Ideas to help your nonprofit create better content for Facebook, Twitter, Google+, Instagram, and LinkedIn
101 Social Media Posts

Ideas to help you create better content for Facebook, Twitter, Google+, Instagram, and LinkedIn

Social media is here to stay.

As of September 2013, 73% of online adults use social networking sites. If your nonprofit isn’t active on at least one social network, now is the time to get moving!

Nonprofits can harness the power of social to tell their story and garner support from donors and new friends. But how do you keep up with it all while creating valuable content? It can be done and this guide can help!

Content for your social media channels is sitting right in front of you. Really! Your website, donor appeals, and newsletters are all just waiting to be translated into a Facebook post, tweet, or YouTube video.

And remember, when creating content for any social network:

- Use compelling visuals
- Keep it short and keep it simple
- ABT - always be tagging
- Listen to your networks
- Use an editorial calendar

In this guide, you’ll find:

- 21 Facebook ideas
- 20 Twitter ideas
- 10 Google+ ideas
- 10 LinkedIn ideas
- 20 Instagram ideas
- 10 YouTube ideas
- 10 Pinterest ideas
Facebook

- Ask your community to share why they care about your issue
- Invite your supporters to vote in a poll
- Ask for feedback about an upcoming decision you need to make
- Share a photo of your volunteers in action
- Post a photo for a caption contest
- Share milestones from your annual report
- Post a news story about your cause and ask supporters for their reactions
- Ask your supporters to post a review of your organization
- Pose a trivia question about your issue area
- Share a “vintage” screenshot of your website from the Wayback Machine for Throwback Thursday
- Post a graphic or photo in honor of a holiday, anniversary or awareness day
- Post relevant policy issues and ask supporters to share with their network
- Share news from related organizations
- Share photos from your fans and volunteers
- Create a “Fan of the Week” spotlight

Infant Crisis Services created a Facebook post featuring a note they received along with a donation.

The YWCA of OKC shared a viral video that echoed their mission.
Facebook

• Post a photo of your latest poster or flier for fans to share
• Invite fans to join your email list
• Ask your fans to suggest names for your office’s brand new printer/computer
• Share a success story from one of your clients
• Ask fans to do an artistic interpretation of your logo, upload them to a photo album, and encourage fans to “like” their favorites
• Create an ecard to celebrate something special (or normal, Happy Wednesday!) using someecards and share it on your Facebook page

Martha’s Table shared a picture of volunteers and thanked them for their service

RELATED RESOURCES

How Sanctuary One Inspires and Connects with Supporters

How to Use Memes to Spread Your Nonprofit’s Message

WWW.NETWORKFORGOOD.COM/NPO
Twitter

- Share a link to new research about your issue
- Retweet a thought leader in your space
- Post a photo of your fundraising team
- Live tweet an event, such as a conference, rally, or volunteer training
- Host a Twitter chat
- Share stats about your work or issue area
- Post photos of donated goods
- Share opinion pieces from your staff or experts from your issue area
- Share fundraising pages created by supporters
- Clearly outline what a certain donation amount can accomplish.
- Post a teaser from your latest newsletter
- Share a quote from a beneficiary of your work
- Start a conversation with a local celebrity (They might retweet you!)
- Ask staff members who work directly with your beneficiaries to guest tweet
- Ask followers to sum up your organization in 7 words or less (and then retweet)
- Highlight other fans and advocates in your issue area by posting a Follow Friday every week using the hashtag #FF
- Tweet a photo of a past event with the hashtag #tbt for Throwback Thursday
- Keep followers updated on campaign goals and successes
- Tweet dictionary definitions of words that align with your organization’s culture, values, and mission
- Tweet your tag line in a different language every day for one week

RELATED RESOURCES

10 Twitter Tips for Nonprofits
Social Media Housekeeping Tips
Google+

- Create an event post for your next open house
- Host a Google Hangout with your volunteers to educate them on a project
- Illustrate how a monthly gift has helped your programs
- Start a discussion to solicit ideas for recruiting more donors
- Share an inspiring video related to your cause
- Ask your supporters to self-sort into circles
- Post a modified blog post or newsletter article (Google+ allows long posts—some sources report up to 100K characters!)
- Share a curated list of resources for your community or issue area
- Post a series of photos to create an animated Auto Awesome image
- Host a Q&A session with your supporters

**World Vision** created a post highlighting their new NASCAR racing team

**Camp Fire** posted an article related to one of its programs

**RELATED RESOURCES**

7 Google+ Pro Tips for Nonprofits

How to Make the Case for Social Media
Instagram

- Create an image of your mission statement
- Create an image of a quote about your organization
- Share a photo of your event invitation
- Share a video of your volunteers in action
- Post a Throwback Thursday photo of your founders
- Share a video to thank a donor
- Ask your staff to write notes of appreciation to your supporters, snap a pic, then post them
- Post images of popular landmarks in your community
- Share photos of the supplies you use in your work
- Create a mosaic of your supporters’ profile pictures
- Showcase the impact of your work
- Share a glimpse of your office or desk

