

# **SOCIAL MEDIA MADE EASY**

INEXPENSIVE ONLINE  
MARKETING GUIDE FOR  
**NON-PROFITS**

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## Introduction

I have to let you know something up front. I have dedicated my life to charity. I serve full-time at a large church currently in California. Additionally, a couple friends and I started a non-profit to help medically disadvantaged children in the Baja California area a couple years ago. I'm a little bias when it comes to non-profits. I love people who start, serve, and give to non-profits. My history and current experiences in and with non-profits will be scattered through this resource. I want you to succeed because I want my non-profits to succeed.

Every non-profit leader is looking to grow their organization in new and creative ways. I know I'm always looking for ideas. The danger is wasting money on gimmicks and scams. You want to spend money to raise more money for the cause. Social media done right is no gimmick and no scam. According to a recent LinkedIn study, which surveyed 998 small and medium organizations, **82% indicated social media helped their organization generate new leads and over 3/4 of the growing organizations increased their social media budgets.**<sup>1</sup> "New Leads" for your non-profit could mean more volunteers and/or more resources to help your cause. Social media done right can help save your non-profit money while growing your organization in the process. I'm here to help you take advantage of the social media market and avoid money potholes. Every dime saved is a dime towards your non-profit.

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<sup>1</sup> <http://mashable.com/2014/02/13/linkedin-social-media-study/>

If I had time I would buy you a cup of coffee at a local coffee shop, give you my passionate pitch of why you as a non-profit leader need to use social media, and allow you to ask me anything. Unfortunately, I can't buy everyone a cup of coffee, but I can spend time with you over the next couple pages giving you my pitch and allowing you to ask me anything on Twitter @JayKrand. Please send me a tweet or post if you have a question after finishing this resource. As a pastor at a church and a vice president of a non-profit, I genuinely care about the growth of non-profits.

In this resource I will talk about why social media makes sense for your non-profit, discuss how you can easily do social media, and address where to start with your social media plan for growth. You will have the tools to create your own custom social media plan for your non-profit, which normally costs thousands of dollars. I have even thrown in some step-by-step guides and additional resources. The truth is social media is about people. Social media isn't popular because of the technology or the flashy websites. Most social media sites are actually dull and plain. White and light blue put me to sleep. I may not love Facebook's color scheme, but Facebook excels at allowing me to connect with my friends, family, and that creepy classmate from high school who I keep unfriending. Non-profits and organizations overall, both large and small, struggle with social media often because they think it's all about content and timing. **Content and timing are important, but you have to invest in the people to get value out of the relationship.** With social media you

invest by answering peoples' questions, liking their posts on Facebook, retweeting their reply on Twitter, and pinning their photo on Pinterest.

My hope is you engage your community not only to increase awareness of your non-profit, but also to **be a non-profit that lifts others up**. Fundraising is not evil. Financial goals are not bad. I'm suggesting you don't forget your role in the community and your responsibility as a resident of this world. Fundraising is good for the world because your non-profit is making the world a better place. If your non-profit is employing people then you are blessing a person and/or family through a salary. A paycheck can really change a person's day, year, and maybe even their life. Your non-profit can help the community in a variety of ways. Don't be fearful of raising money and growing the organization.

Many miss the whole heart of social media, but by the end of this resource you will know it. **The secret to social media is to treat others on your social media channels, as you want to be treated.** It's that simple. If you want people to be nice then be nice to your social media connections. If you want people to read your posts, then read your communities' posts and hit like to let them know their content was great. Invest in others and become known as someone who cares about others. Jesus Christ, the Dalai Lama, and Warren Buffett have all stressed the importance of treating others well. If those three agree on anything, no matter your religious background, you probably should listen to their wise words.

The beauty is if you start to treat others the way you want to be treated online, your non-profit won't only grow, but you will help make your community a better place in the process. Quoting Kevin Costner's famous lines from *Field of Dreams* with a little adjustment to Kevin's script, "If you invest in others, raising the profile of your non-profit will come." I'll get off my soapbox, but you get the point.

**Think of others over the goal because social media is primarily about others.**

If you still don't get why I'm talking about relationships and not more about financial goals then stop and start from the beginning again. Reread the last couple paragraphs. Facebook, Twitter, LinkedIn, Pinterest, Google+, and Instagram are not just for teenagers, but are serious platforms to take your non-profit to the next level and help make a positive difference in others' lives. You will need to work hard as a non-profit leader, but I know you are not lacking the work ethic.

