

Quick Tips for a Strong Social Media Story for your Nonprofit
Created for One Call for All by Trish Bittman & Rebecca Rockefeller, October 2016

- People love stories. **Tell** your story *and* **Show** your story. Keep the text relatively short and sweet. Use images that bring pleasure.
- If you have a long story, break it up into multiple posts.
- Key elements: Issue - Hero - Resolution
- Respect privacy of individuals. Only use names and identifying details if you have permission.
- Respect copyrighted images - Use your own images or use Google to search for copyright-free images
- It's legal to share photos taken in public spaces where people don't have a reasonable expectation of privacy (ie the crowd behind your 4th of July float), but whenever possible ask for written permission even then. Always get written permission from people involved with your organization.
- Emotions have more impact than facts and figures for most people. You can share your relevant facts & figures once in awhile, and where they are tied to a fundraising goal, but your STORY should transport people to a place and time and an emotion.
- When you're creating a story, think about it as a listener. Would you want to re-tell this story? People are motivated to share content when they come across a story they want to re-tell. Provide them with that story.
- Pick one action tied to your story and ask people to take that action. It shouldn't always be "donate now"; it can be, "tell us your favorite...." or "please share this story to spread the inspiration," etc.
- Include hashtags when they make sense. One Call for All's hashtags are #bainbridgeisland #philanthropy #welveherewegivehere #1call4all The more we all use these, the more we tie ourselves together as a nonprofit community with a stronger online presence that will benefit all of us. You can also use global hashtags such as #nonprofit and any that relate directly to your specific mission (#farms #sailing #singing, etc) to boost your content for free.