

Facebook for nonprofits

May 5, 2022

Today we will discuss

- Why a Facebook page is important for your organization
- Your goals, brand and voice
- Your audience
- What to post, when and how often
- Post planning
- Hashtags, tagging and location tags
- Facebook tools and features (plus increasing engagement)
- Ideas to post today!

Today we will discuss

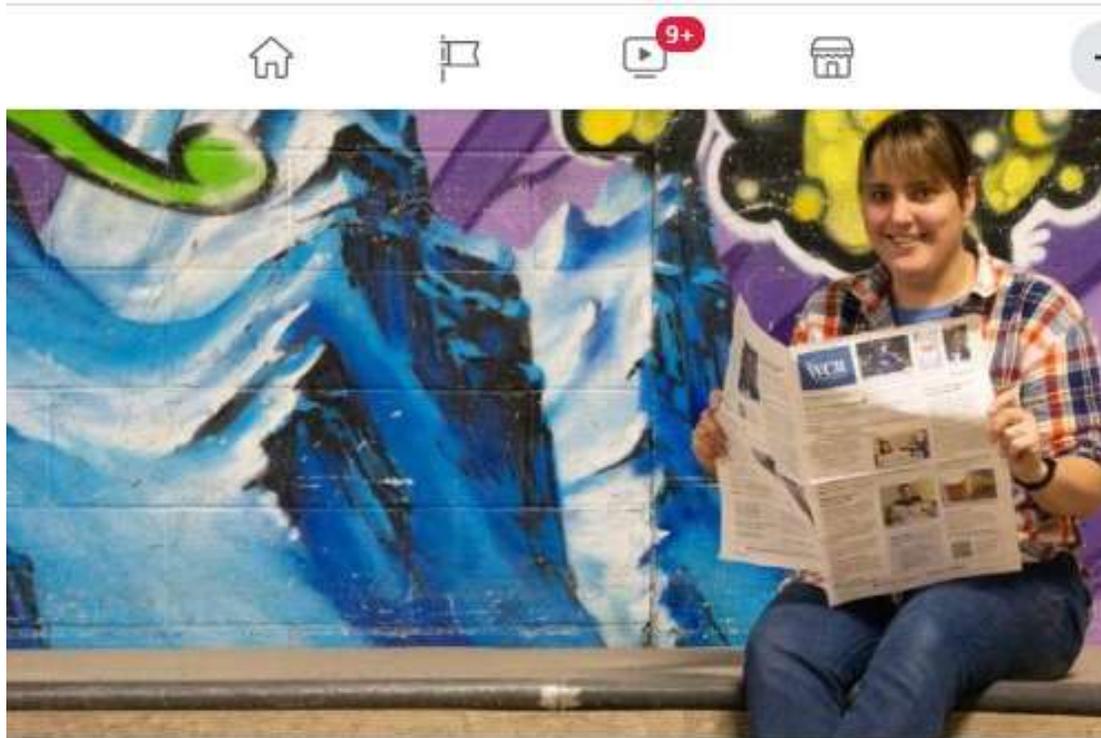
Facebook tools step-by-step

1. Settings
2. Scheduling posts
3. Editing or removing scheduled posts
4. Boosting posts
5. Facebook Events
6. Facebook Stories
7. Pin a Post to the Top of the Page
8. Facebook Insights
9. Facebook fundraising



A little about me.

Trish Weatherall,
Communications Specialist
Social Media Coordinator,
Decoda Literacy Solutions

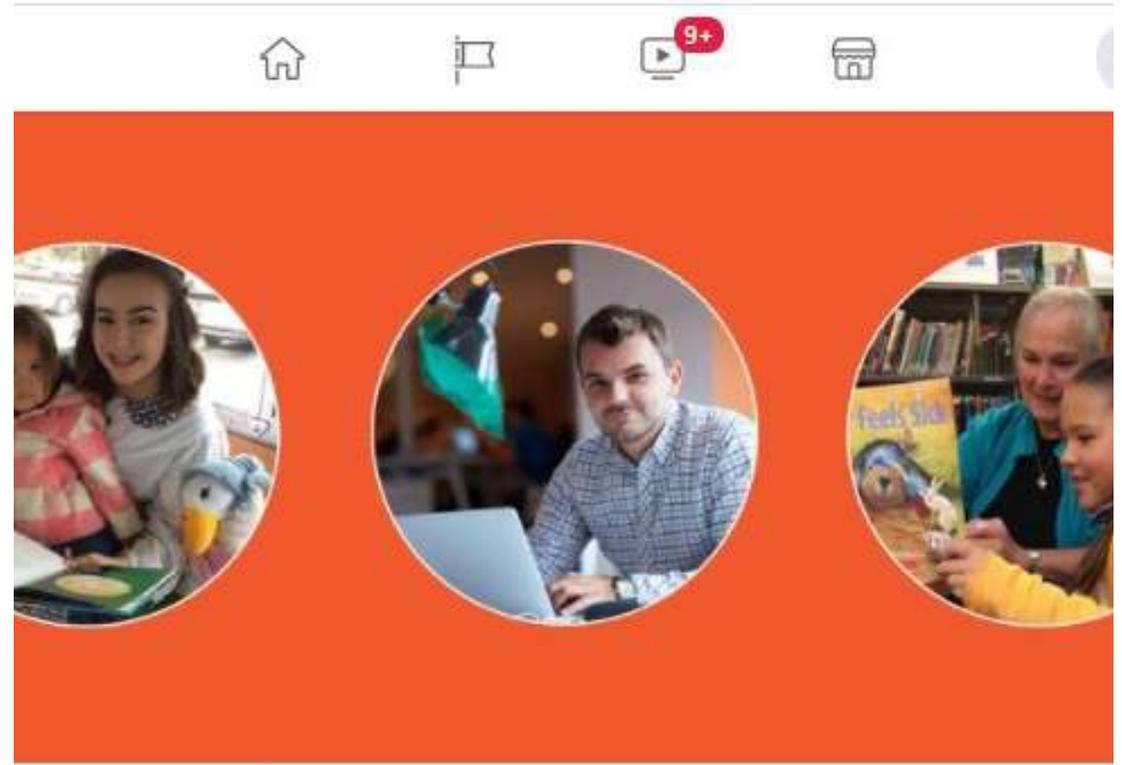


The Westcoast Reader

@westcoastreader · Newspaper

Contact

thewestcoast



Mount Waddington Family Literacy Society

@mwfamilyliteracy · Nonprofit Organization

Send

Managing social media is:

- a lot of planning
- some writing
- high quality graphics
- timing
- engagement
- experimentation
- and experience

About you polls

- Do you have a personal Facebook account?
- Do you have a Facebook page for your organization or program?
- Do you have a website for your organization?
- Do you have an online donation platform like CanadaHelps.org?
- Do you have one hour per week to dedicate to Facebook?

About Facebook

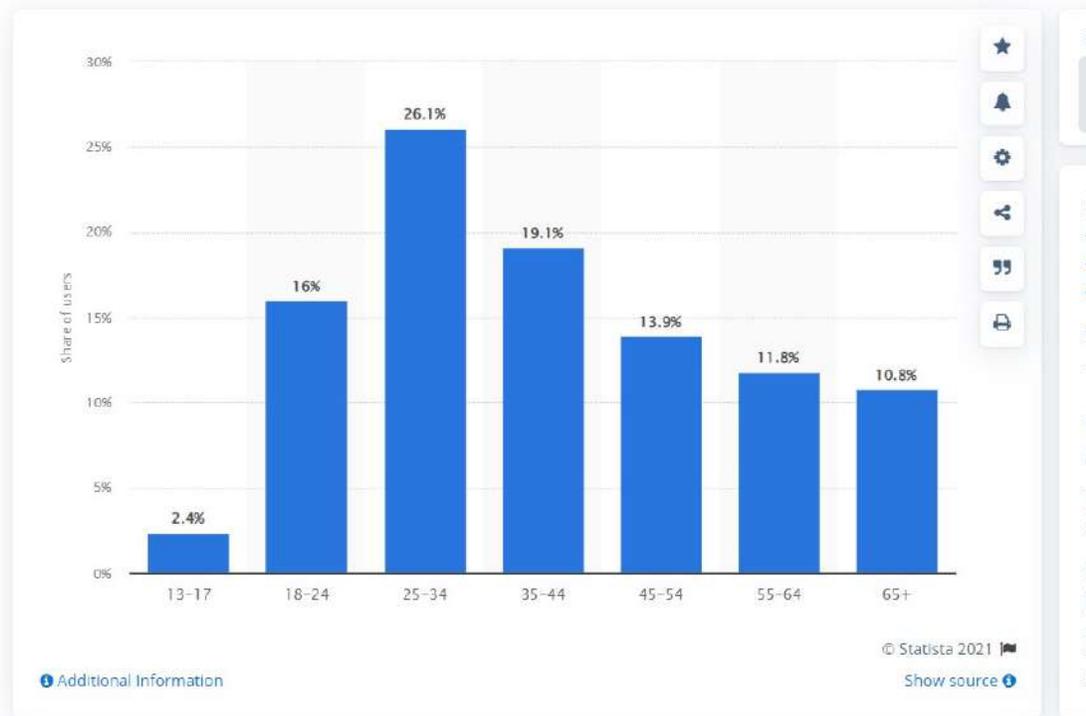
Facebook is still the largest social network on the internet.

