

Social Media Guide

Best Practices for Nonprofit Organizations

Facebook

Tips

- Make sure that you have a [professional business page](#)
- Check if your organization is eligible for [Facebook fundraising](#)
- Enroll in [Facebook Payments](#)
- Set up your page to [accept donations from personal fundraisers](#)

Resources

- Explore [FREE Facebook Online Training Courses](#)
- Check out the [Nonprofit Marketing Course](#)
- Follow [Nonprofits on Facebook](#) to stay updated

Instagram

Tips

- Make sure that your page is [a business account](#)
- Create stories and save them as highlights
- Develop a [creative plan](#)
- [Schedule your content in advance](#)
- [Use the donation sticker on your stories](#)

Resources

- Check out this step-by-step guide on how to create [Instagram Reels](#)
- Learn [Instagram Analytics](#) to understand your audience better

Twitter

Tips

- Use visually engaging images and videos whenever possible
- Consider creating a #hashtag for your nonprofit
- Include a call-to-action with a link (URL/Website)
- [Pin a tweet](#) to your profile that explains your mission

Resources

- Use [this app to find engaging hashtags](#)
- Check out this [Campaigning on Twitter Handbook](#)
- Follow [Twitter Nonprofits](#) for updates and added resources

YouTube

Tips

- Check to see if your eligible for [YouTube's Nonprofits Program](#)
- Activate the [YouTube Nonprofits Program](#)
- Create content that increases awareness to your mission

Resources

- Check out [YouTube Creator Academy](#) courses, especially: [Activate Your Nonprofit on YouTube](#)
- Read this [YouTube Cheat Sheet](#) to improve your strategy

TikTok

Tips

- Learn about [TikTok For Good](#) options
- Use [Donation Stickers](#) on your videos
- Create a [Hashtag Challenge](#) to boost awareness

Resources

- Here is a beginner's guide on [How to use TikTok](#)

More Tips!

How to add a donate button to your Facebook Page:

1. Go to your nonprofit's Facebook Page.
2. Click **Add button**.
3. Select **Shop with you or donate**.
4. Pick **Donate** and click **Next**.
5. Click **Donate through Facebook**. (You'll need to be enrolled with Facebook Payments for this to work.)
6. Select **Finish**.

How to add a donate button to your Instagram profile:

1. Go to your profile and open the menu.
2. Select **Settings**.
3. Tap **Business** then **Donations**.
4. Turn the slider on beside **Add Donate Button to Profile**.

While you're adding buttons, add links to your social media accounts to your website, newsletter, and email signatures. Make it easy for people to connect and give them the confidence they're following official accounts. [Find all the icons you need here](#).

City of Phoenix Logos

Resources posted here offer current grant recipients information related to managing their award, as well as resources for acknowledging and marketing their grant.

Office of Arts and Culture Logos

- All print, publicity and promotional materials must include the Phoenix Office of Arts and Culture (POAC) logo and credit line.
- "Partial Funding provided by the Phoenix Office of Arts and Culture through appropriations from the Phoenix City Council."
- See more information here: [Phoenix Office of Arts and Culture logos](#)

Neighborhood Arts Grant Recipients Logo Usage

- In addition to the Phoenix Office of Arts and Culture, you also need to use the National Endowment for the Arts(NEA) logo. Download the NEA logos [here](#).
- For print materials, a phrase acknowledging support from the National Endowment for the Arts is a basic requirement using the following language: "*This project is supported in part by an award from the National Endowment for the Arts and the Phoenix Office of Arts and Culture.*"
- We encourage you to use the National Endowment for the Arts current logo whenever possible.

References

Managing your grant award. (n.d.). Retrieved April 28, 2021,

from <https://www.phoenix.gov/arts/grants-program/managing-your-grant-award>

(n.d.). Retrieved from <https://www.arts.gov/sites/default/files/2015-general-terms-and-conditions-for-orgs.pdf>

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