Social media is an opportunity to share your story, engage with donors and gain new ones—which means there's no time like today to create or refresh your social media strategy.

1. **Define Your Purpose.**

2. **Know Your Audience.**
Understand your audience and speak to them. Use your demographics report to gain insight on your target audience.

3. **Develop a Strategy.**
When creating a strategy, focus on what you want to come through to your audience.
- **What to Share:** Develop posts that you can cycle through on a regular basis.
- **Types of Content:** Share a variety of posts. Visual content is best.
- **Posting Frequency:** Schedule your posts. Best time to post on Facebook and Instagram is Wednesday and Friday at 2:00 p.m.
- **Social Calendar:** Plan out a frequency and cadence. Try the 5:3:2 approach.

4. **Focus on Engagement.**
Engagement should be a priority. Respond to questions, comments and posts tagging your organization. Social media is a good place to create a personable brand voice that connects supporters. Don’t be afraid to use humor!

5. **Empower Your Advocates.**
Social sharing is a powerful way to raise awareness for your organization.
- **Private Group:** Provide sample posts for Facebook, sample Tweets, etc.
- **Promote:** Send a link and ask people to like, share or comment.
- **Sample Posts:** Make it easy to share by sending pre-written content and graphics.

6. **Measure Your Results.**
Track your social media efforts to ensure that you are progressing toward your goals. Look at what content is getting the most engagement but also what takes less time to get it. Use tools available to you, Google Analytics and social network’s native analytics.