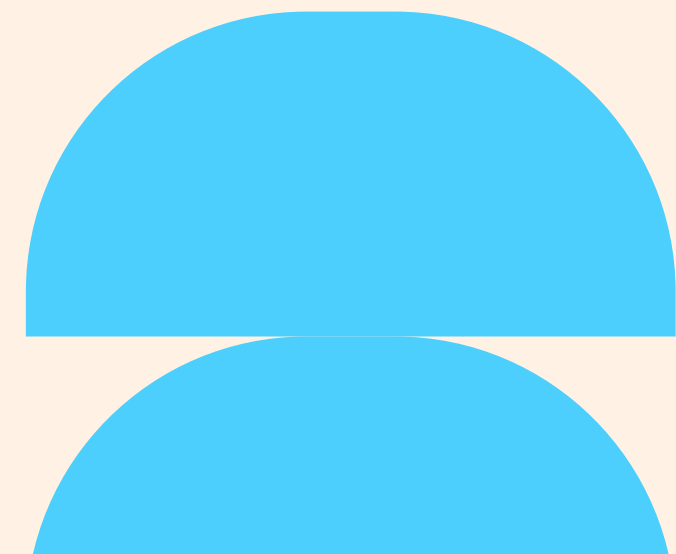
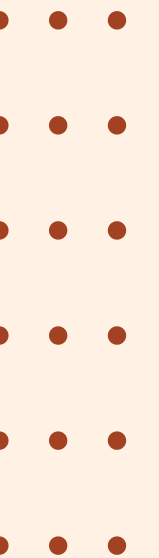
**Everything,
everywhere,
all at once**

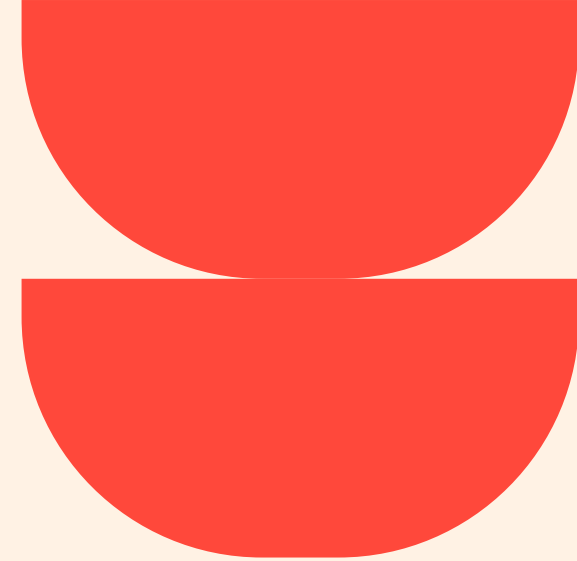
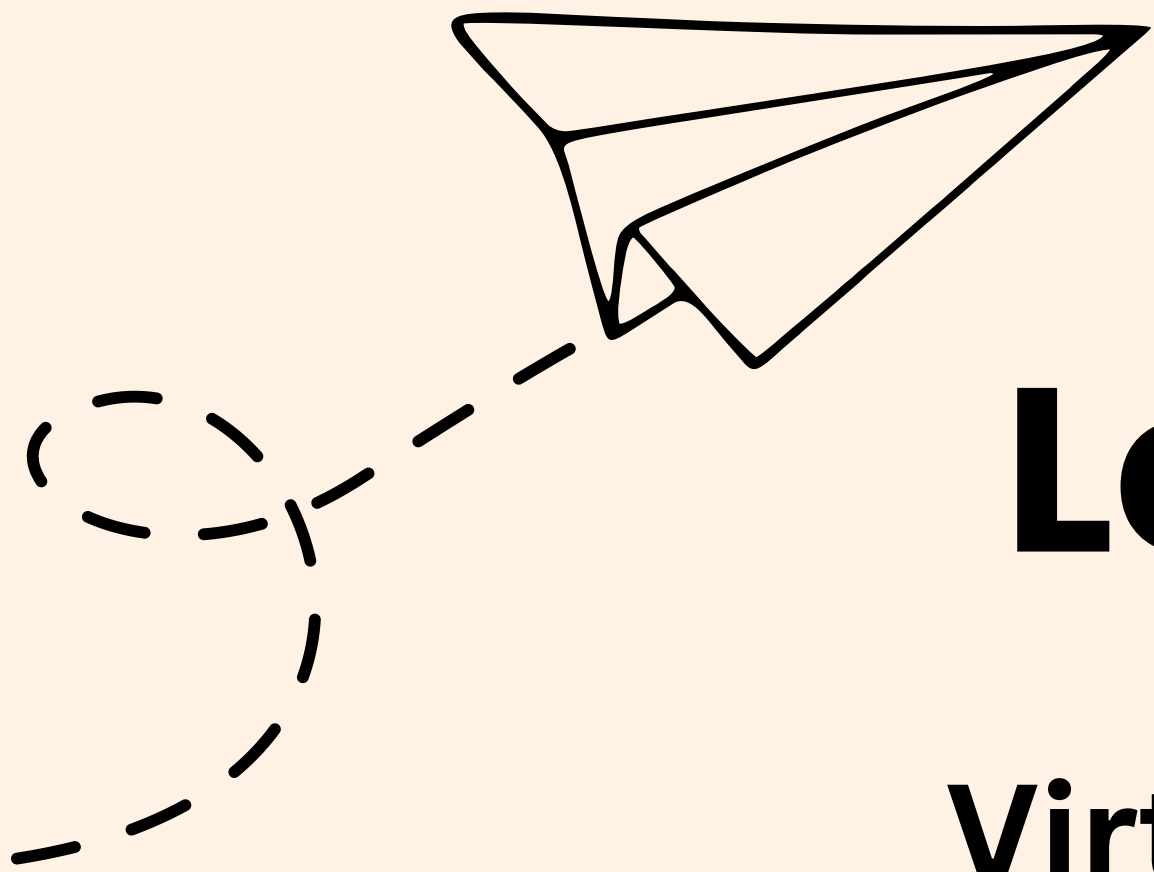




Your Take-Home Toolkit

- Audience Persona Snapshot
- Sticky Content Idea Generator Worksheet
- 30-Day Content Planner
- Media Relationship Tracker Template
- Campaign Promotion Playsheet





Let's connect

Virtual

[Calendly.com/muellercomms](https://calendly.com/muellercomms)



In-Person

"Office hours" @ small world
Wednesdays, 9-10 a.m.

