



Social Media Best Practices

Facebook

- The best Facebook messages are social messages. People like to see and they will greatly respond to pictures of people, events and good will
- Let the photos speak for themselves. You do not need a lot of copy to accompany a photo.
- You can click on the “Likes” to your post and it will generate a list of individuals who have reacted to your post. Beside their names is a button to invite them to like your page. This increases the number of people that see your messages.
- Tag other organizations in your posts, including all grant recipients listed in a photo or attendees to your events. This increases the impressions for that post by as many people that are “liking” each page that you tagged. For example – You have 30 people “Like” your page. You tag “Meals On Wheels (@meals on wheels)” in your post. 657 people like the Meals on Wheels page. THUS, you have the potential for 687 people to see your post.
- Use the donate button feature on Facebook. Have it link to your page on the online giving website. Donors will give directly through the Foundation to the Foundation.
- Know the photo sizes. Great resource: <https://louisem.com/120414/facebook-image-dimensions>
- When uploading a post feature photo, use the correct size.
- The CKCF host is testing the “like” campaign ad feature, but you might want to replicate this for your Foundation.

LinkedIn

- LinkedIn is a terrific way to reach professionals/advisors. The best message for LinkedIn should be one that positions you as expert. I.e. a hot sheet about charitable giving of your IRA or how to give charitably.
- This is a great forum to recognize the leadership in your Foundation, featuring your professionals and volunteers.
- Know the photo sizes. Great resource: <https://www.linkedin.com/pulse/linkedin-banner-image-sizes-guide-2018-shaurya-jain/>