

S O C I A L **C H A N G E**  
c o n s u l t i n g

Facebook Best Practices for Smaller Nonprofits

# Most nonprofit social media best practices are based on the largest nonprofits in America

charity: water

American Red Cross

United Way

Unicef

LiveStrong

Amnesty USA

**But what about  
nonprofits with no  
social media  
budget and limited  
resources?**

**We've captured a few of  
the more successful  
campaigns and outlined  
their best practices  
because**

***You don't need a  
big budget to  
succeed in social  
media - but you  
do need a plan.***

# 1. Create a conversation with your audience

The screenshot shows the Facebook page for 'The National Fragile X Foundation'. The main post, from 9 hours ago, reads: 'We're working on something big... Mission Impossible style... stay tuned!'. It has 53 likes and several comments. Comments include: 'Deb Bonifield Bilbart DA DA DA DA DA ..... WOW', 'Brandy Jones Sounds interesting... so what is it?', 'Tami Johnson Cant wait to hear what it is?', 'Holly Usrey Roos \*HUGE\* :-)', 'Elina Gelfand Please, you are killing me here! Hurry!', and 'Bronwyn Knight Most things we do are impossible missions.'. A link post from 12 hours ago is also visible, titled 'Breaking News - Seaside Therapeutics & Roche Announce Alliance to Advance Treatments' with the URL www.fragilex.org. The page also shows a sponsored ad for Minnie Mouse and a chat button.

Ask questions, promise updates, and appreciate the feedback from your audience

# 1. Create a conversation with your audience

The image shows a screenshot of a Facebook post on a user's timeline. The post is from a user named 'xoJane' and is titled 'People With Down Syndrome Can Be Jerks, Too'. The text of the post is: 'This is frank, funny, sweet and sad: a young woman talks about life with her aunt Sandra, who has Down syndrome, taking on a prevalent myth about people with DS. "People with Down Syndrome aren't puppies. They don't exist to fill your heart with gladness," the author says, painfully reminded of that fact by her aunt's early-onset Alzheimer's. (Warning: There's some swearing in the piece, but so much heart along with it.)' Below the text is a small image of a family and a link to 'www.xojane.com'. The post has 32 likes and several comments. A large, semi-transparent text box is overlaid on the right side of the post, containing the text: 'Another great example of offering content that is interesting and worth discussing'. The background shows the Facebook interface with a search bar, navigation tabs, and a list of likes.