*As of July 2021, there were **28,780,000 Facebook users in Canada.**

Facebook users

Internet > Social Media & User-Generated Content

Distribution of Facebook users in Canada as of July 2021, by age

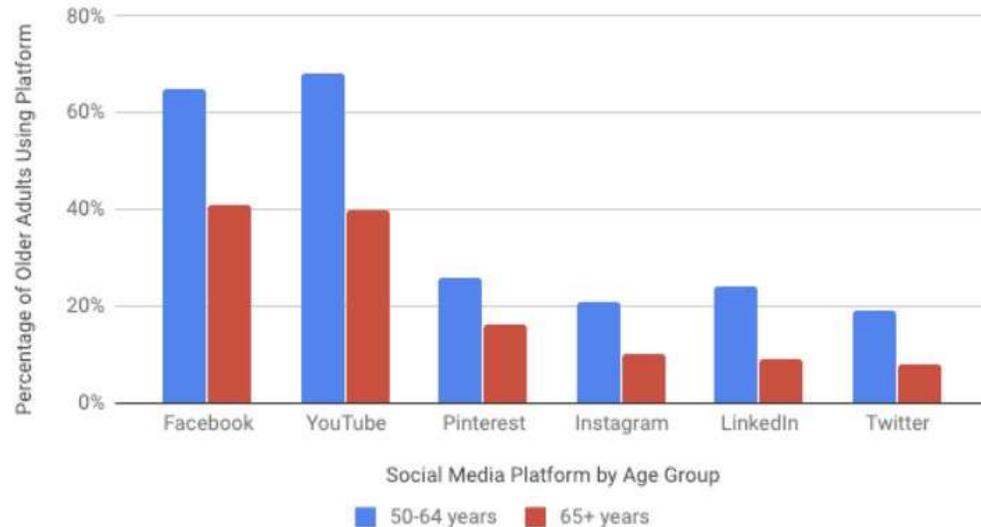


The 25- to 34-year-olds accounted for 26.1 percent of Facebook users in Canada, whereas just 2.4 percent of users were aged between 13 and 17 years old.

– Statista Research Department

Facebook users

Social Media Use by Older Adults



Facebook and YouTube are the top platforms used by people over 50.

Why is this important?

Average age of donors in 2019 was 55.

Twitter

Social network
company



twitter.com

Instagram

Social networking
service



instagram.com

Other social media

- Twitter is most popular with millennials (age 18-29). It allows short text (100 characters), a photo and or link
- Instagram is also most popular with ages 18-29. It only allows graphics and text – no links (except one in the page's bio)
- If your clients are in this younger demographic, it's worth starting an Instagram page.

Donor demographics

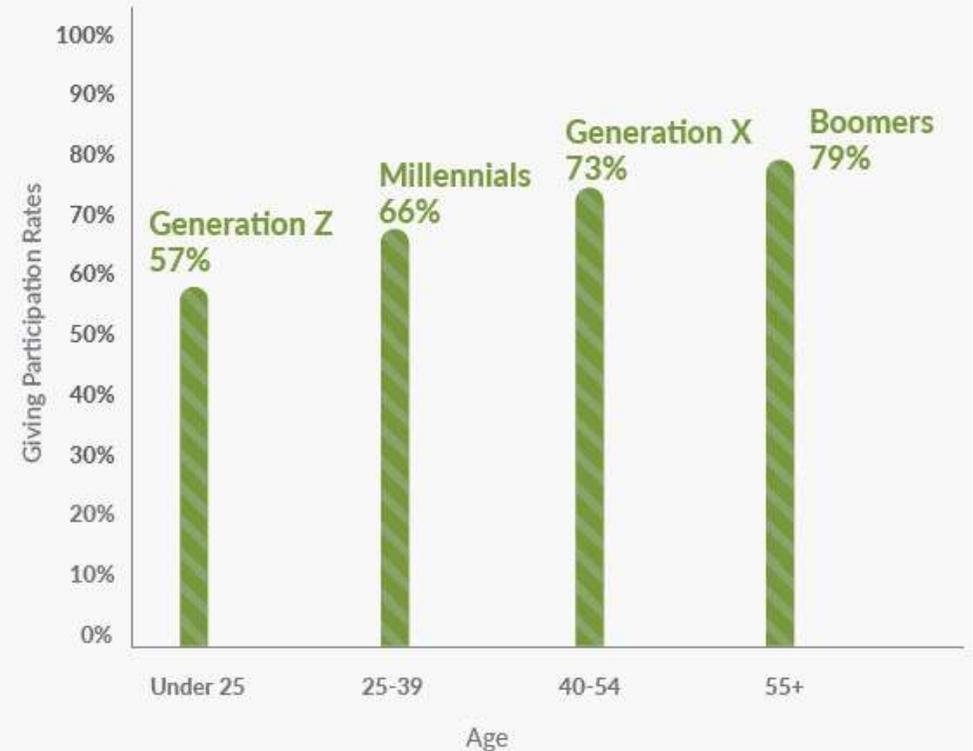
Canadians donated 10.3 million in 2019

- \$2.8m from donors over age 65
- \$2.1m from donors 55-64
- \$1.8m from donors age 45-54
- \$1.4m from donors age 35-44
- \$910,000 from donors age 25-34
- \$390,000 from donors age 0-24

*Statistics Canada.

[Table 11-10-0130-01 Summary of charitable donors](#)

FIGURE 4
Reported an Act of Giving in the Last
12 Months by Generation



*The Giving Report 2022 – CanadaHelps.org



THE GIVING REPORT 2021

Faster Growth in Online Giving Crucial During Times of Crisis

Giving statistics

*The 2021 Giving Report from CanadaHelps.org

- Projected decline in giving of 10%
- In 2020, **online giving grew 86% y-o-y**
- **Giving Tuesday** is still one of the most important giving days of the year.
- Some causes grew at much faster rates
 - Indigenous People's Charities
 - Social Services Charities
 - Health Charities

Before you start posting...

Determine your goals.

Inspire people to take action to:

- spread the word
- attend events
- volunteer
- or donate

Determine your goals

- Inform about your programs and activities
- Inform about your organization's mission, staff and board
- Direct people to your website
- Inspire learners
- Provide resources for learners, teachers and tutors
- Create awareness
- Recruit volunteers
- Increase donations
- Thank funders and volunteers

Decoda

Literacy Solutions

Your brand

Your brand is your image.

A consistent brand makes your organization recognizable.

Recognizable brand logos



Keep a consistent brand image through your:

- Logo
- Colours
- Fonts
- Business cards
- Posters, flyers and brochures
- Website
- Social media posts

Join the Virtual Team Trivia Challenge



*Photo courtesy of Dr. Sarah Henry

Tuesday, September 21 | 7:00 PM - 8:30 PM

Form your team (2-6 players). Get players to enter online by donation. Go to decoda.ca. #PutOnYourPurple #LiteracyConnectsUs

Sponsored by:

Hosted by:

Thank you



Decoda.ca

#LiteracyConnectsUs

Sock it to literacy!

WARM • SOFT • MOISTURE-WICKING • ITCH-FREE



Buy locally and support your community! #PutOnYourPurple
 \$1 from each pair you buy is donated to local literacy programs

Sponsored by:

In Partnership with:

Did you know?

Decoda derives from the word “decode” which means to create understanding; to unravel the mystery.

Decoda.ca

Working together for literacy



Your voice

Your style of communication, the way you talk to your audience.

- Friendly
- Professional
- Informative
- Approachable

Your voice

Know your audience.

- Is your audience mainly over 50 but you use jargon of 20-year-olds or the reverse?
- Does your audience include people with limited literacy skills?
- Make sure everyone posting on your page uses the same voice.

Your voice

- Use “we” and “you”
- Be specific with programs, locations - consider newcomers to your page and your community.
- **Try not to use acronyms** for programs, organizations, locations or communities. Example: “MWFLS is holding IPALS in PA this year!” Who knows what that means?
- **Make it easy for newcomers.** Make sure to give enough information, even in a small town.
- Eg. ‘Visit us at the old school’ include the address ‘Visit us at the old school, 123 First Ave.’ Include the town if you cover a region with several communities.

Decoda Literacy Solutions
Published by Trish Weatherall · November 20 at 12:08 PM · 🌐

Join us for "Making the Most of Facebook for Nonprofits" - a lunch-and-learn webinar on November 30th!
We'll discuss:

- what to post, when and how often
- Facebook tools like pre-scheduling, boosting posts, events, stories and insights
- the importance of branding and voice
- the use of tagging and applying hashtags

Register at:
<https://us02web.zoom.us/j/7Z0vfuihpzIsHdCPA0WuRRSpU7YSO...>
#ProD #Training #Webinar #LunchAndLearn #Facebook4Nonprofits



Your voice

End most posts with a specific call to action.

- Contact us
- Read more
- Learn more
- Visit our website
- Join us
- Donate (or Give)

Questions?

About Brand and Voice?

What to post, when and how often?

First, you need to know:

- Who is your audience?
- When are they online?



Your audience

You want to analyze your audience to determine what to post and when.

