DIGITAL SMARTS

A GUIDE FOR NONPROFITS

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SPARK CHANGE
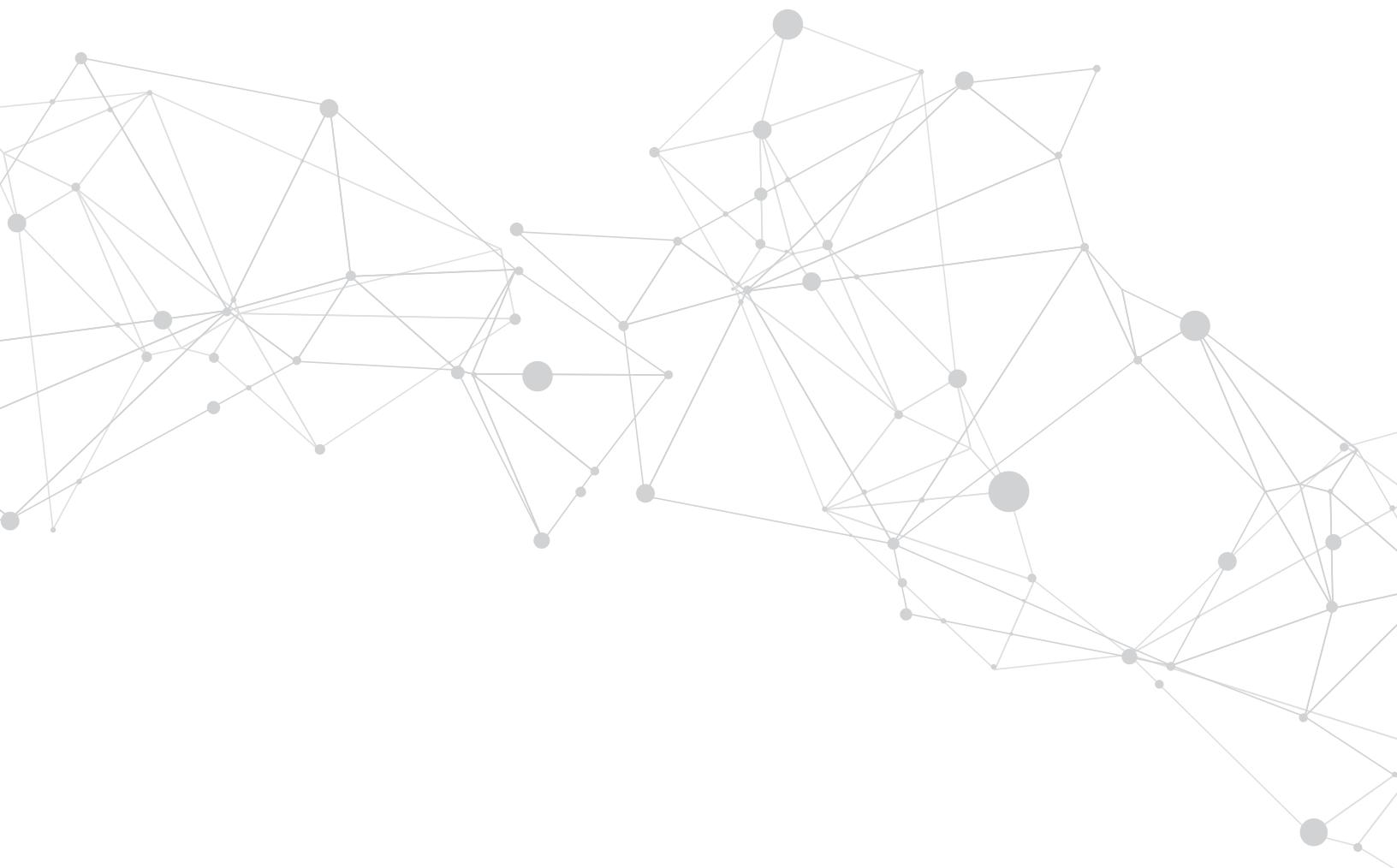
DIGITAL
SMARTS

Digital communications are critical to nonprofits, foundations and their grantees. From social media to websites, to email and analytics, developing and implementing an integrated digital strategy is essential to help you achieve your goals.

Spitfire's toolkit, Digital SMARTS: A Guide for Nonprofits, is a free resource for any organization looking to strengthen its digital strategy. Whether you're building from the ground up or just searching for tips to take your digital outreach to the next level, this collection of handouts will help you distribute your time across the most important digital platforms and create a comprehensive and integrated digital strategy. Digital S.M.A.R.T.S. gives you the tips and tricks that you need to expand your reach and engage with your target audiences online using Specific, Measurable, Attainable, Realistic, Time-bound and Strategic objectives.

Spitfire is here to help. Contact us if you're ready to advance your digital strategy to the next level and we'll help show you the way. We've given 101 and advanced level trainings to all levels of nonprofit and foundation staff, created online campaigns that generated actions and sparked social change. Give us a call at 202.293.6200 or email digital@spitfirestrategies.com.

SPITFIRE IS A PUBLIC INTEREST
COMMUNICATION FIRM THAT
BELIEVES EVERYONE BELONGS
AND HAS THE POWER TO
SPARK CHANGE.

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STARTING WITH STRATEGY

INTEGRATED
DIGITAL STRATEGY

Every nonprofit needs a digital strategy. From social media to websites, email and analytics, developing an integrated digital strategy is critical to help you achieve your goals.

Set Objectives

Start by reviewing your organization's overall communication or strategic plan to see how digital can reinforce that work. If you need help developing a communication plan, the Spitfire Smart Chart® helps you develop objectives that are specific, measurable, achievable, realistic and time-bound (S.M.A.R.T.). Your plan should answer these questions:

- Who are your priority audiences?
- What are you trying to mobilize them to do?
- Where can those audiences be found and engaged?

Take Stock

Assess what you know about your organization's digital outreach:

- What forms of digital communications do you use? (i.e., social media, email, SMS/mobile, web, search, blogs?)
- Are you tracking metrics for your digital outreach?

If yes, do you alter your content based on what the metrics tell you?

+Prioritize Audiences

Examine the priority audiences from your communication plan and think about the following questions:

- Which forms of communication best reach your target audiences?
- What other forms of outreach do you need to consider?

Then take a look at your metrics to prioritize where to focus your time. You don't need to fix everything right away – but if you know that no one is reading your emails or tweets, you can pivot to more effective digital communication channels.

+Staff Up

A strong team is essential to make a digital strategy succeed. If staff wear many hats, make sure that they have enough time to meet objectives.

- Create a work plan to prioritize staff time based on your objectives.
- Determine who will be responsible for analytics, conduct out-reach and strategy.

Define how digital staff interact with other departments and senior management to assure that digital is part of the core organizational culture rather than an afterthought.

Listen, Measure and Engage

Start with a strong foundation of information that will help you judge how well your plan is working. Periodically reassess your plan and reevaluate your efforts to stay on top of the changing digital landscape.

Research where your audiences are active and where your current efforts need to shift. Are there new digital tools that can help you understand how your audience is reacting?

Track the metrics of your digital channels on a monthly basis. Don't just look at the numbers – think about what they really mean. If you had a spike in traffic to your website, investigate why. If a Facebook post was shared more widely than usual, then investigate what made it so popular.

Things change. Do you need to revise which metrics you are tracking to get a better picture of your achievements? Revisit your plan and strategy every six months.

Create Compelling Content

Good content is king in the digital realm. Everyone wants to go viral for free but many forget to think through the essential elements that make most viral sensations tick. Is your content timely or is it old news? Is your content simple? Does it evoke emotion? The following offer tips to create your best content on any platform.

+Websites
- **Pair simple content with strong visuals:** Make web copy engaging with short and active sentences and avoid jargon.
- **Help your audience find information quickly:** Use simple navigation to avoid having your audience click more than two times to get what they need.
- **Take advantage of Google Grants:** Google offers nonprofit organizations up to $10,000/month of in-kind advertising through their Google AdWords Grants. Don't miss out on this free opportunity to drive traffic to your website.

+Social Media
- **Prioritize social media platforms:** With so many available options, research the social media sites that you want to join and which will help you best reach your audiences.
- **Post content appropriate for the channel:** Each social media channel lends itself to a certain type of content. Facebook content should be heavy with visuals, while Twitter is useful for breaking news or giving your organization's perspective in a conversation. LinkedIn content tends to be more for an academic audience.
- **Stay engaged:** Social media works best if you populate content on a regular basis, listen to your followers and engage them in a conversation.

+Email
- **Personalize your emails:** Be sure that emails come from a specific person, not just the name of the organization.
- **Short and sweet – with an ask:** Keep the text clear and concise and include a simple action for your audience to take. Don't overload your emails with multiple actions.
- **Divide and conquer:** Segment your databases, whenever possible, to craft more targeted emails to each audience.

+Mobile/SMS
- **Mind the limits:** Text messages limit you to 160 characters. Be sure your message and ask can be explained clearly within the limit.
- **Harness your offline events:** Ask supporters to take an action via a live text-in pitch at your events. Make sure to repeat the short code and keyword more than once and display it on the screen if possible.
- **Make it interactive:** Text messages are a great way to collect feedback from your audience. Consider sending trivia questions or asking people to respond to a poll via text.

Expand Your Reach

Each month, look at your editorial calendar to identify opportunities to create content and ways to expand your efforts to a larger audience. Think about both offline and online activities. Is your organization hosting a big event that month? Are you attending a rally or launching a new petition drive soon? What about external events?

Create a plan to increase your reach on your priority channels. Next are a few examples:

- **Partner with bloggers:** Cross-post content relevant to your audience and vice versa. Many blogs include a blogroll that identify other outlets that you may want to reach.
- **Promote content on Facebook:** Once you have identified what types of content your audience responds to, consider testing a small ad buy or a promoted post.
- **Expand your Twitter following:** Participate in Twitter chats or live-tweet events that you attend to reach a larger audience. Research influencers in your space and develop a strategy for engaging them.
- **Ask your subscribers to pass the word:** Make sure that all of your email actions include the option to share the action through social media and email.
- **Capitalize on offline and external events:** Circulate your petition with an email sign-up or ask the audience to take action and join your mobile.

CREATING
VIRAL CONTENT

The Principles of Great Content Creation. Everyone wants their content to go viral, but crafting posts that spread doesn't happen by magic; it requires understanding your audience and what drives them to engage.

Set Expectations.

No one can anticipate their content going viral like the #MeToo movement, which sparked a worldwide conversation around sexual violence, with survivors courageously telling their stories. We are all envious of viral content that succeeds, like Nike's, with an ad campaign honoring the 30th anniversary of their "Just Do It" slogan featuring Colin Kaepernick addressing racial inequality and police brutality.

But here's the thing: Going viral is a great goal, but it rarely happens. Instead, focus your efforts on reaching your target audience. If your target audience is everyone, then you likely aren't reaching anyone. Instead, focus on creating good content that will inspire the target audiences you aim to reach.

Ask Yourself:

1. Who is my target audience?
2. What do I want them to do once I have their attention?
3. How will this content add to or support my digital and communications objectives?

Spitfire Smart Chart® helps you think through these questions and incorporate your content into your overarching communication strategy.

What Makes Good Content?

Once you have established your audience, consider what will inspire them to act. Consider these general principles of good content creation:

Tell authentic stories. Your content should feature stories with a genuine message. If your audience feels that you are trying to pull one over on them, they are likely to skip over your content, or worse, stop following you. People are also more likely to share and like your content if they can empathize with your story. It pays to humanize your content and make it personal.

Include an emotional ask. Emotion makes content powerful and empowers your supporters to act. Think about what emotion that you want your piece to evoke. If you are looking to motivate your audience to act, consider using a tone of anger or hope. If your issue is heavy, beware of depressing your audience. Depression rarely generates action. Using geolocation data to provide tailored information, such as a city name, makes a difference because it hits close to home. Do not use ALL CAPS or too many punctuation marks. Include a call to action when necessary, but keep in mind that you'll lose subscribers' interest if you exaggerate the urgency.

Address your audience's barriers, but don't reinforce them. Identifying your target audience allows you to tailor your message to reach those that you want to engage. Think about your audience's barriers: What might keep your audience from participating or agreeing with your position? Then address those obstacles in your message. But make sure that you don't repeat the barrier. Stay away from "myth vs. fact" posts because studies show that mentioning the myth only reinforces it.

What Makes Good Content Spread?

Now that you have a great piece of content, how are you going to make it circulate around the web? Planning how to distribute your content is just as important as creating the content. After all, if no one sees the content, what impact will it have?

Cultivate influencers. Analyze your supporter network and organizational contacts to identify where you have relationships with influencers. Look for those individuals or organizational partners that you can tap to help circulate your brilliant content. Ideally, these folks will not only have big followings, but also will be trusted sources of information about the topic.

Think beyond celebrities. While many celebs have an enviable number of followers, do their followers actually care about your issue and are they credible messengers for your audience? Your time may be better invested in nurturing a relationship with someone who has more credibility and fewer, yet higher-quality followers.

Let go of control. If you have created good content that inspires your audiences, they will want to make it their own and share the content with friends and family. Embrace your online community and let them see themselves in your content. Letting go of control is hard for organizations concerned about their brand and identity. Don't let this worry limit the reach of your brilliant content.

Luck favors the well prepared. Create a calendar of your organization's priority events. Then include external events that you can leverage to generate buzz online and get more attention for your work. These events could be related to the legislative cycle, a commemorative month or a holiday. Use that calendar to plan ahead.

Listen to Your Audience

You've created an inspiring piece of content, sent it out through your digital channels and recruited influencers to help you give it an extra boost. So now what? Your job is not done.

It's time to evaluate how you did. Think back to your initial strategic framework and assess how this content supported your overall objectives.

- How did your audience respond?
- Did you recruit any new supporters, petition signatures or donors?
- Was it a success that you would want to share with your whole organization at the next all-staff meeting? Or did it flop?

Think about what worked – and what didn't work. Examining your metrics and drawing conclusions about how you may improve is important.

- Could you have posted at a more opportune time of day?
- Did you release the content after the news cycle had expired?
- Could you have used a more compelling image?

LISTENING TO AUDIENCES
THROUGH ANALYTICS

Identifying and Tracking Metrics for Online Outreach. A smart strategy starts and ends with listening to your audiences through analytics.
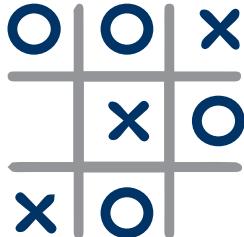
Strategize

Why guess what your target audiences want when you can know for sure by listening to them? Each action that they take on your website, email or social media can be tracked, analyzed and incorporated into a new or existing digital strategy. As with any strategy, first you should establish your objectives and research your target audiences to determine what they care about, the language that they use, where they are and how to reach them. The Spitfire Smart Chart® helps you think through these questions and incorporate analytics into your overarching communication strategy.

Website

A website strategy should always reflect the values of your target audiences. Use Google Analytics to gain insight into overall website performance, behavior of audiences, sources of traffic and evaluation of content. Adjust your strategy when needed.

+Dashboard

Your main Google Analytics dashboard should contain the following metrics for your overall website performance. These should be included in every analytics report.

Unique Visitors by Traffic Type: This metric allows for a quick summary of your visitor type (i.e., organic, direct, referral, email). How did this change from last month?

Unique Visitors: Use this metric, rather than unique pageviews, because it provides an accurate count of your audience for a specific time period.

Average Session Duration: Tracking the time that visitors stay on your site is a good metric for monthly analytics reports.

Bounce Rate: This shows the percentage of people that leave from the same page they landed on. Bounce rates vary widely, so it's best to check your sources to see where bouncing visitors came from and what your goals are for that page.

Goal Completions: Set up goals to track online actions, such as email sign-ups, donations or downloads. You also may track the most popular paths that led people to take action.

+Audience

The audience section shows how you are targeting new and existing audiences. It also allows you to learn more about your visitors' demographics (e.g., location, gender and age) as well as how many of them are using a phone or their desktop to access your website.

New Visitors: If you published an op-ed in an outlet with a new audience, did you receive new visitors? How long did they stay on the page compared to return visitors? Did the new visitors go deeper into your website?

Returning Visitors: This metric is helpful to determine if your website is reaching your primary audience. Pages/Session: How many layers of your site are visitors exploring beyond the entry page?

+Acquisition

Direct: This type of traffic is from visitors who come to your website without a traceable referral source, such as typing your URL into their address bar, clicking on a link in a PDF or using a bookmark on their browser.

Referrals: What other websites are directing visitors to your site? Which outreach activities are the most or least effective? Are your social media efforts paying off?

Search: What search terms are people entering to find your website? To increase the rank of your site in a Google search, you may want to mention the words listed in your website's content.

+Behavior

Determine what content is engaging users by tracking behavior on pages.

Overview: This lists the 10 most-viewed pages, showing the main content people are coming to see. Are these the pages on which you want heavy traffic? These pages also present an opportunity to drive people deeper into your site with links to other relevant or popular pages.

Behavior Flow: This diagram can help you visualize how visitors are navigating through your site.

Email

Email is a vital communication channel for many organizations and their supporters. The following metrics should be tracked to determine what drives high open rates and encourages action.

Open Rate: Track this metric over time to determine your norm. Studies vary widely on the average open rate for nonprofits. In 2019, one study found an average open rate of 15 percent, while MailChimp found a nonprofit open rate of 21 percent.

Click-through Rate: This metric shows what content in your email is getting the greatest response. Often this number is the top story in a newsletter or the action link. In 2019, nonprofits are experiencing an average click-through rate of 2.4 percent for advocacy emails and 0.44 percent for fundraising emails.

A/B Testing: Split your list in half and test different versions to determine the most effective subject lines, timing and content selection. Alternately, test different approaches in different emails and compare the open and click-through rates.

Forwarding Rate: Your metrics should show who has been forwarding your emails, which is a good indicator of your most engaged users, who could be segmented. Studies confirm that when it comes to spending, people listen to people they know.

Social

The Google Analytics social section can determine the amount of referral traffic to your website from Facebook and Twitter. To evaluate these pages individually, you could use the following tools and metrics and experiment with the time and content that you are posting to learn what works best for your audience.

+Facebook
The Insights section on Facebook shows performance metrics for your page and posts.

Reach and Engagements: Under the "Insights" tab, go to "Posts," go to the "All Posts Published" section, then click on the drop-down to the right of "Reactions, Comments and Shares" and click "Reactions, Comments and Shares." Since Facebook no longer allows you to organize posts by column, you will have to sort through posts manually to see which one has the most reach and engagement.

When Your Fans Are Online: In the "Posts" section, use this graph to pinpoint the best time to reach your target audiences.

Your Fans: In the "People" section, you will find basic demographic data about your fans, including age, gender and location. Are these your target audiences? If not, increasing your use of promoted posts and ads on Facebook may be necessary.

Top Sources: Under "Page Views," scroll down to find the "Top Sources" chart to determine where people are coming from who view your page.

+Twitter
Twitter offers analytics about an individual or organizational Twitter account. Be sure to check the overall dashboard section for your monthly top tweet and new followers. For more detailed and ready-to-use reports, use TweetReach for viewing the reach, top contributors and impressions that your organization's handle or hashtag has recently received.

New Followers: This measures the number of new followers you've gained on a specific social platform over a given period of time.

Mentions and Retweets: This number indicates if your content is sparking conversation with your fans and encouraging them to share your tweets with their followers.

Demographics: What age and gender make up your Twitter following?

Impressions: This metric is the combined number of potential users who saw any content associated with your Twitter page. How did this number compare with last month? What were your top three tweets this month?

Engagement Rate: This metric measures the total number of times a user interacted with your tweet. This measurement includes link clicks, likes, retweets, detail expands, hashtag clicks and much more.

Implement

How often you track these metrics depends on the nature of your campaign and how much insight you need. For a short and fast-moving call-to-action drive on your website or social media, you may want to check your metrics daily or weekly. For weekly check-ins to senior staff, short reports with only the dashboard metrics and a few email and social metrics could suffice.

Start by assigning staff to collect the metrics, analyze the data and develop actionable goals. Ideally, the person creating the content does his/her own analytics, whether email, social or web. Lastly, ensure that decision makers for your overall communications receive analytics reports.

ACTIVATE
AUDIENCES ONLINE
Moving Supporters Up the Ladder of Engagement.

What is the Ladder of Engagement?

The "Ladder of Engagement" is a strategy for enhancing supporter involvement by starting with simple asks (the lower rungs of the ladder) and building up to more demanding asks (higher rungs) with each action that your supporters take. The 2016 Bernie Sanders campaign capitalized on this digital strategy to build a grassroots movement of motivated and engaged volunteers and small-dollar donors throughout the country.

Every organization will have different levels of supporter engagement, but most will have a pattern similar to this proverbial ladder. The majority of supporters will fall under "inactives" and "listeners" – the two lowest rungs on the ladder.

- Inactives are on the email list or have looked at your social media pages, but have not engaged with your content.
- Listeners follow you on social media but rarely engage.
- Sharers like and share content from social media channels or emails.
- Evangelists engage beyond the digital world by attending events.
- Instigators join in the work as a champion or donor for the issue.

Should I Use the Ladder of Engagement?

Absolutely! Using ladders of engagement ensures that your digital work ultimately supports your larger goals. Instead of shooting off an email or a Facebook post without giving thought to strategy, use a ladder to help bring more supporters into the action. You should develop specific ladders for when you gain a large influx of supporters, such as through a successful event, social media campaign, report releases or a paid supporter-acquisition campaign.

Building a ladder after one of these moments is easy because you know exactly why and how these supporters became involved with your organization. However, knowing where your supporters stand, what asks you're making and where you want them to end up is important. You also should make sure your supporters don't fall off the ladder once they reach the top rung. Develop a plan to keep them engaged even after they have done what you asked them to do.
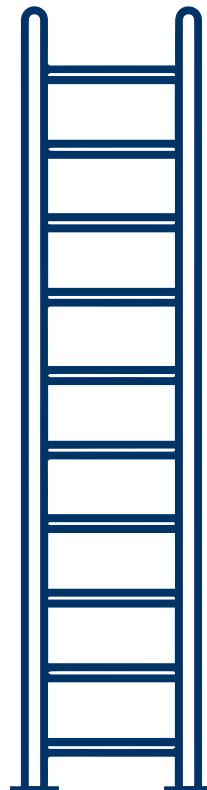
Defining Your Ladder

Before you can start moving people up your ladder, determine the right levels of engagement. Consider what you ultimately need your supporters to do. Is it to donate? Write a letter to the editor of their local paper? Organize their friends and neighbors to join in the work?

