

# 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.



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