



Keep It, Try It, or Quit It:
**Picking the Right Social Media
Platforms Moving Forward**

- NONPROFIT
- MARKETING
- GUIDE

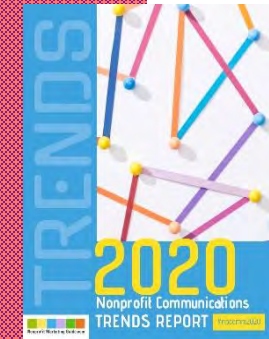
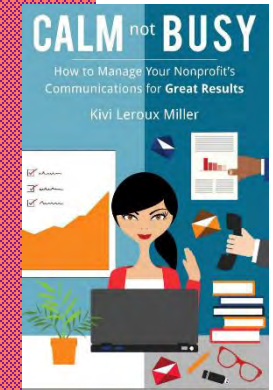
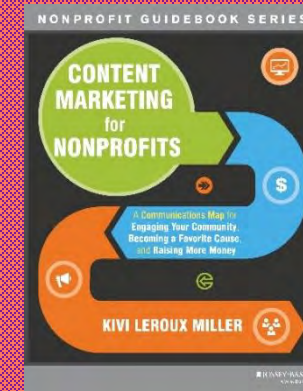
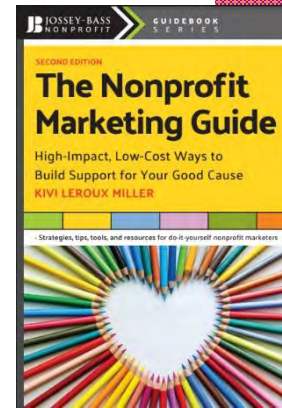




Kivi Leroux Miller
Founder and CEO

We help nonprofit communicators learn their jobs, love their work, and lead their teams.

- 3x Week Blog and Weekly Newsletter
- All-Access Training Pass to Frequent Webinars, E-Courses, and Downloads.
- Communications Director Mentoring Program



Today's Agenda

- Why are we even having this conversation?
- Taking an objective look at current engagement
- Four factors in your decisions
 1. Your capacity (time and ad budget)
 2. Where engagement is happening or most likely (your people are there, or the conversation is already happening)
 3. The kind of experience people on the platform are looking for
 4. The kind of content that's easiest for you to create
- Setting standards for adding or reinvesting in a platform
- How to dial back or quit a platform



npmsg.us/creategood2023

**Copy of the slides,
bonus social media metrics worksheet,
and today's Mentimeter results**



Why We All Need to Talk About This

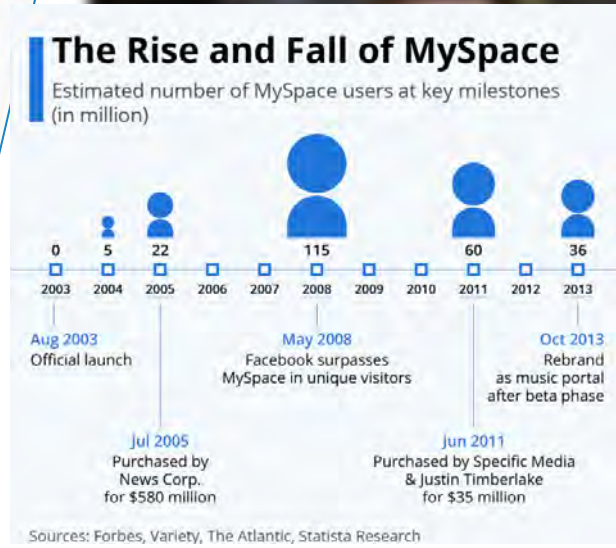


Social Media Changes Quickly



US Lawmakers Step Up Push to Ban TikTok With Bill This Week

- Mark Warner and John Thune to introduce China tech law
- Legislators consider tech a frontier of competition with China





We know where
the fault lines are.

We see the
cracks . . .

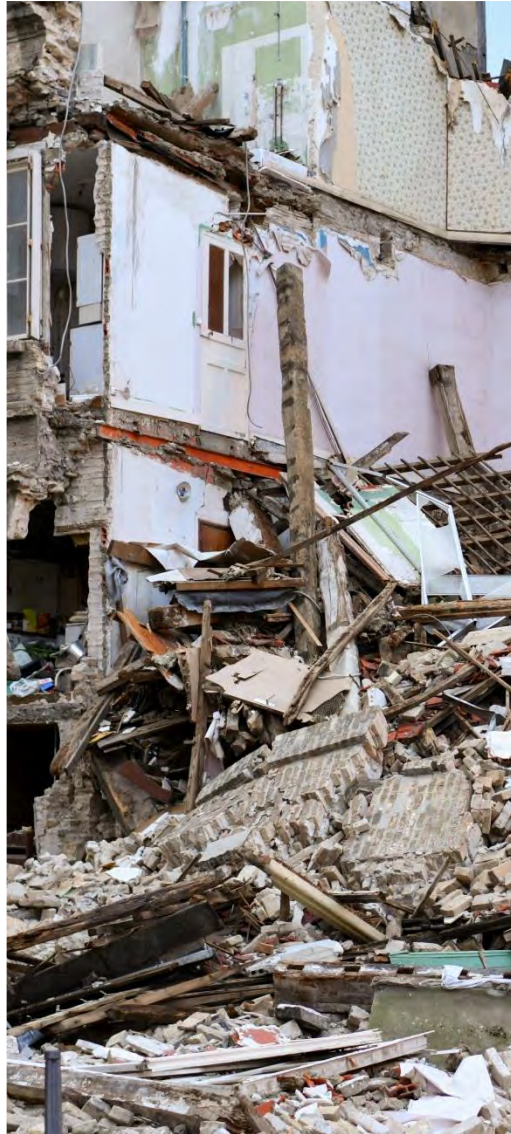




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What are the fault lines (structural problems) with social media now?