The final step on your ladder should align with your overall communication strategy. (For more on how to build a S.M.A.R.T. and strategic communication plan, check out Spitfire's Smart Chart®.) Once you have established the highest rung, work backwards to determine the steps a supporter should take to get there.

1. **Welcome:** Become a Facebook fan or follow us on Twitter. This ask is easy. People won't feel like you're asking too much, but it will make them feel just a bit closer to your work and help them learn more about what you do.
2. **Learn:** Visit our website to watch a video and learn about our other programs. This ask should be a way to begin drawing in inactives. They've heard from you already and have shown that they're willing to participate. Give them the opportunity to learn more about you.
3. **Send/share:** Tell your friends why you care about [our issue]; share a post or photo on Facebook, Twitter or Instagram. Now that listeners have demonstrated support, turn them into sharers.

Having listeners share content about why this issue is important and who it impacts will engage supporters and encourage their friends to get involved to expand your base further.

4. **Remote action:** Sign a petition supporting this legislation or call your member of Congress. Petition signing is a further step up your engagement ladder and will not take supporters more than a few minutes to complete. You can ask them to complete a few similar asks before moving up to the next step – to take action offline.
5. **Attend:** Join a house party or host your own to introduce others to the cause. Supporters who continuously engage could be ready to become evangelists and move beyond online or remote actions to join in person. Not everyone will have the time or ability to attend every action, but offer supporters a few opportunities to work around their schedules.
6. **Organize:** Attend a lobby day to encourage your legislators to support the bill. This high-level ask may intimidate some supporters, but since you have moved them up the ladder with you, they're more likely to feel comfortable and accepting of your organization by this point. You've transformed a name on a list into an actively engaged volunteer – an Instigator!

Realize that not all engagement ladders will look the same. If your goal is a fundraising push, turning people into donors could work very differently depending upon your goal and the time you have to work supporters up the ladder.

Deepening Engagement

Once you've established the rungs on your ladder, here are a few tips to remember as you move people up.

+Timing matters.
Space out your asks so that supporters hear from you regularly, but not so often that they feel overwhelmed. Whether you're dealing with many new supporters all at once or a slower stream over time, make sure to reach out within the first week of their initial contact with your organization to welcome them. For people who don't immediately engage, contact them again in a couple of weeks to give them a second chance to participate. When you move up to bigger asks, spread them out a bit so that supporters don't constantly feel pressured. Make sure to take advantage of timing hooks. If the president just mentioned your issue in a major speech or there's big news related to your cause, send out an email to highlight the critical moment and include a simple ask.

+Messengers can make all the difference.
Especially the first time that you're reaching out to someone, they may not know much about your organization. If you've gotten an email list through a partner organization, ask if you can include that group in your first outreach or get one of your more prominent spokespeople to author the first email. People will be more likely to respond to someone they know.

+Be grateful.
Reinforce your supporters' actions by thanking them and demonstrating the impact of their work. Highlight big wins or milestones, but also be sure to send periodic "Thank yous" to make sure that your supporters know that you value their work. Especially when you've had a victory, capitalize on the positive moment to inspire additional actions.

+Listen and assess.
Keep checking your levels of engagement over time and pay attention to what type of content and actions are motivating your audiences. You can use email analytics through your email provider to see who is opening your emails, clicking on them and ultimately following through with your asks. If you seem to be losing people at a certain rung of the ladder, try adding an intermediate ask to make people more comfortable as they approach that level.

A PICTURE IS
WORTH 1,000 WORDS
Add Visuals to Boost Engagement.

94%
DID YOU KNOW

that digital content featuring compelling images averages 94% more total views than those without? The rise of platforms such as Pinterest and Instagram demonstrate that visual content is an increasingly important force for communication online.

But why?
Different learning styles

Scientific studies reveal that 90% of the information that the brain transmits is visual information and humans process visuals 60,000 times faster than text. Organizations can take advantage of this easy and cheap way to garner more engagement by sharing visual content on social media.

Strategize

In a few easy steps, you can be a visual-social media pro, ready to adapt to the ever-changing social media landscape. Before setting out with a visual strategy, be sure to assess the timing of your post based on when your content - and the type of content that - receives the highest level of engagement. Maybe you have a campaign coming up that can use an extra boost or a report release that lends itself to highlighting topline takeaways visually. Use opportune moments to test what works best for your audiences. Set goals for what you'd like to achieve (e.g., clicks, engagement, donations), then prepare the content, create, share and finally, analyze what went well and what you can learn.

Prepare The Content

There is a variety of visual content, and these can get as DIY or as expensive as you want.

Images: Inspirational quotes, illustrations and other customized content can help your organization show off its personality.

Infographics: If your organization recently released a report or has complex data to share with its audience, infographics can be an effective way to simplify the facts. Contextualize data by using "social math" to help people comprehend the true meaning of large numbers. For example, 311 Olympic-size swimming pools could be filled with the oil that leaked from Deepwater Horizon, which is easier for people to visualize than 4.9 million barrels!

Photographs: Pictures are a great way to represent what your organization does, what your values are and who you work with or for.

Video: Consider turning to video when incorporating personal stories, launching a big campaign or celebrating a milestone. To keep your audience engaged, optimizing your video length for each social platform is critical. According to Hubspot, Facebook videos should be no longer than one minute, while videos on Twitter should end at the 45-second mark.

Create

Once you have planned your content, choose from a variety of tools to help you bring it to life.

Piktochart: This interactive website includes a selection of easy-to-use infographic templates and a handy icon library so that novices don't have to create something from scratch.

Canva: This online tool offers design templates optimized for each social media platform and includes an icon library and has a design school with free tutorials.

PicMonkey: This photo editing website enables you to touch up and edit photos easily, add text overlays, create collages and design images that are ready to share on social media.
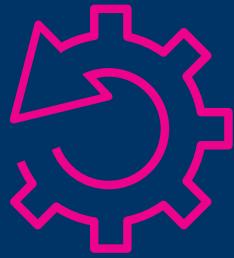
Share

Each visual that you create should have a future home in mind to ensure that it is effective in reaching your target audience. Use hashtags like #MotivationalMonday, #TipTuesday, #GivingTuesday to spread your message to potential new members, donors or audiences.

Pinterest: Pinterest is a great place for sharing infographics and inspirational quotes, especially about issues relevant to women, with 60% of all women online logging on to the platform.

Instagram: Increasing in popularity, especially for African Americans, Hispanics and young people (more than 60% of users on Instagram are under the age of 30), Instagram is a fun way to regularly engage your audience with simply a photo and a caption. According to Pew Research Center, 59% of members use the platform daily.

Tumblr: This microblogging site enables users to follow, reblog and share. The platform's target audience is millennials, who are highly engaged on the site, spending a daily average of 34 minutes browsing blogs. Animated images (GIFs), in particular, do well on this trendy platform.

YouTube: When it comes to video, YouTube is still the best place to go for easily promoting your video to a large potential audience (1.5 billion internet users visit the site every month!) and optimizing your content in Google searches.

Facebook: Facebook remains the largest social network (2 billion active monthly users in 2017) and one that gets visited daily by many of its users. Albums of pictures from an event are perfect for Facebook and invites individuals to tag themselves, comment and share with their friends. Facebook also is a good option for infographics, but make sure your imagery will stand out in a crowded newsfeed.

Twitter: On this fast-moving platform, don't expect your audience to stick around for long! Twitter is best used for quick visuals with a small amount of text. Tweets with images receive 18% more clicks, 89% more favorites and 150% more retweets. The majority of Twitter users (78 %) reside outside of the United States, which makes Twitter a great platform to engage international audiences.

Analyze and Measure

Once you've launched content, track engagement such as likes, retweets and shares in order to determine which content is resonating with your audience. Tracking will help you refine your strategy. If your audience is responding best to photographs, use this data to request budget funding for photographers and build your photo library. If you release a report with a successful infographic, use that data to drive future report releases, creating interactive content for your audiences.

USING SOCIAL
Facebook
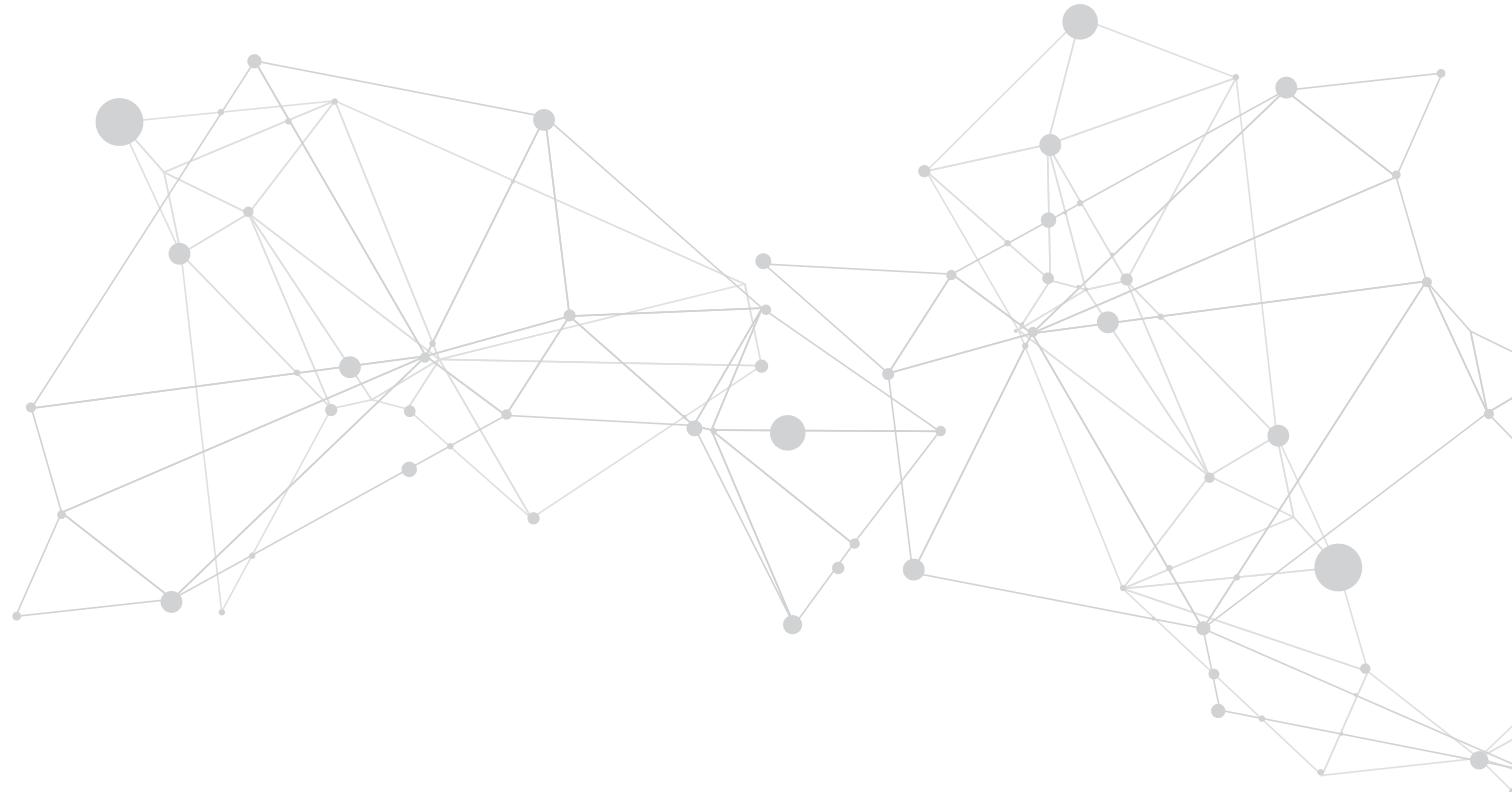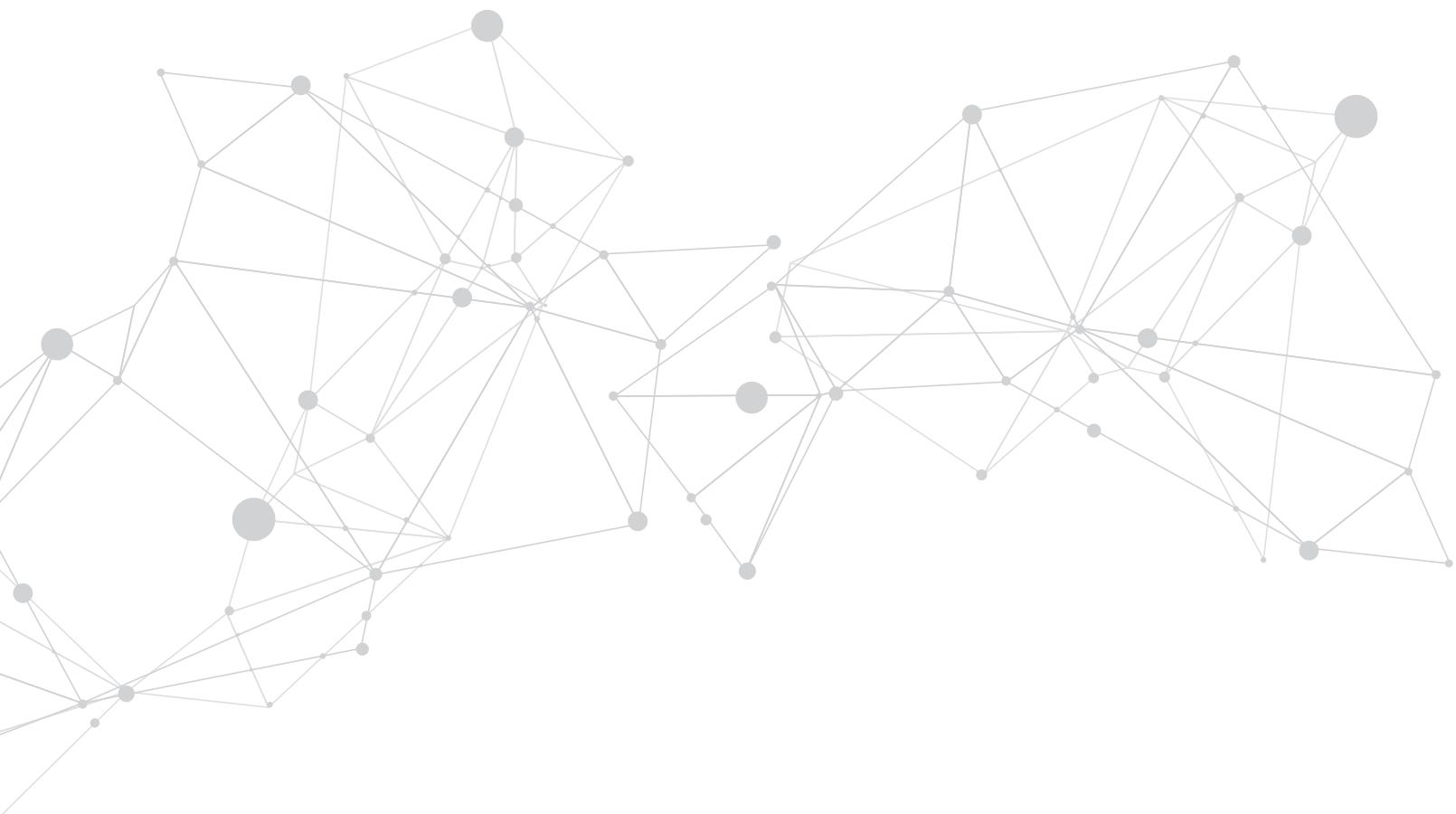
MAXIMIZING FACEBOOK

Inspiring Social Change. Increasing the chances of your content appearing in your fans' News Feed is not rocket science, yet requires a smart strategy and following best practices.

Strategize

It's always wise to build a plane before you fly it. First, establish objectives for your organization's Facebook strategy. They should be S.M.A.R.T (specific, measurable, attainable, realistic and time-bound). Next, research your target audiences to determine what they care about, the language they use, where they are and how you will reach them. The Spitfire Smart Chart® helps you think through these questions and incorporate Facebook into your overarching communication strategy.

Build

Facebook uses an algorithm to determine if your message appears in your fans' News Feed. It takes into account hundreds of variables and predicts whether a given user will like, click, comment, share, hide or even mark a post as spam. The algorithm measures each post with a certain degree of confidence, called a "relevance score," that is specific to the post and the post's target audience. Facebook's sorting algorithm ranks every post that could potentially show up in a user's feed, placing posts with higher scores at the top. While Facebook is regularly changing how it prioritizes content, the best way to increase your chances of getting in front of users is by building more engaging posts and pages.

+Photos

- Share photos and videos of your supporters, events and other aspects of your cause. Keep videos to under two minutes so viewers stay engaged.

- Include subtitles in your videos to accommodate the estimated 85 percent of Facebook users who watch videos without sound. If you use Facebook's Power Editor tool, you can have Facebook automatically generate subtitles for you.

- Make your profile photo your organization's logo. Profile photos should be at least 170 x 170 pixels.

- Capture users' attention with your cover photo and embody your cause with the call to action and website link in the written description. Text should not cover more than 20 percent of the photo. Cover photos should be 851 x 315 pixels.

+Posts

- Limit posts to 40 characters. Shorter, succinct posts receive more engagement. Posts with questions and a length of 100-119 characters also perform well.

- Create content that lends itself to sharing by telling authentic stories and including emotional asks.

- Create a dialogue with your fans by responding when they comment and by posting questions. Speak in the first-person narrative and try having a member of your organization post in their own voice every now and then to add a personal touch.

- Share timely, issue-centric content to establish your organization as a thought leader in your area of focus. Facebook's algorithm will boost your content automatically if you use trending phrases. These include news items and other topics in the trending section on your homepage.

+About Section and Apps

- Add links in your About section to your website and social media sites. Include your address and common keywords about your cause and highlight your organization's mission in 25 words or less.

- Add apps to your page such as "Events" and "Donate Now." You can rearrange the order, delete or add more apps in the admin panel.

Grow

Expand your audience by promoting your Facebook page and improving your content strategy.

+Cross-pollinate: Use Your Website and Email
Use your organization's website to encourage supporters to "like" your page. Add the Facebook "like" or "share" box to your home page and articles so that visitors can share pages directly from your website to their Facebook timeline. Put Facebook links and content in your newsletter.

+Promote Your Organization, Posts or Stories
Facebook has two programs that help organizations spread their message and gain new supporters. To promote your organization's page, event or external website, create a paid ad that combines a photo and text. Use your own photos or use Pixabay or Google's Advanced Image Search to find free images. Or consider "boosting" your highest-quality posts that are sparking conversation with your fans for as low as $5 to $10. Boosting will move posts up the ranks on your audiences' News Feeds.

+Mix It Up and Test
There are several types of content that you could share, including articles about your issue(s), promotional pieces about your organization and staff and posts from partner organizations. Find the right balance by testing which types of content perform best with your audiences and then include a mix of those types throughout the day. Make sure to tag your organization and others in shared content to connect your organization with their fans' News Feeds.

+Plan Your Posts
Post at least five times a week. Check your Insights section to determine the best time to post content. Use Hootsuite to schedule Facebook posts and photos.

Listen

Every week use your Insights section in Facebook (located on your profile page in the top bar) to view performance metrics for your page and posts. Experiment with the time and content that you are posting to learn what works best for your audience. There are many important Facebook metrics to track, but be sure to check these often:

Posts: Click on the "Posts" tab and sort your posts by "Engagements," selecting the "Post Clicks / Reactions, Comments and Shares" subtab. Tracking helps you see your posts that have sparked the most likes, comments or shares, and they usually have the biggest reach (how many News Feeds you've reached).

When Your Fans Are Online: Use this graph to pinpoint the best time to reach your target audiences.

Your Fans: Go to the "People" tab and click on "Your Fans." You will find basic demographic data about your fans, including age, gender, location and language of those who like your page. Are these your target audiences? If not, it may be necessary to increase your use of promoted posts and ads on Facebook.

PAYING TO PLAY
ON FACEBOOK

A guide to advertising. Facebook is becoming known as a pay-to-play tool as organizations are finding it challenging, if not nearly impossible, to get content into their audiences' News Feeds without creating an ad budget. Facebook acknowledges this occurrence and says that competition for each News Feed story is increasing and people are connecting and sharing more than ever.

The Basics
On any given day, an average of 2,000 potential stories from friends and pages could appear in a typical Facebook user's News Feed each time he or she logs in; of these, Facebook displays about 200. Breaking through the noise requires a thorough understanding of the way Facebook operates.

+Issue Ads
Advertisements that address issues of national importance (including but not limited to the military, the environment, budget, crime, civil rights, guns and taxes) are now classified as political or issue ads and they require a disclaimer as well as extra security. This means that individuals who administer the pages must go through Facebook's identity verification process. Before running issue ads, you should give yourself at least two weeks to complete the verification process. You may find out more about the issue ads certification process here.

+Build
Facebook uses an algorithm to determine if your message appears in your fans' News Feeds. Previously, Facebook took three variables into consideration: the people, organizations and news outlets a user interacts with, the types of posts (photos, videos or links) users interact with most frequently and posts with high user-engagement. However, in 2018, Facebook updated its algorithm to improve user experience and bring people closer together. Now, Facebook uses signals like how many people react to, comment on or share posts to determine how high they appear in News Feed. With this update, Facebook prioritizes posts that spark meaningful conversations among you, your friends and your family by predicting which posts that you might want to interact with most. Since space in News Feed is limited, showing more posts from friends and family means that content from publishers, businesses and organizations might see a decrease in user engagement. Keep in mind that content that generates conversation between people will appear higher in News Feed, so try posting more live videos and relevant updates and creating events, which often lead to discussion among viewers on Facebook.

+The Mysterious Algorithm
There is no way to track exactly how Facebook determines if an organization's content will appear in its fans' News Feeds. Facebook admits that as people increasingly share content, the organic reach of pages likely will continue to decline. One study found that the average number of Facebook post engagements has fallen by more than 20 percent since January 2017. While there are tips for organizations looking to maximize their organic reach, people unwilling to put money beyond their Facebook pages will find that their content is reaching fewer and fewer people.

+Getting Started
In order for someone to create an ad for a Facebook page, he or she has to be listed as a Page admin for that page. To assign a user this role, go to the page, click "Edit Page" and select "Manage Admin Roles." As a good rule of thumb, make sure that whenever Facebook asks you to update your page's layout to its new settings, click "Update." Facebook changes constantly and keeping your page updated with new settings will help ensure that your content reaches the right audiences.

