

SUSAN J. RAGUSA

ENABLING NONPROFITS TO THRIVE

Talking About Social Media Platforms

With many social media options, which may be best for your nonprofit and board members? Here are considerations and tips.

✓ Starting Simple

Pay attention to surveys that rank social media networks by user satisfaction. For board members new to social media, platforms with a reputation for simplicity may be the place to start. Consider this ranking (as of July 2015) by the American Customer Satisfaction Index of social media networks, from highest to lowest:

- Pinterest
- Wikipedia
- YouTube
- Instagram
- Google
- Facebook
- Twitter
- Tumblr
- LinkedIn

Source: *The Wall Street Journal* online at <http://on.wsj.com/1WDOaGh>

✓ Getting Help

Consider features that can help your nonprofit maximize activity on a social media site. Despite its low ranking (influenced by user dissatisfaction with premium services), LinkedIn offers resources that guide nonprofits in best use of the platform (<https://nonprofit.linkedin.com>). For example, board members on LinkedIn can add a Volunteer and Cause section to their profiles, to highlight their affiliation. Encourage all volunteers and donors to activate the feature as well, to broadly expand your organization's presence across LinkedIn.

✓ Getting Donors

Bottom line, increasing social media activity among players in your nonprofit is about engaging more donors. Some networks make it easier for those motivated to actually give. YouTube's Nonprofit Program (<https://www.youtube.com/nonprofits>) allows addition of a "donate" button to videos your organization or individual board members post. Look for other ways to get the best return on everyone's online efforts.

✓ Getting Creative

Put your most social media savvy staff or board member in charge of brainstorming for creative ways to promote your nonprofit. Devote a meeting to a brief tour of different sites, to get everyone familiar with, say, what makes Instagram unique from Twitter. Discuss what and how board members might share on social media. To avoid potential snafus (or worse), also agree on ground rules for what's off limits to post and the necessity of always modeling civil engagement.