**Strategies for Increasing Social Media Following**

* Determine your goal for using social media. For most nonprofits, the goal is generally the same:
  + To promote awareness, to build community, to inspire action, and to share your impact
* Set up your social media accounts as nonprofits for unique benefits, donate buttons, and account fundraisers.
  + Facebook has Facebook fundraising, charitable giving tools, Facebook payments, and you can sign up to accept donations from personal fundraisers.
  + For Instagram, switch to a business account.
* Add donation buttons to Facebook and Instagram accounts. You never know when or who will choose to donate.
* Keep your branding consistent even on social media. Stick to brand guidelines regarding colors, fonts, logo placements, etc.
* Make sure your nonprofit’s voice and brand essence are clearly present in all posts. A follower should be able to look at your post and associate it with your business.
* Create a content calendar to keep posting consistent.
  + Remember to strike a balance between asks and updates.
* Utilize key calendar dates and trending hashtags to get noticed by a greater population.
* Launch a fundraiser using Facebook and Instagram donate buttons and fundraising options.
  + Run your own hashtag campaign to make it more discoverable.
* Be more than a business. Be human, be personable, share stories and interact with followers.
* Be responsive! Answer comments, questions and concerns on posts.
* Use strong, professional-looking images and videos.
  + Impactful infographics can help gain advocacy attention and are one of the most commonly shared types of posts (along with impactful visuals).
  + Make posts easily shareable! Let your followers help promote you.
* Create partnerships with other nonprofits and influencers so you can help promote each other. The best way to increase social media following is to get more people talking about your business. Reach out!
* Host an online or in-person event. Promote the event on social media using “tag-to-enter” strategies.

For more detail on the above strategies, read this article: <https://blog.hootsuite.com/social-media-for-nonprofits/>