There are two big ways you can use this resource to build your non-profit. First, this resource can help extend the influence of your non-profit. Social media is an inexpensive and easy way to rally your people to be a megaphone for your cause. Think of the ripple effect in the ocean. Dropping a small stone in a calm pond creates one ripple, which leads to another ripple, and the effect is contagious. You already have friends, family, and loyal non-profit supporters who are bought in on your vision, so why not get them to share your vision through social media posts? There is no reason why not. You need to be using social media to extend the influence of your non-profit.

Second, this resource can help build your resources. Additional resources mean more volunteers and more fundraising opportunities. Once you get the ripple effect going with your community, people will start reading more of your content, watching your videos, and visiting your website. More traffic equals more opportunities to capture people who will be moved by your non-profit's vision.



## Is Social Media Worth Your Time?

Yes. This question starts with what are you promoting and if those people you are promoting to are on Facebook, Twitter, LinkedIn, Pinterest, Google+, and Instagram? Your target market is on one of the many social media channels. If for some strange reason your target market isn't on any social media networks (maybe they live on an island without WiFi trying to avoid the IRS), then direct mail, cold calling, and word of mouth are your only options, which means expensive marketing. Buy a TV ad maybe.

**Marketing should be measured against its returns.** You can pay \$100k to extend your brand, but if \$100k of marketing dollars only gets you \$50k of new leads then you lost \$50k. You have to wisely invest your time and money. Social media is a place you can save money and grow your non-profit at the same time. I had a client who he started an indoor golf instruction shop and was looking for new customers. He hired me as a consultant. He was asking all the questions any owner would ask. Where do I get new clients? Can Facebook actually help generate leads? How does Social Media integrate into my overall marketing growth strategy? After unpacking the questions and dealing with organizational issues, I suggested his website be retooled to directly impact his goals and then launch a customized Facebook campaign. I proposed he should directly market to competitors' local Facebook pages and create an advertising campaign around how his golf studio was better than his competitors' studios. He didn't know with Facebook ADs he could

pay to market to competitors' Facebook Pages. Facebook made sense for this client. I know you might not think of people who are giving and/or supporting non-profits similar to your non-profit as "competitors", but understand those "competitors" non-profits have captured people who could also support your non-profit. People who give have a heart for giving. I wouldn't think of it as you are taking loyal people from one non-profit to your non-profit, but you are creating another venue for them to give. Don't limit their giving. You are not pressuring them to give. All you are doing is pitching why your non-profit is great. Never short sell the potential. If you challenge people in the area of giving, I think you will always be surprised in a good way.

**The truth is social media doesn't have to take a ton of time for the investment to make sense.** Only 10 minutes a day would do the trick. You launch with a heavy presence on all the channels and after three months of investment you adjust your allocated time on the channels to the channel producing the most return. Spend less time on the channels not producing a return. I will talk more about how you only need to spend 10 minutes a day on your social media channels and the importance of the three-month evaluation in the *Tricks and Tips* section. The bottom line is social media is worth your time.

## Can You Handle Social Media Yourself?

Yes. I do manage clients' social media accounts, but as a startup non-profit you should handle your social media presence yourself for now or empower a volunteer on the team. If you are going to empower a volunteer or another team member then have them read over this resource (*You have my permission to share it*). Tangent: if you have a teenager, a friend, or a family member between the ages of fifteen and twenty-one you should think about empowering them to help you grow your channels. **You can pay them, barter, or setup an internship program to help give them real world experience.** Use that creative entrepreneurial mind.

If you don't have a person to empower to manage your social media presence, don't worry, you can do it yourself. Managing your different social media accounts is like learning how to ride a bike. It will feel uncomfortable at first, but once the bike starts rolling it will become just another daily task. **If you can launch a non-profit, then you can do the hard work to figure it out.** I will give easy practice steps and tips to make the management simple, so relax.

## **Where To Start with Your Social Media Plan for Growth?**

Your social media strategy starts with your goals in mind and ends with your goals in mind. **Everything you do on your social channels needs to directly and indirectly grow your non-profit and extend your network.** Again, my hope is for you to understand that relationship building online is much more than profit. Both profit and being a positive influence on others go hand in hand when doing social media. Let's look at the steps in creating your custom plan for growth by using social media.