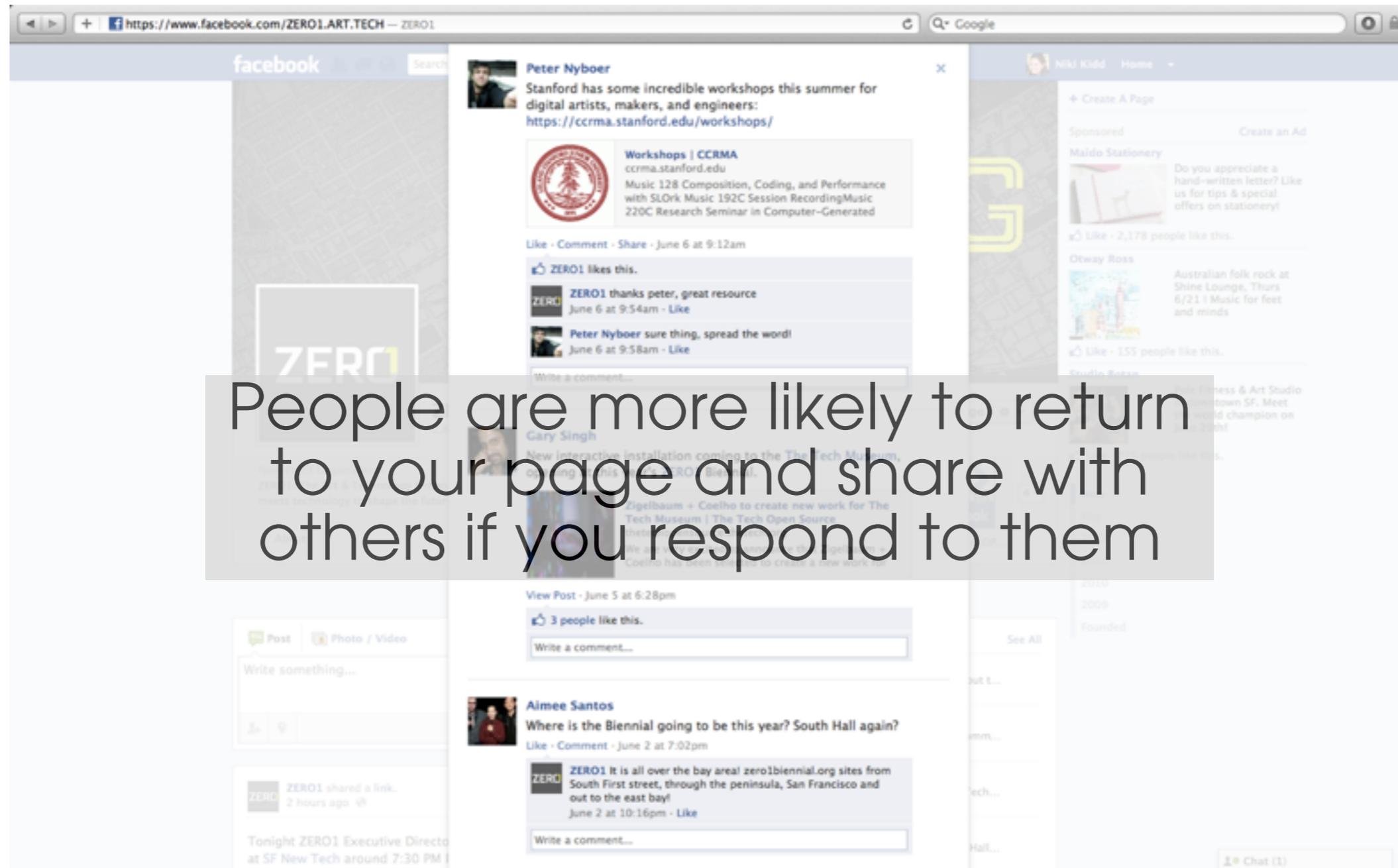
Another great example of offering content that is interesting and worth discussing

# 1. Create a conversation with your audience

Being controversial doesn't have to be a negative - take on criticisms and watch your audience engage