The Maryland Zoo in Baltimore posts images that capture life at the zoo

Ronald McDonald House of Central Ohio celebrates their volunteers by featuring them on their Instagram feed

RELATED RESOURCES

Compelling Images for Nonprofits
5 Tips to Help You Tell Better Stories
YouTube

- Post a video of your ED or CEO sharing your founding story
- Share video clips from your most recent fundraising event
- Create a montage of thank you messages for your donors
- Share an interview with someone who’s been impacted by your work
- Create a highlight reel based on your annual report
- Film short interviews with your volunteers
- Take your supporters on a tour of a recent project or your office
- Create a day in the life video of one of your clients and highlight how donor’s support impacts their day
- Surprise donors by hand delivering a thank you coffee or cupcake and film their reactions
- Create a time lapse video of images taken during an event set up or during a redesign of a space

The Regional Food Bank of Oklahoma created a thank you video for the volunteers and mail carriers who made their food drive a success.

RELATED RESOURCES

11 Rules for Video Fundraising
5 Tips for Getting Started with Nonprofit Video

WWW.NETWORKFORGOOD.COM/NPO
Pinterest

- Share an inspirational quote relevant to your work
- Post a photo of a recently completed project, and link to a story that explains how it was made possible
- Offer illustrated instructions for donating online to your organization
- Share images of books or magazines related to your cause
- Share resources from bloggers and experts who cover your cause
- Post graphs of your cumulative results (People served, animals saved, acres preserved, etc.)
- Create and share a printable tip sheet on how to help those you serve
- Re-pin content from experts on your cause
- Pin a wish list of items supporters can donate to your organization
- Transform your annual report into an infographic with Piktochart and share

The ONE Campaign uses Pinterest to post graphics featuring impact statements to show what different donation levels can accomplish

RELATED RESOURCES

Nonprofits on Pinterest: Best Practices
Social Media Guide for Nonprofits

WWW.NETWORKFORGOOD.COM/NPO
LinkedIn

• Highlight a great testimonial or review of your organization
• Post a request for pro bono professional help
• Highlight your board members’ work
• Share volunteer opportunities
• Share recent news coverage about your work
• Create summaries of your most successful programs
• Post job openings at your nonprofit and neighboring organizations
• Profile new staff or board members
• Share staff member’s quotes on why they work for your organization
• Share office supply wish lists or other materials your organization uses everyday

World Vision CORPORATE PARTNERSHIP HIGHLIGHT: An incredible team of JCPenney associates gathered at World Vision’s North Texas Storehouse to assemble 300 Family Food Kits to distribute to families in need. Thank you! To learn more about how your company can partner with World Vision to help others experience life in all its fullness, visit: worldvision.org/corporate

Thank you.

Like (62) · Comment · Share · 1 day ago

Rita Helberg, Kathy Coler MBA +60

Add a comment...

World Vision uses LinkedIn posts to thank corporate sponsors

RELATED RESOURCES

10 Tips to Leverage LinkedIn for Good
5 Ways to Maximize LinkedIn
About Network for Good

Network for Good powers more digital giving than any other platform. Since 2001, we’ve processed over $1 billion for more than 100,000 nonprofits. We are Level 1 Audited PCI Compliant and our Donor Advised Fund is accredited by the Better Business Bureau Wise Giving Alliance, meeting all 20 of its standards for charity accountability. Plus, we’re registered in every state for online fundraising.

We’re a Certified B Corporation. This means we’re a dedicated mission-minded organization, just like you, so we understand the challenges you face. We’re here to help.

Our suite of affordable fundraising solutions helps nonprofits raise money and engage supporters online—plus we provide the training that will make you a fundraising superstar.

1. **Online fundraising software:** Get an easy-to-use, branded, and secure online donation page with DonateNow. With built-in best practices, social sharing, and mobile-friendly giving options, you’ll raise more than ever before.

2. **Professional email marketing:** Use the power of Constant Contact’s email campaign and newsletter system to send and track emails and learn which messages work best with your donors.

3. **Fundraising Fundamentals premium training:** Exclusive access to Network for Good’s expert advice with personalized reviews, step-by-step tutorials, fundraising templates, and more.

4. **Online event management:** Plan more successful fundraising events with our events management tool. EventsNow powered by givezooks! gives nonprofits an easy way to accept donations, registrations, and ticket purchases online.

**Free Fundraising Tips**

Get the latest fundraising advice delivered right to your inbox with our weekly newsletter.

**Create the Ultimate Donation Page**

Our free course shows you how to raise more money with your donation page.

**Let Us Help**

Find out how you can attract more donors and raise more money online.