### **Step 1: Write down your non-profit goals**

I want the creative juices to start processing how your goals can be accomplished on Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram. For now, just write down your goals. The how will come later. Here are a few examples:

Goal	Social Media Strategy
<p><b>Church:</b></p> <p><b>1,000 new people attend a weekly service</b></p>	<ol style="list-style-type: none"> <li>1. Post 12 times a week</li> <li>2. Like/retweet/comment on every post on channels</li> <li>3. Repost people who share stories and/or photos from visiting your church</li> <li>4. Monday through Tuesday posts focused on content from weekend services</li> <li>5. Wednesday through Friday posts focused on upcoming weekend services</li> </ol>
<p><b>Savannah Golf Classic:</b></p> <p><b>30 first time donations yearly</b></p>	<ol style="list-style-type: none"> <li>1. Post 7 posts a week on all channels</li> <li>2. Like/retweet/comment on every person who posts on channels</li> <li>3. Post motivational photo posts twice a week</li> <li>4. Post every 10 days link to donation page</li> <li>5. Post updates on upcoming events, donation goals, and notes from leaderships</li> </ol>

The church and Savannah Golf Classic have clear goals. I gave you five examples of how each can accomplish their goals using social media. You can accomplish your goals on your channels and you will understand how by the end of this resource.

Write down your non-profits primary goal(s):

Non-Profit Goal

## **Step 2: Start with Facebook, Twitter, Instagram, LinkedIn, Google+ and Pinterest**

I know it feels like overkill, but trust me its the best approach. Like a safe Mutual Fund diversify your social media approach. Over time you can choose to focus on Facebook over Twitter or Instagram over Pinterest. Dive into the deep end of the social media pool to see what channels work best for your non-profit. **It will take three months to see what channels are most beneficial for your non-profit.** In the *Tips & Tricks* section I will address the best way to setup and interact on each channel.

## **Step 3: Select the amount of weekly posts and when to post**

One post a day is a great place to begin. You need a daily update to keep your channels relevant. I found the best part of the day to post for my accounts are between 10 am and 1pm. Now remember, you are posting to reach your target market, so adjust according to the patterns of your target audience. If you don't know anything about the social media patterns of your target market, then start posting at 10 am. If you have an international target market I would explore doubling your weekly posts and hit the 10am-1pm international time period. I would experiment with posting at different times to see if engagement goes up or down, but by month three you need a consistent posting schedule. **You don't want**

**your social media presence to feel random and moody, but reliable and stable like your non-profit.** Step five will talk more about the schedule calendar.

## **Step 4: Write your posts ahead of time**

Sit down for 15 minutes and write down a weeks worth of social media posts. Being focused for 15 minutes will produce better results than if you try to write a new post everyday. You can assume there will be a day or days where the chaos of the day will take all of your creative energy and writing a post will be bumped. Instead plan for the chaos and write your posts ahead of time. I usually take Sunday evening to plan out my content for the week and for a couple clients I plan ahead 60 days in advance. Sundays work best for my work pattern. What day is best for you? Pick the day and time and keep the appointment.

The best way to write out your weekly content is to create a weekly pattern for your social media posts. Every good story has a narrative, which has purposely been planned from the moment the play button was pressed. Your social presence needs a purpose and a great narrative similar to stories we all enjoy. It will take work and practice to create a similar narrative every week, but I will give you some guidelines to help accelerate the learning process. **Lean towards being a social media presence, which encourages, lifts up, and helps their social media community.** Sadly, for many people life brings a great deal of sorrow, let downs, and bad days, but your posts should be hopeful and helpful in nature.

Suggested topics for daily posts:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Encouraging post	Educational post	Inspiring post	Action post	Story post	Question post	Community quote

Every non-profit will have a different flow to their posting schedule. Twice a week you can post an encouraging post or a question post. The idea schedule above is to help get you thinking. You will custom build your idea schedule to best reach your target market. Write down a few ideas for your non-profit's idea schedule:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
post	post	post	post	post	post	post

Don't forget to directly promote your non-profit's cause on your channels.