We need to accept The Big One will come someday.

You need a solid presence in the ecosystem of more than one corporation.

Inevitably, you will need to add channels and you will need to leave channels.



4 Big Factors in Your Decision





1. Your Capacity





**Nonprofits aren't
confident in
social media's
ROI, period.**





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How many people
are on your comms
team?





Let's Talk in Pairs or Trios for 10 minutes:

For your team size:

How many social channels are reasonable to run well?

How often can you post to those channels?

If you could do **one and one only**, which platform would it be?





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Pairs/Trios Debrief



How Much Is Reasonable?

Based on Nonprofit Communications Trends Report Data

- **Teams of one.** May update one or two social media channels weekly or several times a week (typically Facebook, plus either Instagram or Twitter).
- **Teams of two** most often invest the additional staff time into adding a second or third social media channel, often adding Instagram and/or Twitter to Facebook. They also increase their posting frequency to several times a week or daily in at least one of those channels.
- **Teams of three** start to experiment with additional social channels like Instagram Stories or LinkedIn.
- **Teams of four or five** are likely to step up frequency and manage several channels. They may use Instagram Stories or LinkedIn more regularly while also maintaining a daily (or close) presence on Facebook, the Instagram Feed, and Twitter.





DETERMINE
YOUR
PRIORITIES

It's really about prioritizing. Put them in order based on capacity!





Historically, this is how the prioritization has shaken out in the nonprofit sector.





2. Current Engagement -- Conversations or Community Members





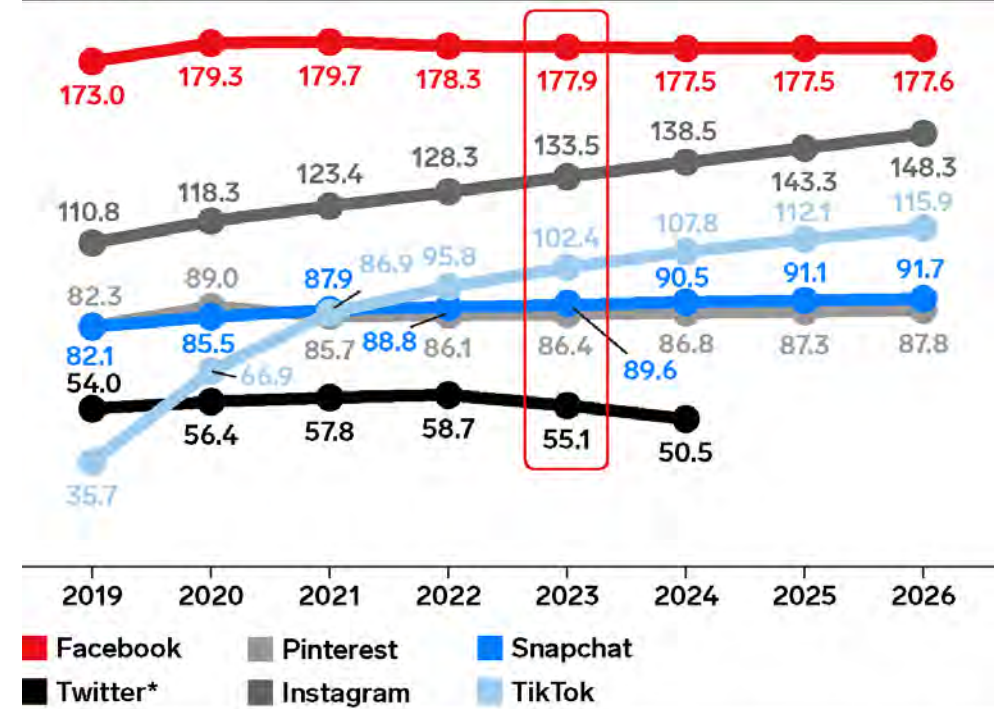
Who uses each social media platform

Usage of the major social media platforms varies by factors such as age, gender and educational attainment.

