Nonprofit Social Media Strategy Toolkit Empowering Nonprofits to Amplify Their Mission Online

THIS TOOLKIT WILL HELP YOUR NONPROFIT:

✅ Define a clear social media strategy

✅ Identify the right audience and platforms

✅ Create engaging content and a content calendar

✅ Track progress and adjust for success

GOAL-SETTING WORKSHEET:

What do you want to achieve with social media?
Examples: awareness, donor engagement, volunteer recruitment

How will you measure success?
Examples: follower growth, engagement, donation clicks

What timeframe will you set for this goal?

Define Your Goals:
(SMARTIE) - Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable

IDENTIFY YOUR TARGET AUDIENCE

Fill out this Audience Persona Template to better understand your nonprofit's ideal social media followers.

DEMOGRAPHIC	DESCRIPTION
Age Group	
Interests	
Where They Spend Time Online	
What Kind of Content They Prefer	

CHOOSE THE RIGHT PLATFORMS

Use this Platform Selection Guide to decide where to focus your efforts.

PLATFORM	BEST FOR	SHOULD WE USE IT?
Facebook	Community building, fundraising	
Instagram	Visual storytelling, younger audiences	
Twitter / X	Advocacy, real-time updates	
LinkedIn	Networking, corporate donors	
TikTok	Engaging younger audiences	

CONTENT PLANNING

There are never-ending lists of content to share on social media. Here are a few to get your brainstorming started:

- ☑ Share an inspiring impact story
- ☑ Post behind-the-scenes of your team in action
- ☑ Ask a question to engage your audience
- ☑ Highlight a volunteer or donor
- ☑ Share a "throwback" moment from past events

ENGAGEMENT & GROWTH STRATEGIES

Use this checklist to boost engagement and grow your following:

- ☑ Respond to all comments and messages
- ☑ Post consistently (3-5 times per week)
- ☑ Use hashtags related to your cause
- ☑ Encourage user-generated content
- ☑ Share success stories and testimonials

MEASURE SUCCESS & ADJUST

Track your progress with this Social Media Metrics Tracker

- ☑ Engagement Rate
- ☑ Follower Growth
- ☑ Website Clicks
- ☑ Donations from Social

CONTENT CALENDAR

DATE	PLATFORM	POST TOPIC	CALL TO ACTION

CONTENT CALENDAR

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From the authors of The Nonprofit Success Toolkit Series
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