Your audience might be

- Clients/learners
- Educators
- Supporters
- Volunteers & Potential Volunteers
- Funders and sponsors (current and potential)
- Donators
- Other nonprofits with similar clientele

Your audience

- Media
- General public

Your audience

To build your audience, it's a good idea to

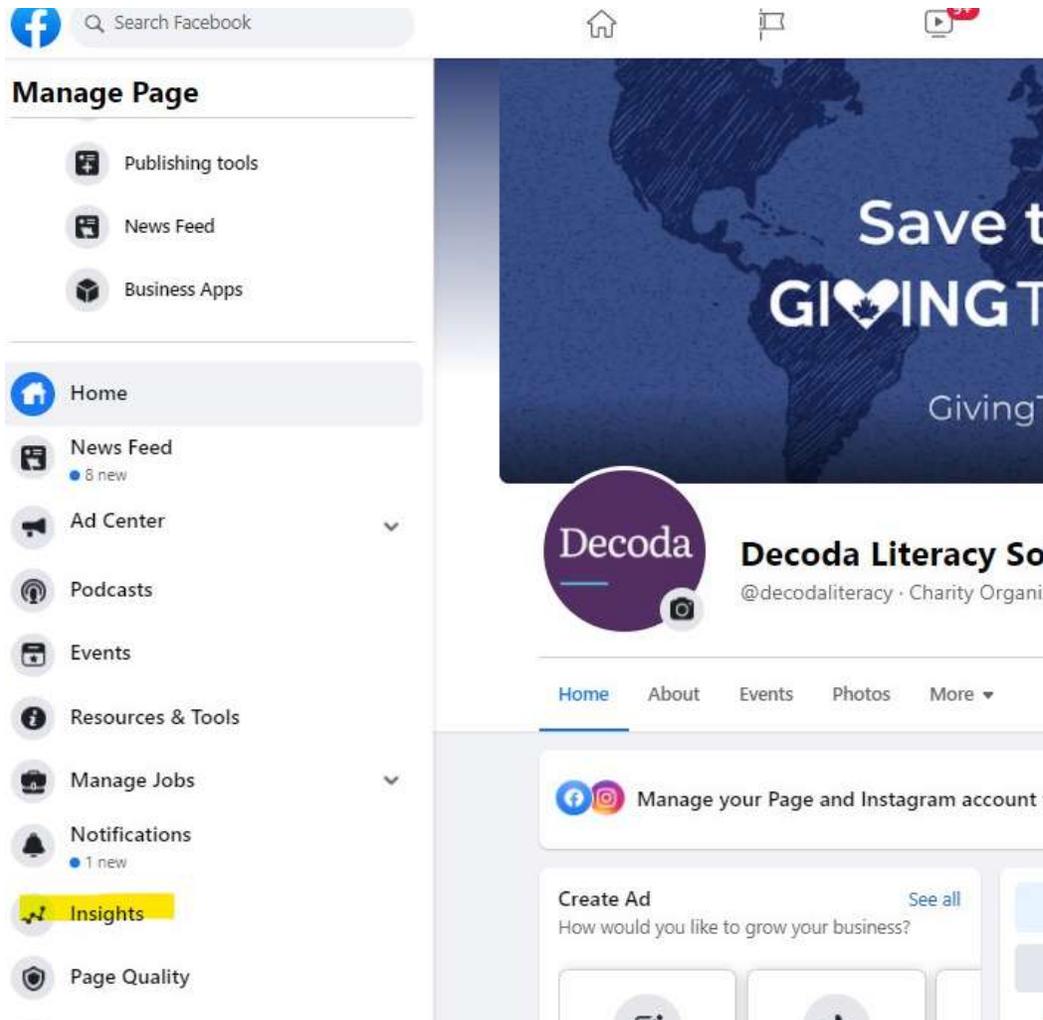
- Invest some time in finding and liking pages that you want to 'like' your page.
- Join community pages where you can publicly post or share posts.
- Go through your posts to find people to 'invite' to like your page.
- Invite your own Facebook friends to like the page.
- Remind people to join your Facebook page in your newsletter or emails.

Audience

- Add a link to your Facebook page to your email signature
- Boost a post

We'll discuss how to do all these things later!

But first, let's look at your audience.



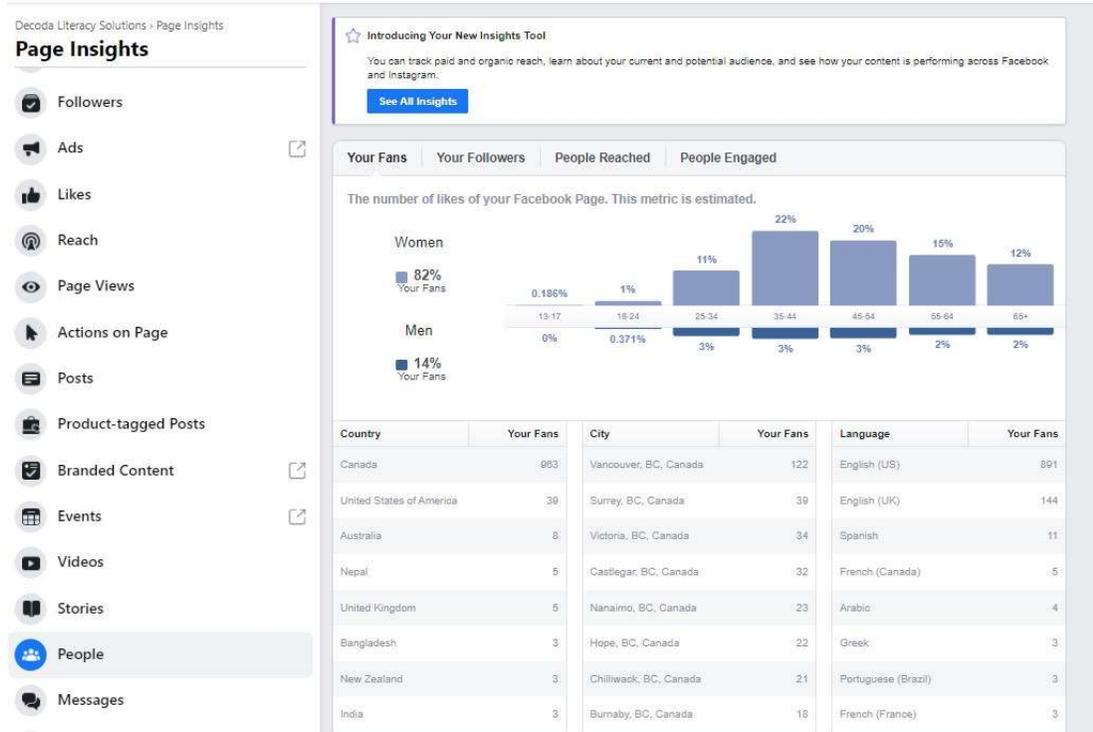
See your audience

On PC

Go to your **Page** 

(flag along the top, then choose your page)

Click **Insights** on the left menu bar



See your audience

Click **People** on the left menu bar

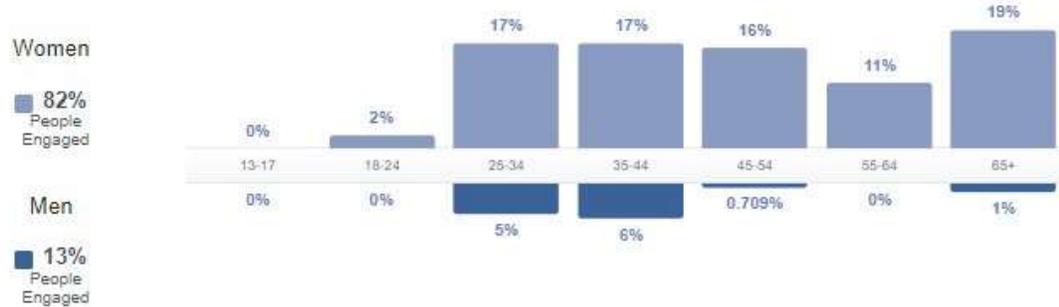
Click the tabs across the tops to see graphs of your Fans, your Followers, People Reached, People Engaged.

You can track paid and organic reach, learn about your current and potential audience, and see how your content is performing across Facebook and Instagram.

[See All Insights](#)

Fans | Your Followers | People Reached | **People Engaged**

Number of People Talking About the Page by user age and gender. This number is an estimate.



City	People Engaged	Language	People Engaged
Vancouver, BC, Canada	17	English (US)	131
Coquitlam, BC, Canada	6	English (UK)	9
Quesnel, BC, Canada	5	Spanish	1
Hong Kong, Hong Kong	5	Traditional Chinese (H...)	0
Yellowknife, NT, Canada	4	Traditional Chinese (Ta...)	0
Abbotsford, BC, Canada	4		

Your audience

Notice the difference between the ages of the followers and people who engaged (liked or clicked a link on your post)?

You can track paid and organic reach, learn about your current and potential audience, and see how your content is performing across Facebook and Instagram.

[See All Insights](#)

Your Fans | Your Followers | People Reached | **People Engaged**

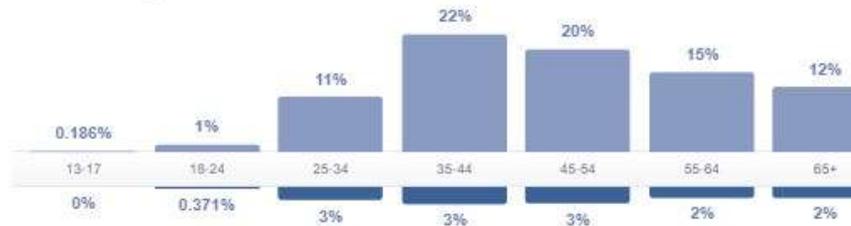
The number of likes of your Facebook Page. This metric is estimated.

Women

82%
Your Fans

Men

14%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
Canada	963	Vancouver, BC, Canada	122	English (US)	8
United States of America	39	Surrey, BC, Canada	39	English (UK)	1
Australia	8	Victoria, BC, Canada	34	Spanish	
Nepal	5	Castlegar, BC, Canada	32	French (Canada)	
United Kingdom	5	Nanaimo, BC, Canada	23	Arabic	
Bangladesh	3	Hope, BC, Canada	22	Greek	
New Zealand	3	Chilliwack, BC, Canada	21	Portuguese (Brazil)	

You can track paid and organic reach, learn about your current and potential audience, and see how your content is performing across Facebook and Instagram.

