



Social Media is a dynamic and interactive space - while the rules of engagement may change, the fact that engagement should be the focus doesn't.

What

LinkedIn is a business-related social networking site. An estimated 30% of nonprofit organizations are using LinkedIn.

How

LinkedIn is the most effective tool for researching people, companies and industries. It is an opportunity to build professional connections between your staff and volunteers.

Help

Create a company page

If one has not already been created, select a designated contact person to create and update the company page. Simply click the "Add Company" page on the right hand column and enter in all the pertinent information.

Build a network

Encourage your current supporters, board of directors, staff, volunteers, donors and friends to connect with the staff member you appointed as your on-site point of contact, and to follow your company page.

Strengthen from within

Your current staff should fill out their own profiles, being sure to link back to your company page, subscribe to your company updates and post their own thoughts on progress. You can also motivate volunteers to add your company page under the "Volunteer Experience & Causes" heading.

Help educate your constituent base

Utilize the products and services tab under your Company Page to highlight the different programs that you offer the community or volunteer opportunities.

Do your research

LinkedIn is a great place to research donors, volunteers, or even reporters and learn about their backgrounds and interests. If you are looking to recruit or research new board members or distinguished event committees, LinkedIn can provide valuable insight to the professional history of potential volunteers.

Find the next big donor

In addition to doing your research, understand your audience - studies show that LinkedIn users have higher incomes, more work experience, and more meaningful connections. LinkedIn allows you to research high achieving business professionals in your area that might be interested in your cause and organization.

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