**You are building your social media presence to grow your non-profit. Promote your organization.** People opted into your Facebook page or followed you on Twitter knowing your cause. The self-promotion won't be a shock. I would limit the self-promotion to twice a week. You should always try to be creative in promoting your non-profit by using a good story post. **If you invest in your social media connections then others will promote your non-profit. If you abuse your followers with "spam promotions" then your credibility on Facebook, Twitter, Google+, etc. will dwindle.**



## Step 5: Schedule posts once a week

On your weekly appointment of creating your posts for the week spend an additional 10 minutes to schedule your posts for the next 7 days. There are many great scheduling resources out there, but I would use **Hootsuite.com**. Hootsuite is free and you can schedule posts for Facebook, Twitter, and Google+. You will need to still manually post to Pinterest and Instagram, but most of the hard work will already be done. Hootsuite provides a free URL link shorter to clean up those messy 40 character web addresses and you even can pay a premium to get click through rates (don't pay for the premium account yet).

I recommend laying out your posts for the week in a calendar format on a Word document, Page document, or Google document.

Day/Time	Post Content	Photo for Post
Monday at 10am	Encouraging post	
Tuesday at 10am	Educational post	
Wednesday at 10am	Inspiring post	
Wednesday at 12:30pm	Self-promotion post	
Thursday at 10am	Action post	
Friday at 10am	Story post	
Saturday at 10am	Question	
Saturday at 12:30pm	Self-promotion post	
Sunday at 10am	Community quote	

I use Google documents because I can share the document with multiple people and access the document from any device anywhere. You can use whatever process works best for your workflow. Setup your Hootsuite account and your weekly post calendar to get started.

## Step 6: Photos rule on Facebook

75% of all posts on Facebook are photos and photo posts get an 87% interaction rate.<sup>2</sup> **Use photos to maximize each post not only on Facebook, but also for all your channels.** Three ways to acquire photos for your social media posts:

1. Search Google, Tumblr, and Pinterest for photos related to your non-profit's field of expertise. If you re-use someone else's photo make sure you give the original site credit.
2. iStockphoto.com is very helpful, but it can get expensive quick. I would only use iStockphoto when you have a post you know will lead to a sale for your non-profit directly. Don't get addicted to purchasing photos.
3. Hire a graphic designer to create a template design for you to reuse over and over again. Have the designer create a look aligned with your non-profit, insert your non-profit's information at the bottom of the template, have an edit friendly text box, and request the layered Photoshop file and fonts. Once you have the Photoshop file you can then create as many branded photo posts as you desire. You can hire a graphic designer for cheap through [www.odesk.com](http://www.odesk.com) or [www.fiverr.com](http://www.fiverr.com).

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<sup>2</sup> <http://www.socialmediaexaminer.com/photos-generate-engagement-research/>

4. You can also create the photos yourself using Photoshop or an app like Pictures with Words.<sup>3</sup> I would only do it yourself if you have a good eye for design. **Remember, everything you do reflects your non-profit, so it might be worth investing in a graphic designer to layout a Photoshop file for a couple dollars.**

## **Step 7: Pick a time of day to engage**

Put the time on your calendar and keep the appointment. **Response time to social media posts on your channels is important because it reflects the response time of your non-profit.** Start with 10 minutes a day. Login to Facebook and hit “like” on everyone’s posted comment, reply to each comment with an authentic response, and click share if someone posts a cool post on your public wall. Login to Twitter and retweet anyone who shares something with you and reply to people who follow you on Twitter with a “Thanks for following us on Twitter.” Head over to Google+ to see if anyone has engaged with you on your public page. LinkedIn, Instagram, and Pinterest do need to be checked daily, but engagement looks different on these channels. Most of the time you will make sure content is being posted and the private messages are all answered. I will share more tips on all the social media channels in the *Tips & Tricks* section, but start with keeping a daily appointment of 10 minutes a day of engagement. The beauty of today’s technology is

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<sup>3</sup> <https://itunes.apple.com/us/app/pictures-with-words-free/id505057039?mt=8>

the engagement can be done on your laptop or your phone. You can engage for 10 minutes from your office, beach, car, bathroom (I would never do this of course), or coffee shop. You have no excuses. **If you want your non-profit to be heard you need to first listen to your community.** Clear out 10 minutes a day of your busy schedule.

