

UNDERSTAND YOUR AUDIENCE**Know your target audience(s)**

Tip: Get specific. Create personas.

**You're busy. So are they.**

Don't waste your time or theirs.

**It's not all about you**

Show interest in needs of others not just yours.

**Do unto others...**

Others like mentions & RTs as much as you.

**Limit the pleas for help**

Ideally keep this below the 10% mark.

**Be responsive**

Respond within 24 hrs. Aim for less..

PLAN YOUR CONTENT**How much time do you have?**

Be realistic. Block out time. Stick to it.

**Monthly: content strategy**

ID what's coming up. Schedule campaigns.

**Monthly: key messages**

Define key messages for campaigns & events.

**Use an editorial calendar**Download a free one at TopNonprofits.com/edcal.**Weekly: batch content creation**

Maximize time. Minimize mental gear shifts.

**Scheduling posts in advance OK**

Tip: vary timing slightly and avoid :00 and :30.

**Check feeds at least 2x per day**

If only 2x, then mid morning & late afternoon.

**How will you measure success?**

Tip: Set measurable goals. Track progress.

facebook BEST PRACTICES**Think headline, not article**

Get attention. Then add ?, action, or link.

0101**Post every other day ***

Best frequency to get and keep likes.

**A picture is worth 1000 words**

Tip: Limit depressing ones.

**Tell good stories**

Less statistics. More stakeholder stories.

**Use analytics with your links**

Insight, good. Dashboard obsession, bad.

twitter**BEST PRACTICES****Don't treat it like Facebook**

Vary content & don't auto-post between.

**Post at least once a day ***

More is better and vary times slightly.

**Space out your tweets**

No more than 1/hr (excluding @replies).

**Best CTR: 8-9am, 2pm, 5pm, 3pm ***

(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.

**Best RTs: noon-4pm ***

(test yourself) Bad: Before 10am, after 7pm.

**Tweet on the weekend**

Less busy means greater CTR but less RTs.

125**Keep it short and sweet**

Below 125 characters allows manual RTs.

**Don't be a downer ***

(+) tweets shared 34% more, (-) 13% less.

**Place links early (1/4 mark) ***

Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella <http://danzarrella.com>If you share this resource please provide a link to <http://topnonprofits.com/posting-guide>

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