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Fundraising Software



The Nonprofit Social Media Content Planner

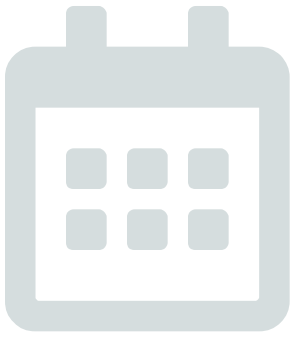


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By Julia Campbell, J Campbell Social Marketing LLC

Are you sick of logging in on Monday and wondering what to post or tweet about? Do you want to have a more consistent presence on your social media platforms? **This is the Planner for you.**

The key to growing your audience on social media and to getting more engagement is being strategic and intentional about your social media content. And that requires planning!



Tips for Time Management

Time Management - Your Weekly Schedule

How much time this week do you have to spend doing social media management? Write it down. Time block in your calendar.

The 4 pillars of social media management are:

- Research and listening
- Content creation and curation
- Community management
- Measurement and analysis

How does that break down into daily or weekly tasks?

Research & listening:

DAILY

Write down at least 3 hashtags and/ or keywords that you follow or would like to follow consistently on social media and in the news. You can follow these hashtags on Instagram and on LinkedIn.

List out some of the bloggers, influencers, industry leaders to follow to get information.

WEEKLY

Create a label in your email provider for email newsletters that you want to read to keep up with news and trends that are of interest to your audience. Limit to 5 email newsletters.

Add examples, screen shots and more to a Google Drive or Dropbox of social media examples from brands and organizations. This will give you inspiration and ideas going forward.

Content creation and curation:

<p>DAILY</p> <p>Create videos, graphics, photos, write copy, update the Content Calendar.</p>	<p>WEEKLY</p> <p>Complete the Content Brainstorm Exercise in this Planner.</p> <p>Write down 5-10 topics, stories, and types of posts that your audience likes and responds well to.</p> <p>How many of these posts can you create with original content?</p> <p>How many of these posts can you curate from trusted, relevant sources?</p>
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Community management:

<p>DAILY</p> <p>Answer all questions. If they are negative in tone, direct them to DM you or email you - take the conversation off the feed.</p> <p>Ignore the trolls - block and delete anyone who is in violation of your policies (harassment, obscenity, spam).</p>	<p>WEEKLY</p> <p>Follow 10 accounts per week (that makes sense for your organization).</p> <p>Look at who follows you and see who you could follow back. You do NOT need to follow everyone back who follows you. Be strategic here.</p>
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Measurement and analysis:

Choose relevant metrics to track each month - no more than 5. Metrics may include website traffic, referrals (which social media platform is driving the most website traffic), email sign-ups, webinar sign-ups, inquiries.

<p>DAILY</p> <p>Use this data to analyze and identify trends and to improve the work.</p>	<p>WEEKLY</p> <p>Run reports.</p> <p>Report out to the entire team.</p>
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Content Brainstorm Exercise

Why do your stakeholders support you? Can you list 5 reasons, in their words? (If you don't know, this is a great opportunity to email or get on the phone with donors, audience members, and others to ask them their opinions.)

What information can you give your audience that will make them think?

What education can you provide that will help them trust you?

What are the knowledge gaps, myths, misconceptions around your cause that you can address?

What stories can you share that will inspire them?



BRAINSTORM! This is the fun part!

List out as many ideas for Content Topics as you can.

Examples:

- Events
- Messages of gratitude
- Relevant holidays
- We are one step closer to XYZ - here's what we did this week!
- We won't stop until we XYZ - here's how you can get involved. Won't you join us?
- Facts
- Myths
- Did you know?
- What does it take to end this/change this?
- What can be done? Here are 2 things you can do to "change/stop/end/prevent XYZ"
- Upcoming milestones (anniversaries, birthdays, etc.)
- News stories (sparingly)
- Statistics on the problem - each statistic that you share on your website could be a standalone social media post with a graphic created in Canva.
- Donor, staff, and volunteer spotlights
- From the field
- Community partner stories - who else do you work with?
- Inspirational quotes
- List out the Content Types that work best on social media
- Live video
- Pre-recorded video and video clips
- Photos with captions
- Graphics - statistic or inspirational quote - can create with Canva for free: <https://www.canva.com/q/pro-social-media/>
- Infographics
- GIFs
- Articles

Mix and match from the lists Content Topics + Content Types - and you'll have plenty of ideas for content to create that your audience will love!

Create, plan, and schedule as much content as you can ahead of time.



Content Remix Recipe

For example:

- Use your email content in a blog for the News section.
- Cut up your email and blog content into social media posts.
- Cut longer videos into shorter segments for social media.
- You can find more ideas to repurpose your content [here](#).

How To Do This:

Look over your posts, tweets, articles, videos, photos, and other types of content that you have shared over the past three months.

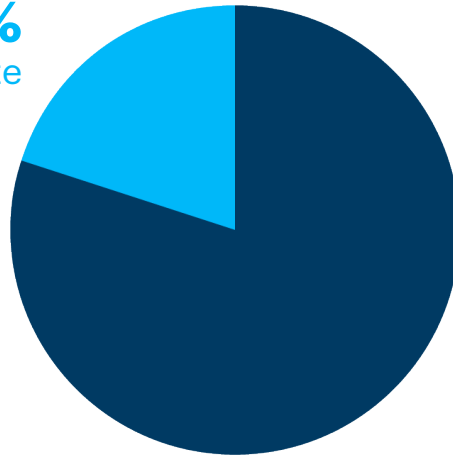
List at least 2 posts that you noticed worked better than most, that you think could be replicated or adapted and used again.

List at least 2 posts that didn't work as well as you had hoped, but that you think could be improved.

Choose three items from your content archives online or offline, that you can repurpose on social media. One press release or annual appeal letter can be adapted into an unlimited number of other content pieces, including:

- Slide deck with bullet points
- Blog post
- Pinterest infographic
- LinkedIn article
- Facebook update
- Video summary
- Piece of Content
- Ways to Repurpose
- Facebook Live video taken at an event
- Embed into blog post
- Cut into short clips and share on Stories
- Create a pull-quote graphic

20%
Promote



80%
Interact
Inspire
Educate
Entertain
Connect

Best Practices & Tips by Platform: [Social Media Matrix - Current Social Media Landscape](#)

Content Calendar: [Marketing Content Calendar template](#)



Named as a top thought leader and one to follow by Forbes and BizTech Magazine, **Julia Campbell** is a nonprofit digital consultant, speaker, and author on a mission to make the digital world a better place. Host of the acclaimed **Nonprofit Nation** podcast, she's written two books for nonprofits on social media and storytelling, and her online courses, webinars, and talks have helped hundreds of nonprofits make the shift to digital thinking. You can learn more about Julia at www.jcsocialmarketing.com/blog



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