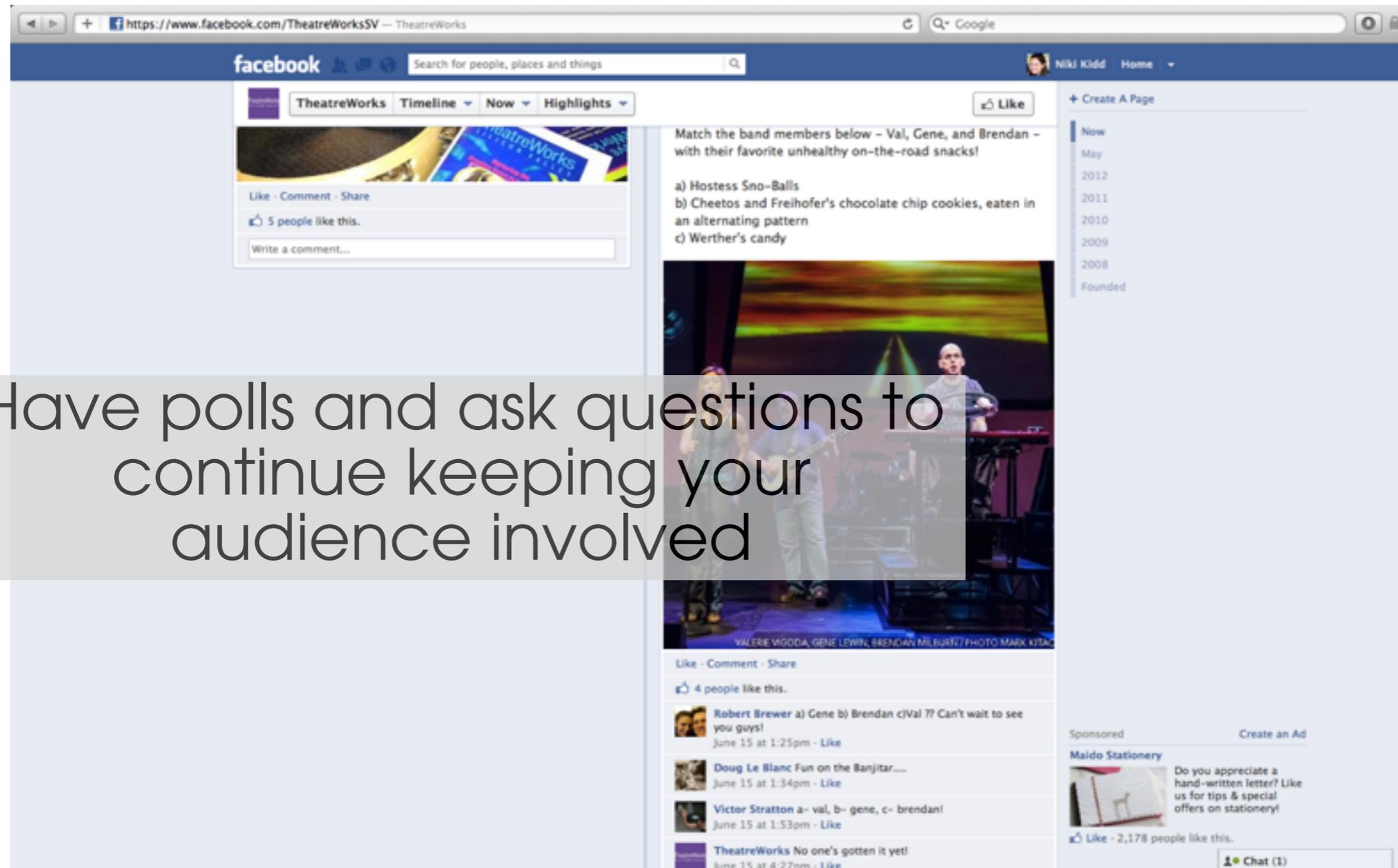


## 2. Respond to comments and concerns



People are more likely to return to your page and share with others if you respond to them