+Budget
The key to determining an appropriate budget for Facebook ads is to test. Try starting with a small amount such as $50 - $100 and experiment with the different types of ads to determine what your audiences respond to best. Try promoting the same post to two different groups of people: those who like similar keywords as your issue and those who like similar organizations. Track the reach of the ads to determine which performed better. Use the "When your fans are online" metric in your Facebook "Insights" section to ensure that you are promoting ads at the most popular times.

+Cost
Facebook allows you to pay for impressions (CPM) or pay for clicks (CPC). If your goal is audience growth, maximize your dollars by paying only for ads that people click on as opposed to paying per 1,000 people who will potentially see your ad. See more on bidding and pricing here.

Types of Ads

There are a few types of ads you can create. Choose the type based on your objectives. Manage each ad by clicking the "Manage Ads" tab located in the drop-down menu on the far right of your home page. Be sure to check the size guidelines for each ad. Here are a few of the main types of Facebook ads, but there are more than 10.

- **Boost your page posts:** This is the easiest and cheapest ad to create and results come fast. You can use this option quickly by clicking "Boost Post" on an individual post.

- **Get more page likes:** You can get creative here. Think about the images that describe your organization well. Look for ones that show what your organization accomplishes and who you impact. Use your own photos or use a source such as Flickr's creative commons or Google's Advanced Image Search to find free images. Upload up to six images, keeping in mind that text cannot take up more than 20 percent of the image. The Facebook Grid tool can help you determine if you have too much text. Next, write a short headline and message. Try using your mission statement, but add a bit of flair to it.

- **Invite people to an event:** Friends of your fans are the best new audience to target with this type of ad.

- **Send traffic to your website:** Create an ad that directs Facebook users to your website. You can use this to highlight a new blog post, your current advocacy campaign, your donation page or your homepage. Track the success of ads by installing a tracking code provided by Facebook to the webpages to measure conversions.

Audience Targeting

Facebook allows advertisers to narrow an audience using demographic targeting. To access audience targeting options, organizations must make the ad-runner an editor on their Facebook page, so they have access to manage and run ad campaigns. The traditional ads manager has gone through significant changes and its functionality closely resembles another Facebook tool – Power Editor. Facebook's Power Editor is more complex and usually is intended for use only by experienced advertisers and businesses managing multiple Facebook campaigns and ads.

1. **Targeting audiences based on interests and demographics:** Start by making a complete list of things your audiences might "like" on Facebook (e.g., TV shows, local news outlets or newspapers, volunteering). Identify your audiences' education level, which language they are likely to speak, age, gender, location and whether or not you'd like to target friends of your fans or broader audiences not connected with your page. Once you have this list, start experimenting to find your tailored audience group. You also can target users based on their donation behaviors. More on targeting is here.

2. **Creating Custom Audience groups:** Organizations may upload their supporters' data (email addresses and phone numbers) collected outside of Facebook to target ads to them on Facebook. This tactic is helpful to repeat an ask to current supporters of your organization on an additional channel. Seeing an ask more than once increases the likelihood that your supporters will respond. To create a custom audience, go to your "Manage Ads" tab, select "Audiences" from the left side and click "Create Audience." Then choose whether you'd like to upload your Custom Audience through MailChimp or a data file.

3. **Create a Lookalike audience to your Custom Audience groups:** After you create a Custom Audience, you can generate an audience similar to it. Facebook allows you to generate your Lookalike audience by taking all of the data points of your source audience and finding new, similar people using a set percentage sample (which you specify) of the population in your chosen country. Unlike interest-based targeting, lookalike audiences allow you to create the source audience, giving you more control and viewers who are more likely to be interested in your content.

USING FACEBOOK LIVE
TO DRIVE SOCIAL CHANGE

Livestreaming at an Event. Facebook Live is a powerful way for organizations to engage audience members and communicate their message in a more humanizing way.

Organizations should use Facebook Live to leverage advocacy efforts and build stronger relationships with audiences, especially if you already have a big following on the platform and an engaging event to spotlight. It is a great way to raise awareness for your issue, ignite thoughtful conversation and grow your following. This guide provides best practices for how to use Facebook Live effectively.

Choosing the Right Format:

Facebook Live sessions offer valuable opportunities for organizations to grow their movement and can be done in multiple formats. It is important to choose the appropriate method depending on the message that you are trying to convey and the type of response that you hope to achieve.

- **Live broadcast events.** Livestreaming events through Facebook is a great way for organizations to let their supporters gain access to events that they are interested in but cannot attend. Showing the inner workings of your organization and the people behind the scenes has been shown to increase engagement and trust for nonprofits.

- **Make announcements.** Organizations can use Facebook Live to announce achievements, fundraising goals, new staff members, new projects and much more. Going live with big news and involving your audience in the excitement will help boost engagement and encourage supporters to take action.

- **Conduct Q&A's.** This is a new way organizations can connect with their program participants and answer questions they might have during a Facebook Live session. Different staff members may answer questions during the live stream to give audience members the opportunity to meet the faces behind your organization. This is a great way to create more personal relationships, while informing and encouraging audiences.

Before the Event

Before livestreaming any event, consider both logistical and content-driven aspects:

- **Select the right person for the job.** The person who is selected to operate Facebook Live should only be familiar with Facebook and able to troubleshoot if technical difficulties arise. The staff member should be comfortable with setting up necessary equipment and ensuring that the broadcast runs smoothly.

- **Promote before you broadcast.** It is important to build anticipation for your upcoming Facebook Live video by letting your target audience know when you'll be broadcasting. Promotion will allow you to generate interest and ultimately, higher viewership. Consider pushing the upcoming announcement on each of your social media channels in the days leading up to your livestream so that your audience will be reminded when to tune in.

- **Make sure that you have the tools and equipment you need.** Do you have admin access to the appropriate Facebook page? Do you have the right streaming device? Different devices can be used to operate Facebook's livestream feature and it is important that you know exactly what you need in order to get started. Please note that you cannot create a link to schedule the live feed if you are using a smartphone to stream the footage. We recommend using a tripod to keep the footage in the same frame and using microphones to pick up stronger audio. Facebook provides an overview of the publishing tools that you are able to use during a livestream, as well as a step-by-step guide.

- **Test run your video before going live.** Test the system prior to broadcast by creating a live stream and enabling the "Only me" feature in your privacy settings. Testing will allow you to see the live video as it will appear, without broadcasting to potential viewers. Take the time to think about how you'll shoot your video and when you'll stream it. For instance, when using the Facebook Live app for iOS, you may choose between broadcasting horizontally or vertically–depending on what gives you the best view. A practice run will let you see how you look to your audience.

- **Confirm internet connection and Wi-Fi capability.** Poor internet connection can delay the livestream or prevent any footage from coming through at all, which can frustrate viewers. Make sure that you have a reliable internet connection at the location of your broadcast.

During the Event

At the beginning of the event, send an introduction post to tell your followers know that you will be livestreaming the event shortly.

Once the event begins, consider the following tips:

- Make sure that you have a reliable internet connection at the location of your broadcast so that footage isn't prevented from coming through, which can frustrate viewers.
- Monitor comments or reactions as they come in.
- Be responsive and interact with live comments and reactions to increase engagement and connect with your audience in real time.
- Check the livestream footage periodically to make sure that you are capturing everything that you want your viewers to see.
- In the event that one of your streaming devices malfunctions, be prepared with a backup.

After the Event

Once the event is over, it's important to take a look at your analytics and measure your reach and engagement.

Facebook has several metrics that you can measure with your live videos. For instance, you can find out how many people your live video reached, how many viewers you had and the number of clicks your video received. You can even go through your results to find how many people were watching at specific times, allowing you to figure out which moments had the most impact on your audience.

The more information that you are able to glean from your Facebook Insights page, the more likely you are to create and publish higher performing videos in the future. Depending on the overall goal of your post, use the information gathered to play with new ideas and optimize your next Facebook Live video.

SPITFIRE
SPARK CHANGE

POLITICAL
ADVERTISING

Running political and issue-based ads on social. Campaign advertisement is an effective way to promote your work and inform your audience.
In order to run ads around social issues, elections or politics, certain platforms require an authorization process.

Background

In spring 2018, Facebook rolled out a new set of requirements for pages running advertisements on the platform in an effort to reduce bot activity and political interference. These conditions were applied not only to ads that addressed overtly political sentiments, but also to any ads Facebook deems as related to issues of national importance. These iissues include, but are not limited to, the military, the environment, budget, crime, civil rights, guns and taxes. The new requirements apply to Instagram as well, as it is owned by Facebook.

Twitter also added political ad requirements around the same time and more recently has added requirements for running issue ads. Both sets of requirements are part of Twitter's efforts to increase transparency. National issues by Twitter's criteria include, but are not limited to, abortion, civil rights, climate change, guns, healthcare, immigration, national security, social security, taxes and trade.

Authorization Process

To help you better understand the new requirements established on the three networks, we've highlighted the requirements and steps needed for organizations to obtain political ad certification across social networks.

+Facebook and Instagram
- To run political ads on Facebook and Instagram, individuals running the ads will need to confirm their identity. Organizations should establish who on their digital team fits into what page role and who should receive different permissions.
  - For more information about page roles, please visit Facebook's explanation here.

- Only page administrators may go through the identity verification process and every individual who will run ads from a page needs to be verified. This process involves adding security to the admin's personal Facebook account and providing a government issued identification. At this time, Facebook plans to make certification permanent, so users will not need to renew their certifications. The certification process can take up to 10 days, so it's best to complete the process before you plan to advertise.
  - All of the steps to completing the identity verification process can be found here.

- Once all identity verification steps are completed, users will then be able to authorize their Instagram accounts if they plan to run political or issue ads there as well. These accounts must be linked to their corresponding Facebook accounts.
  - More on certifying Instagram accounts can be found here.

- For more information about political and issue ad certification for Facebook and Instagram, head to the Advertiser Help page here, or the support page here (scroll to the bottom and click on the messenger icon to chat with a live support agent).
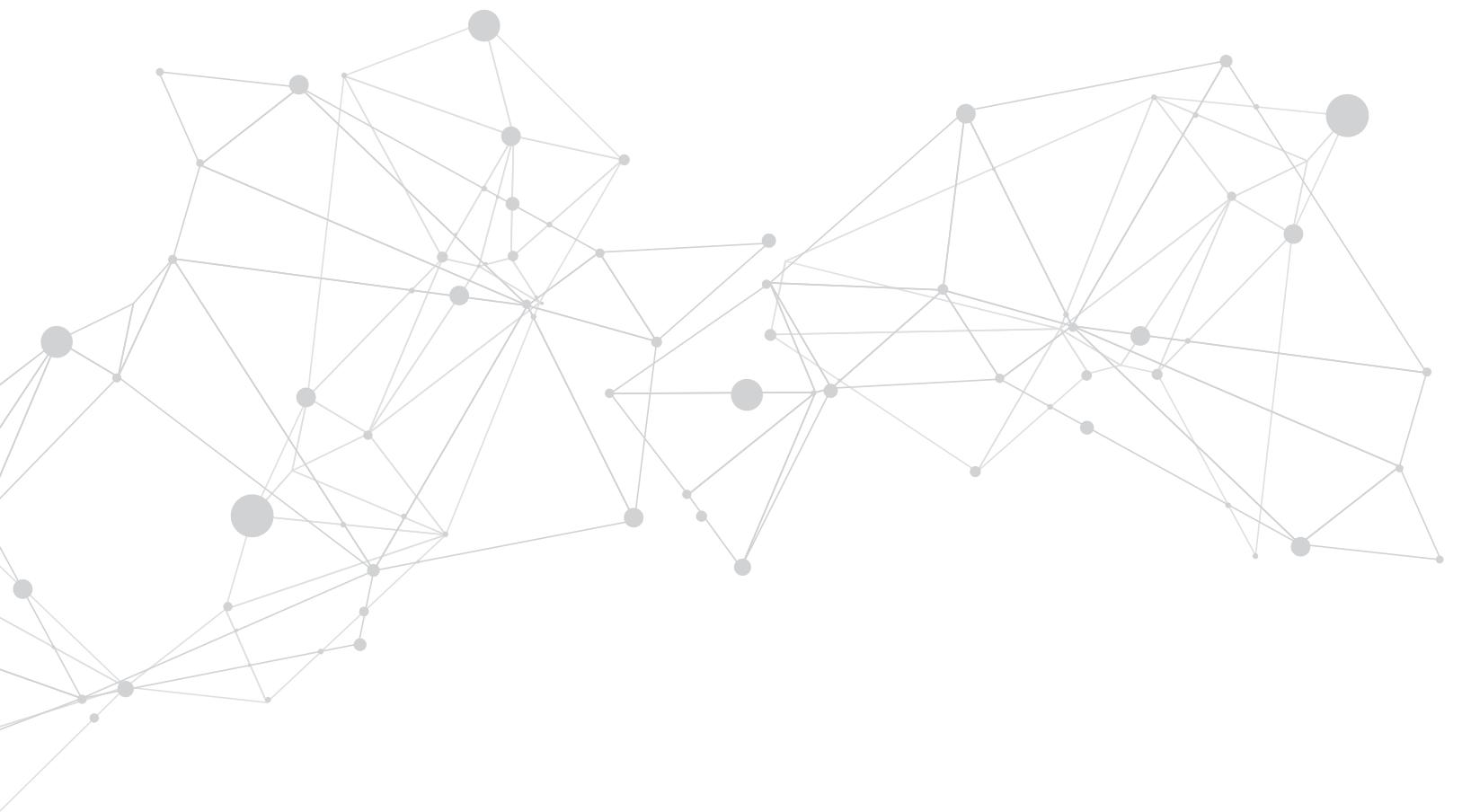
USING SOCIAL

Twitter
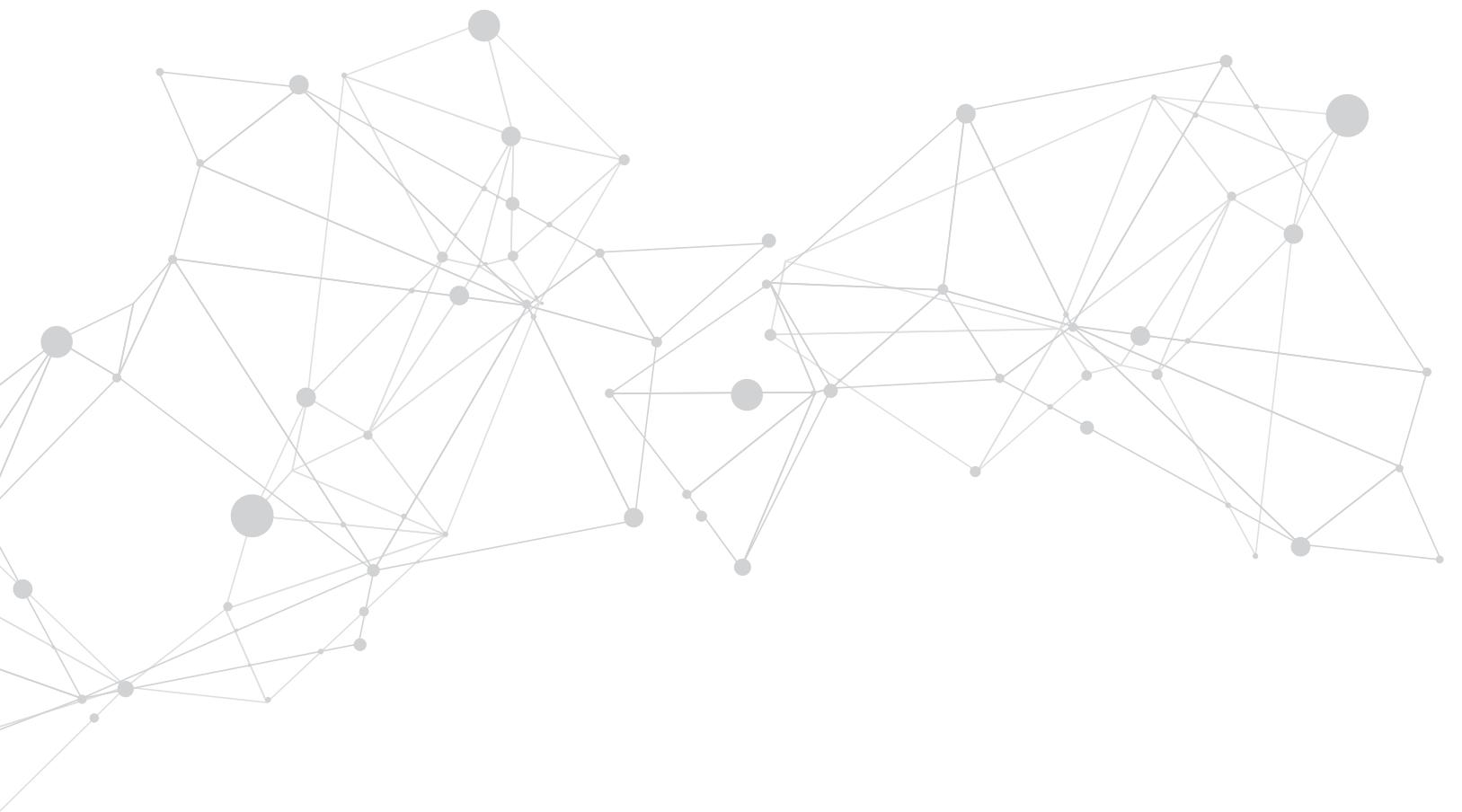
BEYOND
A FOLLOWING

Move beyond your following. The key to spreading your organization's
message on Twitter is to use a smart strategy, engage and activate
your influencers, and listen to your audiences.

Strategize

Building a large Twitter following may seem like an obvious objective, but developing a large following with only a small portion of engaged users is not all that helpful. Be sure to focus on cultivating relationships and deeper audience engagement – not on just the raw numbers. Start by asking: Who are your target audiences, where are they found and what do you want them to do? The Spitfire Smart Chart® helps you think through these questions and incorporate Twitter into your overarching communication strategy.

Research

Determine which of your target audiences has a valued opinion and large following in your subject area. These influencers could be issue experts, niche reporters or organizations with a following that look to them for insight. Follow these three steps to develop an outreach plan.

Step 1:
Discover the Most Popular Hashtags in Your Subject Area

Enter keywords about your issue in an advanced Twitter search and browse the tweets for usernames of organizations that you recognize from offline activities. Narrow your search by the city or state to find hashtags and users related to your issues. Enter the usernames individually into MentionMapp to view their most commonly used hashtags. Develop a comprehensive list of hashtags related to your issue and compare them with TweetReach to find out which ones have the most mentions. Use Hootsuite to create streams of tweets that include those keywords, hashtags and mentions in real time.

Step 2:
Identify the Top Influencers

Influencers lead conversations on Twitter by consistently using popular and relevant hashtags. To find your influencers, enter the hashtags from step 1 into a Twitter search and scroll through the "Top" posts, looking at the Twitter handles. Scan their tweets to identify the messaging they use. Check their Klout score to determine their influence. Group your findings into two categories: influencers with a large following and niche reporters.

Step 3:
Find a Connection

Keep track of the reporters' articles and use a basic Twitter search to find their handles. For other influencers, checking their profiles for related tweets about your issue and looking for ways to tie their interests with your objectives may be beneficial. Gathering this kind of information will prove useful when you engage your connections on Twitter.

Step 4:
Make a Twitter List

Twitter lists are easy to create and can help you monitor tweets from a group of Twitter users. For example, Twitter lists could be useful for tracking the tweets of niche reporters during an announcement or news event. Once you know who the relevant reporters are, conduct individual searches for them on Twitter, click the settings tab by the "follow" button on their profile and select "Add or remove from lists." You do not need to be following each user to add them to a list.

Activate

Develop content that will inspire your target audience to take action by following these four principles.

+Know Your Limits
In November 2017, Twitter expanded its character limit from 140 to 280. GIFs, photos, polls, quoted tweets and videos do not count toward a user's character limit which is good news, because now you have more characters to work with and people are more likely to engage with your tweets that contain videos and photos. Keep in mind that you don't have to use all the character space you are given. Twitter is a platform intended for brevity, so try a mix of shorter and longer tweets to see what your followers respond to best. If you want to share longer content or provide ongoing commentary about a particular issue, Twitter's new Threads feature could be useful.

+Content is King
Above all, content should be relevant and timely to your issue. Include a mix of tweets, retweets, conversation, calls to action and links to compelling messages. Include relevant hashtags, but no more than two. Research shows that asking questions and sharing visuals and videos tend to boost engagement.

+Be Present
Post two to eight times a day to establish your organization as an authority and a timely commentator on your issue or cause, but do not tweet more than once an hour, unless you are tweeting live, so as not to decrease engagement. Use Twitter Analytics to determine the right frequency for your organization. Know when your followers are online by using Tweriod, a tool that analyzes up to 1,000 of your followers to pinpoint the best time to tweet. Schedule your tweets in advance using a tool like Hootsuite if you have limited time to tweet during a particular week.

+Spread the Word
Be sure to add the Twitter button to your website, email, blog and other social media sites.

Engage

Once you have identified the top hashtags for your subject, influencers to reach and connections to mention, engage your audiences with these actions.

- Follow any new influencers to increase the chance that they will follow your organization and retweet your content.
- Build a relationship with your influencers by regularly retweeting and commenting on their content.
- Join the most popular hashtag conversations and spread your message to a broader audience by researching the hashtags used by other groups with similar interests. Use the hashtags to interest them in your cause.
- Live-tweet an event by notifying attendees of the hashtag and designating someone from your organization to tweet quotes and pictures.
- Twitter offers analytics on individual and organizational Twitter accounts. Twitter analytics are available to all users whose accounts have been open for at least two weeks. Analytics shed light on the impressions, engagement and your follower demographic. For more detailed and ready to use reports, use TweetReach. When you enter your hashtag in the search box and click run, there will be an option at the top that says, "Get The Full Report" and it will take you to the billing.

GETTING A HANDLE
ON TWITTER CHATS

Organizing a Twitter chat. Twitter chats are effective ways to inform your audiences about an issue or give them an opportunity to converse with a prominent official or thought leader.

Chats will also help grow your following as Twitter users see your organization communicating about its work and weighing in on interesting conversations. Twitter chats – also known as TweetChats – are planned conversations organized among a few handles, all using the same hashtag. They are held at a specific time, about a particular topic and promoted in advance. Typically chats are moderated by a host who poses questions to the invited "panelists." Participating in a Twitter chat before you host one is a good idea. A Google search for Twitter chats about your area of interest should provide you with a few options, along with online resources like TweetChat and TweetReports, which allow you to search for Twitter chats by topic.

