Social Media Guide

Here are some basic guidelines for maintaining a social media presence. They are divided in such a way that you'll be able to match them with your capacity: perhaps you don't have time to consistently post three times a week or maintain multiple platforms, but you should be able to attend to the basics.

Please note: With social media being ubiquitous, it's easy to overestimate its value to community foundations. It is one of many tools for sharing your story, but, especially in smaller communities, it's an inferior option to face-to-face events with the community and conversations with potential donors. Don't overextend your capacity on social media.

Good Practices

- Maintain a Facebook page.
    - Contact your affiliate manager or coordinator to have a communications team member included as an admin for your page (this is a safety precaution in case you get locked out of your account for any reason.)
    - Ensure that all bio and contact information remains up to date.
    - Post once a month.
        - Example posts:
            - News about grants, scholarships, events.
            - Community news.
            - Share a post from a nonprofit partner or the CFO.
    - Share and pin your foundation's *Leading Locally* profile at the top of your profile timeline. This is a powerful storytelling tool.
    - Maintain standard branding practices.
        - Use consistent branded colors if you design your own graphics.
        - Use professional, grammatically standard language.

Better Practices

(In addition to the above…)

- Post on Facebook more regularly — once every one or two weeks.
    - Additional posts might include board member, staff or nonprofit partner profiles, with photos, informational or did-you-know?
    - Liking and responding to comments and questions will increase engagement.
- Work on more visual content.
    - Portraits and other photos featuring human beings will receive more views and, thus, engagement.
- Conscious cross-promotion: work with other community organizations to promote each other's events and news.
- Make a practice of planning your posts ahead of time, proactively, rather than reactively.

- Engage in local community profiles: many smaller communities have Facebook groups in which local folks share news, ask questions and promote community events. Share about your foundation and its events, news, etc. in these groups (being mindful of the groups guidelines for conduct, of course.)

Best Practices

(In addition to the above...)

- The most ideal amount to post on Facebook is two or three times a week.
- Invite community involvement: solicit feedback from, actively listen to and engage with followers.
- Be active on multiple platforms: LinkedIn, Instagram, X, etc.
- Create regular, eye-catching graphics and other images to share, including video.
- Monitor your page's analytics and adapt strategy accordingly.

Tools to consider

If maintaining social media is a daunting proposition for you, check out some of the tools listed here, which are useful for streamlining your online activity.

Canva

Canva is a website that allows you to design simple but appealing graphics, logos and other visual components. It's user-friendly and offers hundreds of templates whose colors and text can be easily swapped out.

It's free to make an account and to use the basic features, but you must subscribe to get full access to all the templates and features. (Typically, the free features will allow you to accomplish what you need.)

ChatGPT

Using artificial intelligence in the workplace is controversial to some, but if you set guidelines and policy, it can be a useful capacity-expanding tool that can cut lots of time off of menial tasks like typing up a fun caption on social media.

It's free to set up an account on openai.com, which is perhaps the least intimidating and most immediately useful AI tool. You ask it direct questions in the chat field, and it will give you an answer in seconds.

For example, here's what ChatGPT offered when asked "can you create a template for a Facebook post announcing the opening of scholarship applications?"

🌟 Exciting News! 🌟

We are thrilled to announce that applications for our [Name of Scholarship Program] are now open! 🚀 This is an incredible opportunity for [target audience: e.g., high school seniors, college students,

aspiring professionals] who are passionate about [theme or focus of the scholarship: e.g., STEM, arts, social impact] to pursue their dreams.

ℹ️ About the Scholarship:

- [Brief description of eligibility criteria]
- [Details on how to apply, including deadlines]

🌍 Spread the Word: Tag a friend who should apply or share this post to help us reach deserving candidates!

For more information and to apply, visit [link to application portal or website].

Let's empower the next generation of leaders together! 💪 #ScholarshipOpportunity #EmpoweringDreams

Of course, note that this will need some editing in terms of narrowing down the specifics.

Please note about using AI: while there are tons of great applications of AI on our work, please remember some essential caveats:

- Never put confidential information into an AI tool
- Always carefully proofread anything that AI produces, not only for errors, inconsistencies or to remedy "AI voice," but to monitor for biased or stereotypical language around race, class or gender.
- AI isn't a research tool: if you ask AI to give you a factual statement about something, be sure to doublecheck its information. ChatGPT doesn't have a built-in factchecker.

Social Media Calendar

A common way to navigate maintaining a regular posting schedule is to spend some time working on a tentative calendar for social media posts. This is especially helpful if you feel that you don't have many readymade events to post about.

There's no correct way to create a content calendar: you can use anything from a physical paper calendar to task management software like Asana or Trello, to dedicated social media planners through companies like Sprout Social or HubSpot. (These latter options are often expensive.) One of the most common DIY tools, however, is a simple excel spreadsheet.

With a calendar, you can mark general planned days like grant openings, scholarship openings and so forth, but it's a nice way to standardize certain types of posts — for example, you might decide to post a brief donor or nonprofit profile every other Tuesday.

https://sproutsocial.com/insights/social-media-calendar/

A note about branding

Remember that people pick up opinions about your organizations based on subtle ways you present yourself to them. As such, you'll want to ensure that the language you use in your posts is professional, grammatical and consistent in voice.

By that same tack, if you decide to use a tool like Canva to design images and graphics, be sure to choose a limited color palette and stick to it. (If you already have branded colors through the CFO, we can provide you with the hex codes for those colors.) Same goes for font style and size.