**Why use social media?**

Social media is a powerful tool for small nonprofits to connect with supporters, share their mission, and increase visibility. With thoughtful strategies and free tools, you can build an engaged audience without needing significant resources.

Follow these simple steps to enhance visibility, build community support, and amplify your mission—all with minimal effort and cost.

**Step 1: choose your platforms**

1. **Facebook**: ideal for community building, event promotion, and storytelling.
2. **Instagram**: great for visual content like photos and videos to engage younger audiences.
3. **Twitter**: useful for quick updates, advocacy, and connecting with influencers.
4. **LinkedIn**: best for professional networking and showcasing impact to funders or partners.

**Tip**: start with 1–2 platforms where your audience is most active.

**Step 2: create consistent content**

1. **Share your story**
	* Highlight your mission, successes, and the people you serve.
	* Post "behind-the-scenes" content showing your team or volunteers in action.
2. **Use free tools**
	* **Canva**: design eye-catching posts using templates.
	* **Unsplash**: find high-quality, free stock images.
3. **Post types**
	* **Informational**: share your mission, upcoming events, or volunteer opportunities.
	* **Engaging**: ask questions or create polls to spark conversations.
	* **Inspirational**: share testimonials, success stories, or quotes.

**Tip**: stick to a posting schedule (e.g., 2–3 times per week).

**Step 3: maximize engagement**

1. **Keep it simple**
	* Use short, clear captions with a call-to-action (e.g., “sign up to volunteer!”).
	* Include hashtags relevant to your cause (e.g., #nonprofit #communitysupport).
2. **Respond quickly**
	* Reply to comments and messages to build relationships with your audience.
3. **Leverage events**
	* Create Facebook events or post Instagram stories to promote fundraisers and programs.

**Tip**: tag donors, partners, or local influencers to expand your reach.

**Step 4: measure success**

1. **Track performance**
	* Use built-in analytics on platforms to monitor likes, shares, and comments.
	* Identify which posts get the most engagement and replicate their style.
2. **Set simple goals**
	* Increase followers by 10% in three months.
	* Get 5 shares per post on Facebook.

**Step 5: stay active but sustainable**

1. **Schedule posts**
	* Use free tools like **meta business suite** (Facebook/Instagram) or **Hootsuite free** to plan content in advance.
2. **Delegate tasks**
	* Assign social media duties to a volunteer or board member to ensure consistency.
3. **Recycle content**
	* Share the same story or photo across multiple platforms with slight tweaks to captions.

**Tip**: quality is more important than quantity—focus on impactful posts.

**Example weekly schedule**

* **Monday**: post a volunteer spotlight or program update.
* **Wednesday**: share an inspiring testimonial or quote.
* **Friday**: promote an upcoming event or fundraiser.