## **Step 8: Observe what other non-profits in your area of focus are doing on social media**

As a leader of a non-profit you need to be in a continual state of learning. You are not all knowing. You need help. **I don't care if you make minimum wage or are a billionaire;** you need to humbly observe and learn from others. **Learn from your competitors' successes and mistakes.** I have a list of ten social media brands I check-in on a couple times a week. I will borrow an idea or often a competitors post will inspire me. The bottom-line is you need to be on the look out for something new to help better engage and interact with your social media community.

## **Let's recap all eight steps:**

- 1.** Write down your non-profit goals and start thinking of creative ways to accomplish your goals through social media.
- 2.** Launch on Facebook, Twitter, Instagram, LinkedIn, Google+, and Pinterest.
- 3.** Select the amount of weekly posts and when to post.
- 4.** Write down a weeks worth of posts once a week.
- 5.** Schedule posts once a week.
- 6.** Use photos often to increase engagement.
- 7.** Pick a daily time to engage with people.
- 8.** Watch your competitors' social media strategy to learn and be inspired for new tactics.

## Tips and Tricks

Every social media channel is unique. In this section I will give a few quick tips and tricks to best interact and grow your non-profit on the individual channels.

**Facebook** is about close connections. Outside of LinkedIn, Facebook will be the place you have the maximum amount of growth opportunities. Your personal Facebook page should be the biggest advocate of your non-profit's Facebook Page by sharing and liking everything that is posted on your non-profit's Facebook account.

1. Setup a Facebook Page at [www.facebook.com/page](http://www.facebook.com/page).
2. Upload a profile picture and a cover photo, which best represents your non-profit.
3. Complete the *About* section with all relevant non-profit information.
4. Engage on the *Timeline*, *Posts to Page*, and *Messages*. Most people forget about the *Posts to Page* and the private *Messages*.
5. For maximum exposure, create some posts that encourage people to *Share* your page. For maximize exposure only suggest people to share your page once a week.
6. Weekly check *Insights* (Facebook's section on your non-profits' page

to monitor your page's performance) to see what posts worked and didn't work. I often find that looking at *Insights* regularly has made me better at doing social media. If a post gets no exposure, check your language, the time of posting, and the photo you selected. Don't repeat the same mistakes.

7. Get your page to 500 likes quick. Ask your personal Facebook friends to like the page and to share the page with their friends. I would even consider paying to get extra likes, which I will talk more about in the *Bonus Tips* section.

**Twitter** is about quick connects. Twitter is great to find new loyal supporters and extend your influence in the process.

1. Setup a Twitter account at [www.Twitter.com/signup](http://www.Twitter.com/signup).
2. Upload a profile picture, a cover photo, and a background photo, which best represents your non-profit.
3. Complete the "Profile" section with all relevant non-profit information.
4. Engage on *Notifications*, *Direct Messages*, and *Discover*. On the *Discover* section engage by searching hashtags associated with your

non-profit's community and Retweet/reply to their tweet. For example, if you are a church then search terms like #church, #Jesus, #pray and *Retweet* and *Reply* to people who are also using those hashtags.

5. Encourage people to *Retweet* your tweets to maximize exposure. Only suggest to people to retweet your tweet once a week.
6. Weekly check what is working and not working on Twitter. There are plenty of free Twitter analytic websites like [www.tweetreach.com](http://www.tweetreach.com) and [www.tweetstats.com](http://www.tweetstats.com).
7. Get your account to 500 followers quick. Ask your personal Twitter friends to follow the account and ask your friends to retweet the account. I would consider following 100 people a day who are associated with your cause or in your area. For example, if you are a church I would find popular local city twitter accounts and follow 100 people from those accounts. Following them on Twitter is good for your non-profit's growth plan.



**LinkedIn** is all about network connections. LinkedIn is great at building up a strong non-profit network. It even provides services for growing organizations.

1. Setup a page at [www.business.linkedin.com](http://www.business.linkedin.com).
2. Upload a standard log, a square logo, and a cover image, which best represents the non-profit.
3. Complete the *Company Overview* section with all relevant information.
4. Engage by joining *Featured Groups*, following people, endorsing people, writing reviews, and sending private messages associated with your non-profit's field of expertise.
5. Weekly check *Analytics* to see your "reach" and who is looking at your page.
6. Get your page to 250 *followers* quick. Ask your personal social media friends and followers to follow you on LinkedIn and to share the profile with their friends.
7. Explore the *Premium and Business Services* options. LinkedIn offers a variety of paid options, which might work well for your non-profit.

