

Nonprofit Social Media Checklist

Is your organization taking full advantage of social media? Review your social media strategy with this checklist:



- ☐ Offer easy ways to share your content via social media.
- ☐ Feature links to your social media profiles on your website.
- ☐ Include social sharing links on your donation thank you page.
- ☐ Include social sharing links and links to your social media profiles in your newsletter and email outreach.
- ☐ Choose a Facebook cover photo or Twitter background image that represents your brand and signifies the impact of donor support.
- ☐ Integrate social media outreach in your overall marketing calendar.
- ☐ Listen for and respond to questions about your cause.
- ☐ Be a go-to resource for news and information about your cause by sharing great content.
- ☐ Have a social media policy and crisis communication plan in place.