[See All Insights](#)

Your Fans | Your Followers | People Reached | **People Engaged**

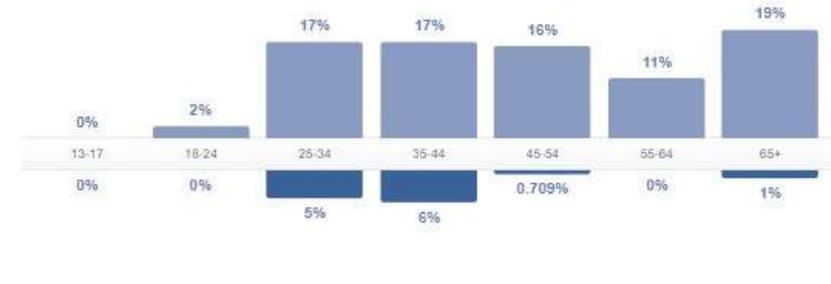
The number of People Talking About the Page by user age and gender. This number is an estimate.

Women

82%
People Engaged

Men

13%
People Engaged



Country	People Engag...	City	People Engag...	Language	People Engag...
Canada	126	Vancouver, BC, Canada	17	English (US)	131
Hong Kong	5	Coquitlam, BC, Canada	6	English (UK)	9
United States of America	3	Quesnel, BC, Canada	5	Spanish	1
Indonesia	1	Hong Kong, Hong Kong	5	Traditional Chinese (H...	0
Nepal	1	Yellowknife, NT, Canada	4	Traditional Chinese (Ta...	0
Philippines	1	Abbotsford, BC, Canada	4		
Macau	0	Unknown	4		

Questions?

About audience?

When are they online?

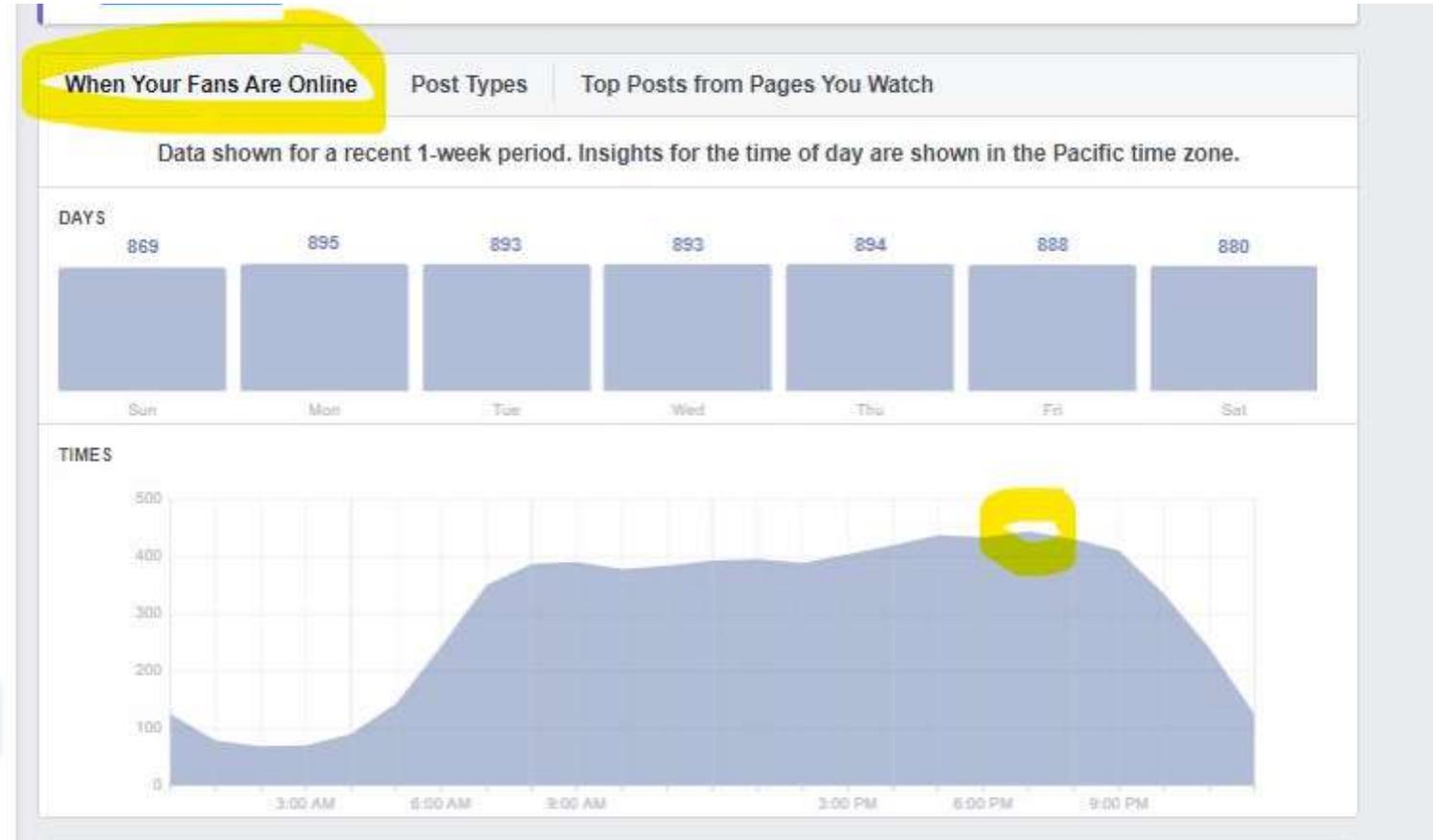
Use Insights to find out when your audience is online.

On PC:

- Click **Pages** and go to your page.
- Click Insights > Posts
- *can't find this feature on an iPhone!

When are they online?

- Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Product-tagged Posts



When are they online?

- Decoda's audience peak times are daily from 9am to 9pm
- Peak time is about 8 pm (the most number of followers is online)
- Scroll through days to see when the audience is online each day

Questions?

About post times?

How often to post?

- Once per day
- Quality is more important than quantity
- Try for three times per week

Balance posts

- **70% Value content.** Informative, entertaining or inspiring.
- **20% Shared content.** Help uplift voices outside your organizations
- **10% Promotional content.** Events, fundraisers (you will likely share more promotional content during Literacy Month, the Giving Season or other fundraisers)

Potential post categories

- Education
- News/Community
- Inspiration/Fun
- Promotion

Did you know?

45% of British Columbians aged 16 to 65 may have difficulty

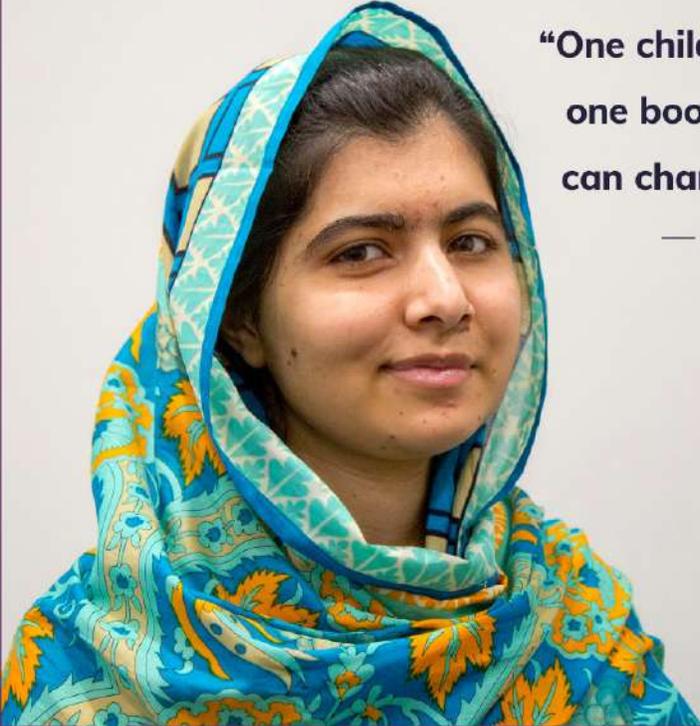
- understanding newspapers,
- following instruction manuals,
- reading health information
- and other daily living tasks.

Decoda.ca [Working together for literacy](#)

Educational posts

Literacy information – follow other orgs and share their posts or create your own similar posts.