Before the Chat

Think strategically. Consider what you are trying to accomplish with the chat. Who are the people you want to engage and what do you want them to learn? What time are they most active on Twitter? Who can help you reach your target audience?

- **Select the right person for the job.** The person who is selected to participate in or moderate the chat should be able to respond to tweets quickly and accurately. He or she should also be comfortable with the content of the event and know which messages your organization wants to emphasize. You may want to team up and pair a Twitter-savvy staffer with an issue expert.

- **Pick a hashtag for the chat.** When selecting a hashtag for the event, choose a word or phrase that describes what you will be discussing. Steer away from long hashtags that take up too many characters. Avoid abbreviations and acronyms that might confuse Twitter users or force them to guess what the conversation is about.

- **Invite and confirm priority participants.** While the chat will be open to anyone interested in joining the conversation on Twitter, lining up priority participants in advance is useful. Think about influencers with whom you have relationships, those active on Twitter who have large followings and individuals who can reach your target audience and are knowledgeable about the topic. Spitfire's "Beyond a Following" guide helps you identify these influencers, who may be prominent leaders in your community, issue experts, legal experts, media partners or others with whom Twitter users will want to interact.

- **Prepare a Q&A in advance.** If you are hosting the chat, circulate a draft Q&A template for the confirmed participants and identify who will be best suited to answer each question. You may want to organize a conference call in advance of the chat to walk through the Q&A, address any inquiries from participants and identify tough questions that could surface. Be sure to draft answers to any questions that you will be on tap to answer and include links to relevant content to drive traffic to your website. Begin each question with a number (e.g., Q1) and ask participants to respond by including the corresponding number (e.g., A1).

-

Make a list of relevant hashtags and Twitter handles. In addition to the chat hashtag, compile popular hashtags relevant to the content of the event so that you can reference them easily. Similarly, list the handles of any partner organizations or participants in the chat so that you can easily create tweets on the fly.

Set up your Hootsuite account. Before the chat begins, make sure that you have the following streams set up for monitoring during the event:

- **Your sent tweets:** allows you to easily see what you have tweeted from your handle.

- **Your panelists' handles:** allows you to see which questions specific panelists have answered.

- **A search stream for the chat hashtag:** allows you to review what everyone using the chat hashtag is tweeting, redirect any good questions to one of the panelists and reply to or retweet any good tweets.

- **A search stream for mentions of your handle:** allows you to see anyone who mentions you on Twitter or tweets something at you during the chat.

- **A feed of any direct messages sent to your organization's handle.**

Promoting the Chat

Strong promotion of the chat will ensure a more successful event. Promotional tactics include:

- Create a sharable image with the date and time, hashtag, confirmed panelists and subject of the chat. Feature it on your website immediately. A few weeks before the chat, email the image to your network, inviting folks to participate and share the social image on Facebook, Instagram and Twitter.
- Ask media partners and your confirmed participants to share the image with their networks via email, websites and social media channels. Retweet the promotional tweets.
- Ask allied organizations to share it with their networks and to participate in the chat, even if nobody from those organizations are panelists.
- Tweet the image again and send additional tweets on the morning of the chat asking folks to participate. Mention the handles of those confirmed panelists and encourage people to do the same.

During the Event

At the beginning of the event, send a tweet letting your followers know that the chat has begun and how they can participate. This note will give them context about the streams of tweets that they will see coming from your handle. Also, welcome your panelists to the chat. **Sample tweets include:**

- It's time to kick off the #HASHTAG chat [INSERT THE PURPOSE OF THE CHAT].
- Welcome to @PANELIST1, @PANELIST2 and @PANELIST3. Excited to discuss [ISSUE] at the #HASHTAG chat today!
- We welcome your participation in the chat by using #HASHTAG or by DM'ing questions to @YOURHANDLE.
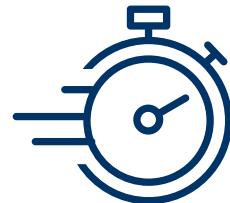
Once the event begins, consider the following tips for the chat:

- Include the chat hashtag in all your tweets.
- Use the Q&A template and tweet each question to the panelists identified to answer. Be sure to give them a chance to respond before sending the next question.
- Monitor the chat hashtag search to see if any related tweets warrant a response.
- Keep the previously created list of hashtags and handles easily accessible.
- Monitor any mentions of your handle and retweet or reply as necessary.

When the chat is complete, let your followers know and thank them for participating.

After the Event

A few hours after the chat is over and traffic has slowed, measure your reach and engagement. One easy and affordable way to measure is through a TweetReach report. TweetReach runs reports on Twitter handles and hashtags, and its free snapshots include reach, impressions and top influencers in the conversation.

TIPS FOR
LIVE-TWEETING

Using events to drive online engagement. Live-tweeting is a great way to inform your audience on Twitter about offline events and describe them as they unfold.

Organizations can live-tweet from a conference panel that they are attending or a press conference in which they are participating. You could also live-tweet an event covered on TV, such as a prominent speech. The Planned Parenthood Action Fund did that for the 2019 State of the Union, providing real-time fact-checking on the president's statements regarding abortion. Live-tweeting is a great way to give your organization's perspective on a current issue, get noticed in the conversation on Twitter and grow your following. This guide provides best practices for how to live-tweet.

Before the Event

Before live-tweeting any event, it is important to consider both logistical and content-driven aspects.

Select the right person for the job. The person who is selected to live-tweet should be familiar with Twitter and able to type to type quickly and accurately while maintaining composure. Remarks worth tweeting often are delivered quickly and the person will have to condense responses into 280 characters without losing the meaning or power of the remark. He or she should be comfortable with the content delivered during the event and know which messages your organization wants to emphasize.

Make a list of the relevant hashtags and Twitter handles. In addition to the event hashtag, make a list of popular hashtags relevant to the content of the event so that the person tweeting can easily reference them. Use TweetReach to determine how large or small the conversation is for each hashtag. Similarly, research the handles of any speakers, partner organizations or participants active on Twitter and make a list of those who you want to engage.

Ask for remarks in advance. When possible, request speeches or prepared remarks before the event. Prior knowledge will allow you to read what the speaker will say and prepare important remarks that you want to tweet. Create those selected tweets ahead of time, adding the appropriate hashtags and incorporating any necessary handles. This preparation will allow you to copy and paste the tweet quickly once the remark has been made.

Set up a Hootsuite account. There are a number of tools that help you manage your Twitter account, schedule tweets, track who is mentioning you, etc. Hootsuite is one such tool that is easy to use, but feel free to use whichever tool you prefer. Before the event begins, make sure you have the following streams set up for monitoring during the event:

- **Your handle's tweets:** This platform will allow you to easily see what you have tweeted from your handle.
- **A search stream for the event hashtag:** This platform will allow you to review what everyone using the event hashtag is tweeting and easily reply to them or retweet any good tweets.
- **A search stream for mentions of your handle:** This platform will allow you to see anyone who mentions you on Twitter or tweets something at you during the event.

Confirm internet access before the event. Make sure that WiFi will be available and, if not, plan accordingly. Live-tweeting from a laptop computer often allows multiple streams to be viewed simultaneously. Also, using a cell phone without a Wi-Fi connection ccan drain your battery quickly and cripple your tweeting.

During the Event

At the beginning of the event, send an introduction tweet to let your followers know
where you are and that you will be live-tweeting the event. This introduction will give context to your followers for the stream of tweets that they will see coming from your handle.

A sample introduction tweet follows:

🐦 Getting ready to kick off the [EVENT NAME] in [CITY/LOCATION]. Follow the conversation at #EVENTHASHTAG.

Once the event begins, consider the following tips for live-tweeting:

- Tweet the substance of the conversation, such as any good quotes from speakers or comments from the audience, keeping in mind the messages that you want to communicate to the public.
- Use the tweets that were prepared in advance from speakers who provided you their remarks.
- If there are lulls in the conversation or comments that should not be tweeted, fill in that space with photos of the audience or speakers.
- Keep the previously created list of hashtags and handles easily accessible for your reference.
- Be sure to use the event hashtag in all of your tweets as well as any other hashtags relevant to the conversation.
- Monitor any mentions of your handle and the event hashtag stream and retweet or reply as necessary.

Similar to the introduction tweet, once you have finished live-tweeting, let your followers know that the event is over or that there will be a lull during extended breaks.

After the Event

Once the event is over, it's important to measure your reach and engagement. One easy and affordable way to measure is through a TweetReach report. TweetReach runs reports on Twitter handles and hashtags and its free snapshots include reach, impressions and top influencers in the conversation.

Also consider capturing the conversation in a blog post and highlighting some of your favorite parts. Add your own narrative and photos and publish that content to your website.

TWITTER
ADS

An Introduction to Advertising in the Twittersphere. With 86 percent of U.S. nonprofits and charities on Twitter, now is the time for organizations to find creative ways to reach prospective changemakers, engage existing supporters and take part in the conversations driving your issues. Standing out among the crowd requires originality and a strong Twitter advertising campaign strategy.

Set an Objective

The first step in launching a successful Twitter campaign is to identify what you want your ads to do for you. As in any good strategy, your first order of business is to determine your objective. Do you want to grow your reach, engage your existing supporter base or drive changemakers to your website? Setting your objective for Twitter ads will help guide your campaign from start to finish.

Create a Campaign

Manage each of your ad campaigns by clicking the gear icon or profile image on the right side of your Twitter account and choosing "Twitter Ads" from the drop-down menu. Once you set your objective, pick the campaign style objective that best serves your goal. Craft three to four ads per campaign for optimum performance. Choose from these campaign types.

✚ **Grow your following:** Use this campaign to identify existing or new supporters who are on Twitter but not yet part of your network. "Follow" campaigns that appear in your target audience's "Home" timelines, "Who to follow" sections and in Twitter searches.

✚ **Increase tweet engagements:** "Engagement" campaigns are the way to share your best, most engaging content with the largest, most-targeted audience. Using your Tweet activity dashboard, review past tweets to see which have performed well among your followers. Create new tweets that model these successes or boost existing tweets that have collected a lot of retweets and likes.

✚ **Drive website clicks:** "Website Click" campaigns are a great way to direct audiences back to your website to learn more about your work or to take action. Use a Website Card in your ad to provide users with more context about your site before clicking through to the site. Be sure to set up online conversion tracking to analyze clicks to your website.

✚ **Build name recognition:** "Awareness" campaigns help introduce your organization to as many people as possible by maximizing the number of people who see your tweet. Use this campaign to increase your organization's name recognition among audiences, rather than drive engagement with your causes.

✚ **Promote video views:** Use "Promoted video" campaigns to show your videos or GIFs to a targeted, engaged audience. Videos auto-play on scroll, increasing viewership and encouraging people to tap or click.

✚ **Expand app installs and engagements:** Whether your audiences have your app and you wish to re-engage them or your goal is to increase the number of people who have installed it, the "App" campaign can drive users to your app directly from Twitter.

Define Your Audience

Organizations can target ads to specific audiences based on their demographics, frequently used keywords, followers and interest areas. Organizations also can use their own data (such as email or Twitter lists) to target tailored audiences. Select from the following targeting options:

1. **Demographic targeting:** If you know that you want to reach a highly specific audience, you can target your ads by location, called geographic targeting (countries, states/regions, metro areas or postal codes), gender or language.

2. **Keyword targeting:** Targeting audiences by keywords is a good way to get your messages in front of users who are already talking about your issue(s). This includes audiences that recentlyhave used keywords or hashtags about your issue. It's important to research the keywords you want to use before choosing this audience targeting approach.

3. **Follower targeting:** This approach allows you to direct your ads to users whose interests are similar to those of a specific Twitter handle's followers.

4. **Interest targeting:** You also can target audiences based on Twitter's assessment of their topical interests. For example, Twitter might assign the interest "babies and toddlers" to users who follow early childhood organizations and regularly engage with tweets that talk about children. Targeting by interest can be a good place to start if you're unsure which keywords are most relevant to your audiences.

5. **Behavior targeting:** With behavior targeting, nonprofits can reach audiences based on the causes or organizations that audience members donate to, as well as their lifestyle or online purchasing behaviors.

6. **TV or event targeting:** If you know that your audiences will be active around a specific event or television broadcast, these targeting options allow you to reach Twitter users who are engaged with the shows or events before, during and after they occur.

Please see Political Advertising to learn more about Twitter's changes to its ad policy, some of which affect audience targeting for cause and issue ads.

Make a Budget

The key to determining an appropriate budget for Twitter campaigns is to test. Start with a small amount such as $50 – $100 and experiment with different ads and audience targets. For example, if you're running an "Engagement" campaign, target one ad based on keywords and another to people who share interests with a similar organization's handle. Track the performance of the ads to determine which approach is more successful at reaching your intended audience and goal. Twitter ads use a "cost-per-action" pricing approach, so you pay only for the actions that your campaign was meant to produce.

See more on bidding and auctions in this Twitter FAQ. Promote Mode is an automated advertising option within the platform. Twitter automatically promotes your tweets to your target audiences for a monthly fee. Twitter recommends this tool for accounts with up to 2,000 followers.

Use Best Practices

Below are some best practices to get your organization started with Twitter ads.

Be visual. Including images or videos that resonate with your audiences helps them connect with your message and can increase engagement by up to 300 percent.

Be specific. Give your audiences specific asks that clearly state what you want them to do and why doing so will be valuable to them and your organization.

Be brief. While each tweet allows up to 280 characters, ads that use 100 or fewer characters tend to perform best.

POLITICAL
ADVERTISING

Running political and issue-based ads on social. Campaign advertisement is an effective way to promote your work and inform your audience. In order to run ads around social issues, elections or politics, certain platforms require an authorization process.

Background

In spring 2018, Facebook rolled out a new set of requirements for pages running advertisements on the platform in an effort to reduce bot activity and political interference. These conditions were applied not only to ads that addressed overtly political sentiments, but also to any ads Facebook deems as related to issues of national importance. These issues include, but are not limited to, the military, the environment, budget, crime, civil rights, guns and taxes. The new requirements apply to Instagram as well, as it is owned by Facebook.

Twitter also added political ad requirements around the same time, and more recently has added requirements for running issue ads. Both sets of requirements are part of Twitter's efforts to increase transparency. National issues by Twitter's criteria include, but are not limited to, abortion, civil rights, climate change, guns, healthcare, immigration, national security, social security, taxes and trade.

Authorization Process

To help you better understand the new requirements established on the three networks, we've highlighted the requirements and steps needed for organizations to obtain political ad certification across social networks.

+Twitter

- To run political ads on Facebook and Instagram, individuals running the ads will need to confirm their identity. Organizations should establish who on their digital team fits into what page role, and who should receive different permissions.

- To run political ads on Twitter, there are different requirements for political committees and candidates, organizations and individuals. Most Spitfire clients would fall under "organizations."
  - More information about these different entities can be found here.

- For issue-based entities, Twitter requires an organizational representative to provide contact information and the organization's tax ID.

- More information about this can be found here after selecting certification and entity type.
- For more information on political and issue ad certification on Twitter, head to the FAQ page.

Update from Nov 2019:

Twitter updated its policy for political advertising. According to the New York Times, "Twitter rolled out a formal definition of what it considers to be a political ad. Under the official policy, Twitter said ads that discuss elections, candidates, parties and other overtly political content would be prohibited. For ads that refer to causes generally and that are placed by organizations and not politicians or political candidates, Twitter said it would place restrictions on them but not ban them outright."To learn more, please visit Twitter's updated policy.

USING SOCIAL

Additional Social Media Platforms
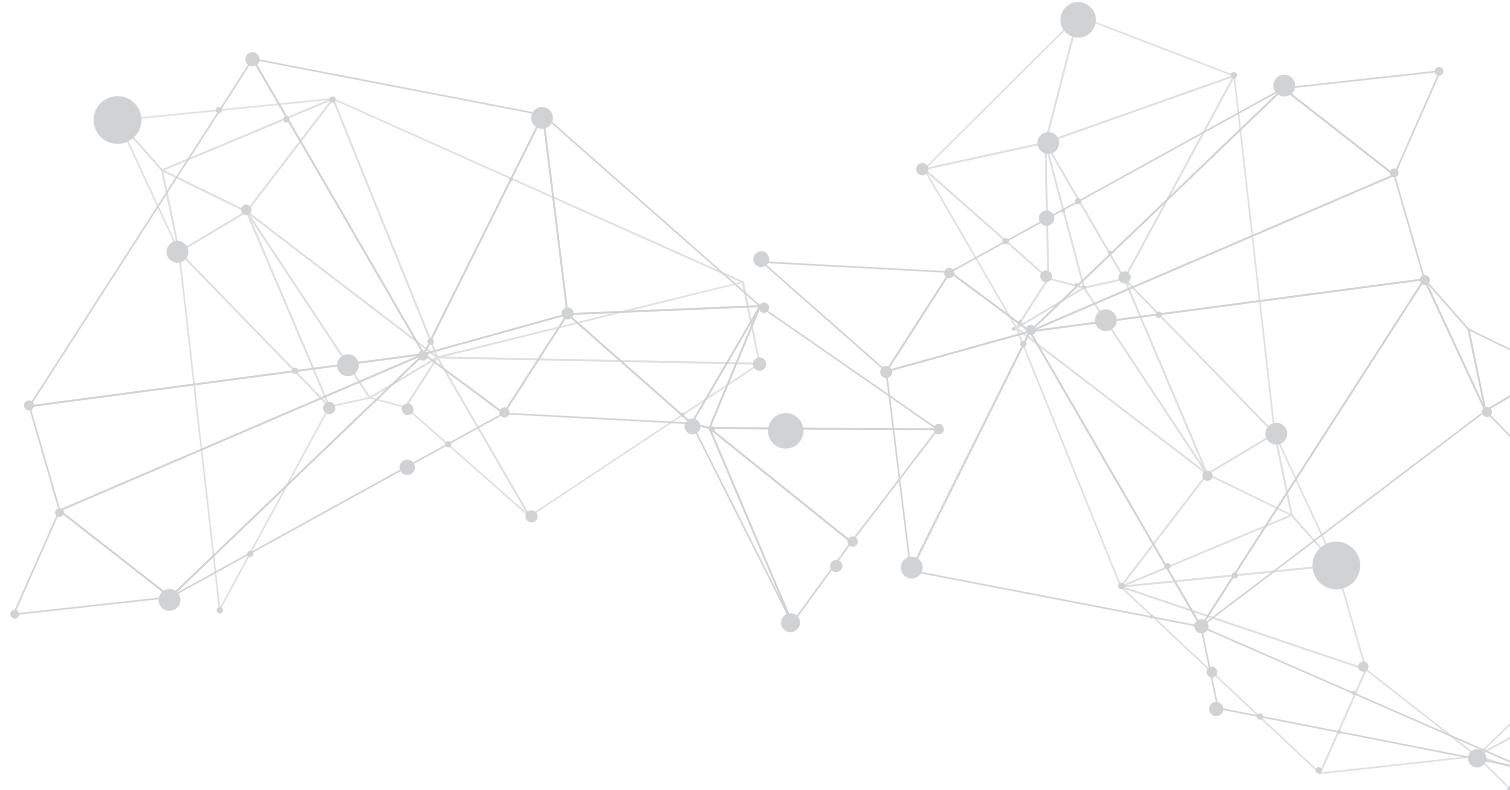
INSTAGRAM

Cultivating audience engagement through photos and videos. Instagram has one billion active users. Although Instagram often is thought of as a platform for individuals to share moments with people, more and more companies, organizations and institutions are leveraging the power of "the gram." Instagram is a direct way for an organization to build and reinforce its brand, reach new audiences, engage current supporters, share ideas and insights and uplift its work.

Strategize

Like all outreach, Instagram should begin with strategy. When thinking about your strategy, take a look at the audiences in your Smart Chart and consider if Instagram is the right platform to reach them. For example, if elderly community members are your target audience, Instagram might not be the right choice. However, if your general communications strategies benefit from strong visual components, Instagram is for you.

Instagram allows users to distill the power of images and pair them with captions to relay the most salient points of your organization's work. Instagram is an especially good platform to feature specific individuals or events because each post can be attached to a specific story.

Who Uses Instagram?

Instagram is especially helpful for social movements built on youth and young adult advocacy. About 75 percent of users are between the ages of 18 and 24. Instagram is also popular among communities of color; 51 percent of Latinx and 40 percent of Black adults in the U.S. use the platform. Instagram is becoming increasingly popular. In a single year, nonprofits on Instagram grew their following by 101 percent, doubling their audiences.

Nonprofits have a strong presence on Instagram. Charity Water is making strides in the space by showcasing the faces of people benefitting from the organization's work. Followers are able to feel a personal connection with the people the organization is helping. Additionally, the platform is used to expand community engagement by measuring responses and interactions with posts.

How Does It Work?

Instagram allows you to upload photos directly to your profile. You have the option of uploading as many as 10 images in one post. You are also provided with the opportunity to edit your image on the application. To call your followers to action, you can put a link in your bio to the website that you would like followers to visit.
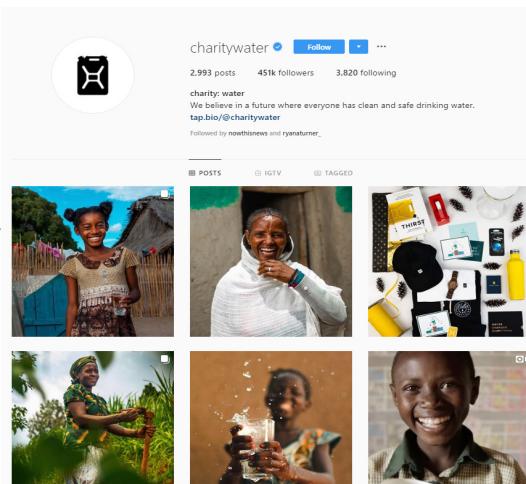
Build

After deciding that Instagram is the right platform to join and confirming that your staff has the capacity to manage a profile, there are a few logistical elements to think about before posting.

Instagram has the sneaky feature to reveal what organizations similar to yours have "liked." You can use this information to follow organizations or people who you think will support your cause.

A picture is worth a thousand words, but what makes a picture great? When deciding which photos are best for Instagram, here are a few tips:

Make it captivating. We know you're passionate about your issue. Instagram is a way to show versus tell others why your work is so important. Consider how your images look all together. Instagram accounts that have a consistent look and feel generally perform better.

Illustrate a need or opportunity within your work. Instagram offers an opening to show a close view of your work and your issue. Your Instagram content can show the importance of your issue.