	% of U.S. adults in each demographic group who say they ever use ...		
	Facebook	Instagram	LinkedIn
Facebook Instagram LinkedIn			
Twitter Pinterest Snapchat			
YouTube WhatsApp Reddit			
TikTok Nextdoor			
Total	89%	40%	28%
Men	81%	38%	31%
Women	77%	44%	28%
Ages 18-29	70%	71%	30%
30-49	77%	48%	38%
50-64	73%	29%	33%
65+	60%	13%	11%
White	87%	36%	29%
Black	74%	49%	27%
Hispanic	72%	62%	19%
Less than \$30K	70%	36%	12%
\$30K-\$49,999	78%	46%	21%
\$50K-\$74,999	81%	39%	21%
More than \$75K	70%	47%	60%
High school or less	84%	30%	10%
Some college	71%	44%	28%
College graduate	73%	49%	61%
Urban	70%	46%	30%
Suburban	70%	41%	33%
Rural	87%	26%	16%

US Social Network Users, by Platform, 2019-2026

millions



Note: internet users of any age who use each social network via any device at least once per month; *due to the current uncertainty surrounding Twitter, our forecast ends in 2024
Source: eMarketer, Dec 2022

279767

eMarketer | InsiderIntelligence.com

<https://www.pewresearch.org/internet/fact-sheet/social-media/>



Audience Isn't the Answer Alone . . .

Otherwise everyone would be heavily invested in YouTube.

Why aren't we?

List of social platforms with at least 100 million active users

[12 languages](#) ▼

[Article](#) [Talk](#)

[Read](#) [Edit](#) [View history](#) [Tools](#) ▼

From Wikipedia, the free encyclopedia

This is a list of [social platforms](#) with at least 100 million [monthly active users](#)^[a]. The list includes [social networks](#), as well as [online forums](#), [photo and video sharing platforms](#), [messaging](#) and [VoIP apps](#).

No. ↕	Name ↕	Company ↕	Country ^[b] ↕	Launched ↕	Monthly active users ↕	Other metrics ↕
1	Facebook	Meta Platforms	 United States	2004	2.963 billion ^[1]	2.00 billion daily active users ^[1]
2	YouTube	Alphabet Inc.	 United States	2005	2.56 billion ^[2]	
3	WhatsApp	Meta Platforms	 United States	2009	2.24 billion ^[2]	Had 1 billion DAU when had 1.3 billion MAU
4	Instagram	Meta Platforms	 United States	2010	2 billion ^[3]	500 million daily story users ^[4]
5	TikTok	ByteDance	 China ^{[5][6]}	2017	1.53 billion ^[7]	
6	Messenger	Meta Platforms	 United States	2011	1.3billion ^[2]	
7	WeChat	Tencent	 China	2011	1.225 billion ^[2]	
8	LinkedIn	Microsoft	 United States	2003	900 million ^[8]	700 million registered users ^[8]
9	Telegram	Telegram	 United Arab Emirates ^[9]	2013	700 million ^[10]	
10	Douyin	ByteDance	 China	2016	600 million ^[2]	
11	QQ	Tencent	 China	1999	595 million ^[2]	267 million daily active users
12	Snapchat	Snap, Inc.	 United States	2011	528 million ^[2]	332 million daily active users ^[11]
13	Weibo	Sina Corp	 China	2009	521 million ^[2]	241 million daily active users ^[12]
14	Qzone	Tencent	 China	2005	517 million ^[13]	
15	Kuaishou	Kuaishou	 China	2011	481 million ^[2]	
16	Pinterest	Pinterest	 United States	2009	459 million ^[2]	98 million U.S. monthly active users ^[14]
17	Twitter	Twitter, Inc.	 United States	2006	368 million ^[15]	199 million monetizable daily active users ^[16]



Taking an Objective Look at Current Engagement



What Kind of Measurable Social Media Engagement Really Matters to You?



Awareness



Interaction
on Platform



Participation
(Likely Off
Platform)

**What can you get organically?
What do you have to pay for?**



Social Media Metrics

The Jump Starter Worksheet



Bonus Worksheet
npmg.us/socialmetrics



When you do the math, you may be surprised.

To what extent should this be a data-driven solution?

ASPCA is using Facebook, Instagram, and Twitter to talk about large-scale animal rescues and advocate around policy issues like puppy mills and factory farming. I was surprised to see that they also posted several of the same updates and images to LinkedIn, including one about the suffering of mother pigs. Here's how this single post is performing as of right now:

- Facebook has 91 reactions and 26 shares (where they have 1.8 million followers)
- Instagram has 5,291 likes and 246 comments (where they have 472K followers)
- LinkedIn has 175 reactions and 31 reposts (with 65K followers)
- Twitter has 60 likes and 37 retweets (with 498K followers).

Based on reactions alone, for this particular post, the reaction-to-followers ratio is by far the highest on Instagram, followed by — you guessed it —LinkedIn! Twitter is far down in third, with Facebook performing horribly by comparison, given the massive number of followers.



One Interesting Stat to Compare Platforms: Reactions to Followers Ratio

of reactions on a post / # of followers on the account

Can you pull up the stats on a recent post you shared in more than one place?



