

TWITTER BEST-PRACTICES FOR NGOS

CONVERSE.DISCUSS. SHARE.



TWITTER AUDIENCE:

- 25% Women
- 36% Within 18-29 Years
- 29% With some college experience



WHEN TO POST:

- M-F: 8am-3pm
- Up to 7 times a week
- Post pictures & short videos with #hashtags
- Engage after posting: Be available to answer any questions or concerns



FOCUS:

- News/ Public relations
- Current events
- Networking: Professional relationships/ partnerships



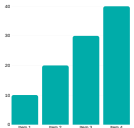
STATUS UPDATE:

- 140 character limit
- Tweet often: when you have something of value to say
- Share updates from your other online platforms like your blog or website.
- Include #hashtags and @symbol to connect with others and increase engagement.
- Keep messages short.



REACH/IMPACT:

- Engagement:
 - Reply within 24 hours
 - Like and retweet positive messages
 - Share links anytime your organization gets mentioned in the media
 - Mention others in your tweets by including their @usernames
- Be honest and transparent
- Customize your profile: shows your followers you care about your presence on tweeter



TRACKING/ MEASURING SUCCESS:

- Twitter feed: Shows feed with your posts, posts from those you follow, and the general performance of each tweet.
- Followers: People who follow your updates. Use keywords in your posts to gain more followers/interest.
- Hashtag performance: Commonly referenced items. To track, follow @hashtags on twitter.
- Stats/ Twitter analytics: A command that shows how many people you are following, how many people are following you, likes, tweets, re-tweets, and words you are tracking.

EXAMPLE:



CRHP Jamkhed @CRHPJamkhed · Mar 26

Four @SITStudyAbroad students are busy here on campus learning about community health and women's empowerment! #studyabroad #publichealth #CRHP #jamkhed



Tweets 2,046 Following 464 Followers 548 Likes 176

CRHP Jamkhed
@CRHPJamkhed

Tweets Tweets & replies Media

CRHP Jamkhed @CRHPJamkhed · 17h



INSTAGRAM BEST-PRACTICES FOR NGOS CONVERSE.DISCUSS. SHARE.



INSTAGRAM AUDIENCE:

- 38 % Women
- 59 % Within 18-29 Years
- 37 % With some college experience



WHEN TO POST:

- M-F: 9am-4pm
- Up to 7 times a week
- Post pictures & short videos with #hashtags
- Engage after posting: Be available to answer any questions or concerns



FOCUS:

- Photos with everyday updates
- Current events
- Fundraising
- Milestones/ key moments such as behind the scenes work of the organization.
- Awareness on brand and supported causes



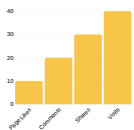
STATUS UPDATE:

- Live updates
- Include Url in your post; such as a link to a website
- Include #hashtags and @symbol
- Keep message short



REACH/IMPACT:

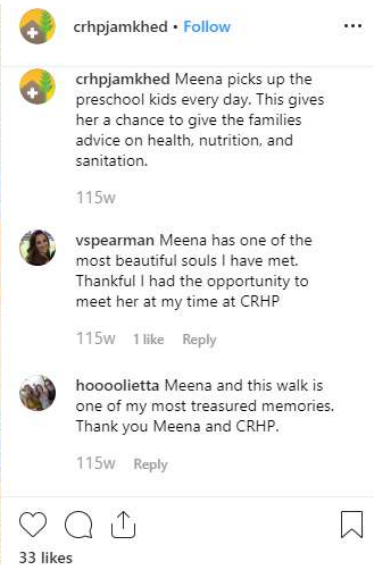
- Highlight posts using #hashtags for users to find your posts easily or for easy categorization of content
- Stay engaged with audience by replying to comments using @symbol which brings attention to a post/user
- Instagram direct: allows you to target a post to specific groups or people
- Use people not logos only.



TRACKING/ MEASURING SUCCESS:

- Notifications: Likes, comments, shares e.t.c.
- Home feed: Shows feed of photos you've posted and from those you follow and their performance
- Hashtag performance: Tells you which was the most used hashtag associated with your organization/message and the engagement
- Activity tab: Displays likes and comments on your posts.

EXAMPLE:





FACEBOOK BEST-PRACTICES FOR NGOS CONVERSE. DISCUSS. SHARE.



FACEBOOK AUDIENCE:

- 89% Women
- 88% within 18-29 Years
- 82% With college experience



WHEN TO POST:

- M-F: 9am-4pm
- 3-4 times a week
- Post simple images with short text & videos.
- Engage after posting: Be available to answer any questions or concerns.



FOCUS:

- Program info
- Current events
- Fundraising
- Milestones/ Key moments
- Awareness on brand and supported causes



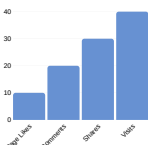
STATUS UPDATE:

- Schedule posts
- Include Url in your post; such as a link to a website **(4)**
- Include hashtags # **(2)**
- Keep messages short.
- Ask questions to your audience.



REACH/IMPACT:

- Pin most important post up to 7 days to better engage with your audience. **(1)**
- Highlight posts to make them bigger and get attention.
- Stay engaged with audience by replying to comments.
- Target a post for a specific country or language.
- Use higher impact images with colors like red and orange.
- Use people not logos only.



TRACKING/ MEASURING SUCCESS:

- Notifications: Likes, clicks, comments, shares e.t.c.
- Admin panel: Shows recent activity including notifications
- Facebook insights: Tells you how your page is performing
- Activity log; Tracks visits, posts, shares, comments e.t.c on the page
- Engagement: Tracks how users are reacting to the content and interacting with your page (likes, comments, emojis, e.t.c).

1. **BOXGIRLS INTERNATIONAL** shared a video — 🥰 feeling proud. January 19, 2018 · 🌐
A great video and article on coach Ndivile representing the vision of Boxgirls and the amazing work of the South African Boxgirls team. Watch it and spread the word!
Thanks to Laureus South Africa and Beautiful News South Africa
#BoxgirlsStrong #AgainstViolence
2. 
3. 195,780 Views
Beautiful News South Africa
January 17, 2018 · 🌐
In a world plagued by gender-based violence, Ndivile Mafenuka uses boxing to equip women with the skills needed to fight back. BOXGIRLS INTERNATIONAL | Laureus South Africa
4. Click here to read more: <http://bit.ly/BNBoxGirls>
Made possible by Mercedes-Benz South Africa
5. 👍👍 34
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