Tell stories. Instagram is all about telling stories one image at a time. It can be a way to illustrate opportunity, portray hope and share inside moments.

Include a call-to-action. What do you want your followers to do next? Add an ask in the content of your post so that they can continue their support. You can't hyperlink an image in Instagram, but add the link of your organization into the "About You" section of your profile so followers know where they can find more information about your work.

Take a high-quality image. The more aesthetically-pleasing the image, the more people will engage with the content.

Feature a real person. Human-centric images, just like human-centric stories, resonate the most.

Communicate with others. Instagram is interactive. Use your profile to support others in your space. Like posts, share hashtags and comment on relevant content to optimize your connection with users interested in your issue.

\# Don't forget hashtags. Users can find relevant content and posts to fit their interests based on hashtags. Using relevant hashtags can connect you to more users and help your post gain reach. Research found that interactions are highest on Instagram posts with 11 or more hashtags.

Stories

With the Stories function, you can share as much as you want throughout the day – with as much creativity as you want. You can bring your story to life in new ways with text and drawing tools. The photos and videos will disappear after 24 hours and won't appear on your profile grid or in feed. The immediacy of the story motivates users to look at your post right away before it's too late.
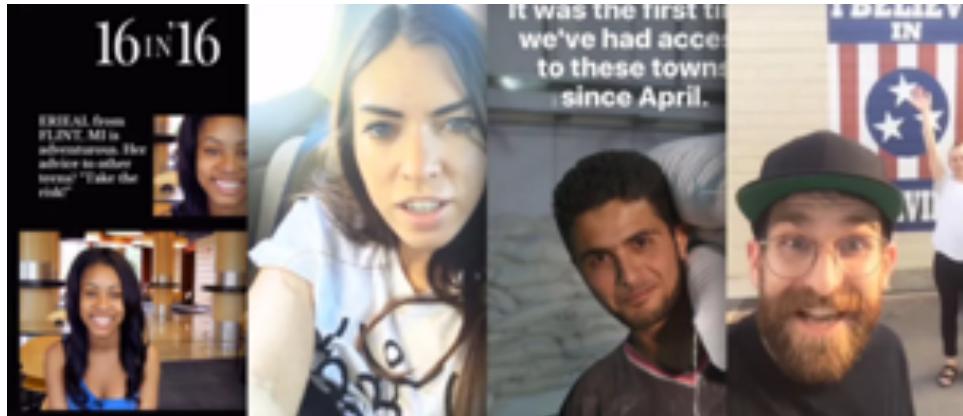
Snapchat is another visual social media platform that can be used to turn small moments into a shareable stories. Reference our Snapchat Digital S.M.A.R.T.S. page for more information.

Listen

It's easy to see how your posts are performing. Instagram tells you every time someone likes a post. Instagram provides basic data, such as who liked or commented on your post, how many people watched your videos and what other content your followers are engaging. But for more in-depth data, use one of the sites below for comprehensive analytic feedback.

Iconosquare allows you to measure growth, track your audience and analyze your engagement by providing both high-level and in-depth analytics.

Sprout Social offers sophisticated information such as demographics and psychographics about your audience and influencer identification.

Union Metrics provides data about who is interacting with your posts, what content is excelling and insights, such as when best to post during the day.

CONNECTING
ON LINKEDIN

Leveraging Professional Networks for your Organization. With a membership of over 500 million, LinkedIn is an effective tool for nonprofits seeking volunteers or board members.

Strategize

When considering any new social network, think about whether the platform will serve your strategic goals and if the staff investment is worth the time to take it on. If you are trying to reach professional or academic audiences, LinkedIn could be what you're looking for. Start by asking: Who are your target audiences, where can they be found and what do you want them to do? The Spitfire Smart Chart® helps you think through these questions and determine if you should incorporate LinkedIn into your overarching communication strategy.

Getting Started on LinkedIn

LinkedIn has been categorized by many as a job-hunting tool. This reputation naturally developed because of the structure of the tool: Members are encouraged to list their bio and past jobs and build connections with colleagues or companies they know offline. However, this reputation can be misleading as many nonprofits do not see the value in LinkedIn and overlook the vast opportunities that exist to gain volunteers, find board members and even secure funds.

+Create Your Page
The first step to using LinkedIn is to create a "company page." A company page is very similar to a Facebook company page in that you may post status updates and share links and photos. The difference is that LinkedIn members can interact on a deeper level with your organization than they can on Facebook. Specifically, members can see who they know at your organization and reach out directly to those individuals to learn more.

+Increase Your Visibility
Each time your organization is listed on a LinkedIn member's profile, it helps put you in front of vast networks of like-minded people. Encourage your current and past staffers and volunteers to include your organization on their profiles.

+Build a Following
When setting up your company page, list details about your mission, activities and history. Be sure to include your address, skills or specialties, banner image and a link to your website and other social media profiles. Check out these nonprofits for ideas about how to use LinkedIn successfully.

Connect

There are several ways for your organization to use LinkedIn. Think about how you use your personal networks for your own objectives and apply that logic to your organization's needs.

1. **Post a volunteer opportunity.** More than nine million LinkedIn members want to volunteer their time to good causes. To reach these members, LinkedIn created the "volunteer marketplace," where members can search opportunities to volunteer in their communities. Additionally, LinkedIn charges companies a fee to post job opportunities, which can cost up to $400 for 30 days. However, 501(c)(3) nonprofits located in the U.S. receive a 90 percent discount.

2. **Map out your connections.** Are you applying for a grant and want to know if you have any connections? Who could put in a good word? Trying to confirm a dynamic speaker for your annual meeting?

    *   Go to LinkedIn and search for the relevant organization, then click on the organization link. On the organization's page there is a box on the right saying how you're connected. Click "See All." Look for your shared connections. Determine if you are close enough to any of the connections to ask them to put in a good word or connect you directly.

    *   Another option is if you know the name of the particular person (potential speaker or decision-maker for the funding opportunity) you want to reach. If you know the name, type it in the search box and click the person's profile. Scroll to the bottom to see if you have any shared contacts. If so, determine if you feel comfortable reaching out to your shared connections with the ask.

3. **Share content.** Reuse the photos, news articles and stories that you share on your organization's other social media channels. Don't worry about posting every day, but try to post a few times a week.

4. **Advertise.** Try advertising your page and posts to specific people based on their current job level, company, position or location.

   - Create an ad for your page if you want to raise awareness about your organization. Use your logo for the picture and include a headline and description of your organization.

   - While your status will appear in your followers' newsfeed without an advertising budget – unlike Facebook – sponsoring updates can help you reach the exact people that you want to reach. For your posts that you'd like people to take action on or interact with, click "Sponsor Update" and experiment with a small budget to determine what audience targeting works best.

5. **Find board members.** By posting open board roles, you can leverage the power of the LinkedIn network to identify and target qualified professionals for your board.

6. **Join groups.** A LinkedIn group is a subset of members with common interests and a place for professionals in the same industry to share content, find answers, post and view jobs, make business connections and establish themselves as experts. You can find groups to join by using the search feature at the top of your homepage or by viewing suggestions of groups that you may like.

Analyze and Listen

As with all digital platforms, evaluate how your audience is engaging with your content and if there are changes that you should make to achieve your objectives. As a page administrator, use your page's Analytics tab to view data about your organization's page. The tab is broken into three sections: Updates, Followers and Visitors. Track each of these metrics on a monthly basis.

+Updates

Impressions: The number of times each update was shown to LinkedIn members.

Clicks: The number of clicks on your content, company name or logo. This number doesn't include shares, likes or comments.

Interactions: The number of times people have liked, commented on or shared each update.

+Followers

Count: Keep track of the number of people who choose to follow your organization.

Follower Demographics: A breakdown of who's following your organization using five types of demographic data. Use the drop-down menu on the right to filter with the following demographics: seniority, industry, function, region and company size.

How You Compare: How do your follower numbers compare to those of other companies? How do you rank?

+Visitors section

Unique Visitors: This graph shows how many LinkedIn members visited your page. This removes duplicate visits to a single page such as when a member refreshes your page or leaves for a few minutes but returns.

Visitor Demographics: This graph breaks down who's visiting your page with the following demographics: seniority, industry, function, region and company size.

SNAPCHAT
FOR NONPROFITS

Using Snapchat to Drive Social Change. Snapchat has close to 178 million daily active users, who use the app on an average of more than 25 times per day. Snapchat is a mobile social media app that allows users to send short-lived photos and brief videos, called "Snaps," to followers. It is an extremely visual and highly customizable platform that can turn small moments into a shareable story.

Why Use Snapchat?

If you have a lot of visual content you would like to share, or if you frequently engage with your audience at in-person events, Snapchat may be a good fit for your organization. When considering any new social network, you need to determine if the platform will serve your strategic goals. Start by asking: Who are your target audiences, where can they be found and what do you want them to do?

The Spitfire Smart Chart® helps you think through these questions and determine whether Snapchat fits into your overarching communication strategy. Snapchat is a great way to make audiences feel connected to your cause when they can't physically be there. For example, you can post a collection of videos or photos of volunteers, bring your issue to life by showcasing on-the-ground activities or make special announcements of upcoming events.

Who Uses Snapchat?

Snapchat is most popular among younger demographics, with more than 78 percent of users under the age of 25 and nearly a quarter of them are high school-aged or younger. With 191 million people using Snapchat every day, this platform now surpasses the number of daily active users on Twitter. Statistics around how often users engage on the platform are staggering, averaging 18 visits daily and watching a total of 3.5 billion videos per day.

Snapchat is ideal for organizations looking to target younger audiences with 85 percent of daily users aged 18 - 34. In fact, Snapchat is so popular with young adults that 70 percent of 18- to 24-year-olds in the U.S. are already on the platform.

Individuals aren't the only ones using the app – more brands, businesses and public figures use Snapchat than ever. Nonprofits also are finding effective ways to use Snapchat. As a part of their #BringBackOurChildhood campaign, UNICEF used the platform to bring attention to the plight of 800,000 children in Nigeria who were forced to flee their homes as a result of conflict with Boko Haram. The organization partnered with leading Snapchat artists to tell the stories of the children who were displaced by violence in their region. UNICEF encouraged other users to share visuals about what they would miss about home, if they were forced to leave.

How Does It Work?

Snapchat allows users to send a picture or a video – referred to as a "Snap" – to one or more of their friends. Snapchat offers two options for distribution: A Snap can be shared as a direct message to one person or group or it may be broadcast to all of your followers through the "My Story" feature.

On Snapchat all content is short-lived and has time constraints for when and how often it can be viewed. If you're using the "My Story" feature, as most organizations should, your followers can view your Snaps as many times as they want within 24 hours of posting. If you choose to send direct snaps, the content will disappear automatically once it has been viewed.

Connecting With Your Audience

Once that you decide Snapchat is a good fit for your organization's digital strategy and create an account, you can start following users and begin to develop an audience of your own.

You can drive followers to your new Snapchat account by promoting it on your other platforms. Posting exclusive content on Snapchat about contests or giveaways is a good way to incentivize people to follow you and view your Snaps and Stories. Snapchat has its own form of QR codes that make adding accounts simple; users can scan Snapcodes with their phone. Many organizations change their profile pictures on existing social media accounts to this icon so that followers can add.

To attract and keep followers on Snapchat, your content should be visually appealing. You can enhance your organization's Snaps by adding text captions, Geofilters, Snapchat Filters and Lenses and other creative editing tools that appear along the right of your screen when editing. The most engaging Stories on Snapchat use a combination of photos and video to get a message across.

Many organizations on Snapchat make use of the platform's Geofilters to highlight an event, protest or other location-specific gatherings. "These on-demand filters can help event attendees share the experience with their followers or drive awareness of an issue with Snapchat users in a particular area – like around the district office of a member of Congress.

In 2016, a coalition of environmental organizations used Snapchat to amplify their #ExxonKnew campaign. Creating a custom-designed Geofilter, #ExxonKnew targeting the location around Exxon's annual shareholder meeting, empowering protestors, reporters and others nearby to spread a consistent message to followers.

Analyze and Listen

As with all digital platforms, evaluating how your audience is engaging with your content and whether you need to make changes to achieve your objectives is important. The Snapchat platform provides analytics in real time, but like your Snaps, the analytics disappear after 24 hours. You'll want to compare:

Unique Views gives you an accurate metric of how many people viewed each of your Snaps.

Screenshots is a of audience engagement that is unique to Snapchat: A large number of screenshots demonstrate that followers are interested in your content and want to keep or share it outside of the platform.

Completion Rates refers to how many viewers engaged with your story from start-to-finish, helping you identify which stories are resonating with your audience. Fall-off rates are also valuable to review as these numbers can show you where in your story people are losing interest.

Time-of-day activity tests show when your audience is most active. You should run several test Snaps at different times and days of the week and compare engagement metrics to identify which perform best.

On-demand Geofilters from Snapchat give you access to metrics about how many people used and viewed that filter.

To collect and analyze your metrics accurately over time, you'll need to pull data from the app daily or use a third-party analytics tool, like one of the following:

Snaplytics automatically tracks open and tap-through rates and provides a feature tto post content automatically to other social media platforms. (Free or Paid Version)

Delmond tracks performance metrics including number of views, time watched and account growth and offers connections to Snapchat influencers. (Free Trial or Paid Version)

Snapchat's non-viral nature continues to change the social media game and nonprofits are finding creative ways to use this platform to share stories about their impact, inspire new activists and build awareness of their issues.

FINDING YOUR NICHE
ON YOUTUBE

How to Use Video to Turn Audience Engagement into Action. YouTube is an online video platform that allows users to upload original content and share and view videos from other users. Over 1.9 billion users visit YouTube each month. There are many ways that nonprofits can use YouTube to educate, engage and activate the communities they want to reach.

Is YouTube Worth Your Staff Time?

YouTube is a visual platform that allows nonprofits to tell their stories and directly interact with their audiences. When deciding whether to use YouTube, think about whether the capabilities of the platform align with your strategic goals. Many nonprofits use YouTube to educate target audiences about the issues that they work on and the unique role that the organization plays in addressing those causes. Content can be practical how-to videos, testimonials that speak to the impact of nonprofit work or videos that promote specific campaigns and events. YouTube also can be a fundraising tool and many nonprofits create videos that appeal to donors by showing the impact of donations and thanking donors for their support.

Building your YouTube following requires a consistent stream of content and activity, so running an effective YouTube account could require a significant time investment. If your organization is just looking to host live videos, consider using Facebook Live.

To decide if YouTube will serve your strategic communication goals, start by asking: Who are your target audiences, where can they be found and what do you want them to do? The Spitfire Smart Chart® helps you think through these questions to begin crafting your YouTube strategy.

Who uses YouTube?

While nonprofits are sending more emails than ever before, that means there is more competition for your audience's attention. YouTube's demographics offer the potential to reach any audience with hard work and a little strategic thinking. The platform has 1.9 billion users and is available in 91 countries and 80 languages. YouTube is outpacing traditional television viewership. Through mobile devices, the platform reaches more 18-49 year olds than any broadcast or CABLE TV network. In addition, 81 percent of parents in the U.S. use the channel to find content for their children.

Most people use YouTube to watch original videos created by individuals, with branded content created by companies and institutions coming in second. More than half of video views come from mobile devices and mobile users spend an average of about 40 minutes a day on YouTube.
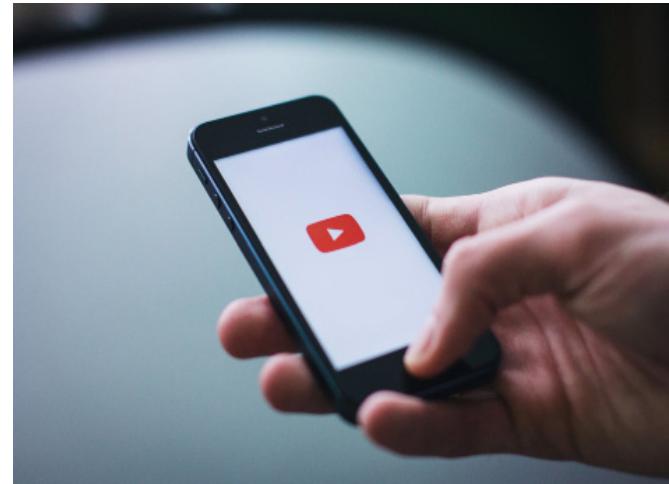
Begin Building Your Channel

Once you've decided that YouTube will help advance your organization's communication goals, create a YouTube channel for your nonprofit. YouTube is owned by Google, so in order to make a YouTube account you must first have a Google account.

When creating and uploading your videos, keep these tips in mind to help the right audiences find and engage with your videos.

1. **Two-minute rule:** Viewers are more likely to watch content that is under two minutes, so keep your videos short when appropriate.

2. **Call-to-action:** Consider putting a call-to-action at the end of your videos to help guide viewers to what you want them to do.

3. **Keep your video titles short and sweet:** Make sure that your video title is simple and gives the viewer a reason to watch your videos. Include most relevant keywords in the title, which should be under 70 words so individuals can see the full title in search results.

4. **Customize your thumbnail to attract more viewers.** Thumbnails that feature close ups of faces, brightly colored backgrounds, text overlays, contrast/outlines and tasteful branding perform particularly well. Your thumbnail should represent accurately both your brand and the content of the video. The best size for thumbnails is 1280 x 720.

5. **Utilize your video descriptions:** Video descriptions briefly should explain your videos using relevant keywords. The most important information should be in the first 100-150 words because that is what a person will see in search results. Anything after the first 150 words will be displayed in the "Show more" section of the description. Note: Avoid beginning your description with a link because that will lower your search rank.

6. **Tag your videos:** Put specific, descriptive video tags in the "Tags" section of your upload to help your desired audience find your content. Maintain your video tags across thematically linked videos so viewers can easily find related content. If appropriate, try to tap into relevant, trending tags to describe your video. Note: Do NOT put tags in the description.

7. **Organize your videos using playlists.** If you upload regularly, consider creating playlists to help viewers seamlessly view more of your content in an organized, thematic way. Playlist titles should include targeted, appropriate keywords to help them appear in searches. Your playlist should start with the top viewed video in that category, and feature videos with high audience retention. When strategic, feel free to incorporate relevant videos from other YouTubers in your playlists.

Building a Following

Think about your organization's goals and audiences and follow these tips to begin growing your YouTube following.

1. **Finding your niche.** YouTube is comprised of many different communities of actively engaged users. Become active in relevant YouTube communities by following other nonprofits and organizations related to your fields of expertise, and liking YouTube videos related to your cause.

2. **Like, rate comment and subscribe.** Encourage viewers to engage with your videos by asking them to like, share and leave a comment. Make the ask either in your descriptions or at the end of the video. Also, ask them to subscribe to your channel, because YouTube will automatically alert subscribers when you upload a new video. Engage with viewer when they comment on your videos.

3. **Cross promote your page on your other social channels.** Cross promote your videos on your organizations owned media platforms. If you have a blog, embed a YouTube video in an appropriate blog post. Consider sending your videos to your email subscription list and including a link to your YouTube page in your email signature.

4. Use cards **to engage viewers throughout the video.** Cards are preformatted notifications that are used for a variety of purposes like linking to website, polling your audience, linking to other channels and asking your audience to donate. Cards work best in conjunction with a call to action, and in the later 20% of the video, when viewers are considering their next move.

Listening to your audience

YouTube Analytics is a useful tool for tracking audience participation and engagement. They can be accessed on the "Analytics" section of the YouTube dashboard. Use YouTube Analytics to track important metrics such as:

- **Views:** how many people are watching your videos.
- **Watch time:** the estimated total minutes people spend watching your videos.
- **Real-time report:** the estimated number of views, across your channel and for specific videos, from the last 48 hours and the last 60 minutes.
- **Viewer engagement metrics (shares, likes and comments):** shows if and how your audience is engaging with your content.

EXPANDING YOUR EDITORIAL REACH

Blogging

BUILD
BETTER BLOGS

Be Your Own Publisher.

Why Blog?

Sixty-four percent of nonprofits run at least one blog, and there are several reasons why that number is growing. Blogs are a great tool for nonprofits to engage and inform supporters about the organization and its priorities. An active blog that regularly publishes program updates can help give your organization a greater sense of transparency and relevance. By providing a space for staff to present their work and respond to current events in your field, a blog can help your organization identify and connect with audiences on a deeper level than your social media profiles, bypassing traditional media.

What's the Difference?

Keep in mind that a blog is not a substitute for social media. Instead, your organization's blog should complement your larger online presence and provide content to promote on other channels. Blog posts offer you the ability to go in depth about your organization's work and perspective on current news cycles in ways most social media platforms do not. With the right structure, keywords and content, a blog can be a critical part of your organization's digital strategy.

Craft

There is no formula for writing a perfect blog post, but there are several best practices to keep in mind.

+Headlines

First, choose your title. Good blog headlines are descriptive, clear and concise. Titles between 8-12 words work best to grab readers' attention and make it easier to share posts on social media outlets with character limits. Consider ways to create a sense of urgency when crafting a title for your post. If your organization works on time-sensitive issues, make sure your title reflects any relevant timing.

Choose a title for your posts that incorporates numbers or statistics. The American Civil Liberties Union's Speak Freely blog does this especially well. Headlines such as "Big Corporations Make Millions by Selling People a Chance to Get Out of Jail" and "How Poor Health Care Turned Walter Jordan's Prison Sentence Into a Death Sentence" are informative and attention-grabbing.

Don't be afraid to be edgy with your title, especially if you're writing about something topical or newsworthy. Spitfire's blog post about Gwyneth Paltrow's failed Supplemental Nutrition Application Program (SNAP) offers a good example. We used the headline: "Oh, Gwyneth…When Celebrity Spokespeople Go Bad." If you're not forming any bright ideas on your own, try brainstorming with a colleague.

+Length

Research shows that the most engaging posts keep readers on the page for seven minutes. This time translates to about 2100 words. If you're writing a longer piece, you might want to use bullet points and lists to break up blocks of text. Also consider bolding the most important points or using bullets or lists to focus readers' skimming eyes on your priority points.

+Keywords

While you're writing, keep one or two keywords or phrases (including long-tail keywords) in mind for search engine optimization (SEO) or to help your blog post appear higher in search engine results. Place keywords in the body of your post as well as in the title. Also use these words as tags to help categorize your post within your blog and help visitors find your post by searching through categories.