**Instagram** is about personal photo connections. Instagram can be a tough place for non-profits because your company needs to have an identity, which translates well in photo form. If you crack the code Instagram can be a powerful place to grow your non-profit, but it takes powerful photos.

1. Setup a profile by downloading the Instagram app on your mobile phone or tablet device.
2. Upload a profile picture, which best represents the non-profit.
3. Complete the *Profile* section with all relevant information.
4. Engage on the main newsfeed, notification, private messages, and the *Explore* area by searching hashtags associated with your community.
5. Get your profile to 250 followers quick by asking your friends on other social media channels to follow your non-profit. Also, follow people who support or follow your competitor's accounts. You can even search hashtags associated with your non-profit to find new followers. Be aggressive.

**Google+** is about search engine boosting. Google+ isn't the most engaging social site, but Google has made some incentives through linking a non-profit's Google+ presence with their search engines optimizing formula. Basically, if

you have a solid Google+ page, it's more likely your website will pop up in google searches, which will lead to growing your non-profit. You need to have a Google+ page.

1. Setup a page at [www.plus.google.com/pages](http://www.plus.google.com/pages).
2. Upload a profile picture and a cover photo, which best represents the non-profit.
3. Complete the *About* section with all relevant information.
4. Engage on *Posts* and/or the *Stream*.
5. Weekly check *Insights* to see what posts worked and didn't work.  
Learn from successes and failures.
6. Weekly check *Reviews* to see what people are saying about your non-profit.
7. Get your page to 100 followers and 25 reviews quick. Ask your social media community on other channels to follow you on Google+ and to write a review. Online reputation is highly important.

**Pinterest** is about sharing powerful content. If you can do Instagram right then Pinterest will be a breeze. Photos are powerful in media, but often perfection is expected when photos are used. Don't forget that every post,

photo, and comment represents your non-profit.

1. Setup a profile at [www.business.pinterest.com](http://www.business.pinterest.com).
2. Upload a profile picture, which best represents the non-profit.
3. Complete the *Profile* section, with all relevant information.
4. Engage through *Notifications*, pinning community' posts, and following people who are community supporters on Pinterest. If someone takes time to engage on your account then take time to engage with him or her personally.
5. Setup up three board categories at the launch of the page. I would choose three themes related to your non-profit, which are very broad, to account for any and all potential pins.
6. Upload posts with the *Source field* filled in with a link to your website. The Source field is really important because when people on Pinterest click on the photo it will redirect them to your website, which is great for non-profits.
7. Get your profile to 100 followers quick. Ask your social media community on other channels to follow you on Pinterest. Twice a month promote your Pinterest page on all of your social media channels.

## Bonus Tips

Outside of Social Media there are a couple other places you need to make sure you have a presence on. I have added a few tools you should consider using as well.

**Hootsuite** is a powerful time saving tool to schedule posts. I use Hootsuite with all of my accounts. Instead of having to manually post content to Twitter, Facebook, and Google+ at a specific time I can schedule posts ahead of time. It's free and easy. Start using Hootsuite today by visiting [www.hootsuite.com](http://www.hootsuite.com).

**Google Advertising** is a great way to get quick exposure of your non-profit. Advertising on Google isn't free, but it could be worth your time and money. The problem with doing Google Advertising is it's not super easy to setup yourself. Usually, it's best to pay a SEO (*search engine optimization*) expert to setup the account. My suggestion would be to have a SEO expert setup the account and the advertising plan while you manage the ads week to week. Most SEO experts make money off the week-to-week managing. If you want to try to do it yourself start at [www.google.com/adwords/how-it-works/faq.html](http://www.google.com/adwords/how-it-works/faq.html). **Important:** Google does provide free advertising for some

non-profits. Find out if you can qualify [www.google.com/grants](http://www.google.com/grants).

**Facebook Advertising** is a great way to get quick exposure of your non-profit using targeted parameters. Create an ad promoting your non-profit and use Facebook's advertisement parameters to market to your target market. Facebook advertising is easier than Google advertising, but you do need to allow for a learning curve. My suggestion is to spend only \$10 on an ad and then slowly increase the amount of the ad over time. Think of it like a newbie testing out the stock market. Be slow to spend and learn quickly. Start the learning process by visiting [www.facebook.com/advertising](http://www.facebook.com/advertising).