## 2. Respond to comments and concerns



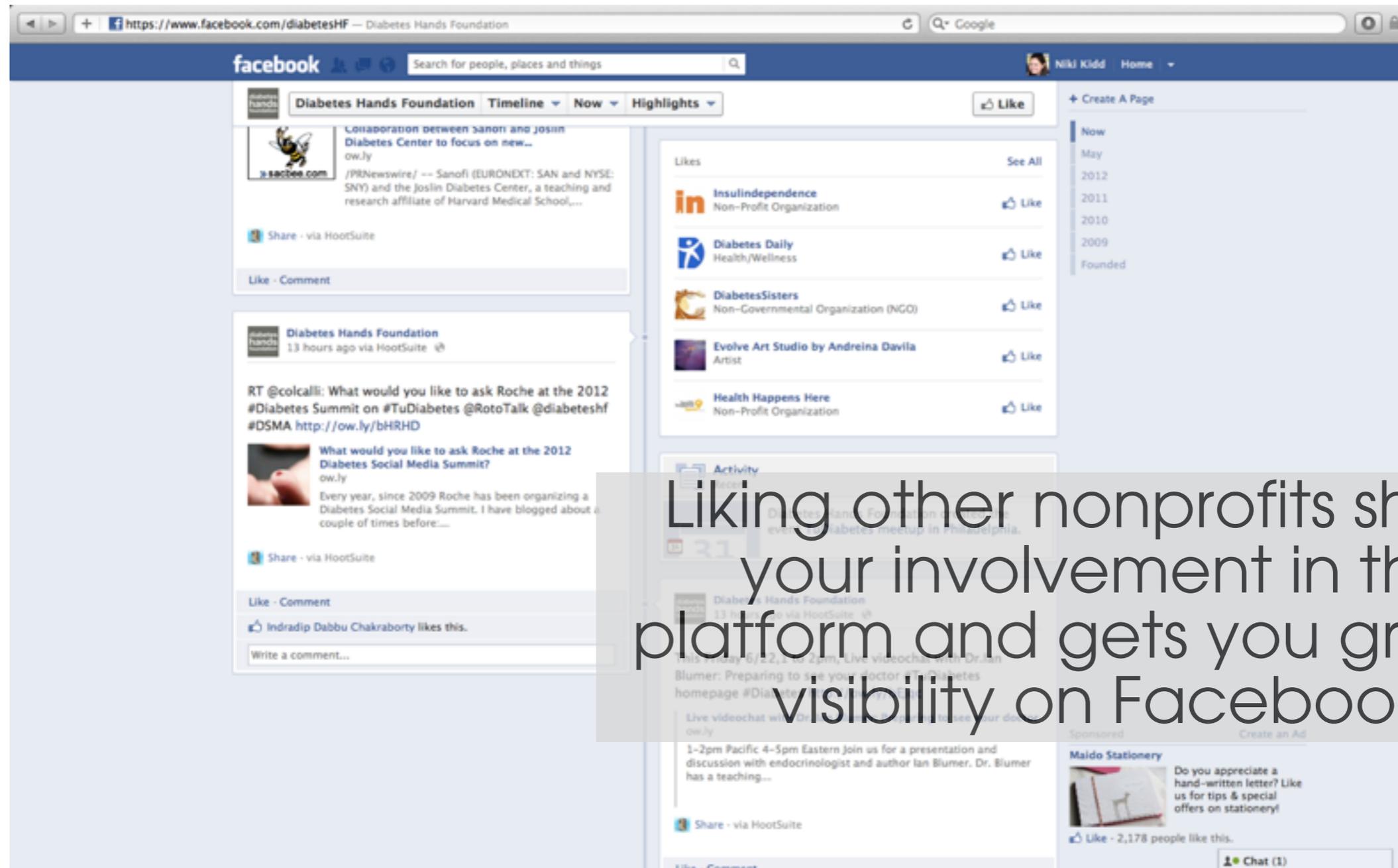
The screenshot shows a Facebook post from TheatreWorksSV. The post text reads: "Match the band members below – Val, Gene, and Brendan – with their favorite unhealthy on-the-road snacks!" followed by a list: "a) Hostess Sno-Balls", "b) Cheetos and Freihofers chocolate chip cookies, eaten in an alternating pattern", and "c) Werther's candy". Below the text is a photo of three band members on stage. The post has 5 likes and a comment from Robert Brewer: "a) Gene b) Brendan c) Val ?? Can't wait to see you guys!". Other comments include "Doug Le Blanc Fun on the Banjitar...." and "Victor Stratton a- val, b- gene, c- brendan!". The TheatreWorksSV page has 2,178 likes. A semi-transparent text box is overlaid on the image.

Have polls and ask questions to continue keeping your audience involved

## 2. Respond to comments and concerns

The image shows a screenshot of a Facebook page for the Stroke Awareness Foundation. A large, semi-transparent text box is overlaid on the page, containing the text: "Your audience may use your page as an outlet or a community to meet others like them". The background shows the Facebook interface with several posts. One prominent post from a user reads: "I had mine last Tuesday due to a bad chiropractic adjustment. I just got out of the hospital. I am only 36, so it can happen to anyone. Thankfully, only my vision is still impaired for now. I am so happy this group is here! :)". Below this post, there are comments from the Stroke Awareness Foundation and another user. The Foundation's comment says: "And we are happy you found us! Thank you for sharing your story. Stroke can happen to anyone regardless of age and it's important to spread awareness to all people." Another user's comment reads: "I had one due to a severed cerebral artery in December same thing couldn't walk rehabed now just a small vision issue. I will be turning 37 in 5 days.....6 months ago I wouldn't have imagined I would make it. Fight till you Don't have anything left.....". The page also features sponsored ads for stationery, folk rock, salsa dance, and Samsung mobile phones.

