

Public Good PR

Social Media for Nonprofits: Tips and Tricks

Accepting Donations

Facebook

To add a donate button to your charitable organization's Facebook Page:

- Go to your charity's Page (you must be a Page admin).
- Click Add a button. If you've already added a button, click the Edit button and select Edit Button to change the text.
- Select Shop with you or make a donation > Donate and then click Next.
- Select Donate Through Facebook to allow people to donate directly through Facebook or Website Link to send people to the charity's website to donate.
- If you select Donate Through Facebook, click Finish. If you select Website Link, enter the web address and click Save.
- Note: Your charitable organization must be signed up for Facebook Payments to allow people to donate directly through Facebook.

Before your organization can collect donations on Facebook, the following 3 steps need to be completed.

- Your page must be submitted and approved for verification
- Your page must follow Facebook's community standards
- You must provide a bank account to collect donations on Facebook

Please note that you will need to collect detailed financial information from your finance team to set up your donations account during the application phase. Once your application has been submitted, Facebook will reach out directly to provide an update on the status of your application. It typically takes 2-3 weeks to review applications.

Twitter

Twitter does not allow nonprofits to set up a donation button on their page. Nonprofits can use a service like #Donate or post a link to their donation page in their Twitter bio or in a Twitter post. Goodworld allows charities to accept donations directly on Twitter and Facebook for a fee. See goodworld.me/nonprofit.

Instagram

Instagram does not allow pages to create a donate button. Pages can post a link in their bio or their profile page. Through the 'Edit Profile' page, enter the URL you wish to send visitors to, which could be the "donate" page on your website.

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Shortening URLs

To make URLs to articles and other pages shorter (to comply with character limits, especially on Twitter), go to <https://bitly.com/> or <https://tinyurl.com/> and follow the instructions on the site. It's a quick and painless process!

Exploring Hashtags

Many organizations are tempted to make up their own hashtags. That approach, especially for small nonprofits, #israrelyeffective.

These sites can help you identify the most effective hashtags for your issue or campaign:

- <https://hashtagify.me/>
- <https://keyhole.co/>
- <https://ritetag.com/>

Using Hashtags on Instagram

Instagram allows up to 30 hashtags per post, but it can create a bit of viewer overload to see them all listed. To get the benefit of the reach of hashtags without the clutter, follow these steps:

- Download a text editor for your phone or tablet: options include the Notes app which comes built into iOS to apps like Monospace, JotterPad and Evernote.
- Make five dots: Type a dot, then press return. Repeat this step five times. You should now have a line of five dots on the left-hand side of your note.
- List your hashtags: On the next line down, start your list of hashtags. Add up to 30 hashtags.
- Copy it all: Copy everything on the note, including the dots and line breaks. How you do this will depend on your device.
- Open Instagram and create your post: Load up your photo or video and write your caption for it. Paste in the dots with hashtags at the bottom. Users will see your image and caption but will not see the list of hashtags.

Instructions adapted from: <https://filmora.wondershare.com/instagram/how-to-hide-hashtags-on-instagram.html>

Tagging Groups on Facebook

To tag a group or business that has a Facebook page, type @GroupName, and Facebook will provide options of pages that might match the group you are hoping to tag. Click on the correct page and the link will be embedded in your post.

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Social Media for Nonprofits: Glossary of Key Terms

App: An application that is downloaded to a mobile device (smartphone or tablet).

Audience: People who either currently “like” or “follow” your page or the people you hope to attract. These may be potential donors, volunteers, or the general public.

Campaign: A series of posts designed to achieve a specific goal.

Engagement: The number of likes, comments, and shares that your page or post receives.

Handle: Another word for a username.

Hashtag: A phrase or word preceded by a pound sign (#), used to create searchable conversations about a topic or concept. Predominately used on Twitter and Instagram.

Influencer: A person, organization, or public entity established on social media and considered a thought leader in their areas of expertise or interest.

Impressions: How many times people have seen your posts.

Insights (Analytics): Social media statistics; most social media platforms offer tools to help monitor statistics like engagement or impressions.

Interact: Commenting, sharing, or private-messaging another user or page.

Mobile: Referring to the use of smartphones or tablets.

Platform: A social media site or app (Facebook, Twitter, Instagram, Pinterest, etc.).

Profile: Your social media account or page.

Promotion: Paying to increase a post’s impressions and reach.

Reach: The total number of unique people who see your content.

Spam: Unsolicited comments on posts or messages that are sent to many people, typically for the purposes of selling a product or collecting information.

Troll: An individual who makes defamatory or spam comments to harass or annoy.

User Generated Content (UGC): Engagement that includes individual users creating video, posting and tagging pictures, etc., to promote an issue on behalf of a cause or organization.

Viral: When something is shared, seen, or watched by a large number of users organically (vs. through paid promotion), often containing an element of novelty or notoriety.