Reactions to post / account followers



**Also consider
narrowing a
target audience**
(e.g., Twitter for
media relations
only)





3. The Experience People Are Expecting



What Nonprofits Are Seeking



Joining,
Subscribing or
Following



Participation
Levels



Change in
Knowledge or
Understanding



Increased
Demand or
Desire



Change in Tone
or Attitude



Increased
Readiness or
Empowerment

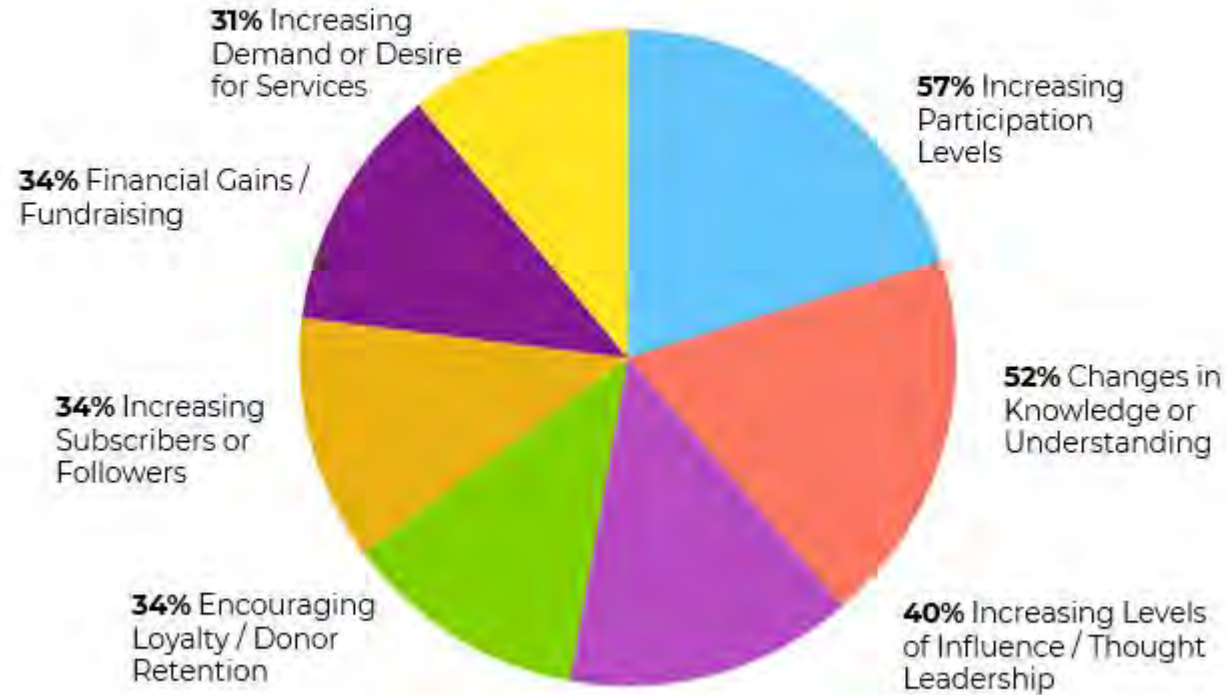


Change in
Behavior



Why Nonprofits Use Social Media

Survey participants were asked to pick their top three objectives for social media use.



2023 Nonprofit Communications Trends Report | Nonprofit Marketing Guide



From our 2023 Nonprofit Communications Trends Report



JAN
2023

SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK ¹	54.5%	55.2%	59.5%	71.1%	62.9%
INSTAGRAM	59.9%	60.9%	49.2%	49.7%	67.9%
LINKEDIN	13.6%	27.1%	29.7%	14.6%	17.4%
PINTEREST	23.3%	38.1%	15.5%	8.7%	16.8%
REDDIT	36.9%	30.6%	34.1%	13.4%	19.1%
SNAPCHAT	35.4%	23.2%	21.9%	36.6%	42.6%
TIKTOK	78.9%	37.5%	33.5%	17.5%	37.4%
TWITTER	36.2%	37.9%	61.2%	22.4%	30.7%

SOURCE: GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA; FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. ⁽¹⁾ FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER.