### 3. “Like” other nonprofits



Liking other nonprofits shows your involvement in the platform and gets you greater visibility on Facebook

# 4. Personalized stories from volunteers/donors



# 4. Personalized stories from volunteers/donors

Featuring pictures that have been submitted by your fans is another way to further engagement



## 5. Have staff members involved in posting

facebook

Search for people, places and things

Close

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Recent Posts By Others

**seaotters.com**  
If you care about plastic pollution and sea otter conservation, please read and share this! <http://seaotters.com/2012/05/04/plastic-pollutes/>

**Plastic Pollution! : Seaotters.com - Inspiring Conservation through Education**  
seaotters.com  
Seaotters.com is dedicated to sea otter conservation, research and education.

Like · Comment · Share · June 14 at 2:47pm

**My one-year anniversary at Save The Bay (San Francisco) is next month, and I finally did the math to figure out my daily transit costs. If I drive in to Oakland, it costs me \$27 a day. Driving to El Cerrito and taking BART costs \$20, whereas if I take a bus from Vallejo, it's \$15 round trip.**

View Post · June 12 at 4:58pm

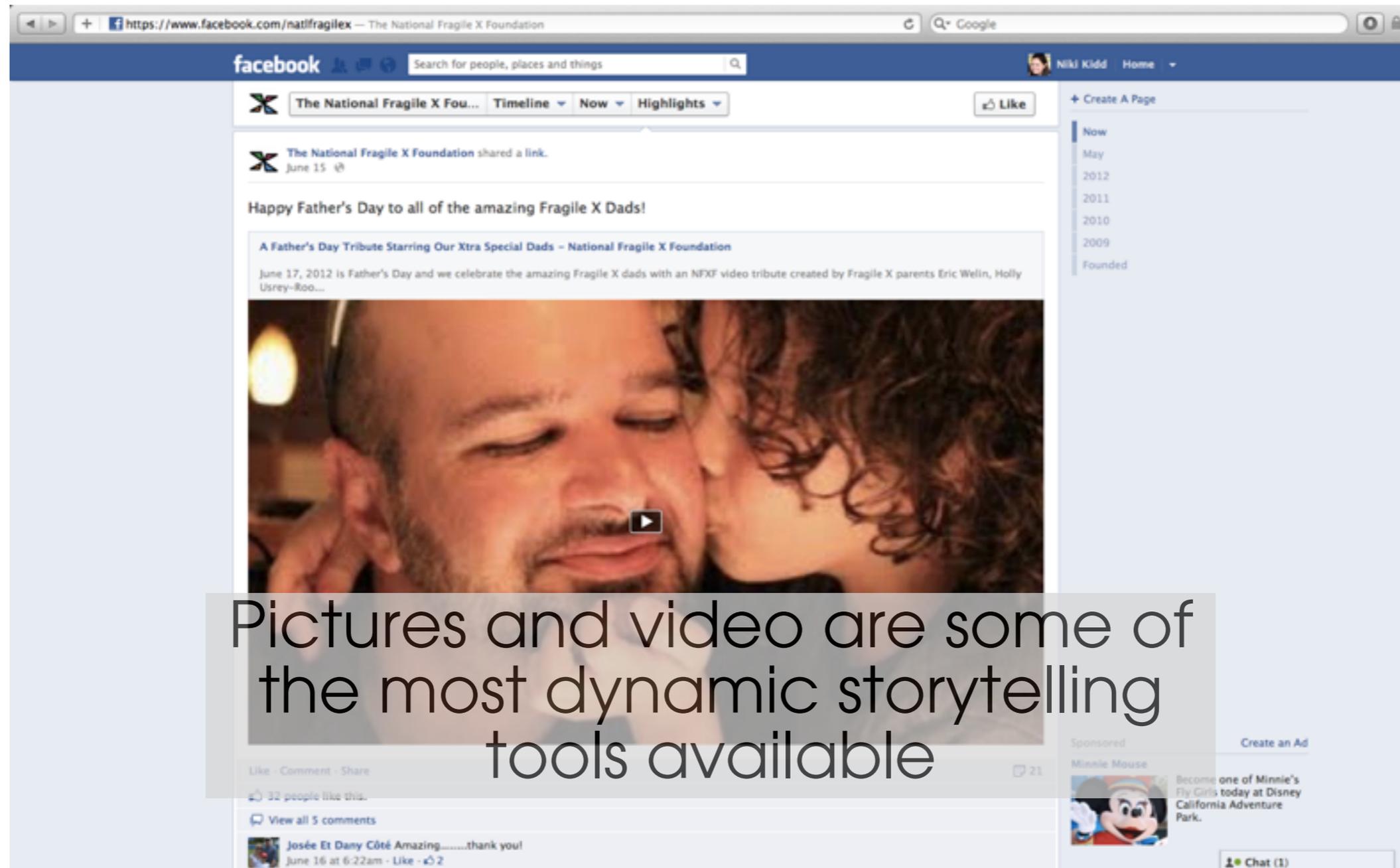
3 people like this.

