

*Use this document to ideate and document your nonprofit's social media strategy, set goals track performance and measure results.*

**Organization Name:**

**Document Creator:**

**3rd Party Tools Used:**

Buffer	Hootsuite	Other
Username:	Username:	Page URL:
Password:	Password:	Page Admins:

**Active Networks (check if used):**

Facebook ____	Twitter ____	LinkedIn ____
Page URL:	Username:	Page URL:
Page Admins:	Password:	Page Admins:

Instagram ____	Pinterest ____	Google+ ____
Username:	Username:	Page URL:
Password:	Password:	Page Admins:

Other	Other	Other
Username:	Username:	Page URL:
Password:	Password:	Page Admins:

**Scheduling (add more posts as needed):**

<b>Monday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		
<b>Tuesday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		
<b>Wednesday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		
<b>Thursday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		
<b>Friday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		

<b>Saturday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		
<b>Sunday</b>	<b>Time (1st post)</b>	<b>Time (2nd post)</b>
Facebook		
Google+		
Instagram		
Pinterest		

*Need help setting a Twitter schedule? Check out: <https://bloomerang.co/blog/find-out-when-your-nonprofit-should-tweet>*

**Content Type (what will you share on each network):**

*Use this section to formulate your strategy. Be sure to take into account the types of audiences you have on each individual network. For example, is it photos from around the office, or external blog posts?*

*Not sure what to post about? Check out <http://blog.hubspot.com/marketing/nonprofit-three-as-social-media-ht>*

**Facebook:**

**Twitter:**

**LinkedIn:**

**Google+:**

**Pinterest:**

**Instagram:**

**Other:**

## Nonprofit Social Media Strategy Outline

### **Engagement Metrics:**

*Use this section to decide what a successful post or tweet looks like.*

Facebook “Likes” per post:

Facebook “Shares” per post:

Facebook comments per post:

Retweets per post:

Favorites per post:

Twitter replies per post:

+1s per post:

Google+ shares per post:

Google+ comments per post:

LinkedIn “Likes” per post:

LinkedIn “Shares” per post:

LinkedIn comments per post:

Instagram “Likes” per post:

Instagram comments per post:

Repins per post:

Hearts per post:

Comments per post:

**Traffic/Conversion Goals (per week):**

*Note: a “conversion” can mean an email signup, form completion or donation.*

Referral traffic via Facebook:

Conversions via Facebook:

Referral traffic via Twitter:

Conversions via Twitter:

Referral traffic via Google+:

Conversions via Google+:

Referral traffic via LinkedIn:

Conversions via LinkedIn:

Referral traffic via Pinterest:

Conversions via Pinterest:

Other:

**Follower Growth Goals (per week):**

New Facebook page fans:

New Twitter followers:

New Google+ page fans:

New LinkedIn page fans:

New Pinterest followers:

New Instagram followers:

Other:

**Notes:**