**Email** is a great way to build a robust list of individuals who elect to give you direct access to send non-profit related news in email form. I don't care what anyone says because email is not dead. Email is still essential. The best way to use email wisely is to not over send or over promote. The people who use email the best don't only inform their community of news, but tell stories from lives' changed. Capture and tell stories about your community and on top of the story promote opportunities for people to giveback. You can send and manage your email strategy through tools like [www.mailchimp.com/features](http://www.mailchimp.com/features)

or [www.constantcontact.com](http://www.constantcontact.com). Lastly, watch your open rates on your emails. Open rates tell you if your emails are being read, bounced, hitting junk mail boxes, and helps with creating better email campaigns, which leads to more influence for the non-profit. Any good email client gives you the open rates of your email campaigns.

**Yelp** is an essential website/app to have a presence on if you have a local storefront. If your non-profit is online only or event driven only then skip this section. The penny saver is no more, but Yelp reigns. Let's say my car needs brakes and I'm looking for a mechanic. I open up the Yelp app on my phone, type in brakes or mechanic, look at a couple local shops, reviews, and promotions, and then setup an appointment through pressing the call button on the app. The experience I just described is what , my friends, family, and the other 132 million monthly users do on Yelp.<sup>4</sup> The same is true if someone is looking to donate clothes and/or visiting a church. I would right now setup your Yelp page with the correct information and manage the reviews. Don't pay for the premium option because it's not worth it as a non-profit. You can find out more at [www.biz.yelp.com](http://www.biz.yelp.com). It's free to setup a public page on Yelp.

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<sup>4</sup> <http://www.yelp-press.com/phoenix.zhtml?c=250809&p=irol-press>

A **Website** is a vital tool for your non-profit. You need to have a central place online to direct all traffic towards, which is centered on your non-profit's goals. You can use [www.squarespace.com](http://www.squarespace.com), [www.web.com](http://www.web.com), or you can setup your own website using WordPress by using this free tutorial.<sup>5</sup> Make sure your website represents your non-profit well and promotes your non-profit's goals clearly.

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<sup>5</sup> <http://michaelhyatt.com/ez-wordpress-setup.html>



## Closing Thoughts

You now have the knowledge and resources to build your own custom social media plan for your non-profit. Immediately, **get your plan down on paper** and start engaging with your community. Don't forget to treat others, as you want to be treated on your social media channels. If you want people to listen to you, then listen to people. **Selfish people fail on social media.** I know you won't fail because you are going to treat others as they should be treated. Your non-profit will thrive using social media by following the guidelines covered in this resource.

Again, I wish I could buy you another cup of coffee and start building your personal social media plan with you, but it's time I go. If you have any questions tweet @JayKranda and visit [www.socialmediamadeeasy.tv](http://www.socialmediamadeeasy.tv) to see more ways I can help with your social media presence. Now, start engaging like a social media professional, grow your non-profit, and encourage others in the process.

Purchase the **Deluxe Starter Plan** on [www.socialmediamadeeasy.tv](http://www.socialmediamadeeasy.tv)

or hire Jay to manage your social presence to kick start  
your online marketing strategy.