- Statistics
- Tutor tips
- Articles

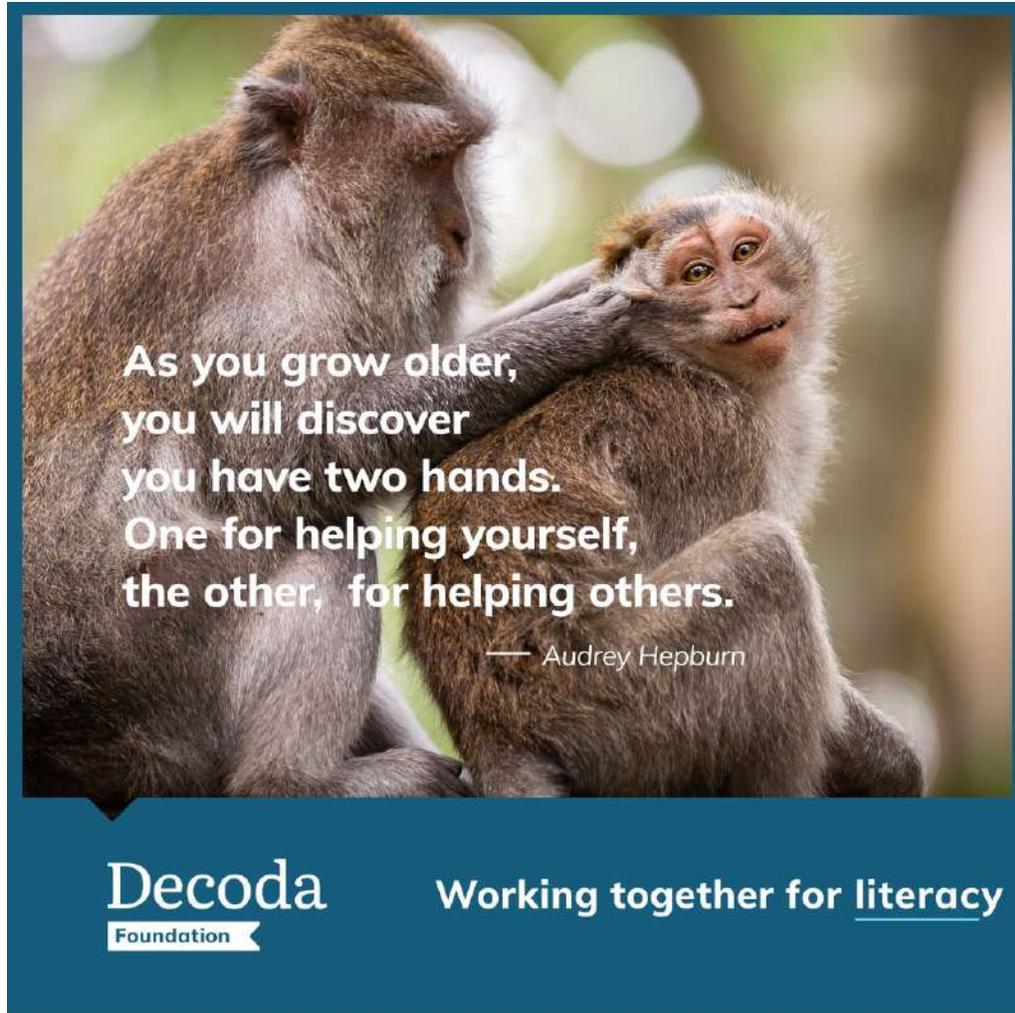


**“One child, one teacher,
one book and one pen
can change the world.”**
— Malala Yousafzai

Decoda.ca Working together for [literacy](#)

News/community posts

- Special days
- Sharing other organization’s posts that are relevant
- Literacy news



Inspirational/fun posts

Inspirational quotes and photos about

- Learning
- Reading
- Giving

 **Decoda Literacy Solutions**
Published by Trish Weatherall · November 21 at 10:31 AM · 🌐

Meet Decoda's controller, Fanny Romeyn!
Fanny talks about her experience in finance, why literacy and financial literacy are important to her, what it takes to be fiscally responsible, and the importance of a healthy work-life balance in this article.
#FinancialLiteracy #FLM2021 #DecodaStaff
#InformationIsPower #WorkingTogether4Literacy
<https://decoda.ca/controller-accountability-workplace.../>



DECODA.CA
Controller values accountability and workplace culture -
Decoda Literacy Solutions

Promotional posts

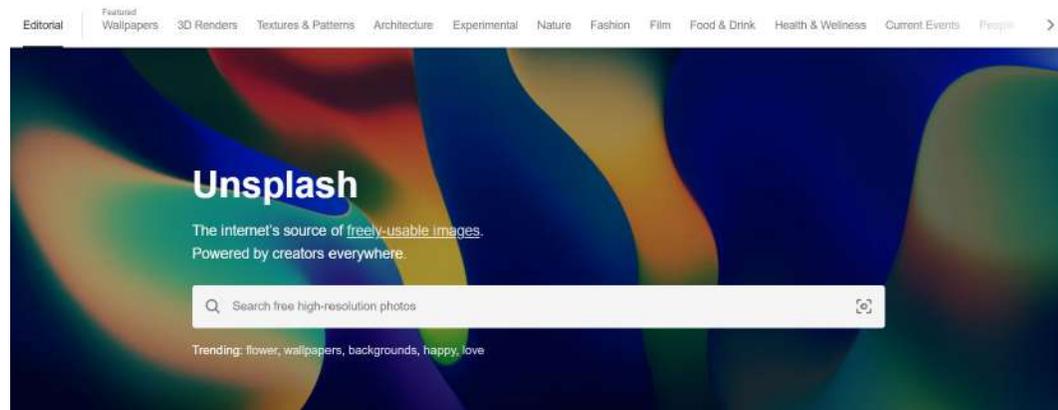
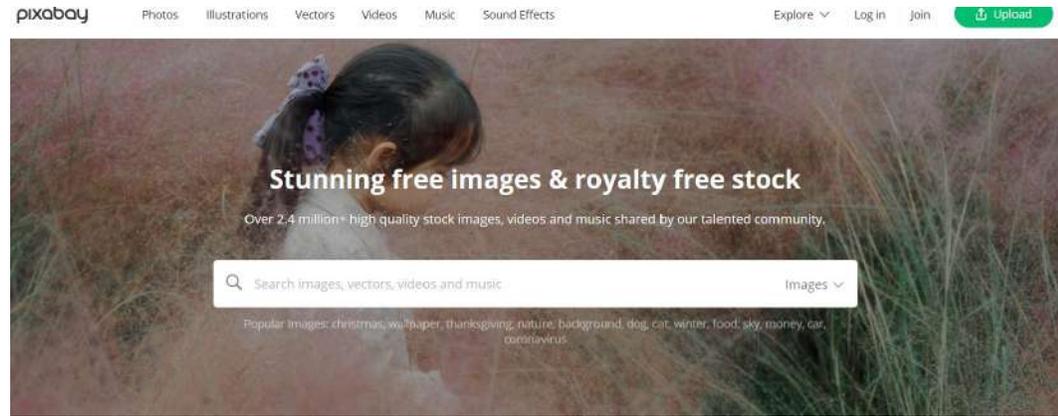
- Program information/ announcements
- Success stories – full stories on your website or photo and simple explanation
- General organization promotion
 - About us, Mission, Values
 - Staff profiles

Most popular posts

Posts with photos get 53% more likes, 104% more comments and 84% more click throughs on links than posts with text only. (Kissmetrics)

- In small communities, **local** photos do well
- Photos of **children or pets**
- Photos of **volunteers**
- Photos of **people** rather than objects

Find free photos at



[Pixabay.com](https://pixabay.com)

[Pexels.com](https://pexels.com)

[Unsplash.com](https://unsplash.com)

Questions?

About post types or photos?

Post planning

- Use Word or an Excel spreadsheet for planning.
- Include dates, content pillars, text, hashtags, links and graphic.
- Having this all prepared in advance makes it easy to transfer either each day or by scheduling in advance. Great for holidays!

Post planning tips

1. At the end of each month, sit down and map out the month ahead.
2. Note any special days and your priorities that month and key messages (recruiting volunteers, recruiting program participants, fundraising?)
3. Plan for 1 success story, 1 staff intro, 1 organization note, 1 tip, 1 inspiration, 1 fun post.
4. Include at least one ask for donations each month (tell them what their gift can do)

 **Mount Waddington Family Literacy Society**
 Published by Trish Weatherall · November 10 at 7:45 PM · 🌐

We're here to help.
 We can assist with your literacy projects and program ideas through fund finding, letters of support and by connecting you with our many resources.
 Visit our website and scroll through the impact stories about some of our projects and programs!
 #MWFLS #WorkingTogether4Literacy
<https://mwliteracynow.wordpress.com/impact-stories/>



MWLITERACYNOW.WORDPRESS.COM
Impact Stories
 Read about literacy programs, projects and events that impact our ...

142 People reached	16 Engagements	– Distribution score	Boost post
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 4 2 Shares

Post idea

Website pages.

Look at your website – what can you share from there?

Decoda Literacy Solutions
Published by Trish Weatherall · March 28 · 🌐

Meet our Executive Director [Margaret Sutherland!](#)
Years at Decoda: 9
Margaret came to Decoda from the [Columbia Basin Alliance for Literacy](#), where she was a regional program manager. She has worked as a communications manager, literacy outreach coordinator, program facilitator, trainer, event planner, tutor, and was previously the Director, Programs and Services at Decoda.
In her spare time, you'll find Margaret in the garden, practising yoga or relaxing with a good book.
👉 We appreciate Margaret's thoughtful and balanced leadership and sense of humour!
You can find our more formal staff list on the website <https://decoda.ca/about-us/staff-and-board/>
[#Decoda](#) [#AboutUs](#) [#MeetTheStaff](#) [#LiteracyLeadership](#)



538 People reached 138 Engagements — Distribution score [Boost post](#)

👍❤️ You and 56 others 10 Comments 1 Share

Post idea

Profiles of Staff – What they do, why they support the cause. Something fun and personal (hobbies, children, pets, etc) + a great photo
*Tag the employee
#Staff #Tutor

Decoda Literacy Solutions
 Published by Trish Weatherall · May 28 · 🌐

Thank you to our Board of Directors - for your support, dedication, guidance and wisdom!
 #Decoda10YearsStrong #WorkingTogether4Literacy #ThankYou

@Valerie Overgaard
 @Grace Kuo
 @Dr Pat Campbell
 @Anne Cooper
 @Leslie Landell
 @Ralf St. Clair
 @Diana Flurey Twiss



193 People reached 22 Engagements ↑ +1.4x higher Distribution score [Boost post](#)

👍 21

Post idea

Profiles of Board.

Thank them. Name and title, day job, why they support your cause, something fun and personal + a great photo.

*Tag them

#BoardMember #ThankYou



Post idea

Highlight volunteers.

Either with a photo and mini-profile or an action photo with a description of what's happening. Thank them. If appropriate, use this post to recruit new volunteers.

 Decoda Literacy Solutions is with Lea Edgar and 4 others ...
Published by Margaret Sutherland · November 24 at 11:37 AM ·
We met the newest member of the Decoda team today. Welcome Tyson!



401 People reached 66 Engagements ↑ +2.7x higher Distribution score [Boost post](#)

  You and 39 others 1 Comment

[Like](#) [Comment](#) [Share](#)

Post idea

Behind the scenes.

Are you packing up gift bags?
Unpacking a delivery of books?

Staff special occasion?

