

50 Social Media Tactics for Nonprofits

P = People Who are you trying to engage? O = Objectives What are you trying to achieve? S = Strategies What will it look like when you 're done? T = Technologies What are the tools you plan to use? The P.O.S.T. method* is a great way to develop your social media program. Today, T is for "Tactics"

- 1 Create a custom Twitter background that reflects your organization's mission and brand.
- 2 List the Twitter handles of the staff contributing to your org's feed.
- 3 Create a Twitter List of your organization's staff, partners, or supporters.
- 4 Use Twitterholic.com to connect with the top 50 tweeters in your city.
- 5 Monitor your city's Twitter hashtag for relevant information (#chs #nyc #dc).
- 6 Build real relationships by replying, retweeting, and joining discussions.
- 7 Make your tweets retweetable. Username + 6
- 8 Recruit new staff and volunteers via Twitter.
- 9 Monitor your organization's name on search.twitter.com.
- 10 Piggyback on Twitter's trending topics if they are related to your cause (#aces)
- 11 Promote an event, campaign, or movement with twitter hashtags (#beatcancer #memorywalk)
- 12 Start, join, and organize conversations on Twitter with hashtags (#nwf #nptech #charitytuesday)
- 13 Save your tweets forever with Twapperkeeper.
- 14 Create a fundraising campaign organized with Twitter.
- 15 Empower your followers with actionable information in support of your mission.
- 16 Organize a petition with act.ly.
- 17 Get creative with Twitter avatars
- 18 Organize a Tweetup.
- 19 Use Twitpic to share photos.
- 20 Track and benchmark key Twitter stats.
- 21 Use short URLs to track link performance (bit.ly, tinyurl.com).
- 22 Use Twitalyzer.com to mashup Google Analytics with Twitter visitors.
- 23 Reflect your brand on your Facebook page.
- 24 Create a landing page for fans/non fans.
- 25 Create a Cause and add it to your page.
- 26 Open up your Facebook page by allowing fans to post on wall updates, photos, videos, and discussions.
- 27 Add your blog's feed to your fan page wall via the Notes application.
- 28 Integrate other channels via Facebook fan page tabs.
- 29 Add your events to your Facebook fan page.
- 30 Ask your Facebook fans a question and participate in the conversation.
- 31 Ask Facebook fans to upload videos that support your mission.
- 32 Start a discussion that will engage your Facebook fans.
- 33 Leverage contests by hosting or joining one.
- 34 Integrate your CRM with Facebook fan activity.
- 35 Use the Facebook Insights to get activity & demographic data.

- 36 Use the YouTube Nonprofit Program to raise money or for advocacy.
- 37 Make a funny or compelling video, not a sad one.
- 38 Build stewardship with video.
- 39 Hold a contest.
- 40 Encourage supporters to upload video responses.
- 41 Upgrade to a Flickr Pro account .
- 42 Submit your photos to Flickr Groups.
- 43 Hold a contest involving supporter photos.
- 44 Create a Flickr group that supports your mission.
- 45 Integrate supporter photos with existing channels/vehicles.
- 46 Submit key blog posts & articles to social news sites.
- 47 Use a "Share This" widget on blog posts, web pages, etc.
- 48 Promote your social media channels via websites, emails, footers, etc.
- 49 Display RSS feeds from a blog or Twitter account on your website.
- 50 Create a social media listening dashboard with iGoogle.