# A Guide to Your Custom Social Media Plan

This is a step-by-step guide to building your blueprint

## 1. Write down your non-profit' goals

Non-Profit Goal

## 2. Write down your daily post topic

*(Example: Encouraging post, Educational post, Inspiring post, Promotion post)*

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

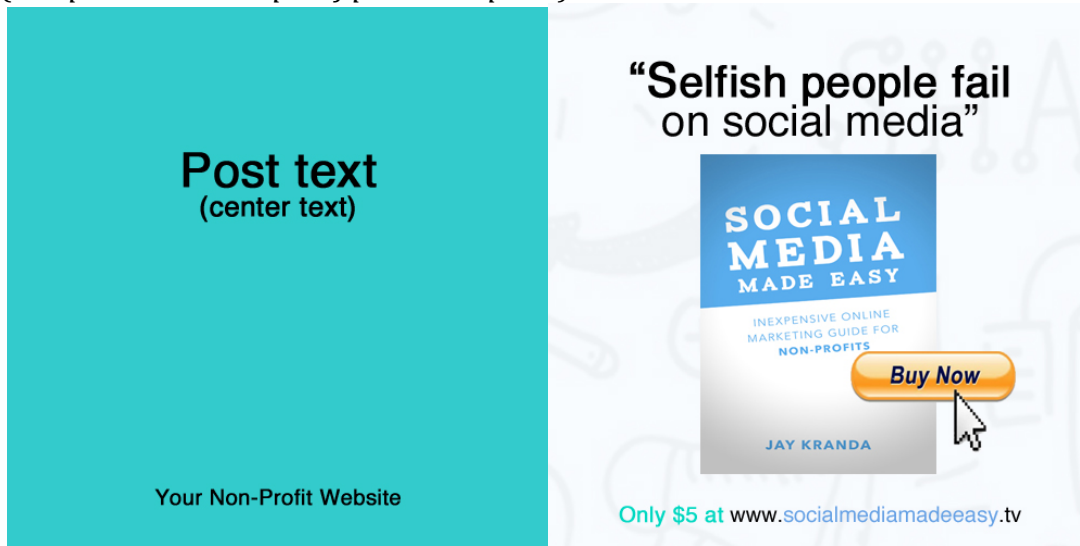
## 3. Pick the time and/or times for each post

*(Example: Monday at 10:00 am Self-promotion post)*

Day/Time	Use Answers from Step 2

#### 4. Build your photo template

(Template and example of photo template)



#### 5. Let's schedule your important social media appointments

When will you write 7 to 10 posts every week?

\_\_\_\_\_.

When will you daily engage on your accounts?

\_\_\_\_\_.

*\*Put your appointments in your schedule*

#### 6. List three competitors in your non-profit's field of expertise

1. \_\_\_\_\_.

2. \_\_\_\_\_.

3. \_\_\_\_\_.

*\*Do the research to see what each of these competitors are doing on Facebook, Twitter, Instagram, Pinterest, Google+, and LinkedIn.*

#### 7. Never stop learning and engaging on your social channels

# Cheat Sheet Tips for Churches

## Schedule and Type of Posts

Day/Time	Type of Post
Monday at 9:00 AM	Quote from Sunday message
Monday at 12:00 PM	Verse from message
Tuesday at 9:00 AM	Application question driven by main point from Sunday message
Wednesday at 9:00 AM	Prayer request question
Wednesday at 12:00 PM	Uplifting photo quote
Thursday at 9:00 AM	Promote class, event, or resource
Friday at 9:00 AM	Uplifting photo quote
Friday at 12:00 PM	Invite friend to service with message title
Saturday at 10:00 AM	Uplifting photo quote
Sunday at 8:00 AM	Promote message title and come to service
Sunday at 3:00 PM	Recap of salvations, attendance, & stories

## Engaging and Scheduling Posts

1. Log into Facebook and respond to people every day for 10 minutes at 12:00 PM.
2. Empower volunteers at the church by building a “Social Media Ministry” and give team members ADMIN rights to respond, schedule, and make posts day-to-day and weekly.
3. Use Hootsuite.com to schedule posts on Sunday night and live post only the Sunday recap post from the service.

## Free Photo Content Resources

1. [www.pinterest.com/abecanec/awesome-christian-quotes-verses-sayings/](http://www.pinterest.com/abecanec/awesome-christian-quotes-verses-sayings/)
2. [www.pinterest.com/momofmanyjs/bible-verses-and-christian-quotes/](http://www.pinterest.com/momofmanyjs/bible-verses-and-christian-quotes/)
3. [www.pinterest.com/dianawright/christian-quotes/](http://www.pinterest.com/dianawright/christian-quotes/)
4. [www.pinterest.com/michellp/christian-inspiration/](http://www.pinterest.com/michellp/christian-inspiration/)
5. [www.pinterest.com/epilepsywarrior/christian-quotes/](http://www.pinterest.com/epilepsywarrior/christian-quotes/)

## Pages to Watch

1. [www.facebook.com/saddlebackchurch](http://www.facebook.com/saddlebackchurch)
2. [www.facebook.com/lifechurchtv](http://www.facebook.com/lifechurchtv)
3. [www.facebook.com/elevationchurch.org](http://www.facebook.com/elevationchurch.org)