View all 11 comments

Since 1961  
**SAVE THE BAY**  
Non-Profit Organization  
Working to protect, restore and celebrate San Francisco Bay.

Encourage your staff to include you in their messages - even if it is just about their day. Their friends could include more people to join your cause

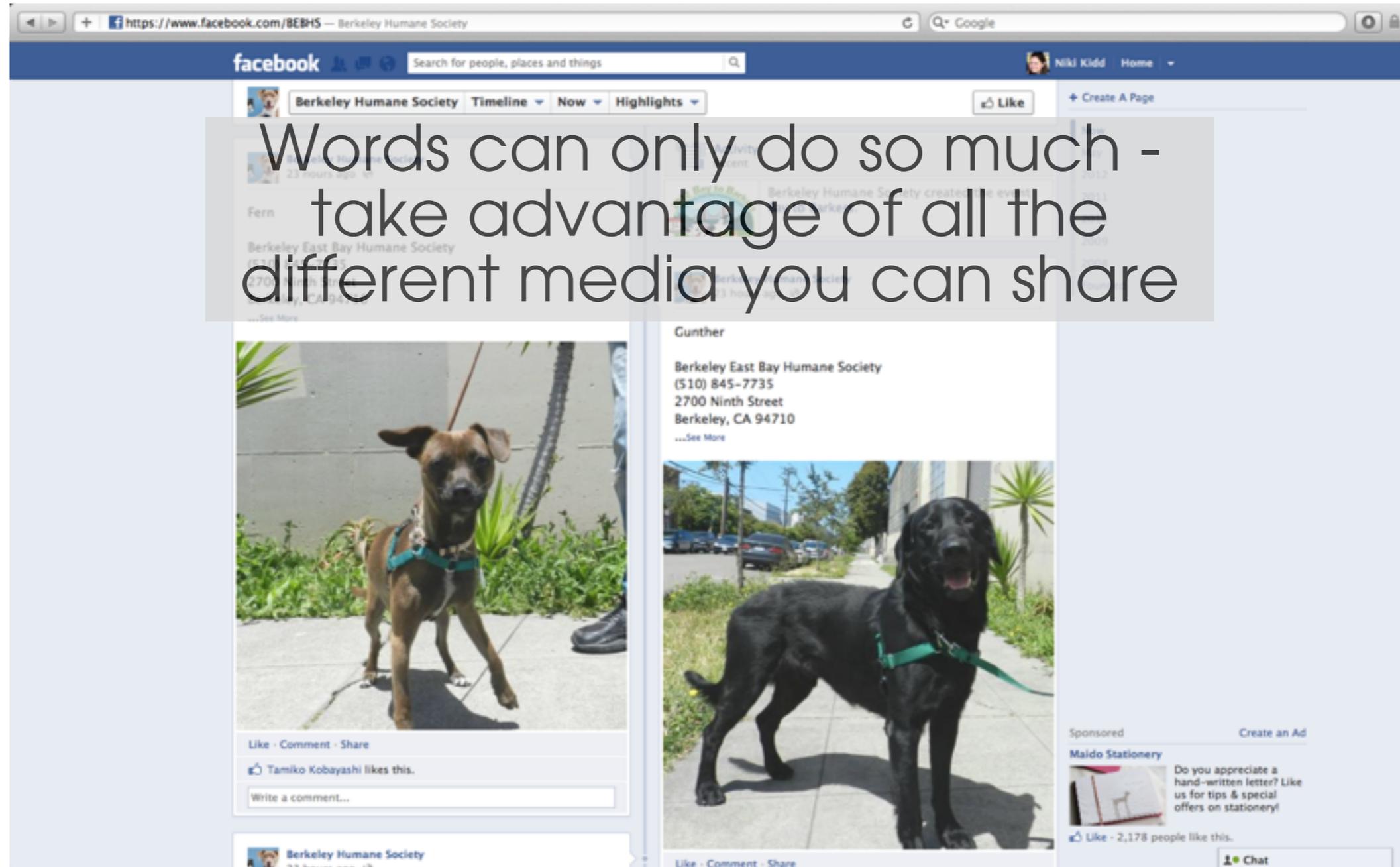
## 6. Share videos and pictures



The screenshot shows a Facebook page for 'The National Fragile X Foundation'. The post, dated June 15, shares a link to a video titled 'A Father's Day Tribute Starring Our Xtra Special Dads - National Fragile X Foundation'. The video description states: 'June 17, 2012 is Father's Day and we celebrate the amazing Fragile X dads with an NFXF video tribute created by Fragile X parents Eric Welin, Holly Usrey-Roo...'. The video thumbnail shows a man with a beard and a woman kissing him on the cheek. Below the video, there are 32 likes and 5 comments. One comment from 'Josée Et Dany Côté' says 'Amazing.....thank you!' and is dated June 16 at 6:22am. On the right side of the page, there is a 'Create A Page' menu with options for 'Now', 'May', '2012', '2011', '2010', '2009', and 'Founded'. At the bottom right, there is a sponsored advertisement for Minnie Mouse at Disney California Adventure Park.

Pictures and video are some of the most dynamic storytelling tools available

## 6. Share videos and pictures



A screenshot of a Facebook page for the Berkeley Humane Society. The page shows a timeline with two posts. The first post is a photo of a brown dog on a leash, with a caption that is partially obscured by a text overlay. The second post is a photo of a black dog, Gunther, with a caption that includes the name 'Gunther' and contact information for Berkeley East Bay Humane Society: (510) 845-7735, 2700 Ninth Street, Berkeley, CA 94710. A sponsored ad for Maldo Stationery is visible at the bottom right of the page.

Words can only do so much -  
take advantage of all the  
different media you can share

