

# Social Media

Social media is everywhere and everyone seems to be using it; nonprofit organizations are no exception. To be clear, social media is media designed to use accessible mediums ( e.g. internet, web-based, and mobile-based technologies) that allow people to disseminate information and interact with each other.

Examples are:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Linked-In](#)
- [YouTube](#)

There are a number of reasons why you'd want to consider using social media as part of your marketing and community awareness plan.

Including:

- It is affordable because everything is free!
  - The investment on the clinic's part is really in time, which is usually staff time.
- It can help facilitate new relationships and strengthen current relationships
  - which can help with donor retention and growth
- It can elicit additional support from your supporters and others in their community
  - Facebook feeds on new program services keep your base informed and up-to-date
  - when the feed is "liked" by your followers, it has now been introduced to others within your supporters' Facebook friend-groups that may not have previously been aware of your clinic
- Special events can be advertised on social media which can bring about broadened turnout

- People are merging their calendars with their social media in order to stay informed
- It can increase collaboration and information sharing among stakeholders
- It can increase advocacy or action based communications

Before engaging in social media, it is important that you carefully plan out HOW, WHO, and WHAT tools you will use.

Some questions to answer:

- What do you hope to get out of your efforts?
- What tools seem like the best bet for you?
- Who are you trying to reach? Why do they want to hear from you?
- How will you know you've been successful?

In addition, you will want to determine:

- Who should have access to the log-in information?
- Who is in charge of content?
- Which tools will you concentrate on using?
- When will you do it?
- How often will you use it?
- What guidelines (and policies) can we place on its use?

General Usage Guidelines

- Security and clear guidelines on information that can be posted are critical areas of discussion for the clinic
  - Login information should be given to the Executive Director and whoever is in charge of content
  - It is suggested that this login information is kept some place secure and updated regularly to ensure security
- Messages must be clear and be reflective of what is contained in your overall marketing strategy
  - It is advised that only one person be charged with the responsibility for social media content

Here are a few tips to be considered when using social media:

- Initially, limit the number of social media sites used
  - social media is most successful when there is frequent use
    - but not too frequent!
    - strive for a few times a week
- Original content doesn't always have to be used
  - post articles from other organizations
- Tag what other people are posting
- Ask questions of constituents
  - when responses are received, respond back to them
- Have themes to your days
  - Mondays: photos, Tuesdays: feature a fan, etc.
- Consider integrating your social media accounts
- DO NOT post anything personal on your organization's accounts

Word of Caution!

If you are personally highly identified with your clinic, your personal social media may also be scrutinized by interested parties and should be managed accordingly.

Reference [CHC FB page](#) as model.