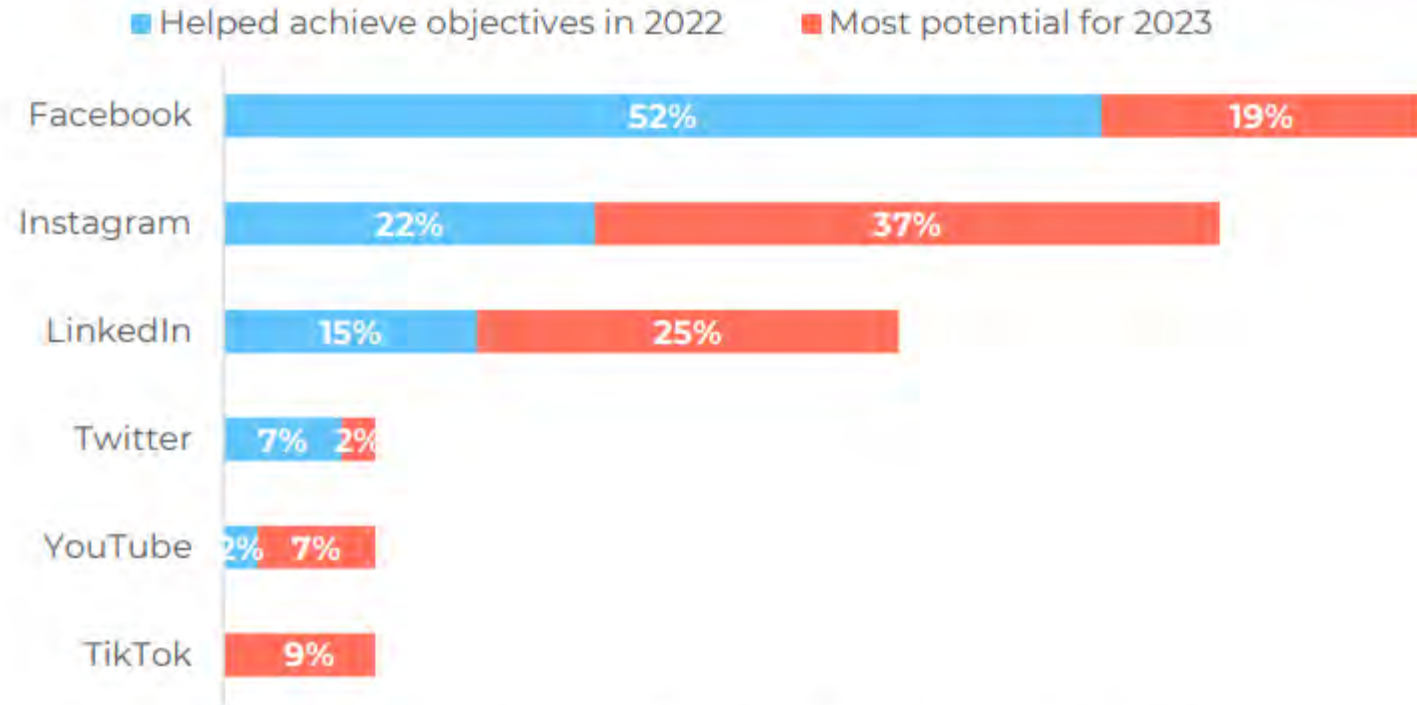


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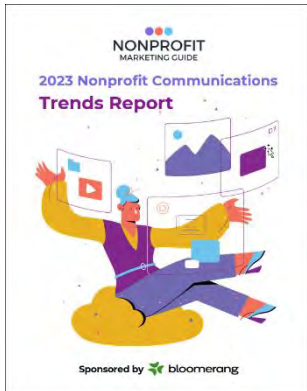
What are you using
social media for in
your personal life?



How Nonprofits Feel Social Media Helps Achieve Their Objectives



Snapchat, Pinterest, and WhatsApp were included in the survey but had negligible responses.



From our 2023 Nonprofit
Communications Trends Report



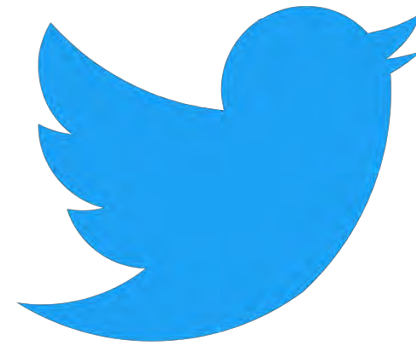


**If you are here
now . . .**





**Should you be
here instead?**





4. The Content That's Easiest for You to Create



The audience using that platform used to be the #1 way to determine whether you should be there.

Now it's whether you can produce the type of content that is most engaging there.

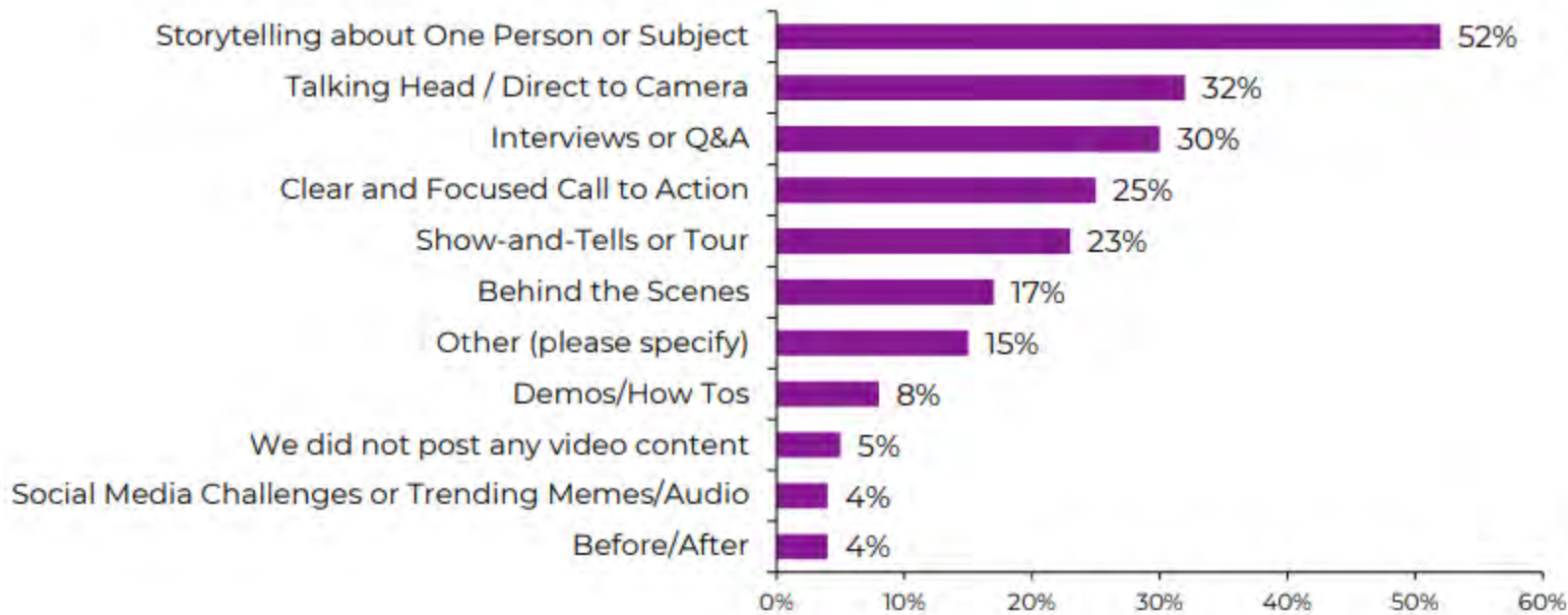
- **Can you create in the formats that work best (like video)?**
- **Can you match (or approach) the authenticity and vibe that you see there?**