## 6. Share videos and pictures



The image shows a screenshot of a Facebook page for the Half the Sky Foundation. The main post is from June 14 and includes a photo of a baby. The text of the post reads: "Although he has always had healthy-looking chubby cheeks, XingYou was born with complex heart defects. He was admitted to the China Care Home last year when he was only one and a half months old. Learn more about this little member of our family in the 1 Big Family lobby. <http://www.halfthesky.org/en/family>". The post has 94 likes and 6 comments. A semi-transparent text box is overlaid on the right side of the post, containing the text: "By coupling pictures with compelling content, you are providing a personal 'face' to your organization".

facebook Search for people, places and things Niki Kidd Home

Half the Sky Foundation Timeline Now Highlights Like

Half the Sky Foundation June 14

Although he has always had healthy-looking chubby cheeks, XingYou was born with complex heart defects. He was admitted to the China Care Home last year when he was only one and a half months old. Learn more about this little member of our family in the 1 Big Family lobby. <http://www.halfthesky.org/en/family>

Like Comment Share 3

94 people like this.

View all 6 comments

Daleena Green What a great story hope he continues to improve and gain his strength. What a cutie! June 14 at 4:01pm - Like

Jean Bisordi He is absolutely precious! June 14 at 8:03pm - Like

Saumya Arya Haas I (meaning my org, Headwaters/Delta Interfaith) jus... Monday at 3:46pm

Tania Mila local plan Monday at 1:49am

Steve Titterton A bit off-topic, but just read the following article th... June 15 at 6:03pm

More Posts

Recommendations See All

Jennifer Mulhe Goldberg Just learned about this wonderful organization with a... about 4 months ago

Tina Gaudiosi Pearson amazing story, amazing lady! about 4 months ago

Amanda Lucas This is so an amazing organization. It truly touched... about 4 months ago

Kathy Reams Sweeny What a wonderful story and example of people makin... about 4 months ago