Show your audience what's
happening behind the scenes!

Decoda Literacy Solutions
Published by Trish Weatherall · November 15 at 12:11 PM · 🌐

IPALS facilitators Ting Ting Reuveny and Sara Tabatabaee run IPALS sessions in Mandarin and Farsi at the North Shore Multicultural Society in North Vancouver,

They told us how the parents as literacy supporters programs help immigrant communities:

"IPALS is very important for newcomer parents," says Sara. "They don't know the Canadian school system and they have lots of questions. They are used to a more academic approach where you sit and learn. Now the parents understand that they can learn through play."

Ting Ting agrees: "In Chinese culture, you just sit down and read and write and memorize. Parents think teaching is only for professionals. The Canadian education system is much more relaxed and has a completely different approach. At first, they wonder how singing and playing and making crafts out of popsicle sticks is learning. Then parents learn they can be lifelong support to their children's learning."

#ParentsAsLiteracySupporters #IPALS #EarlyLearning
#ImmigrantCommunity #LiteracyConnectsUs

Learn more about Parents As Literacy Supporters programs at:
<https://decoda.ca/our-work/ipals-pals-abpals/>



194 People reached 13 Engagements +1.3x higher Distribution score [Boost post](#)

👍 9

Post idea

Program photos.

Try to get photos of programs in progress, groups participating in a class or activity.

Note: You will need to have signed photo releases.

Decoda Literacy Solutions
 Published by Trish Weatherall · November 10 at 7:16 PM · 🌐

Thank you to [RBC Future Launch](#), private foundations and individual donors for their support for Fostering Literacy.

Fostering Literacy supports school-age children who struggle with reading. Children practice and grow their reading skills with a trained tutor in a one-on-one setting, with the emphasis on making reading fun.

Fostering Literacy programs are offered in 15 BC communities.

Over 300 trained tutors support over 350 students annually.
[#FosteringLiteracy](#) [#ReadingTutors](#) [#readingisfun](#) [#RBCfuturelaunch](#)
<https://decoda.ca/our-work/foster-literacy/>



DECODA.CA
Fostering Literacy - Decoda Literacy Solutions
 The Fostering Literacy project uses trained volunteer or youth tutors for one-on-one tutoring of school-age children who struggle...

257 People reached 16 Engagements ↑ +1.9x higher Distribution score [Boost post](#)

👍 10 2 Shares

Post idea

Say thank you.

Say thank you to volunteers, funders and sponsors.

Use a photo or their logo

(get it from them to ensure it's high quality).

Post planning sheet sample

The Westcoast Reader Social Media							
		Article					
		Promo					
		Resource					
		News					
September 2021	Theme	Pillar	Source	Text	Twitter Text	Hashtags	Links
Oct. 1	WCR	Promo		From jack-o-lanterns and barbie dolls to wildfires and human rights, the October issue of The Westcoast Reader is packed with current news and seasonal articles - all written for learners!		#Newspaper4Learners #TheWestcoastReader #ELL #OctoberNews	https://thewestcoastreader.com/subscribe/
Oct. 3	Library Month	Promo		October is Canadian Library Month! Did you know that you all adults in BC can borrow from the Decoda Literacy Library (more than 5000 resources!) by mail, for FREE? Visit https://decoda.ca/library/		#DecodaLiteracyLibrary #Free #BCLibrary #CanadianLibraryMonth	
Oct. 8	Literacy Month	News	Decoda	Decoda has announced the draw winners of the #LiteracyConnectsUs colouring contest! (share)		#LiteracyMonth #LiteracyConnectsUs #WorkingTogether4Literacy	
Oct. 8	Thanksgiving	Article	WCR	Enjoy the holiday weekend! Try this easy pumpkin pie recipe from The Westcoast Reader!			Pie recipe graphic -
Oct. 10	Day of the Girl	News	WCR	Tomorrow - October 11 - is International Day of the Girl! We've got it on The Westcoast Reader's October calendar page. :)		#DayOfTheGirl @planacanada	WCR Calendar photo
Oct. 11 mon							
Oct. 12 - 15 - Tues		Article		This new online article from @westcoastreader explains the National Day for Truth and Reconciliation and Orange Shirt Day, and includes exercises and a		#NDTR #OrangeShirtDay #Newspaper4Learners	https://thewestcoastreader.com/national-truth-and-reconciliation-day/

Questions?

About post planning?

Adding Tags, Hashtags and Location

Tagging, hashtags and location are all ways to help people find your posts.

Tags use the @ symbol

@decodaliteracy tags Decoda's Facebook page

Hashtags use the # symbol

#Literacy will show your post to anyone searching for #Literacy

Decoda Literacy Solutions
Published by Trish Weatherall · November 3 at 7:38 PM · 🌐

Decoda is pleased to introduce the new adult literacy virtual tutor training resources!

This project was a combined effort between literacy practitioners from [Capilano University](#), [Literacy Central Vancouver Island](#), [Project Literacy Central Okanagan Society](#) and [Columbia Basin Alliance for Literacy](#). Decoda Literacy Solutions coordinated the project.

Combined with the guidebook, a series of seven PowerPoint presentations are offered to cover the major areas of online traini...
[See more](#)



DECODA.CA
Virtual Tutor Training Resources - Decoda Literacy Solutions

232 People reached	39 Engagements	↑ +1.7x higher Distribution score	Boost post
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👍 16 3 Shares

Tag people and organizations

Tags are Facebook names or page names that you add to your posts.

By ‘tagging’ someone or an organization, they are more likely to see it, their followers are more likely to see it, and your followers now have a connection to that page.

Tag people and organizations

You can tag

- Your funders
- Partner organizations
- Any person or organization mentioned in the post



Tag people and organizations

It's a good idea to visit the Facebook pages you want to tag to confirm its handle.

Often options will pop up that are incorrect.

 **Decoda Literacy Solutions**
Published by Trish Weatherall · November 12 at 8:30 AM · 🌐

Deadline Nov. 15th: Call for presenters at the Decoda Literacy Conference in March 2022!
Do you have something to share with literacy professionals?
Find out more and apply online by November 15 at >
<https://decoda.ca/training/decoda-conference/>
#DecodaLiteracyConference2022 #conferencepresenters
#shareyourknowledge #WorkingTogether4Literacy

 **Decoda Literacy Conference - Decoda Literacy Solutions**
Every two years the Decoda Literacy Conference brings together BC's provincial literacy network for interactive, dynamic and informative learnin...

145 People reached 7 Engagements  +1.0x average Distribution score [Boost post](#)

 4

Use #hashtags in your posts

The # symbol is used to:

- Mark keywords
- Add key messages not in the post
- Sort posts
- Attract more followers

Hashtag tips

- Don't use too many hashtags (max 10) 3 or 4 is usually about right
- Don't use spaces or punctuation
- Do use capital letters on longer hashtags, for accessibility (known as 'camel case')

#whichonedoyoufindeasiertoread

#WhichOneDoYouFindEasierToRead

Sample hashtags

#literacy #reading #EarlyLiteracy #AdultLiteracy

#WorkingTogether4Literacy #LiteracyMatters

#LiteracyConnectsUs #FosteringLiteracy

#event #contest #community #volunteer

#nonprofit #donate #charity #fundraiser #give

#RaiseAReader #GivingTuesday #LiteracyMonth

New Post

Placements

 Mount Waddington Family Literacy Society

 Instagram Feed [Connect Instagram](#)

Text

😊

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

 Add Photo

 Add Video ▼

Location · Optional

Location tags

Adding a location makes the post visible to anyone searching on that location.

Find it below Media when you 'Create post'

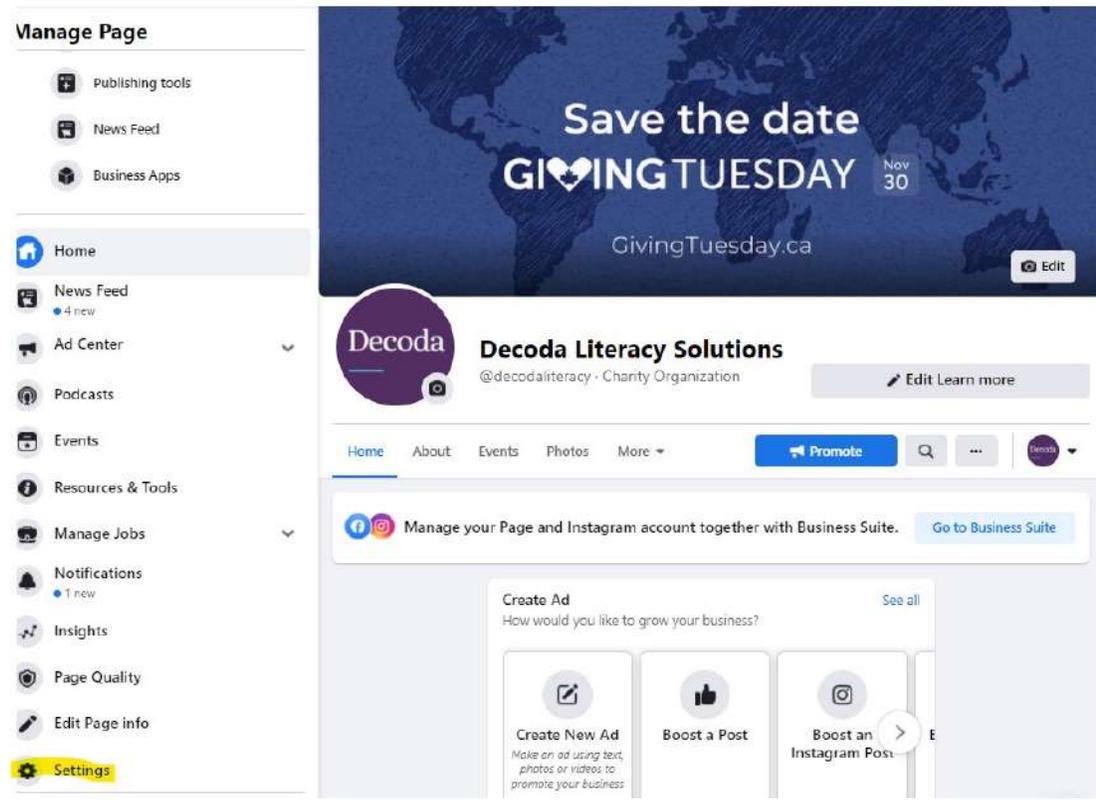
You can also use a hashtag:
#PortHardy

Questions?

