### UNDERSTAND YOUR AUDIENCE

- Know your target audience(s)
  - Tip: Get specific. Create personas.
- You’re busy. So are they.
  - Don’t waste your time or theirs.
- It’s not all about you
  - Show interest in needs of others not just yours.
- Do unto others...
  - Others like mentions & RTs as much as you.
- Limit the pleas for help
  - Ideally keep this below the 10% mark.
- Be responsive
  - Respond within 24 hrs. Aim for less.

### PLAN YOUR CONTENT

- How much time do you have?
  - Be realistic. Block out time. Stick to it.
- Monthly: content strategy
  - ID what’s coming up. Schedule campaigns.
- Monthly: key messages
  - Define key messages for campaigns & events.
- Use an editorial calendar
  - Download a free one at TopNonprofits.com/edcal.
- Weekly: batch content creation
  - Maximize time. Minimize mental gear shifts.
- Scheduling posts in advance OK
  - Tip: vary timing slightly and avoid :00 and :30.
- Check feeds at least 2x per day
  - If only 2x, then mid morning & late afternoon.
- How will you measure success?
  - Tip: Set measurable goals. Track progress.

### BEST PRACTICES

#### FACEBOOK

- Think headline, not article
  - Get attention. Then add ?, action, or link.
- Post every other day *
  - Best frequency to get and keep likes.
- A picture is worth 1000 words
  - Tip: Limit depressing ones.
- Tell good stories
- Use analytics with your links
  - Insight, good. Dashboard obsession, bad.

#### TWITTER

- Don’t treat it like Facebook
  - Vary content & don’t auto-post between.
- Post at least once a day *
  - More is better and vary times slightly.
- Space out your tweets
  - No more than 1/hr (excluding @replies).
- Best CTR: 8-9am, 2pm, 5pm, 3pm *
  - (test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.
- Best RTs: noon-4pm *
  - (test yourself) Bad: Before 10am, after 7pm.
- Tweet on the weekend
  - Less busy means greater CTR but less RTs.
- Keep it short and sweet
  - Below 125 characters allows manual RTs.
- Don’t be a downer *
  - (+) tweets shared 34% more, (-) 13% less.
- Place links early (1/4 mark) *
  - Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella http://danzarrella.com

---

If you share this resource please provide a link to http://topnonprofits.com/posting-guide

TOP NONPROFITS BY CRAIG VAN KORLAAR

@topnonprofits.com  craig@topnonprofits.com