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Create A Page

Now

May

2012

2011

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2009

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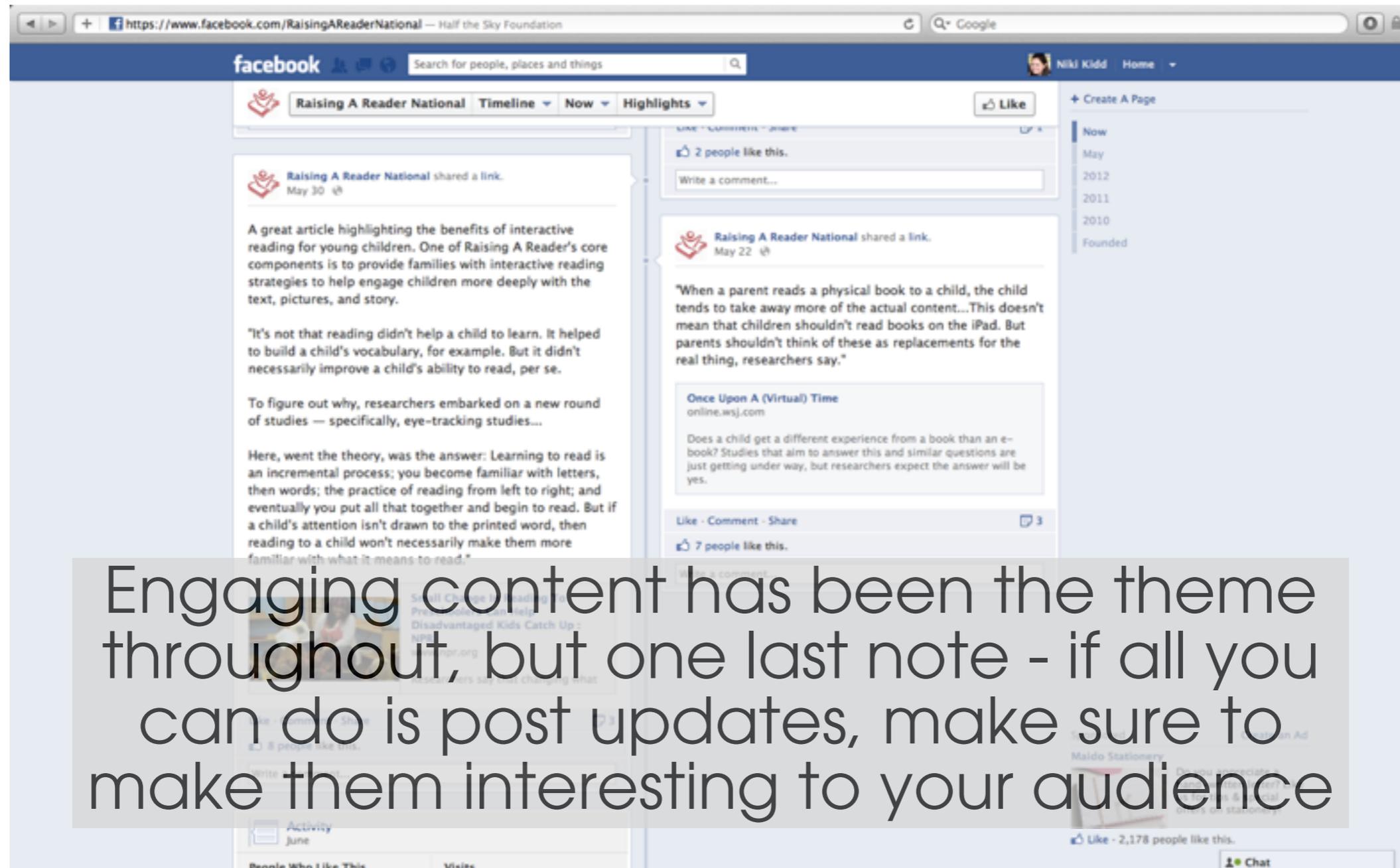
Joined Facebook

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Maido Stationery Do you appreciate a hand-written letter? Like us for tips & special offers on stationery! Like - 2,178 people like this.

Chat

# 7. Offer engaging content



**Want to learn more?  
Let us help.**

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