

Family Support NEWS BRIEF

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 CENTER FOR SCHOOLS AND COMMUNITIES



Leveraging Social Media for Your Nonprofit Organization

In today's digital world, social media has become a valuable tool for nonprofit organizations across Pennsylvania and beyond. It offers an efficient and cost-effective way to engage with supporters, raise awareness, mobilize volunteers, and further your organization's mission. This article explores the importance of social media for nonprofit organizations, highlighting strategies and best practices to maximize social media impact.

Building a Strong Online Presence

Through profiles on popular platforms such as Facebook, Twitter, Instagram, and LinkedIn, your organization can create a consistent brand image, share your mission, and connect with constituents. Understanding your target audience and tailoring your content to their preferences and interests is the key to success. Research the demographics and

online behaviors of your supporters to create relevant content. However, remember, different channels are now targeting different people. Learn the unique characteristics of each social media channel and make your content fit that channel.¹

Increasing Awareness

One of the primary goals of a nonprofit organization is to raise awareness about your cause. Social media platforms allow you to share stories, statistics, and updates that resonate with your target audience. This helps to educate the public about the issues you are addressing. Use storytelling to convey the impact of your organization's work. Share success stories, testimonials, and real-life experiences to connect with your audience emotionally. Don't forget to use humor when appropriate.²

Fundraising Opportunities and Volunteer Recruitment

Your organization can leverage platforms like Facebook Fundraisers and crowdfunding sites to reach out to your supporters and encourage them to donate to your cause. Effective storytelling and compelling visuals play a significant role in driving these fundraising efforts. Social media can also be used to recruit volunteers. Platforms like Twitter and LinkedIn can help organizations connect with individuals who are passionate about your mission and want to get involved. Powerful words like “now” and “today” will help create a sense of urgency and encourage your audience to do something immediately, whether it’s making a donation or volunteering their time.³

Engagement and Advocacy

Engaging with supporters and fostering a sense of community around your cause is vital. Social media allows you to spark conversations, encourage advocacy, and mobilize supporters for events, petitions, and letter-writing campaigns. Maintain a consistent posting schedule to keep your audience engaged. Use scheduling tools to plan and automate posts to ensure a steady flow of content. “Aim for Quality Over Quantity.”³ Visual content, such as images and videos, perform better on social media. Invest in high-quality visuals that communicate your message effectively. Respond to comments, messages, and mentions promptly.

Data and Analytics

Social media platforms offer great analytics tools that can help you track the effectiveness of your campaigns. They can measure engagement rates, audience demographics, and other key performance indicators to adjust your strategies over time. An excellent first step for effective social media analytics is developing a goal.⁴ Regularly analyze your social media metrics to assess what’s working and what’s not to help you reach your goal.

Cost-Efficient Marketing

Traditional marketing and advertising can be expensive, especially for nonprofit organizations with limited budgets. Social media marketing offers a cost-effective alternative, enabling you to reach a broad audience for free or at a very low cost. Collaborate with other nonprofit organizations, influencers, or businesses in your community to expand your reach. Consider resharing like-minded organizations’ posts, tagging them in relevant content, or reacting and replying to your followers’ comments.⁵ Partnering can help you access new audiences and resources.

Social media is a fantastic tool for nonprofit organizations to utilize and can be a game-changer in your missions. By building a solid online presence, raising awareness, engaging with supporters, and leveraging the power of storytelling, you can harness the full potential of social media to create a positive impact in your local community and beyond. With the right strategies and a commitment to continuous quality improvement, nonprofits can thrive in the digital world and make a difference in the lives of those they serve.

Sources

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- 2 AllBusiness. (n.d.). How Nonprofits Can Use Social Media To Increase Donations And Boost Visibility. Forbes. Retrieved September 14, 2023, from <https://www.forbes.com/sites/allbusiness/2021/03/06/how-nonprofits-can-use-social-media-to-increase-donations-and-boost-visibility/>
- 3, 5 5 Social Media Strategies for Nonprofits | PRLab: Student-Staffed Public Relations Agency. (n.d.). Retrieved September 14, 2023, from <https://www.bu.edu/prlab/2023/03/22/5-social-media-strategies-for-nonprofits/>
- 4 What is social media analytics? | IBM. (n.d.). Retrieved September 14, 2023, from <https://www.ibm.com/topics/social-media-analytics>



Child Safety Laws

Safe Kids Worldwide features child passenger safety and seat belt laws in Pennsylvania.

[View information on their website](#) and access a downloadable PDF.



Family Support Team

Family Support at Center for Schools and Communities provides training and technical assistance to Parents as Teachers providers, Children's Trust Fund grantees, and the Strengthening Families Leadership Team.

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Parents as Teachers Online Courses

Foundational and Model Implementation

For new parent educators and new supervisors of affiliate programs. Login is required.

[Register for October 23- November 3](#) Foundational and Model Implementation course

[Register for October 23-31](#) Foundational Course

[Register for December 4-15](#) Foundational and Model Implementation Course

[Register for December 4-12](#) Foundational Course

Foundational 2: 3 Years through Kindergarten

[Register for November 13-17](#) Foundational 2 Course

Questions regarding registration for **Pennsylvania PAT** courses? Contact [Jennifer Esposito](#).

Register for other courses offered by **National Parents as Teachers** at their [website](#).

Upcoming Family Support Webinar

Save the date for the November 1, 10:00 AM ET, Family Support webinar, focusing on Family Retention in services.

