

SOCIAL MEDIA POSTING GUIDE

UNDERSTAND YOUR AUDIENCE

-  Know your target audience(s)
Tip: Get specific. Create personas.
-  You're busy. So are they.
Add value. Don't waste your time or theirs.
-  It's not all about you
Others like comments/shares/likes as much as you.
-  Limit the pleas for help
Keep this well below the 10% mark.
-  Be responsive
Always respond within 24 hrs. Aim for less.
-  Be consistent
In terms of quality, frequency and voice

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?
Predict. Measure. Review. Rinse. Repeat.

facebook BEST PRACTICES

-  Freq depends on audience size
<1K (1-3/wk), 1-10K (3-7wk), >10K (5-12/wk).
-  A picture is worth 1000 words
Tip: Stay inspirational. Limit depressing pics.
-  Peak times (5:30-8:30pm) not best
Algorithm more likely to favor friends & family.
-  Less but better
Post less often, but give each post extra focus.
-  Consider boosting (strategically)
Organic reach 📉 If you can, boost important posts.

TWITTER BEST PRACTICES

-  Post at least once a day.
More is better. Don't forget the weekends.
-  Space out your tweets
1 ever hour max (excluding @replies).
-  Peak time (9am-1pm) pros & cons
More users → buried faster → lower CTR & RTs.
-  Don't be a downer *
(+) tweets shared 34% more, (-) 13% less.

LinkedIn BEST PRACTICES

-  Focus on their professional needs
Longer content (~500 words) ok. Don't get sales-y.
-  ID expert contributors in your org
Both for content writing & group engagement.
-  Post 1-3 times a week
Be consistent. Use the targeting capabilities.
-  Include images, slides & videos
These typically get 2x the number of comments.

*Based on click rate analysis on 13,500 Facebook pages conducted by Hubspot.
**Based on research of over 4.8 million tweets conducted by the team at Buffer.



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