



The Why's and How's of Using Social Media as an Advocacy Tool

Donor Appreciation

Highlight and thank a donor or board member each week through a post or tweet.

Financial Support and Donations

Ask for financial support or needed items through a post or tweet.

Build Name Recognition

Like and follow your partners, board members, elected officials, and biz leaders. Share & re-tweet their posts!

Heighten Exposure and Engagement

Share & tweet news articles when your org or constituents are mentioned. Share visually stimulating media such as videos, pictures, and info-graphics. Ask engaging questions or conduct a poll.

Keep up with mainstream

Get in a routine of posting daily on social media.

Social Media: The Basics



Facebook

What is a **post** or **status**?

A message that grabs viewers attention
Can be as long as a paragraph
Illustrated with pictures and videos

What is **sharing** someone's post or status?

Click the share button underneath the post
Will increase exposure or awareness
Relatable to your work, mission

What is **tagging** an organization or individual?

@(name of org or individual)
Whomever you tag, will be notified
Creates a link so people can click & learn more



Twitter

Similar to a Facebook post/status, but it must be less than 140 characters

What is a **tweet**?

Any word or phrase without spaces, starting with # symbol
Clicking on a hashtag shows you other tweets that include that same hashtag
Popular hashtags become trending topics

What is a **hashtag**?
What does **trending** mean?

@(name of org or individual), same as Facebook
Used to ask a question, thank someone, or highlight their content

What does **mention** an organization or person refer to?