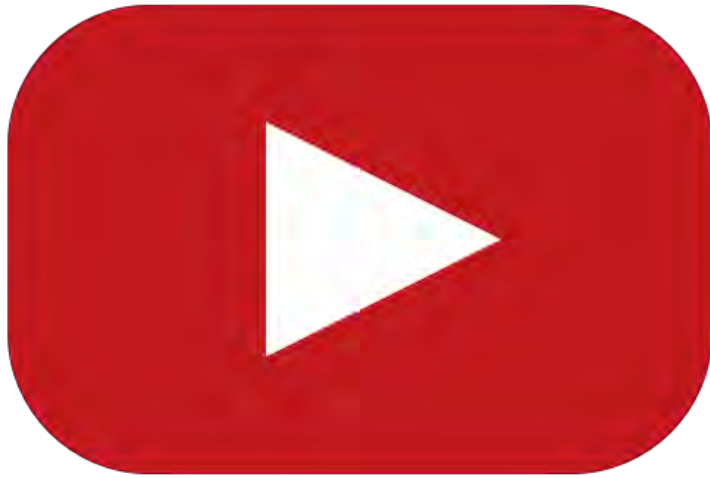
Which Video Content Types Nonprofits Post Most

Survey participants were asked to choose up to three types they posted most in 2022.



From our 2023 Nonprofit Communications Trends Report





- How-tos and Q & A content do well, but get to the point quickly
- It's also for entertainment – great place for lighter content
- Upload on a consistent basis
- Always ask viewers to like and subscribe and emphasize why they should

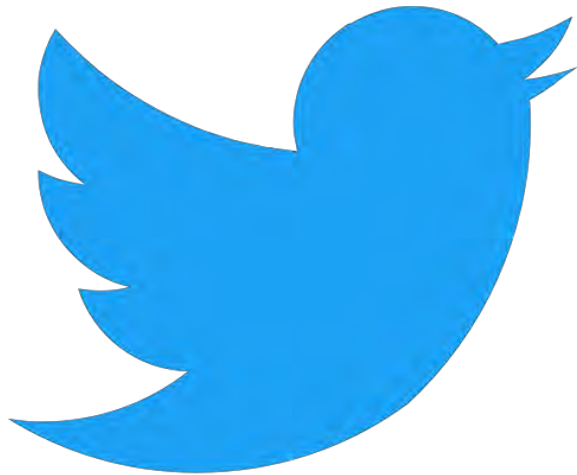


- Why they should care as professionals and good human beings generally (CSR vibes)
- Use LinkedIn Publishing options for longer content like blog posts
- Post at least weekly
- Video gets more engagement
- Also share content from other sources to center your feed on your audience's needs





- Go for actionable entertainment
- Lean into positive content
- Use short captions (~5 words)
- Add music or other audio



- Use it for real time news and commentary
- Best performing Tweets are only 50-100 characters
- Use hashtags that are only a single word
- Tweets with images and gifs get more engagement





- Post like a human (friends/family) not an organization
- Nostalgia, memes, pop culture, inspiration
- Share exclusive content
- Share links in comments not in the post itself



- Inspire, help, or spark connection
- Use carousels to tell one story with several images
- For a post, put most compelling content at beginning or caption and use fewer hashtags
- For Stories, keep text concise since you don't have much time



Yes, You Can Let the Robots Help





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How have you **used AI** (e.g. ChatGPT) **at work?**





Write different posts for Twitter, Instagram, Facebook and LinkedIn using this content:
Please sign YRK's petition to ensure Colonial Pipeline's cleanup of their release of more than 2 million gallons of gasoline, the largest pipeline leak in state history, doesn't further impair water quality.