About tagging, hashtags and locations

Using Facebook Tools

1. Settings
2. Scheduling posts
3. Editing or removing scheduled posts
4. Boosting posts
5. Facebook Stories
6. Pin a Post to the Top of the Page
7. Facebook Insights
8. Facebook Events
9. Facebook fundraising



Settings

On the bottom of the left menu
Click **Settings**

Settings

- General
- Page Info
- Notifications
- Page Roles
- Page and Other People
- Activity Log

Page settings

Search Page settings

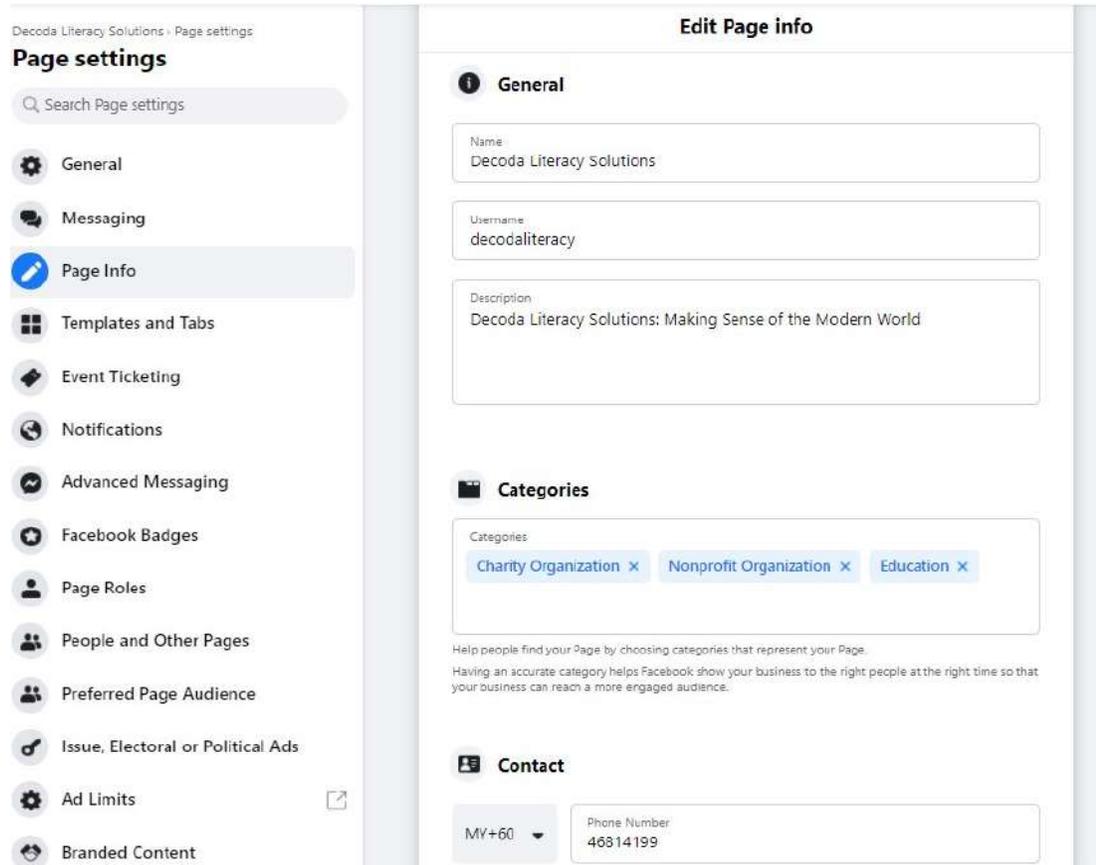
- General
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Facebook Badges
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

Page Visibility	Page published
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.
Auto-Generated Video Captions and Subtitles	Auto-generated captions are on
Post and Story Sharing	Post sharing to Stories is On
Audience Optimization for Posts	<input checked="" type="checkbox"/> Allow News Feed targeting and the ability to restrict the audience for your posts. (X)
Save changes Cancel	
Messages	People can contact my Page privately.
Tagging Ability	Other people can tag photos posted on my Page.
Others Tagging this Page	People and other Pages can tag my Page.
Country Restrictions	Page is visible to everyone.
Age Restrictions	Page is shown to everyone.
Page Moderation	No words are being blocked from the Page.
Profanity filter	Turned on
Similar Page Suggestions	Choose whether your Page is recommended to others
Page Updates	Page posts are automatically published when you update Page info, nei
Post in Multiple Languages	Ability to write posts in multiple languages is turned off
Translate Automatically	Your posts may show translations automatically for people who read ot
Comment Ranking	Most relevant comments are shown for my Page by default.
Content Distribution	Downloading to Facebook is allowed.
Download Page	Download Page
Merge Pages	Merge duplicate Pages
Remove Page	Delete your Page

Settings

The main settings screen “General” lets you edit

- Visitor Posts
- Audience optimization for Post
- Messages
- Tagging ability
- Age restriction
- Profanity filter



Settings: Page Info

- Name
- Username
- Categories – Charity, Nonprofit, Education
- Contact info
- Hours
- Products
- Additional info

Page settings

Search Page settings

- General
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications**
- Advanced Messaging
- Facebook Badges
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram
- WhatsApp

Page notification settings

Decoda Literacy Solutions
Charity Organization

These settings control which notifications you receive about Decoda Literacy Solutions. You can still see all notifications about Decoda Literacy Solutions by visiting your [Page notifications](#). These settings will not impact the notifications that other Page admins receive.

Global notification settings
You can turn off all notifications or limit the number of notifications you receive per day.

Allow notifications

Get a notification in real time each time there is activity or updates on your Page

Only get one scheduled notification per day on all activity and updates on your Page

Page interactions
These are notifications you receive when people interact with your Page.

Allow notifications

Allow email notifications

Allow SMS notifications

Receive notifications for

New Messages

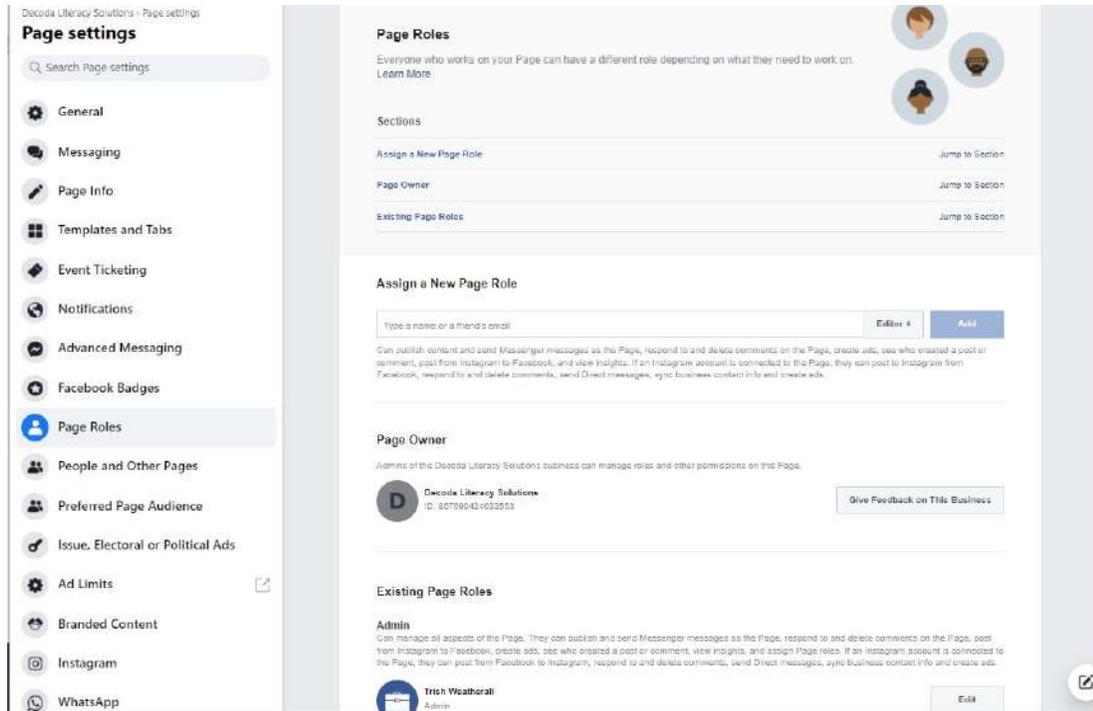
New Page Check-in

New Page Mention

Settings: Notifications

You want most of these set to ON:

- Activity and updates
- Messages
- Page check ins
- Page Mentions
- Page reviews
- Post comments
- Groups



Settings: Page roles

Add admin and editors.

They are basically the same except Admin can manage more settings – like page roles.