+Visualize

Images and infographics are excellent tools for helping your readers connect with your content. Adding photos, videos or charts to a blog post will help break up any long sections of text and help people visualize the facts that you're sharing. Choose graphics and images that complement your post's content and contribute to the narrative that you are trying to create. If you're writing about an event that your organization hosted or participated in, make sure to take photos and share them on your blog. This will help humanize your organization and give your post more depth.

Blog posts are also a great place to share visual representations of any compelling data or research that you've found. Readers are far more likely to share data presented in a user-friendly way and your blog can be the perfect vehicle for presenting these sources. Remember to caption photos that you use with relevant keywords to allow search engines to find your content easily.

Share

Promoting your posts starts within your own blog. If you're writing regularly about an issue or providing program updates, include links and references to previous posts on the topic. Internal linking will help give your blog a sense of continuity and boost your internal pageviews, while also lowering your overall bounce rate.

+Choosing a Platform

While many organizations host their blogs on their websites, you may wish to post your content directly to a social media outlet with a blogging feature. LinkedIn, Tumblr and Medium are potential platforms that you can use. These sites offer preset structures, a built-in audience and an internal tagging system to make your content easier to find. Consider the nature of your content, your intended audiences and any time or capacity constraints when choosing your platform. If you hope to reach a professional audience, LinkedIn is the right platform to use. Microblogging sites such as Tumblr are better for short, shareable posts while long-form content works best on Medium.

+Plan

Next, think about which posts that you would like to share on social media. If you're blogging regularly, be selective about which posts that you share to avoid spamming your followers. To do this, take a look at your Google Analytics to determine which posts are getting the most pageviews and clicks. When sharing links to your blog, such as in your email or on a social media profile, add a brief one- or two-sentence description or pull a quote from your post to hook your readers. Social media is ideal for creating a discussion, so be thoughtful about your captions and how you respond to negative commenters.

Network

To expand the reach of your blog, ask staff members to share blog posts to their personal social media profiles, if they feel comfortable. Also consider sharing posts and content from other organizations' blogs to your own page. Sharing peer organizations' content will encourage them to do the same with yours.

+Email

Email is another essential tool for distributing blog posts and communicating with supporters. Promoting important blog content through email gives you an opportunity to target specific audiences. Consider geography, demographics and past levels of engagement when choosing blog posts to share with your audience by email.

+Listen

Your blog's performance can help you determine the issues and topics that are most important to your audiences. Look at the number of pageviews and comments on your posts for an indication of which issues are the most popular. Your email and social media strategies can also help you evaluate your blog's impact. Use the metrics from your social media profiles and email platforms, such as click-through rates and subscription numbers, to measure your blog's reach.

MAKING THE MOVE
TO MEDIUM

Is "Medium" the Right Medium for Your Organization's Opinion Pieces? Started by a co-founder of Twitter, Medium offers a way for nonprofits to share their opinions beyond the limits of a tweet and craft stories that amplify the importance of their work.

What is Medium?

Users describe Medium as a platform with all the benefits of a newspaper opinion section, reaching a large number of people, while effectively bypassing publishing hurdles. Influencers such as policymakers also frequently use it, including former Representative Gabrielle Giffords (D-8th/AZ), who uses Medium as a landing page for her organization Resist the Gun Lobby and publishes stories about people speaking out against gun violence in America. Since Medium has 60 million monthly visitors and the same ability to connect to conversations with issue tags as on Twitter, many nonprofits have started using Medium as their blog or as a way to promote their thought pieces.

For example, the Mozilla Foundation uses Medium to create a "global community dedicated to making the web better and open for all." In addition to its standard user profile, which has more than 36,000 followers, the foundation created three Medium publications – Mozilla Internet Citizen, Mozilla Festival, and Read, Write and Participate. Publications in Medium are collections of articles from multiple writers that focus on a particular theme or issue. These contributors often come from different backgrounds and work together to draft stories and share unique perspectives that deepen ongoing conversations. While the foundation acts as an editor to all three publications, it has more than 40 writers contributing to them.

charity: water also makes the most of Medium's minimalistic design to tell powerful stories. Each year, it publishes a series of personal stories to showcase how clean water changes the lives of people in rural communities around the globe.

Recommended by We Are The Arctic

Joe Romm in ThinkProgress
Oct 3 · 4 min read

Only One in Five Americans Hear People They Know Talk About Global Warming At Least Once a Month
- One in Four Never Hear it Discussed -

At least once a week (5%)
Not sure (13%)
At least once a month (13%)

End climate silence: The most important thing you can do to fight global warming
Let's learn from the...

Why Publish on Medium?

Medium, which acts as both a communication platform and social network, is unlike a traditional blog in that users can share ideas or interact with influencers in the field through tools like "responses" and "highlights."

Responses let people comment on a story. However, unlike replies to a blog post or Facebook status, a response appears as an individual story on the commenter's profile. The screenshot to the left is of the stories "recommended" – the Medium equivalent of sharing – by the We Are The Arctic Medium account, which aims to protect the Arctic National Wildlife Refuge.

Highlighting lets someone show appreciation for another user's story by highlighting text they find interesting. Medium notifies the author of the story when someone highlights a line of text.

Both tools encourage engagement and can help your organization get in front of important audiences. Medium is also an open platform, meaning any user can see another Medium page without following it. Users can see which of your stories others have viewed, engaged with or read the most – all factors that determine whether a Medium post receives more exposure. A nonprofit with a small following can receive just as much – or more – traction and coverage than an organization with a large network of followers if it effectively promotes its content.

Getting Started

If you're looking for a way to reach more audiences (Who isn't?), then you should consider joining Medium, as the platform provides nonprofits with ample opportunity to engage with thought leaders and mission-driven organizations. But most importantly, make sure that you have the staff time to devote to starting a new social media channel, which includes following and interacting with other pages and publishing quality content. If you decide that you're ready, follow these steps to get started:

1. **Create an account.** You can sign up by connecting your Twitter, Facebook or Google account to Medium or by creating a new account with an email address. We recommend registering with either a Facebook or Twitter account, which automatically will enroll your connections who use Medium into your new page's list of followers.

2. **Build your page.** You can choose between Medium's story import tool and its WordPress plugin to import and backdate posts from your organization's blog into your Medium account. If you have trouble backdating your posts, contact a Medium representative.

3. **Follow other Medium accounts.** Once your account has been set up, you can start following people, publications and tags that relate to your field or issues. Following influential people and organizations can help you determine what conversations exist and what conversations you can and gain you more followers.

4. **Cultivate relationships.** Begin building a relationship with your followers or prominent figures in your field by responding to their stories, highlighting text you agree with or sending those authors private notes.

+The Basics

Once you've created your profile and have started building it, here are the basics about how to begin driving conversations in your issue areas and reaching audiences.

- **Recommend content:** Recommendations are Medium's equivalent to a Facebook share or a Twitter retweet. Users can recommend an article by clicking the green heart icon at the bottom of a story. As a nonprofit on Medium, you can use recommendations to engage with people in your network. By recommending a post, you are not just letting the author know that you liked their story, but also increasing the chances of receiving more views on your own profile.

- **Highlight text:** To elevate a particular part of someone else's story, highlight that text. A small black bar will appear over the highlighted text with these options from left to right:

  - **Highlight:** Clicking the highlighter button adds a highlighted background behind the selected text. Highlights then are posted on your profile page.

  - **Response:** Clicking the speech bubble icon allows you to create a response to the text that you've highlighted. Responses then are posted on your profile page.

  - **Text Shot:** Clicking the Twitter icon creates a tweet of the text that you've highlighted.

  - **Private Note:** Clicking the lock icon allows users to send a private note to the author.

- **Write a story:** Click the "Write a story" link at the top of the page. Once you've started writing your story, Medium provides you with limited formatting options, like bolding or italicizing text, adding a hyperlink, minimizing or maximizing font size or pulling out important quotes.

- **Add images or videos:** Clicking on the plus icon allows you to add an image or video to your content. If you have multiple pictures in your story, you can choose which picture to add by previewing the story before publishing the post, or by selecting the image manually and pressing Shift + F.

- **Publish:** Sharing a draft allows individuals – including those without Medium accounts – to leave notes on your story before it is published. When you publish a story, you can choose up to five tags so that your story links to multiple conversations. Medium provides you with tag suggestions and shows you the number of times the tag has been used. Choose more frequently used tags for your story to gain more traction and reach more people.

- **Display your coverage:** If you received coverage in a traditional news source, ask that outlet for permission to "import" the story to Medium. If the publication does not give permission, you should still be able to share a link to the original report on your Medium page.

- **Mix up your posts:** Don't be afraid to sprinkle a short piece, or a link to a video or a photo essay, in with your longer pieces. Readers won't always have time to read a long-form essay, so giving them options when they arrive at your page can help get your message across regardless of the amount of time readers have.

- **Measure results:** You can measure your stories' performance on Medium through the Stats page. Access your page analytics by clicking on your profile photo at the top right corner of your Medium feed and selecting "Stats." The page will show you a graph with information on your views, reads and recommendations over a 30- or 90-day period. Farther down the page, you will see stats for each of your stories. Check your Stats page on a regular basis to determine which of your stories or topics are most popular with readers and base your next story on your results.

MORE DIGITAL TOOLS
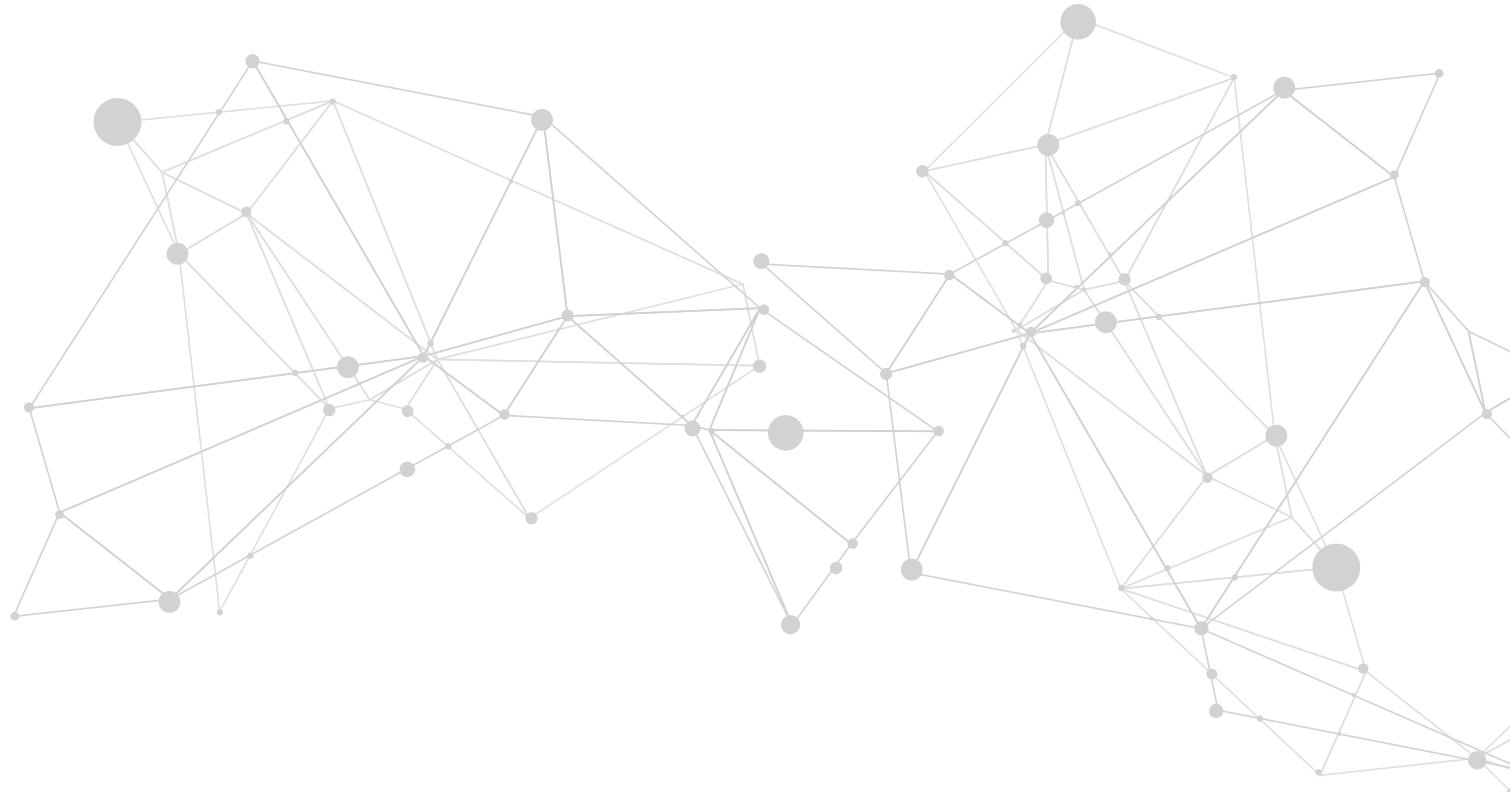
REACHING YOUR AUDIENCE
THROUGH TEXTS

Mobilizing your message via SMS. If you are trying to reach communities of color or youth, you can't ignore mobile outreach. Studies show that these communities access the internet and social media channels use their phones at high rates. But they aren't the only ones.

Audience Targeting

The average person looks at their phone 80 times every day. So it's no surprise that the open rate for text messages is 98 percent, compared to 15 percent (depending on which study you look at) for email. Higher open rates lead to higher action rates, which is why mobile is worth considering for your organization.

As always, start by asking: Who are your target audiences, where are they found and what do you want them to do? Spitfire's Smart Chart® helps you think through these questions and incorporate mobile into your communication strategy.

Mobile Technology

Sending mobile messages is immediate and allows an organization to respond rapidly to an issue and quickly mobilize supporters. Before you get started, it is important to understand a few terms.

+SMS

Short Message Service commonly is referred to as a text message and is limited to 160 characters before being split up into multiple parts.

+Short code

Refers to the five- or six-digit number that people text to join an organization's text messaging list. In the image example below, 22422 is the short code. Short codes in the U.S. are administered by the Common Short Code Administration (CSCA). There are two main types of short codes: dedicated short codes and shared short codes.

A dedicated short code is registered to one organization, like Planned Parenthood's short code in the example to the right. In this case, the short code is a vanity code because it spells out STAND (22422). An organization that has its own short code can create as many keywords – or words that a mobile phone user would text to the organization's short code to join their list – as it likes to encourage its audience to join its mobile program. Dedicated short codes are registered with the CSCA, which charges a $500-$1000 lease fee each month ($500 for a random short code and $1000 for a vanity code).

A shared short code is a type of common short code. Typically it is registered to a mobile vendor and shared among the vendor's clients. Although there are charges for the number of text messages sent by an organization, a shared short code often saves the organization the monthly lease fee for the code. However, organizations are limited in the number of keywords that they can set up since they share the short code with others.

+Keyword

Refers to the word that a mobile phone user would text to the organization's short code to join its list. In the example above, STAND is the keyword. Keywords allow the organization to segment its list by the way or reason that someone joined the list, which language they prefer or what issue they care about.

Rules of Engagement

Organizations sending text messages to their supporters should work with a mobile vendor, such as Hustle or Textedly, in the same way that they manage their email list. However, mobile is regulated in different ways than a typical email program and understanding these differences is important:
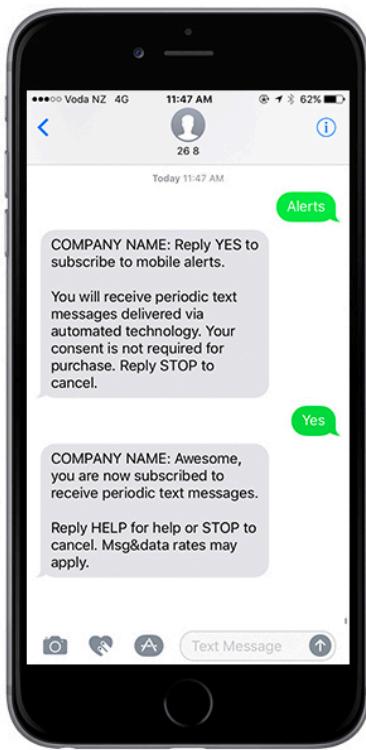
Best Practices

1. An organization cannot just add someone to its list because the organization has the person's cell phone number.
2. Users must opt-in by either texting a keyword to the organization's short code or entering a cell phone number via a web form.
3. If user join via a website, they will receive a welcome text message asking them to confirm that they do indeed want to join.
4. The first text message must include guidance about how the person can unsubscribe from the list.

Once you've registered for a short code, use these best practices:

- Avoid long periods of down time between text messages. Subscribers may forget that they are on the list. Aim to send a text message to supporters weekly or biweekly, but no more than once a week. As with any list, monitor your unsubscribes and action rates. Reviewing these metrics will help you to determine if your supporters want more or fewer messages. Every list is unique.
- Always identify the organization or campaign in the text message. The text message likely will appear as an unknown phone number in the subscriber's inbox. Identifying the organization in the message will remind subscribers that the message is not spam.
- Make the messages interactive. Choose a vendor that allows your users to reply to messages so that they don't feel like they are receiving messages from a machine.
- Integrate a sign-up button to join the mobile program on your website or any other online channel with a sign-up form.
- Pitch your short code at events to capture the audience and ask people to join. The pitch to join should include a strong call to action instead of a simple "join us."

Ways to Use Mobile

Calls to action: Ask list subscribers to make phone calls or sign a petition in support of an issue or campaign. March For Our Lives. while campaigning for Yes on SB 43, the Background Checks Expansion Act, had supporters text to be connected to their senator's office to voice support.

News/events: Send updates or promotional announcements about upcoming events, encouraging subscribers to attend. An organization can alert its network to breaking news relevant to subscribers.

Educational messages: Trivia is a good way to spur engagement with your supporters. Send trivia questions to subscribers during down times when the list needs to receive a message and give supporters multiple-choice answers to respond.

Poll your supporters: Interactivity can be valuable for mobile programs. Send a poll to supporters asking what the most pressing need is in their communities or their opinion on a particular issue.

Collect information: Individuals can fight against injustice by providing information to an organization via mobile devices. For example, All Alert, the nation's most powerful citizen reporting system, is supported by the NAACP's network of activists dedicated to stopping hate crimes in the country.

IRRESISTABLE
EMAIL

Winning Hearts and Minds through the Inbox. With a smart strategy, email can be a vital communication channel for engaging supporters and raising money.

Strategize
Establish objectives for your organization's email strategy first. Your email communications are an extension of your program strategy and must be specific, measurable, attainable, realistic and time-bound. The Spitfire Smart Chart® helps you think through these questions and incorporate better email practices into your overarching communication strategy.

Research
Since nonprofits are sending more emails than ever before, there is more competition for your audience's attention. Therefore, the more that you can do to break through the clutter, the better. Research your members and segment them into different lists according to the information that you gather: interest areas based on response rate, activism level, demographics, location and age. As you learn more about the interests of individual subscribers, you can craft increasingly relevant content. You should treat people who respond to 80 percent of your action alerts differently from those who respond to 10 percent. This personal touch deepens your relationship and engagement with your subscribers, making them more valuable advocates and supporters.

Craft
+Subject Lines
The subject line is the most important part of your message. It determines if a subscriber opens or ignores your email. Clearly state what the email contains in a brief, informative and personal manner. Emails with shorter subject lines (around 50-70 characters) tend to work best for mobile devices.
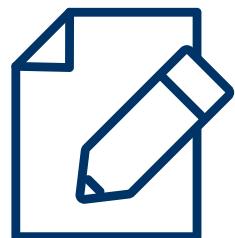
Because there is no one-size-fits-all approach to subject lines, we recommend testing them over time to see what length, keywords and phrases capture readers' attention. Adding personalization, such as your recipient's name or location, can be a great way to get noticed. Using emojis and icons, especially for mobile subscribers, can be effective, but consider that emojis display slightly differently based on the operating system. Avoid using ALL CAPS or too many punctuation marks as they can set off spam filters. Include a call to action when necessary, but keep in mind that you'll lose subscribers' interest if urgency is overdone.

+From Lines
Each time your organization is listed on a LinkedIn member's profile helps put you in front of vast networks of like-minded people. Encourage your current and past staffers and volunteers to include your organization on their profiles.

+Body
Lead your email with the most compelling information in succinct and direct language. Recipients likely will stop reading if they're not engaged from the start. Vary the types of emails by incorporating a call to action, relevant news, visuals and authentic stories. Include deadlines on your calls to action and end with a clear ask that stands out in the text and provide opportunities to volunteer, advocate, donate or attend pertinent events. Include only one call to action per email and repeat it once or twice in the email. Develop a content calendar to plan for key themes, events and calls to action that support your program or campaign strategy.

+Design
To make your email easy to read and skim, use bold headers, bulleted lists and buttons, and give hyperlinked text, especially calls to action, a separate line to stand out. Limit the number of fonts, text sizes and colors. Use a template that is consistent with your brand and include compelling images or graphics that support your message.

Perform

+Timing

Schedule emails when you know that your readers are most likely to read them. Most email users prefer to open email before the work day and during lunch. Studies vary widely on the average open rate and click-through rate for nonprofits. In 2019, one study found an average open rate of 15 percent and an average click-through rate of 2.4 percent for advocacy emails and 0.44 percent for fundraising emails. MailChimp found a nonprofit open rate of 21 percent and a click-through rate of 2.61 percent. Use your email analytics to learn that your audiences' behavior and the best time of day to reach them. The highest open rate tends to be within the first hour of delivery, but your list may perform differently. Send no more than one email per week and no less than one per month, but your metrics will tell your list's story.

+Listen, Test and Improve

Test the timing, frequency, tone and content of your emails to learn what content and messaging resonates with your audiences. Most email providers offer A/B testing, which involves sending one version of an email to a small segment of an email list and a second version to an equal number of subscribers to determine which version performs better. The winning email is sent to the remaining portion of the list. You can test with lists as small as a few thousand subscribers. Experiment with the subject line, sender, call to action and time or day of the week that you deliver your emails. You should check analytics reports after each email campaign to track open, click-through and unsubscribe rates. Additionally, you can get direct feedback from your subscribers by conducting surveys.

+Build Your List

Start growing your email list by inviting supporters to sign up through your website, social media channels, paid search and donor and volunteer forms. To make sharing easy and capture users on your social channels, include a "forward to a friend" link and your social media icons at the top of the page. After a supporter takes an action on your website (i.e., signs a petition or sends a letter to Congress), redirect that supporter to a "tell a friend" page to share the same action with their friends through social media or email. You can pay to grow your nonprofit's list through email list acquisition services, such as Care2, but make sure to onboard your new names with a welcome email to discourage immediate unsubscribing. As you start to grow your list, be sure to follow CAN-SPAM guidelines to protect your reputation and email deliverability.

