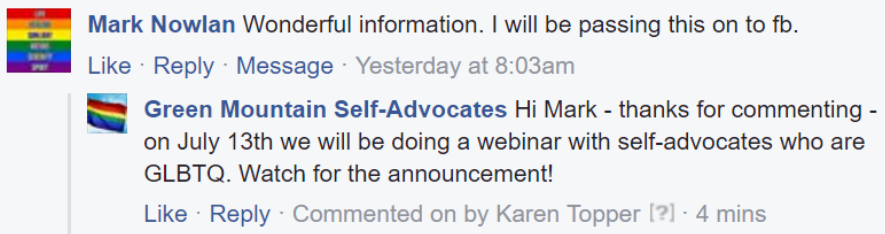


Facebook & Twitter Tips from GMSA ~ 2016

- Facebook is NOT a website. If people want to learn about your group, they will go to your website. Facebook is a way for you to connect with people.
- Remember social media is social. Keep it fun, light & personal.



If someone writes on your Facebook page - write back

- It's a great way to spread the word about your group. Where ever you go always ask people to LIKE your Facebook page and follow you on twitter.



- Use pictures more people will pay attention to your posts



- Social Media is a great way to tell others about upcoming events or news that is happening in the world of disability rights.

- Film short videos on your smart phone and post as a way to get people to attend our events.
- This is a good place to put out a call out for articles for your newsletter or other ways to involve members.



Green Mountain Self-Advocates

Published by Karen Topper [?] · June 5 at 10:57am · 🌐

Excellent video produced by Ash Brittenham working for Green Mountain Self-Advocates to educate healthcare providers. But actually his advice clearly shows what we all need to be doing to make our world open and welcoming to all. Thanks Ash and Kim!

<https://www.youtube.com/watch?v=M948oEJ9RcU>



Medical Facilities Accessibility “Roll-through”

A straightforward walkthrough (roll through) navigating public facilities and highlighting what works and what doesn't. For more info on...

➤ Celebrate the success of your members when they do awesome stuff like giving a keynote, speaking at a gala, or speak at a national panel.

- Record a “live” message from your state house to update folks.
- Facebook helps you remember when people’s birthdays.
- You can create an EVENT and invite your friends to it.
- HubSpot’s survey found that most nonprofits spend 2 hours or less each week on social media whereas most businesses spend at least 6 hours per week).
- *Need to schedule staff time to keep up with sites!*
- It is helpful to set a goal for how many LIKES you want for your group’s Facebook page.
- Share stories about what your volunteers are doing. Then they’ll share the post with their friends.
- Ask questions. This gets high interaction rates.
- Post your rules that says what types of posts are inappropriate. Then you can point to it if you have to remove posts.
- Below is a chart we found with helpful hints.



TIPS:



MAKE IT A CONVERSATION:

Simply **ask questions**. Social media rockstar John Haydon gets even more specific, sharing “posts that end with a question mark vs. a period generate twice as many likes, comments, and shares—esp. those that start with “should” or “would.”



GET VISUAL:

Nonprofits said **attaching a photo or a video to your post, especially of your donors and community, is a surefire way to lift engagement**. Infographics are also a great way to grab attention, and <http://visual.ly/> is a great free tool for creating those quickly.



SHARE THE LOAD & HAVE A PLAN:

About half of nonprofits have a team of people overseeing their social platforms, which we consider a best practice since it allows for a diversity of individual voices. The **best tool for actually managing a team is an editorial calendar**, which clarifies who is in charge of posting what, where, and when.



THE FUTURE (AND PRESENT!) IS

MOBILE: Today, 47% of people access email via their smartphone. Our respondents shared that their **nonprofit newsletters and websites are the keys to online engagement and fundraising**. So make sure yours is mobile-friendly.



SOCIAL MEDIA
FOR NONPROFITS

Learn more about the survey and the results:
www.casefoundation.org

- Go to the pages of people who write on your page. Look at their profiles. You may have people connecting with you who can help you out in all kinds of ways. “SocialRank” is a tool that can analyze your Twitter and Instagram followers and help you see which followers are influencers.

Twitter:

1. The nice thing about twitter is that it allows you to communicate short messages to the public at large about news, events or successes you have had as an agency or organization.

2. The press uses Twitter a lot. Tweet press releases to a reporter. Tweet live during an event. Tweet photos. Show others how to do it as a way to get them to participate during the event and it also keeps others informed!



Go to www.neat-peers.org to learn how to use Facebook and Twitter.