Twitter:

Please help protect our water quality by signing YRK's petition demanding Colonial Pipeline to clean up their 2 million-gallon gasoline release. Let's make our voices heard and hold them accountable.
#CleanWater #PipelineLeak #Petition #YRK

Instagram:

We can't let Colonial Pipeline's 2 million-gallon gasoline release harm our water quality. Join us and sign YRK's petition demanding a proper cleanup. Let's take action to protect our environment!
#ProtectOurWater #PipelineLeak #Petition #YRK

Facebook:

Attention everyone! Colonial Pipeline's recent release of 2 million gallons of gasoline, the largest pipeline leak in state history, threatens to impair our water quality. YRK is urging all concerned citizens to sign their petition demanding a thorough cleanup of the spill. Let's come together and take action to protect our environment and the health of our communities. #CleanWater #PipelineLeak #Petition #YRK

LinkedIn:

As responsible citizens, we must take action to protect our water quality from the devastating effects of the recent Colonial Pipeline leak. YRK has launched a petition demanding the company to clean up their 2 million-gallon gasoline release and prevent any further harm to our environment. Please sign and share the petition to hold Colonial Pipeline accountable for their actions. #CleanWater #PipelineLeak #Petition #YRK #CorporateResponsibility





Write posts for Twitter, Instagram, Facebook, LinkedIn and TikTok using this quote: In some of the towns and villages where we work, the destruction is absolute. In 25 years of working in war zones, there are perhaps just one or two instances where I've seen similar devastation —places like Mosul or Grozny. Along the 1,000 km [600 miles] of frontline in Ukraine, some areas have simply been wiped off the map.



Twitter:

Heartbreaking to see the devastation caused by war in some of the towns and villages where we work. The destruction is absolute, and it reminds me of places like Mosul or Grozny. Let's work towards peace and put an end to these horrors. #endwar #peace

Instagram:

The destruction caused by war is unimaginable. In some of the towns and villages where we work, the devastation is absolute, and it reminds me of the horrors I've seen in Mosul or Grozny. It's time to put an end to these atrocities and work towards a peaceful future. #endwar #peace

Facebook:

The impact of war is devastating, and it's heartbreaking to witness the destruction in some of the towns and villages where we work. It's reminiscent of the destruction I've seen in places like Mosul or Grozny. The frontline in Ukraine has caused some areas to be wiped off the map. Let's work together towards peace and put an end to this violence. #endwar #peace



LinkedIn:

As someone who has worked in war zones for over 25 years, I have seen my fair share of destruction. However, the devastation in some of the towns and villages where we work is absolute, and it's comparable to what I've seen in places like Mosul or Grozny. Along the 1,000 km of frontline in Ukraine, some areas have been completely wiped off the map. It's time to prioritize peace and put an end to this violence. #endwar #peace

TikTok:

The destruction caused by war is unimaginable, and in some of the towns and villages where we work, the devastation is absolute. Along the 1,000 km of frontline in Ukraine, some areas have simply been wiped off the map. It's time for us to come together and work towards peace. #endwar #peace





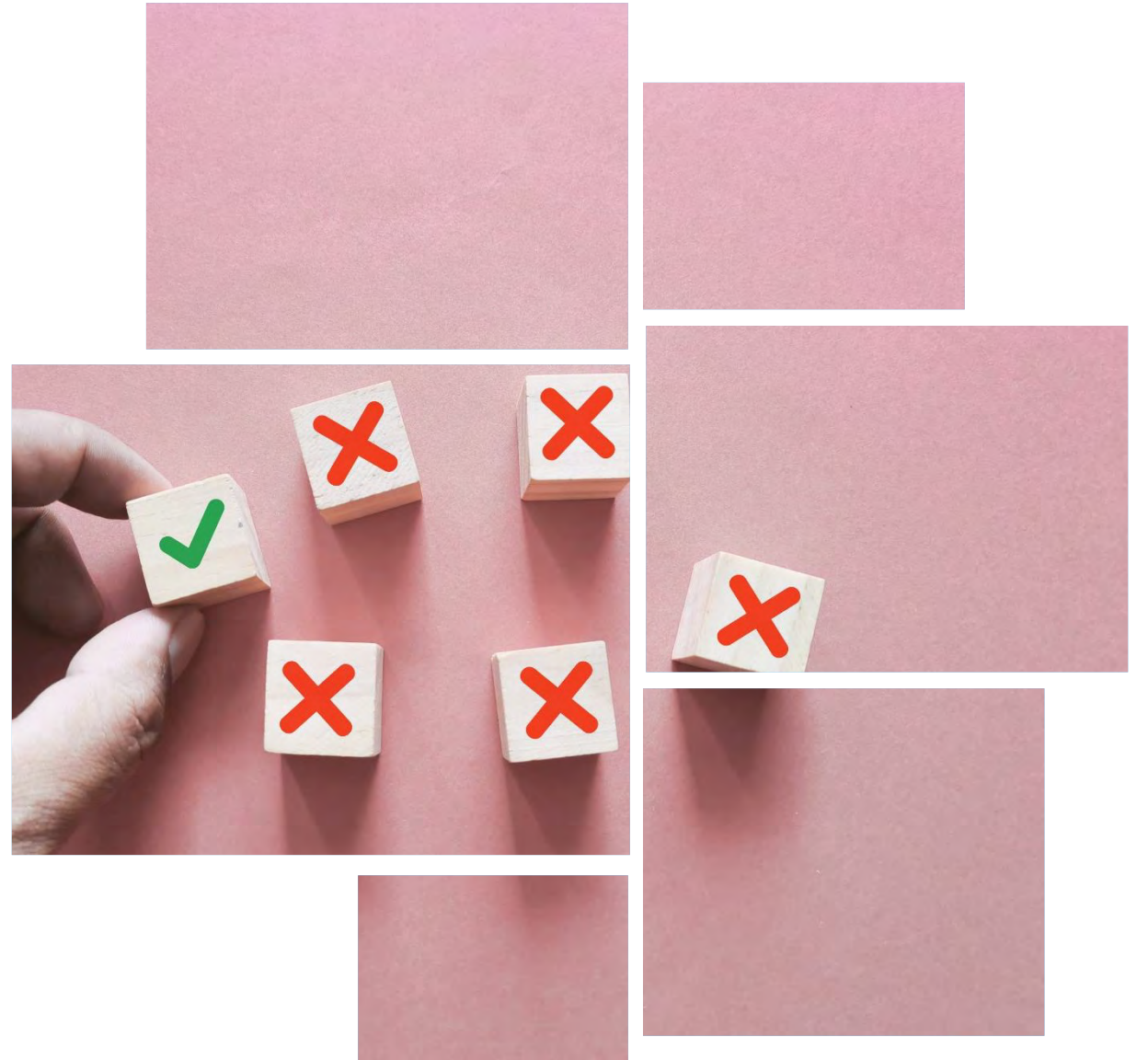
write ten headlines for a farmers market brunch featuring local ingredients by an award winning chef