EXTEND YOUR REACH
THROUGH LIVESTREAMING

Livestreaming offers nonprofits an exciting opportunity to engage audiences online that can't be with you in person. Nonprofits such as Greenpeace, Human Rights Campaign and charity: water, as well as a growing number of other effective cause organizations, have used livestreaming successfully to share videos featuring major announcements and events.

Should I Live-stream?

Organizations use livestreaming to invite audiences into the conversation, change perspectives, tell stories or bring the action directly to their followers with just the click of a hashtag. For example, in 2016, Greenpeace USA hosted a live video interview of their Executive Director in front of the U.S. Capitol Building just moments after being arrested at a protest calling on Congress to restore voting rights. The video attracted over 7,000 views, more than 130 shares and 500 likes. Organizers were able to interact with viewers and ask them to sign a petition and join the mobilization.

Many organizations that have livestreamed successfully identify with one or more of the following characteristics. They tend to:

- **Target a younger audience.** Livestreaming is popular with younger audiences (32 percent of Periscope's users are aged 16-24 and 49 percent of them are under 35). Seventy percent of the trial group for Facebook Live was composed of high school or college-aged users — a large portion of whom were African-American teenagers. So think about your target demographic when selecting a platform to share your content.

- **Use visual events.** Discuss internally to ensure that what you're capturing will translate well to an at-home audience. Will your audience walk away thinking that it was a meaningful experience?

- **Have a strong following on social media.** Livestreaming often is used alongside live-tweeting, so having a captive audience on Twitter helps. Build a strong social media following (we've got a Spitfire guide for that too!) or a particular hashtag in advance of livestreaming to build momentum before your live broadcast.

- **Engage a more tech-savvy audience.** Your target audience should include frequent mobile and computer users – those who are online and ready to engage with the click of a button – since some livestreaming platforms like Periscope are designed for immediate viewing only.

What to livestream

Certain situations or events are suited for livestreaming better than others. Here are some of the ways that you can incorporate livestreaming into your digital strategy:

- Shine a light on your everyday work. Bring your fans to the heart of the action by giving them a peek into your organization's headquarters and creating authentic connections with your audience.

- Big reveal. Do you have an announcement coming up, such as a campaign launch or conference keynote? Consider promoting events ahead of time and sharing them live.

- Show a new perspective. If your followers are used to hearing from leaders at your organization, livestreaming could be a perfect opportunity to share the perspectives of your grantees or beneficiaries. Demonstrate your impact by presenting from this fresh viewpoint.

- Start a conversation. You could introduce a new executive director and invite funders, volunteers and supporters to ask questions or comment on news and trending topics in the moment. Livestreaming offers the opportunity for your organization's spokespeople to have a live conversation, mobilize supporters and engage a broader audience.

- Launch a video series. Consider creating an entire series that broadcasts at the same time and day each week – much like a TV show – so that your fans can count on the series to learn about the latest developments at your organization.

- Bring supporters to your event. Would your annual fundraiser or a special performance be fun to watch from afar if you couldn't attend? Broadcast the event to allow supporters to experience it with you.

Plan Ahead

- **Be prepared.** There's no undo button when you're livestreaming! The content shouldn't be scripted per se, but you want to have a sense for the flow of events, particularly how you'll wrap up the livestream. Familiarize yourself with the features of the app or program that you're using to prevent snafus.
- **Call for backup.** Have another staff person ready to respond to the comments feed, so that you can handle questions appropriately. Think through the controversial points that might be raised and prepare a list of responses ready to send.
- **Schedule your livestream.** Different times of day might be better for different audiences, depending on age, income level and work schedule. Your Facebook or Twitter analytics can help you to determine when your audience is online.

Tools

Livestreaming is a relatively new space, so there are new apps and tools entering the scene constantly. Jumping on a trendy app can be tempting, but be sure to determine which is suited best for your needs first.

+Facebook Live

- Facebook launched live-streaming capabilities for brands and verified accounts, which organizations can access through their Facebook pages. We've got a Spitfire guide for that too!

- Instagram — owned by Facebook — also has live video capabilities through the "Stories" feature, which allows you to share all the moments of your day and connect with followers in real time.

- Facebook broadcasts the livestream to the organization's followers on the platform, so this is a smart option if you have an engaged Facebook audience.

- Unlike Periscope, livestreams stay on a Facebook page permanently.

- Facebook allows livestreaming for users on iOS, Android and Facebook Creator, which is only available for verified users. You can use professional camera equipment to record a livestream, but allow yourself extra time and make sure you test your setup beforehand.

+YouTube Live

- YouTube has been making a big push to extend its nonprofit program and has given all member organizations the ability to livestream from their channels.

- This platform is best suited for organizations looking to leverage their advocacy efforts.

- With the launch of Super Chat, broadcasters can monetize their livestreams by allowing viewers to send donations and incentivizes creators to broadcast live on YouTube more often.

- YouTube Live's addition of mobile livestreaming serves to compete with Facebook Live's on-the-go streaming capability, giving influencers a higher capacity to engage with audiences.

+Periscope

- This mobile app is owned by Twitter, which makes it the most compatible with the Twitter platform.

- Periscope is great if you are pairing streamed video with live-tweeting.

- Content can only be created on a smartphone or tablet, so be sure that your social media manager has access to one of those tools.

- Videos are deleted 24 hours after the initial broadcast, forcing viewers to watch content quickly.

- If you have a strong Twitter following, Periscope is likely your best option.

Other platforms that we suggest taking a look at include Rhinobird and YouNow. Rhinobird has a few technical advantages over its competition (e.g., less lag time on broadcasts; group publishing of broadcasts based on hashtag; ability to broadcast to Twitter, Facebook and WhatsApp). YouNow is especially popular among teens.

GOOGLE
FOR NONPROFITS

Taking Advantage of Free Online Ads and More.

Google Ad Grants

Through Ad Grants, nonprofits can expand their reach, gain greater visibility and recruit supporters for free. Note that while the ads are free, the space is competitive, and Ad Grants do require time to set up, monitor and optimize. Google search engine ads appear when people enter the keywords that you specify into Google's search engine. For example, if your nonprofit works on environmental issues in Dallas, you would want to create a Google Ad that directs to your website when people search for keywords related to your organization. You could use keywords like "water quality organization" or "environmental pollution in Texas" and specify the location as Dallas, depending on the audiences that you are trying to reach. Put yourself in your target audiences' shoes to think of relevant keywords that they might be searching on Google.

Apply

To apply for both Google Ad Grants and the YouTube nonprofit tools, start by applying for Google for Nonprofits. Nonprofits must be a 501(c)(3) organizations in order to access all of the tools within the program. To validate your organization, you first must register your nonprofit with TechSoup, a nonprofit international network of NGOs. Then, you can sign up for Google for Nonprofits. In order to enroll in the Google Ad Grants program, you must set up a Google AdWords account. Make sure to bypass the billing information. Set your currency as USD, regardless of your location or local currency. Then, go through the steps below to set up your first Google AdWords campaign.

Setup

Think of the Google AdWords term "campaigns" in the same way that you would think of your offline campaigns. Your first Google AdWords campaign should promote your organization and link to your website. Other potential campaigns could promote one of your programs or an upcoming event, but you need only one campaign in order to be considered for a Google Ad Grant.

To set up your first campaign, click on the blue button with the plus sign, then click "New campaign." Follow these steps and see Google's guide if you have questions.

1. Under "Campaign type," select "Search Network" only. On the Search Network tab, click "Create campaign without a goal."

2. Under "Set up details," don't check any boxes. Just click continue, then name your campaign.

3. Uncheck "Include search partners" and "Include Google Display Network." Nonprofit grantee ads are not allowed to show on sites other than Google's main search results or to advertise on the display network.

4. Choose your location and language. Select where you want to show your ad and the language that you want to use. Google will review the relevance of your geo-targeting before approving the ad.

5. Under "Bidding," click "Manual bidding."

6. Set your daily budget. The daily maximum for a Google Ad Grant is $329. If you decide to create more than one campaign, the total of all your campaign budgets will max out at $329 a day.

While Google Ad Grants previously had a $2 maximum cost per click for all accounts, that cap has been removed for campaigns that rely on a bid optimization strategy called Maximize Conversions. When using Maximize Conversions, Google automatically sets a bid that should help you get the most conversions by making your bids more competitive.

Run

You must have at least two ad groups or themes for a set of keywords that you want to feature in an ad, as well as one active ad before you submit your application. You must also set up conversion tracking, which is a free tool that tracks what a searcher does after clicking on your ad. Google's guide will lead you through this process. You can create as many ads as you want for a given campaign. This will help you experiment and identify the best combination of a headline and call to action. After you create a few ads, use the Keywords Planner tool to explore keyword options.

Tips

Google restricts the keywords that nonprofits can bid on, so every ad and keyword in your account should be specific and relate to your organization's mission, programs and services. Try to include these keywords in the ad itself. The following types of keywords are prohibited:

- Incredibly generic keywords, like "free food"
- Branded keywords that aren't related to your own brand, like "Google" or "Facebook"
- Single, non-branded keywords like "foundations" or "nonprofit"

Google recently has added a 5-percent click-through rate floor, meaning that at least 5 percent of the people who view your ad must click on it. You can maintain a high click-through rate by removing low-quality keywords, removing keywords that might drive searchers to your competitors and using longer, more specific keywords that individuals are more likely to use when searching.

Google has implemented the following standards to improve the quality of ads and help nonprofits achieve the 5-percent click-through rate.

- Geo-targeting is required to ensure that your ad will be shown only to people in locations relevant to you.
- Your account must have at least two ad groups, with at least two ads running in each.
- Keywords must have a quality score of three or higher.
- Your account must have two or more active sitelink extensions or links on your ads that take the searcher to specific pages on your site. Try your best to implement these links at either the ad group or the campaign level to make sure searchers are going to the most relevant parts of your website.

YouTube Nonprofit Program

If you do not have a YouTube channel and think YouTube would be a useful platform for your organization, create a channel. Next, enroll in the YouTube Nonprofit Program by signing in to your Google for Nonprofits account.

Get to Work

YouTube for Nonprofits allows you to add the following engagement tools, called "cards," to your channel.

Donate card: Add the Donate button to allow viewers to donate right from your YouTube videos. Learn more about cards here.

Link Anywhere cards: You can use cards to add interactivity to your videos. Cards can point viewers to a specific URL (from a list of eligible sites) and show customized images, titles and calls to action, depending on the card type.

Track

A little-known fact about YouTube is that all YouTube channels have access to excellent analytics reports. In the "View reports section," you can learn more about your viewers' demographics, how much of each video they are watching and which videos are driving the most engagement.

Spitfire is here to help. Let us know if you need help or guidance creating a Google AdWords campaign or help adding YouTube nonprofit functions to your videos. Please note, however, that we are not Google representatives or partners, so we cannot answer questions about why your organization may not have been accepted to the program.

ESTABLISHING A DIGITAL POLICY
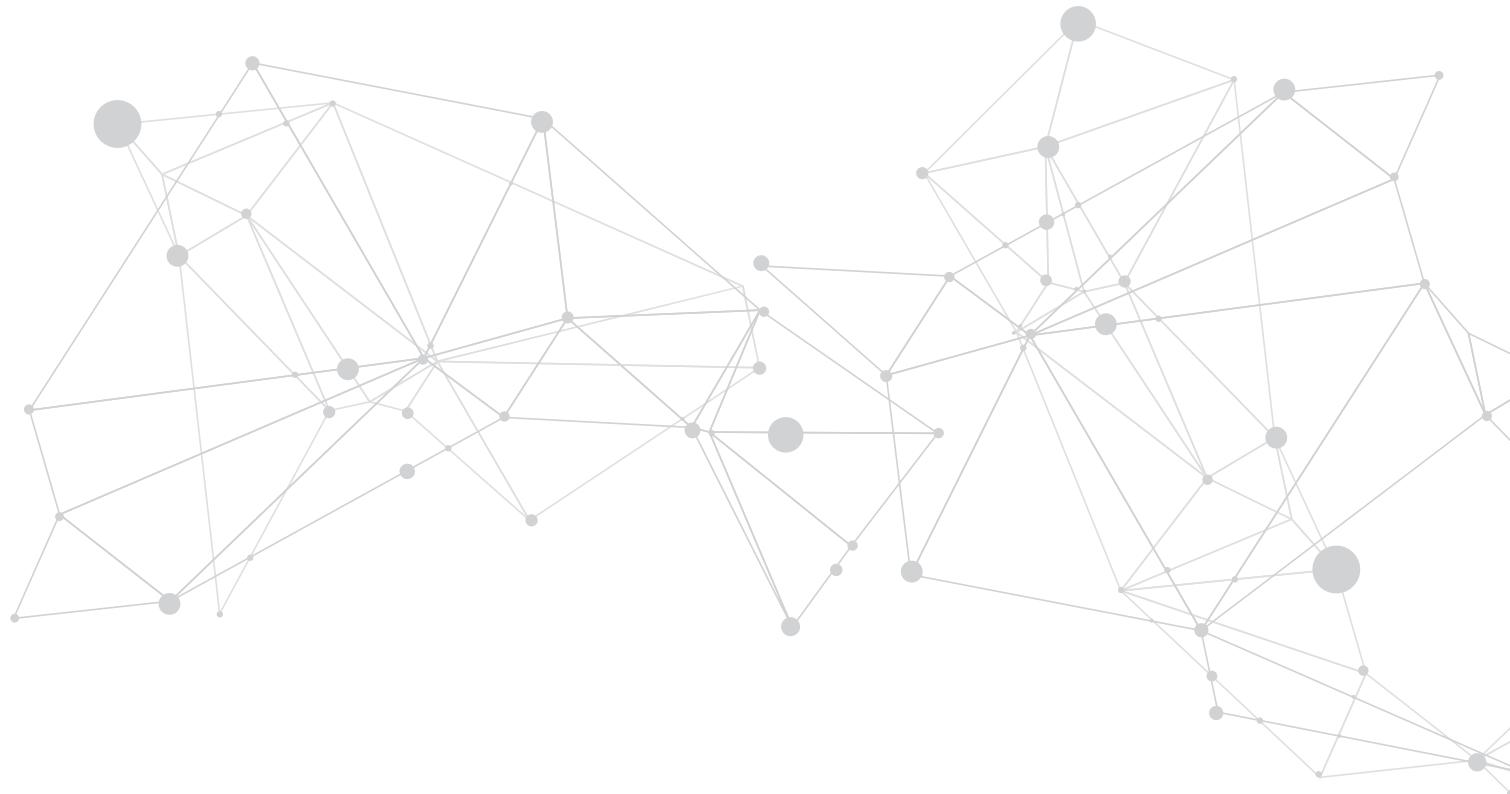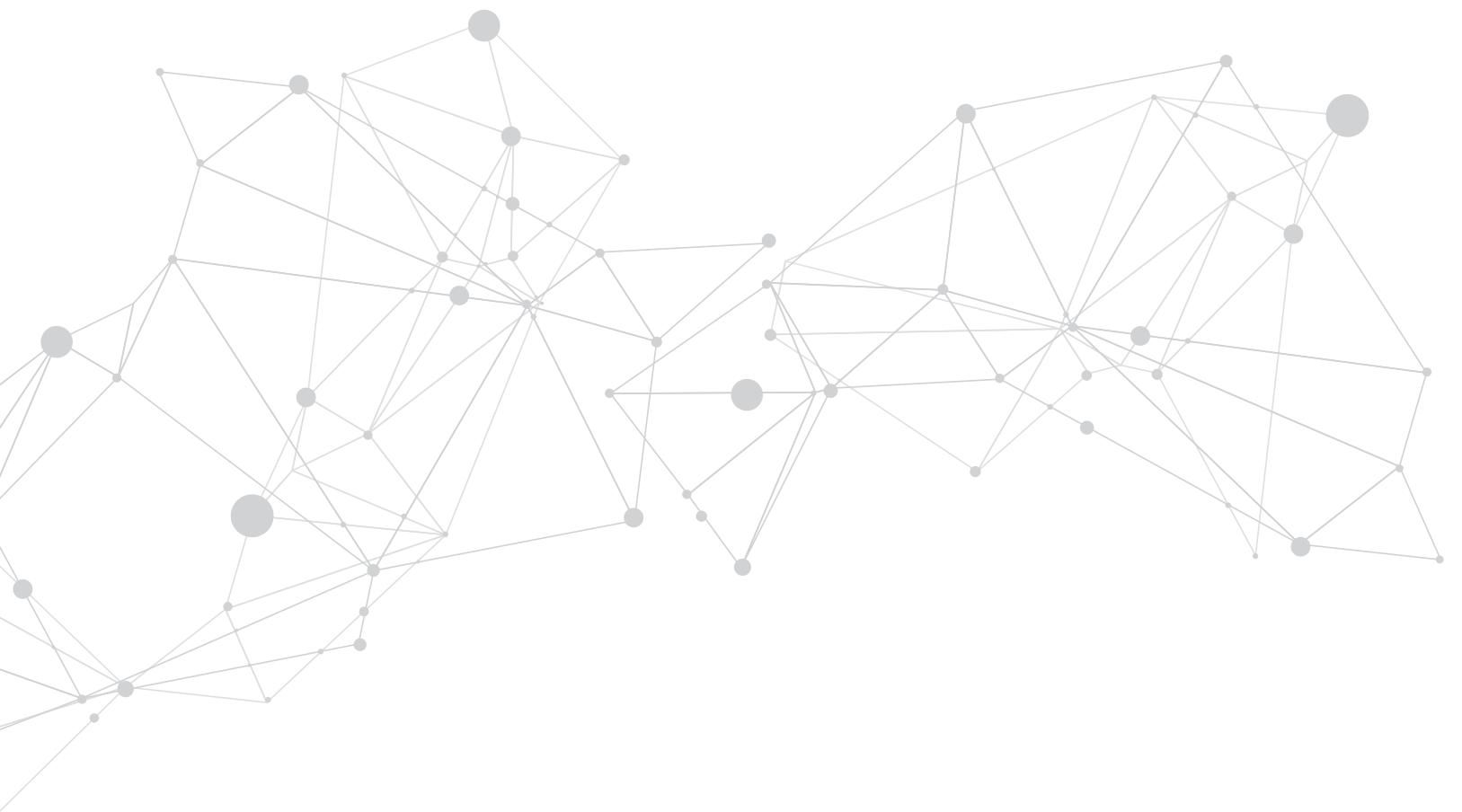
CREATING A
SOCIAL MEDIA POLICY

Setting Guidelines for your Staff and Communities Online. In this ever-changing social media landscape, many organizations hesitate navigating the waters for fear they will lose control of the boat. Set clear guidelines for your staff (through an internal social media policy) and for your community of supporters (through an external social media comment policy) to make sure that everyone is clear about roles and expectations.

Establish a Team

A good social media policy should protect the organization and its staff. Think about which members of your staff should get a seat at the table. Ideally, members of your executive staff, communications or digital team, legal, finance and human resources all get a voice in the process. Involve the team in both the development and rollout of the plan to make sure that team members understand and buy into the policy.

Formal or Informal?

There are no set rules for what a policy should contain. Here are some questions to consider:
- Should the policy be detailed description with examples of the type of posts that should – and should not – be shared online?
- Should the policy be a strategy to help others think through what's appropriate?
- Will the policy only govern the organization's social media channels or are you producing guidelines for your staff's personal networks as well?

Make Decisions

If your organization is a 501(c)(3) nonprofit, consult with your attorney about what is permissible for your staff to post on their personal channels using organizational computers and cellphones. Whether informal or formal, have all staff members sign the policy acknowledging that they have read the policy and understand the repercussions if they break its terms.

Take a look at your organization's values and think about how those values play out online. Know the values will help you establish the personality that your organization adopts online, the tactics that you use to respond to positive, neutral and negative comments and other answers to necessary questions. Make sure to answer the following:

- Who will have access to the organization's social media accounts?
- What happens when the person who used their email to create a social media account for the organization leaves the organization? (Note: Instruct creators of an organizational account to use their work email when setting up the account and to transfer ownership of the account to a current employee when they depart,)
- Who is responsible for researching, creating and posting content on social media?
- What is the appropriate tone for the organization's social media profiles?
- What is appropriate vs. inappropriate content for the organization's social media accounts? Pay close attention to the laws governing your organization's 501(c)(3) nonprofit status.
- What is appropriate vs. inappropriate content for staff members to share regarding their work at the organization?
- Who is responsible for monitoring staff's social media accounts and their adherence to the policy? Is this a necessary activity?

- What are the consequences if staff members disobey the policy and who will enforce it?
- What is the organization's strategy for responding to negative comments about the organization or its leadership?
- What is the organization's strategy for responding to positive and neutral messages? (e.g. How will you promote these responses to your target audiences and networks?)
- What is your privacy and permissions policy for sharing potentially sensitive information?
- Do you have permission to share photos of your events? Consider having photo permission slips at all events and don't post photos of children without parental written permission.
- How should others share your content (e.g. Can reports be shared? Do you have a copyright policy that needs to be included in this policy?)
- Certain members of your staff and leadership may be influential online and off. How can they contribute to your organization's success on social media? (e.g. Should staff be required to add the organization's social media links to their professional email signature? Is staff expected to retweet the organization's tweets to their personal networks?)

Define the Rules for Your Community

Social media platforms allow us to communicate with each other and connect in real time. Simultaneously, because we aren't face to face, there is a sense of anonymity that can result in people letting their emotions control them. Establishing simple yet definitive guidelines for your supporters and opponents on each platform provides a way for you to share and exchange thoughts, ideas, images and other content in a respectful way that fosters constructive dialogue.

Consider these sample points when drafting your rules and be clear that you reserve the right to delete comments or restrict user access to the page for violating stated norms. Be sure to publish this public policy on your channels so that you can reference the policy when and if you need to enforce it.

- Personal attacks are disruptive to healthy dialogue.
- Stereotypes can be divisive and offensive and such comments will be monitored closely.
- We ask that the community refrain from responding if comment threads are taken over by trolls; people who post comments specifically to start a fight, defame, divide, distract or otherwise detract from the overall purpose of the community.
- Avoid minimizing or denying the importance of comments/posts from others.
- Do not use this social media community for self-promotion.
- Please do not use the comments section to air complaints about a post, a particular comment, or the moderation of our page.

