



Social Media for Non-Profits

Worksheet

Organization name: _____

Target audience (geography/affiliations):

Step 1: Identity Potential Audience Members

Who are some a current or potential partners/clients who you know uses this network?



Step 2: Produce CONTENT Examples

Ask Questions

What's your near nearest youth community center?

Have you heard of the Safe Place program?

Do you believe at-risk youth can be helped?

Is your neighborhood a safe place for kids?

Curate Information

Indiana has more Safe Place programs than any state except Florida.

So far in 2014, the Indiana Lifeline Law has helped saved twelve young lives.

Indiana Youth Services Association has 32 members serving 80+ counties.

There are nearly 1.6 million children in Indiana under the age of 18.

Give Advice

Want to help kids? Your local Youth Service Bureau needs volunteers!

Children in the legal system can't always stand up for themselves. Be a voice for the voiceless.

To prevent juvenile delinquency, the first step is to choose not to ignore it.

If you suspect human trafficking, call the local authorities immediately.

Show Empathy

All children make mistakes. But with the right support, a young offender could change their path.

Our hearts go out to the families affected by the recent flooding in southern Indiana.

We stand with Officer Renn and the men and women of IMPD.

Hug your children tonight, and every night. Your love makes a difference.



Step 3: Develop a CONVERSION Plan

When people first engage with your content, what will you do?

How will you move someone from being (1) aware that you exist to (2) engaging in a transaction to (3) becoming a fan?

First: _____

Then: _____



Step 4: SCHEDULE your messaging/interaction

When will you schedule your messages throughout the day/week/month/year? What themes will you follow?

When will you be available to interact with others? Will you have “office hours” or lead community discussions at specific times/dates?

How far in advance can you write and schedule your content?



Step 5: MONITOR social activity

How often will you go online to confirm your content is appearing?

How quickly will you act when replies appear from others? Will you keep your phone active at specific times?

How will you know your strategy is working?