1. Award-winning Chef Creates Mouthwatering Brunch with Fresh Local Produce
2. Farm-to-Table Brunch at Local Farmers Market by Award-Winning Chef
3. Local Ingredients Shine in Chef's Farmer's Market Brunch Delight
4. Experience the Best of Local Produce at Award-Winning Chef's Brunch
5. Chef's Special Brunch Menu Features the Freshest Produce from the Farmers Market
6. Celebrate Local Flavors with an Award-Winning Chef's Farmers Market Brunch
7. Award-Winning Chef Crafts Unforgettable Brunch Using Farmers Market Finds
8. Savor the Flavor of the Seasonal Harvest at Chef's Farmers Market Brunch
9. Chef's Creative Brunch Menu Showcases the Best of Local Ingredients
10. Join us for a Delicious Brunch with Local Ingredients Cooked by an Award-Winning Chef



Setting Criteria for Adding or Reinvesting in a Platform



In What Order Would You Put These for Your Nonprofit (Honestly)?



Your capacity (time and ad budget)



Current engagement (community/conversation)



The experience people are expecting



Content that is easiest for you to create



How to Disinvest or Leave





NTEN

July 6, 2020

At the risk of being reminded this isn't an airport, we want to let you know why this account has been quiet.

We shared in our June newsletter that we had pulled our advertising from Facebook and Instagram and also stopped posting. We've weighed our small financial and content contributions to Facebook against our values for a while now, so it's not a snap decision. We recognize that not every nonprofit would arrive at the same conclusion or has the privilege to walk away.

We'll keep the accounts open. We're often tagged in photos during the Nonprofit Technology Conference and because some local clubs use groups to organize.

Dozens of community members responded to the newsletter to share both their personal and professional thoughts. Many people have asked for further discussion, so we're organizing a call for later this month. Once the details are set, we'll share them on Twitter and LinkedIn, where we're maintaining our presence. Thanks for being here with us and we hope we'll see you on the call.



Nonprofit Marketing Guide

November 10, 2021

We've decided to stop posting to this Facebook Page. We hope you'll connect with us in these places instead!

<https://linkedin.com/company/npmktgd>

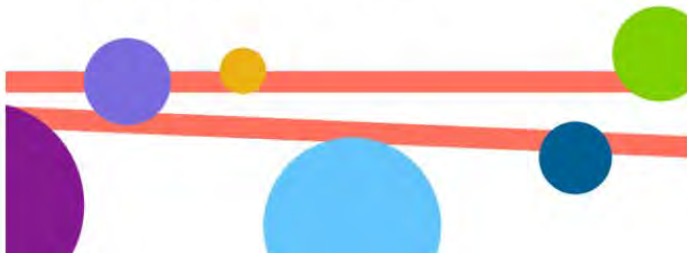
<https://twitter.com/npmktgd>

<https://www.instagram.com/npmktgd/>... See more

**NONPROFIT
MARKETING GUIDE**

We are no longer posting to this Facebook Page. Please follow us on Twitter and Instagram @npmktgd and on LinkedIn and YouTube as Nonprofit Marketing Guide.

BYE!



Pinned Tweet



Coalition for CYF @CoalitionforCYF · Dec 21, 2022

The Coalition will no longer be posting regularly on Twitter. We recommend our followers support us on:

1. Facebook: facebook.com/CoalitionforCYF
2. Instagram: instagram.com/coalitionforcyf
3. LinkedIn: linkedin.com/company/coalitionforcyf
4. Subscribe to our weekly newsletter at bit.ly/3KIMJXC



1



169



Large Nonprofits That Have Suspended Twitter Activity

El Pasoans Fighting Hunger

Lutheran Services in America

MAP International

PBS

The Y

Young Life

Note: Based on analysis of groups on the 2022 Forbes list of the 100 largest nonprofits. Midwest Food Bank, one of the top 100, has never had a Twitter account.

[Get the data](#) · Created with [Datavwrapper](#)

<https://www.philanthropy.com/article/nonprofits-stick-to-their-tweets-even-as-they-worry-that-elon-musks-twitter-is-toxic>





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If you were **starting from scratch** today, where would you **invest your energy first?**



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