SOCIAL MEDIA
SAMPLE POLICY

This sample policy is meant to serve as a guide to create a unique policy for your organization. It is not meant to be copied and adopted, as every organization has its own needs and expectations of its staff. Use this sample to draft your own policy and have your organization's legal counsel review it. If your organization is a 501(c)(3) nonprofit ,consult with your attorney about what is permissible for your staff to post on their personal channels using organization-owned computers and phones, as that aspect is not included in this policy.

(Your Organization Name) developed this social media policy to govern how employees publish and comment on social media. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation: blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube and any new tools as they emerge. This policy is designed as a complement to existing or future policies regarding the use of technology, computers, email and the Internet.

(Your Organization Name) employees may publish or comment via social media in accordance with this policy. Employees are subject to this policy to the extent that they identify themselves as a (Your Organization Name) employee.

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by (Your Organization Name) employees who use social media platforms on behalf of the company.

Publication and commentary on social media carries similar obligations to any kind of publication or commentary. Employees should be aware that what they say online is permanent.

When using social media, employees are required to follow the same ethical standards they would otherwise use when communicating about our work. All conduct standards stated in the Employee Handbook apply to employee use of social media.

Don't Tell Secrets
Talking about your work outside of the office is acceptable, but publishing confidential information is not permissible. Confidential information includes unpublished details of current projects, research, coalition work and comments shared in confidence during meetings within or outside of the organization.

Protect Your Privacy
Set your privacy settings on social media platforms to allow anyone to see profile information similar to what can be accessed on the (Your Organization Name) website. Set all other privacy settings – that might allow others to post information or see personal information – to limited access. Be mindful about posting information that you would not want the public to see.

Be Honest
Do not blog anonymously by using pseudonyms or false screen names in any personal or organizational capacity. We believe in transparency and honesty. Use your real name and be clear about who you are. Nothing makes you stand out more on social media more than honesty – or dishonesty. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something that you are discussing. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and be cautious about disclosing personal details. If you cannot post something without being deceitful, then you shouldn't be posting.

Respect Copyright Laws
Show respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including (Your Organization Name)'s own copyrights and brands. Never quote more than short excerpts of someone's work and always attribute such work to the original author/source.

Respect Your Audience, (Your Organization Name) and Your Coworkers
Your audience, including (Your Organization Name)'s employees and partners, reflects a diverse set of customs, values and points of view. Don't say anything contradictory that could be in conflict with the (Your Organization Name) website. Don't be afraid to be yourself, but do so respectfully.

When using social media on behalf of (Your Organization Name), employees must use caution when commenting about topics that may be considered objectionable or inflammatory – such as politics and religion. In all social media outreach, employees should be respectful of diverse cultures and points of view (no ethnic slurs, offensive comments, defamatory comments, personal insults, etc.). Use your judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of (Your Organization Name).

Controversial issues

If you see misrepresentations made about (Your Organization Name) in the media, you may correct them. Be sure to check with senior staff before responding. If you decide to respond, always do so with respect and lead with the facts. If you speak about others, make sure that what you say is accurate and does not disparage anyone. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad opposition or others into inflammatory debates. Bottom line: Make sure what you say is factually correct.

Be the first to respond to your own mistakes

If you make an error, be upfront about your mistake and correct it quickly. If you choose to modify an earlier post, be clear that you have done so. If someone accuses you of posting something improper (such as copyrighted material or a defamatory comment), deal with it quickly. It's always better to remove it immediately to lessen the possibility of a legal action. If you make an error that has the potential to cause harm or embarrassment to (Your Organization Name) or its partners, please alert management, even if you have deleted or modified the post.

Think about consequences

Once again, sound judgment is essential: Using your blog to trash or embarrass (Your Organization Name), our partners or your co-workers, is dangerous and ill-advised and may lead to disciplinary action or termination.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. Disclaimers are good practice and are encouraged, but don't count on your disclaimer to avoid trouble because its legal protection is minimal.

Wherever practical, you should use a disclaimer, which states that while you work for (Your Organization Name), anything that you publish is your personal opinion and not necessarily the opinions of (Your Organization Name). Senior staff can provide you with applicable disclaimer language such as "All thoughts and opinions expressed here are my own," and assist with determining where and how to use disclaimer language effectively.

Don't forget your day job

Make sure that personal activity on social media does not interfere with your job or commitments to work-related projects.

Social media tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble and have fun is to write about what you know. Beware of joining a conversation online if you aren't familiar with the topic. Don't just join in for the sake of joining or because it is gaining traction or attention. Bring your perspective to the conversation and explain why your opinions are relevant.

Quality matters. Use a spell checker. If you're not design-oriented, ask someone who is about your blog and take their advice about how to improve.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt about a post or if something does not feel right, wait and review the post before publishing or ask someone for a fresh opinion.

When in doubt, ask. If you have any questions about what is appropriate, play it smart and check with a senior staff member before posting.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination at the discretion of (Your Organization Name). Email digital@spitfirestrategies.com and we'll send you a customizable social media policy template.
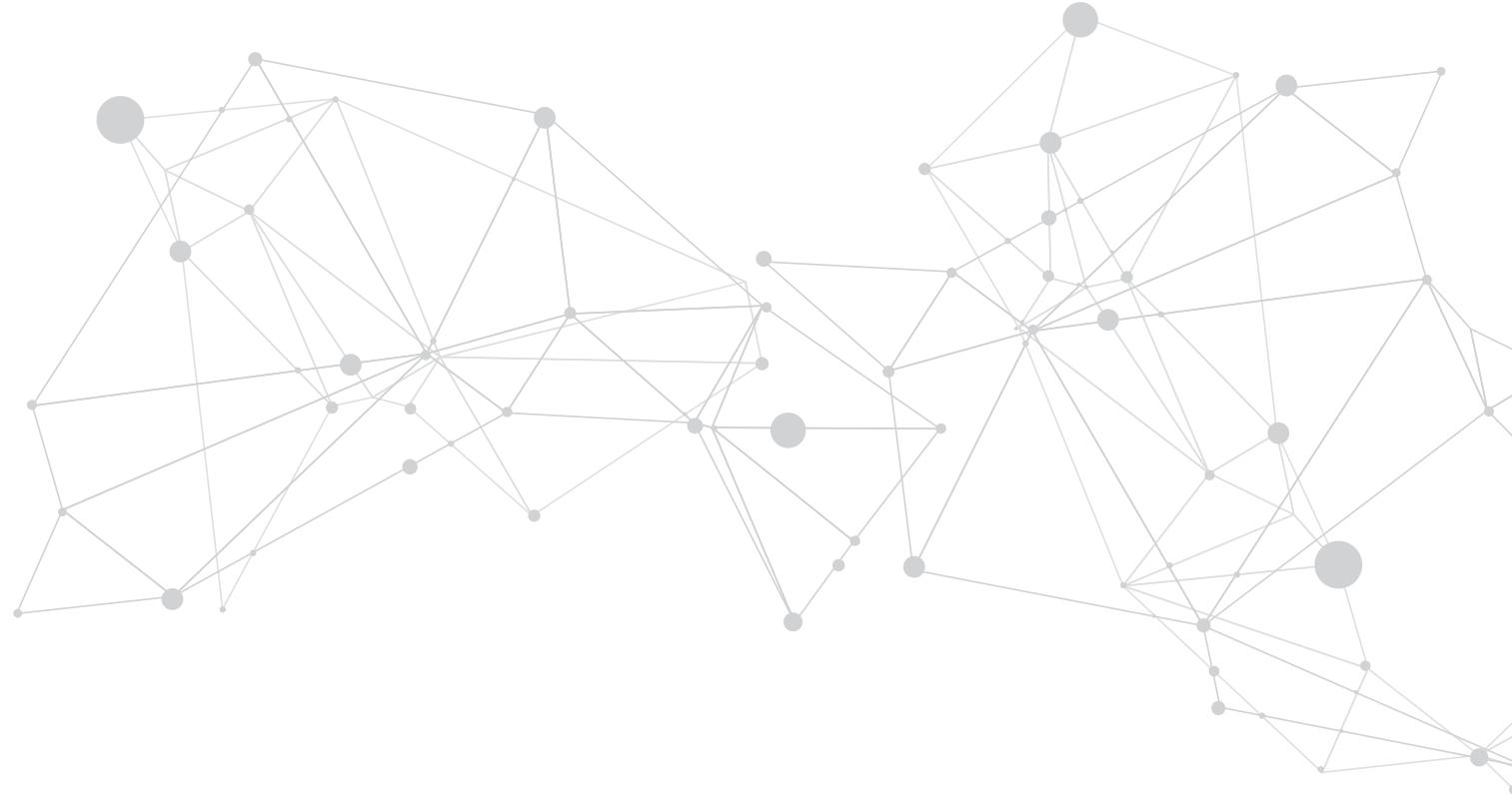
Activate Audiences Online
- Capitalized On This Digital Strategy: https://www.nytimes.com/2016/06/25/us/politics/bernie-sanders-digital-strategy.html

A Picture Is Worth A Thousand Words
- Data point: 60% Of All Women Online: https://Expandedramblings.Com/Index.Php/Pinterest-stats/

Maximizing Facebook
- Relevance Score: https://Adespresso.Com/Blog/Facebook-ads-relevance-score/
- Regularly Changing How It Prioritizes Content: https://Www.Facebook.Com/Business/News/News-feed-fyi-bringing-people-closer-together
- Events: https://Www.Facebook.Com/Events/
- Donate Now: https://Socialgood.Fb.Com/Charitable-giving/
- Pixabay: https://Pixabay.Com/
- Google's Advanced Image Search: https://Www.Google.Com/Advanced_image_search
- Hootsuite: https://Hootsuite.Com/

Paying To Play On Facebook
- Data point: 2,000 Potential Storie: Https://Venturebeat.Com/2016/09/14/Facebook-says-about-10-of-news-feed-stories-are-actually-read-daily/
- Facebook Updated Its Algorithm: Https://About.Fb.Com/News/2018/01/News-feed-fyi-bringing-people-closer-together/
- One Study: Https://Www.Socialmediatoday.Com/Social-business/New-study-finds-facebook-page-reach-has-declined-20-2017
- Tips For Organizations Looking To Maximize Their Organic Search: Https://Blog.Hubspot.Com/Marketing/Facebook-organic-reach-declining#Sm.00003hn4oafrodr5y9i1hz6mtu5hb
- See More On Bidding And Pricing Here: Https://Www.Facebook.Com/Business/Help/527780867299597
- Guidelines: Https://Www.Facebook.Com/Business/Ads-guide/?Tab0=Mobile%20news%20feed
- Flickr's Creative Commons: Https://Www.Flickr.Com/Creativecommons/
- Google's Advanced Image Search: Https://Www.Google.Com/Advanced_image_search
- Facebook's Power Editor: https://www.facebook.com/business/m/one-sheeters/ads-manager-convergence
- More On Targeting Here: Https://Www.Facebook.Com/Business/Help/633474486707199
- Create A Custom Audience: Https://Www.Facebook.Com/Business/Help/170456843145568?Id=2469097953376494

Using Facebook Live To Drive Social Change
- Facebook: Https://Www.Facebook.Com/Help/Publisher/167417030499767
- Several Metrics: Https://Www.Facebook.Com/Facebookmedia/Blog/Understanding-how-your-videos-perform-on-facebook

Beyond A Following
- Mention Map: Https://Mentionmapp.Com/
- Tweetreach: Https://Tweetreach.Com/
- Twitter Lists Are Easy To Create: Https://Nonprofithub.Org/Social-media/Organization-using-twitter-lists/
- Twitter's New Threads Feature: Https://Www.Theverge.Com/2017/12/12/16754630/Twitter-threads-tweetstorms-feature
- Twitter Analytics Are Available: Https://Buffer.Com/Library/Twitter-analytics
- Tweetreach: Https://Tweetreach.Com/Twitter-analytics-report/

Getting A Handle On Twitter Chats
- Hootsuite: Https://Hootsuite.Com/
- Tweetreach: Https://Tweetreach.Com/

Tips For Live-tweeting
- Planned Parenthood Action Fund Did That For The 2019 State Of The Union: Https://Twitter.Com/Ppact/Status/1092982763773480960
- Tweetreach: Https://Tweetreach.Com/Twitter-analytics-report/
- Hootsuite: Https://Hootsuite.Com/

Twitter Ads

- Pick The Campaign Style Objective That Best Serves Your Goal: Https://Business.Twitter.Com/En/Solutions/Twitter-ads.Html
- Tweet Activity Dashboard: Https://Help.Twitter.Com/En/Managing-your-account/Using-the-tweet-activity-dashboard
- Website Card: Https://Business.Twitter.Com/En/Solutions/Twitter-ads/Website-clicks.Html
- Online Conversion Tracking: Https://Business.Twitter.Com/En/Help/Campaign-measurement-and-analytics/Conversion-tracking-for-websites.Html
- Tailored Audiences: Https://Business.Twitter.Com/En/Targeting/Tailored-audiences.Html
- Targeting Options: Https://Business.Twitter.Com/En/Targeting.Html
- Important To Research The Keywords You Want To Use: Https://Www.Businessnewsdaily.Com/7604-twitter-advertising-keyword-targeting.Html
- This Twitter Faq: Https://Business.Twitter.Com/En/Help/Troubleshooting/Bidding-and-auctions-faqs.Html
- Promote Mode: Https://Business.Twitter.Com/En/Help/Campaign-setup/Twitter-promote-mode-help.Html

Political Advertising

- For More Information About Page Roles, Please Visit Facebook's Explanation Here: Https://Www.Facebook.Com/Business/Help/241608613261133?Id=288762101909005
- All Of The Steps To Completing The Identity Verification Process Can Be Found Here: Https://Www.Facebook.Com/Business/Help/208949576550051?Id=288762101909005
- More On Certifying Instagram Accounts Can Be Found Here: Https://Www.Facebook.Com/Business/Help/597258763977273?Id=288762101909005
- Head To The Advertiser Help Page Here: Https://Www.Facebook.Com/Business/Help?Ref=Mobile_logo
- The Support Page Here (Scroll To The Bottom And Click On The Messenger Icon To Chat With A Live Support Agent): Https://Www.Facebook.Com/Business/Help
- More Information About These Different Entities Can Be Found Here: Https://Business.Twitter.Com/En/Help/Ads-policies/Prohibited-content-policies/Political-content.Html
- More Information About This Can Be Found Here After Selecting Certification And Entity Type: Https://Ads.Twitter.Com/En/Help
- For More Information On Political And Issue Ad Certification On Twitter, Head To The Faq Page: Https://Business.Twitter.Com/En/Help/Ads-policies/Prohibited-content-policies/Political-content/Political-content-faqs11.Html

Instagram

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- 51 Percent Of Latinx And 40 Percent Of Black Adults: https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/ft_19-04-10_socialmedia2019_useofdifferent/
- 101 Percent: https://nonprofitssource.com/social-media-marketing-for-nonprofits/#SocialMediaStatistics
- Charity Water: Https://Www.Instagram.Com/Charitywater/
- Show Versus Tell: Https://Www.Spitfirestrategies.Com/Show-dont-tell-three-ways-create-connection-audience/
- Aesthetically Pleasing: Https://Apps.Kodakmoments.Com/Top-10-tips-for-great-pictures/
- Relevant Hashtags: Https://Wpcurve.Com/Use-instagram-hashtags/

Snapchat

- Iconosquare: Https://Pro.Iconosquare.Com/
- Sprout Social: Https://Sproutsocial.Com/
- Union Metrics: Https://Unionmetrics.Com/Free-tools/Instagram-account-checkup/

Connecting On Linkedin

- Volunteer Marketplace: Https://Nonprofit.Linkedin.Com/Volunteer-marketplace

Snapchat For Nonprofits

- 178 Million Daily Active Users: Https://Blog.Hootsuite.Com/How-to-use-snapchat-beginners-guide/
- 25 Times Per Day: Https://Blog.Hootsuite.Com/How-to-use-snapchat-beginners-guide/
- 3.5 Billion Videos Per Day: Https://Www.Bloomberg.Com/News/Articles/2016-04-28/Snapchat-user-content-fuels-jump-to-10-billion-daily-video-views
- Popular With Young Adults: Https://Www.Forbes.Com/Sites/Kathleenchaykowski/2017/03/01/Snapchats-big-weakness-the-olds/#Bc30ddd230b2
- Unicef Used The Platform: Http://Social-media-for-development.Org/Using-snapchat-for-social-good-unicef-case-study/
- To Collect And Analyse Your Metrics: Https://Blog.Hootsuite.Com/Snapchat-analytics/
- Snaplytics: Https://Www.Snaplytics.Io/
- Delmond: Https://Delmondo.Co/Primer-snapchat-analytics/
- Non-viral Nature: Https://Www.Nytimes.Com/2016/11/30/Technology/While-we-werent-looking-snapchat-revolutionized-social-networks.Html
- Nonprofits Are Finding Creative Ways: Https://Www.Causevox.Com/Blog/Snapchat-for-nonprofits/

Finding Your Niche On Youtube

- 1.9 Billion Users: Https://Www.Brandwatch.Com/Blog/Youtube-stats/
- 91 Countries And 80 Languages: Https://Www.Brandwatch.Com/Blog/Youtube-stats/
- 18-49 Year Olds: Https://Www.Brandwatch.Com/Blog/Youtube-stats/
- 81 Percent Of Parents: Https://Www.Pewresearch.Org/Internet/2018/11/07/Many-turn-to-youtube-for-childrens-content-news-how-to-lessons/
- More Than Half Of Video Views Come From Mobile Devices And Mobile Users Spend An Average Of 40 Minutes A Day On Youtube: Https://Mediakix.Com/Blog/Youtube-video-statistics-2016-need-to-know/#Gs.7wq9ykw;%20https://Www.Socialmediatoday.Com/Social-business/Mind-blowing-youtube-stats-facts-and-figures-2017-infographic
- Cards: Https://Creatoracademy.Youtube.Com/Page/Lesson/Cards
- Youtube Dashboard: Https://Studio.Youtube.Com/Channel/Uccq0fra8p_o-7e78sytvcka?Utm_campaign=Upgrade&Utm_medium=Redirect&Utm_source=%2fdashboard

Build Better Blogs

- Sixty-four Percent Of Nonprofits Run At Least One Blog: Https://Contentmarketinginstitute.Com/Wp-content/Uploads/2015/11/2016_nonprofit_research_final.Pdf
- Titles Between 8-12 Words: Https://Blog.Hubspot.Com/Marketing/A-simple-formula-for-writing-kick-ass-titles-ht#Sm.00003hn4oafrodr5y9i1hz6mtu5hb
- Speak Freely: Https://Www.Aclu.Org/News/?Redirect=Taxonomy%2fterm%2f1
- Big Corporations Make Millions By Selling People A Chance To Get Out Of Jail: Https://Www.Aclu.Org/Blog/Smart-justice/Big-corporations-make-millions-selling-people-chance-get-out-jail?Redirect=Blog/Mass-incarceration/Smart-justice/Big-corporations-make-millions-selling-people-chance-get-out
- How Poor Health Care Turned Walter Jordan"s Prison Sentence Into A Death Sentence: Https://Www.Aclu.Org/Blog/Prisoners-rights/Medical-and-mental-health-care/How-poor-health-care-turned-walter-jordans
- Oh, Gwyneth… When Celebrity Spokespeople Go Bad: Https://Www.Spitfirestrategies.Com/When-celebrity-spokespeople-go-bad-bad/
- Research Shows: Https://Blog.Hubspot.Com/Marketing/Character-count-guide
- Seven Minutes: Https://Blog.Hubspot.Com/Marketing/Character-count-guide
- Including Long-tail Keywords: Https://Yoast.Com/Focus-on-long-tail-keywords/

Making The Move To Medium

- Resist The Gun Lobby: Https://Resistthegunlobby.Org/
- 60 Million Monthly Visitors: Https://Www.Businessinsider.Com/Inside-the-meltdown-of-evan-williams-startup-medium-2017-2
- Mozilla Internet Citizen: Https://Medium.Com/Mozilla-internet-citizen
- Mozilla Festival: Https://Medium.Com/Mozilla-festival
- Read, Write And Participate: Https://Medium.Com/Read-write-participate
- Charity: Water: Https://Medium.Com/Charity-water/Between-heaven-and-earth-be1e6ae2afd1
- Sign Up: Https://Medium.Com/
- Story Import Tool: Https://Help.Medium.Com/Hc/En-us/Articles/214550207-import-story
- Wordpress Plugin: Https://Help.Medium.Com/Hc/En-us/Articles/213510158-medium-wordpress-plugin
- Contact A Medium Representative: Https://Help.Medium.Com/Hc/En-us/Requests/New?Ticket_form_id=160277

Reaching Your Audience Through Text

- Short code: https://usshortcodes.com/about/short-codes-101
- 80 Times Every Day: Https://Nypost.Com/2017/11/08/Americans-check-their-phones-80-times-a-day-study/
- $500-$1,000: https://usshortcodes.com/pricing

Irresistible Email

- Study Found An Average Open Rate Of 15 Percent: Https://Mrbenchmarks.Com/Numbers/Email
- Mailchimp: Https://Mailchimp.Com/Resources/Email-marketing-benchmarks/
- A/B Testing: Https://Mailchimp.Com/Help/About-ab-testing-campaigns/
- Care2: Https://Www.Care2.Com/
- Can-spam Guidelines To Protect: Https://Www.Ftc.Gov/Tips-advice/Business-center/Guidance/Can-spam-act-compliance-guide-business

Extend Your Reach Through Live Streaming

- Launched Live-streaming Capabilities: Https://Www.Theverge.Com/2015/12/17/10435918/Facebook-live-stream-verified-pages
- Facebook Creator: Https://Techcrunch.Com/2017/11/16/Facebook-creator-app/
- Super Chat: Https://Www.Businessinsider.Com/Youtube-monetizes-live-streams-with-super-chat-2017-1
- Rhinobird: Https://Rhinobird.Tv/
- Younow: Https://Www.Younow.Com/Login

Google For Nonprofits

- Google Adwords: Https://Ads.Google.Com/Home/
- Google's Guide: Https://Support.Google.Com/Grants/Answer/1689506?Hl=En
- Sitelink Extensions: Https://Support.Google.Com/Google-ads/Answer/2375416?Hl=En
- YouTube Nonprofit Program: https://support.google.com/youtube/answer/3545195?hl=en
- Create A Channel: Https://Www.Youtube.Com/Channel/Ucjiqorgwjhk5x_s8vblnfcw
- Learn More About Cards Here: Https://Socialimpact.Youtube.Com/
- Excellent Analytics: https://support.google.com/youtube/answer/1714323?hl=en