

Social Media Best Practices

Social media is a powerful tool for any organization to connect with their supporters, raise awareness, and inspire action—but it's also a swiftly-evolving landscape, with trends changing sometimes what feels like daily. Here are some tips for getting the most out of your social media presence and keep up with the changes.

Know Your Audience: Before you even begin posting creating accounts and posting on social media, it's important to understand who your target audience is. Are you looking to connect with community members to help grow your volunteer efforts? Do you want to reach those in need of food resources to help connect them with assistance programs? Are you trying to get in front of media outlets or changemakers to help inspire action? A combination of all of the above? Each group may engage with content differently, and the platforms they flock to might also change. Defining who you want to reach will help guide what types of content you create and where it lives.

Choose the Right Platforms: First things first—you don't need to be everywhere. It's better to focus your efforts on the platforms where your audiences are most active and where your content performs best:

- Facebook: Great for community-building, event promotion and general updates on your coalition's activities.
- Instagram: Ideal for visual storytelling and looks into what your coalition is up to.
- LinkedIn: Best for professional outreach and partnership engagement.
- TikTok: Another option for creative storytelling that typically leans to a younger audience.

Develop a Brand Voice: Your coalition should have a recognizable tone across all channels. Whether it's warm, encouraging and helpful or bold and urgent, keep it consistent. The voice may also differ slightly depending on the platform—more professional and refined on LinkedIn vs. more casual and creative on TikTok, for instance.

Create a Content Calendar: A content calendar will help you stay organized and consistent with your social media posting across platforms. Populate your calendar with a mix “evergreen” content—content that can be consistently re-shared, like resources—along with more timely content like events or news. There are paid platforms that can help you create a calendar and schedule your posts, or you can use a platform like Google Sheets to help lay it out, the choice is yours!

Make Use of Visual Engagement: Typically, posts with high-quality images or video content perform well. To help grow your engagement you can:

- Use real, high-quality photos of your coalition's work.
- Follow platform-specific image sizes guides to make sure your visuals are displaying correctly.
- Make use of video, even if the videos are just shot from a mobile phone.

Engage with your Community: Social media is a two-way conversation. Responding to comments, thanking supporters, and participating in relevant conversations can help boost the engagement on your social media content.

Track your Performance: If you want to grow your social following, it's important to keep tabs on what is working and what isn't. Most social media platforms will track metrics for you—make use of these to help refine your content strategy.