

Social Media Best Practices

Best Practices

- You should post about the same topic on various platforms, but tailor your content to make the most out of each platform.
 - Facebook: Use images, tags and spacing to help make your post visually appealing. Longer posts will do well if you have a good first sentence “hook” that entices your followers to keep reading.
 - Instagram: You’ll need a strong, striking image, so you don’t need to post on Instagram as frequently. Make sure you use hashtags and tag other accounts.
 - LinkedIn: Keep it professional. No image is necessary, but links to stories and blogs can go a long way.
- **Post consistently.** Social media networks reward those that post consistently and get consistent engagement. Posting once a day on Twitter and a couple of times a week on Facebook/Instagram is sufficient.
- **There are free scheduling tools** on Instagram, Facebook and Twitter that enable you to schedule content for a week or a month in advance. See links to scheduling tools below.
- **Double down on what works.** If you see that your audience is reacting well to a certain type of content or messaging, post more of that type of content.
- **Tell stories.** For example, share a story about a volunteer making a real impact in your community, or a member of your community who was impacted by your work. Then let others know how they can join and get involved, too.
- **Include a call to action.** Every post should have a call to action. These include:
 - Learn more:
 - Join us:
 - Get involved:
 - Sign up now:
 - Read the full story:
- **Keep an editorial calendar:** Consistency is key to building trust. Make an editorial calendar to ensure content is scheduled, even on your busiest days. A well-organized calendar also can help with internal reviews (so someone can go in and review all content for the week at once) and help you track metrics.

For a sample social media editorial calendar and reporting template, [click here](#).