Page settings

Search Page settings

- General
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Facebook Badges
- Page Roles
- People and Other Pages**
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

People and Other Pages

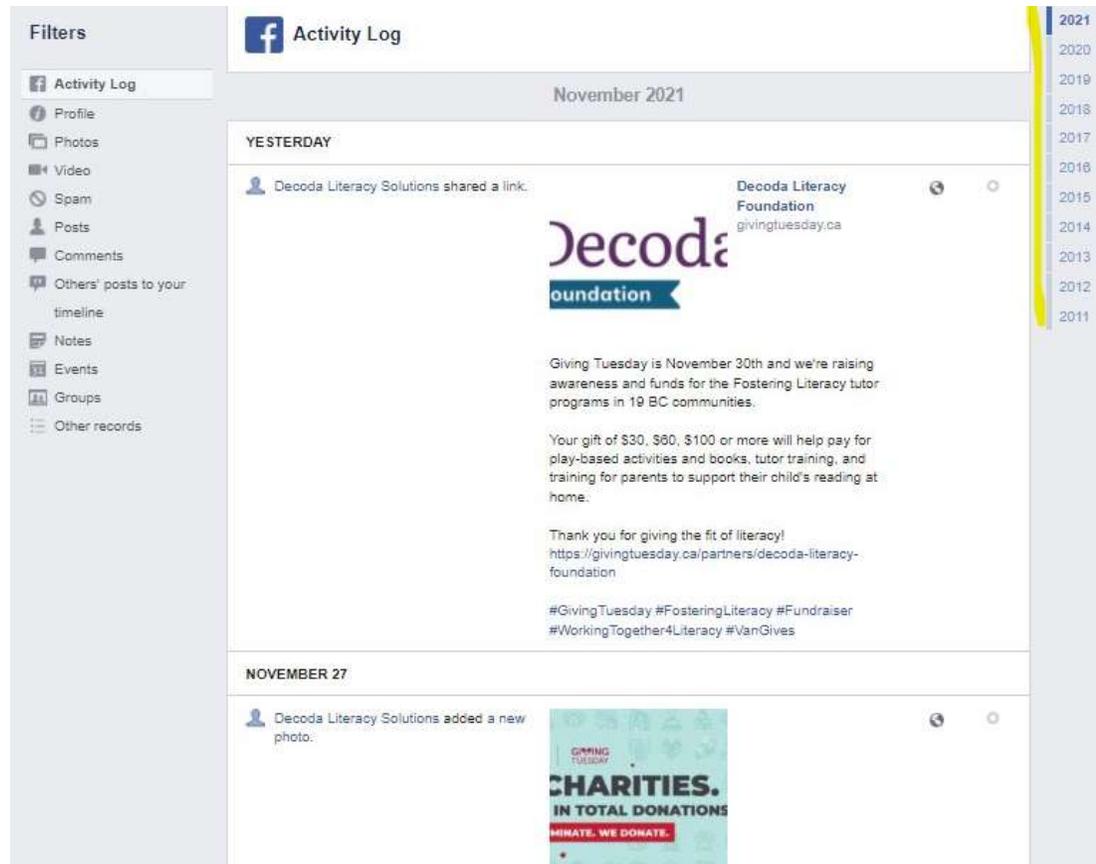
Here's where you can see people and other Pages that like Decoda Literacy Solutions. From the list of people who like your Page, click the  to remove someone from people who like the Page, or ban them. A person who's banned can't post, comment, send messages or take other actions on the Page.

People Who Like This Page

Name	Liked
Tanya Spifford	11/23/21
Nichole Marple	11/23/21
Melissa At Cox	11/17/21
Literacy Queknel Society	11/11/21
Slam Shee	11/03/21
Mount Pleasant Neighborhood House	10/25/21
Amit Kapoor	10/22/21
Sherry Irvine Russ	10/22/21
Healthy DC	10/19/21
Cristiane Fogarolo Gizon	10/02/21
Dawn Fidler	09/30/21
Amit Chakraborty	08/29/21
Kelile Dey	08/27/21
Ma Ma Nay Chi	08/25/21

Settings: People and Other Pages

You can see name of people who like the page and the date they like it.



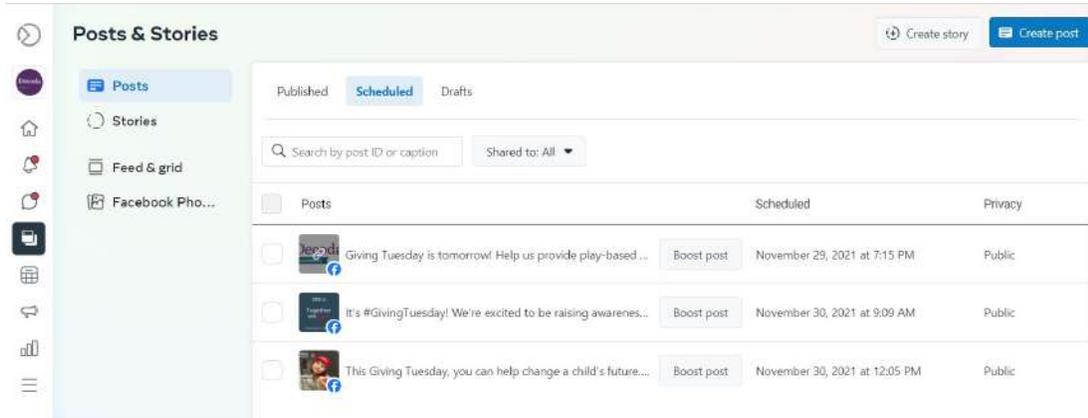
Settings: Activity log

You can see all your posts and sort by year.

This is faster than going through 'Posts'.

Questions?

Any questions about settings?

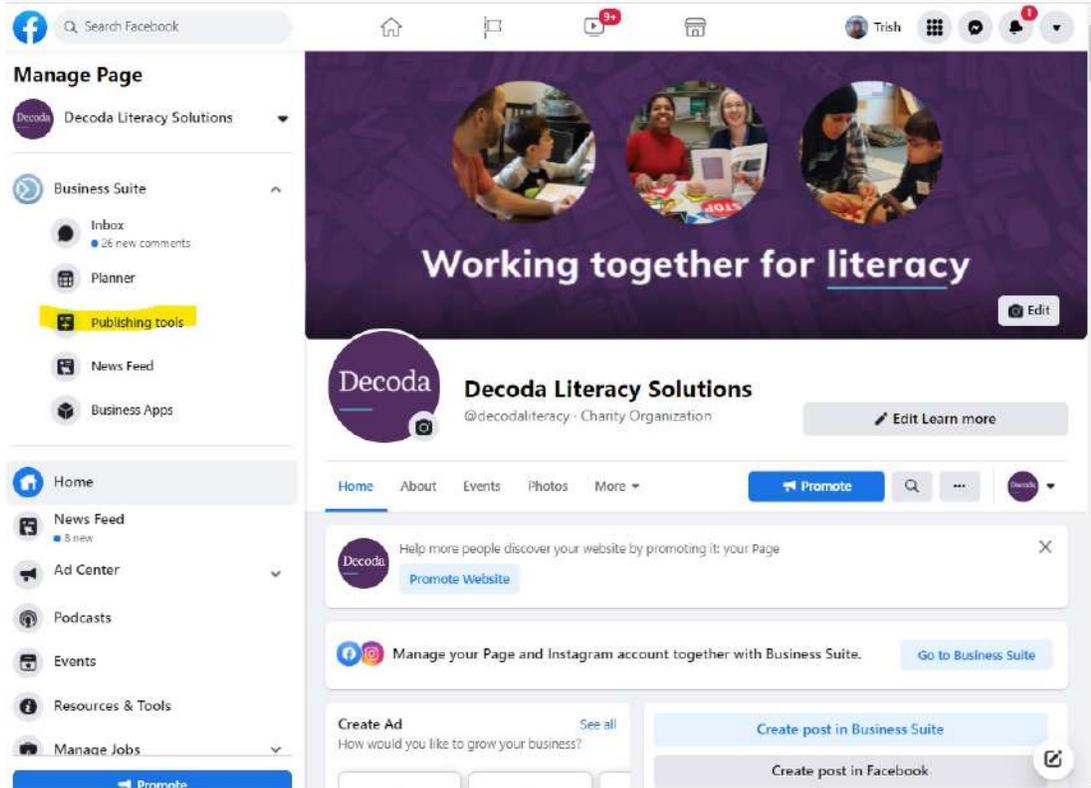


Scheduling posts

Scheduling posts in advance saves time and is great to use for weekends and vacations.

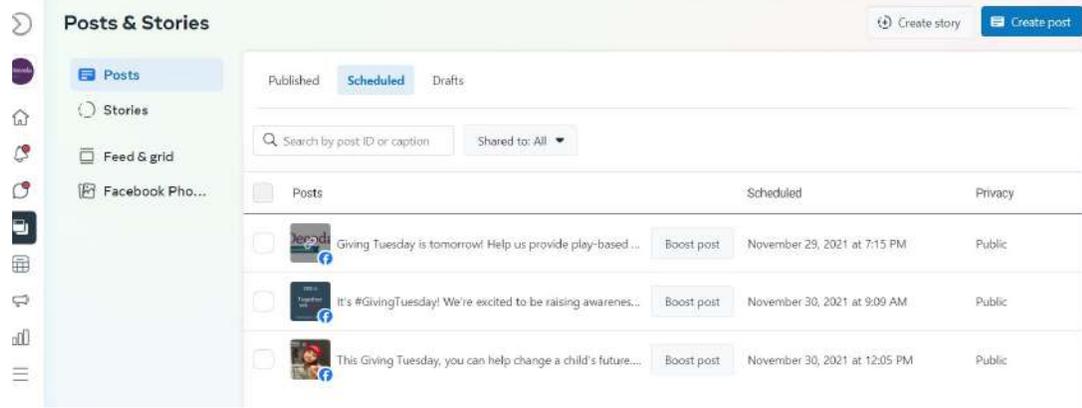
It's as easy as creating a post.

You can edit or delete scheduled posts too.



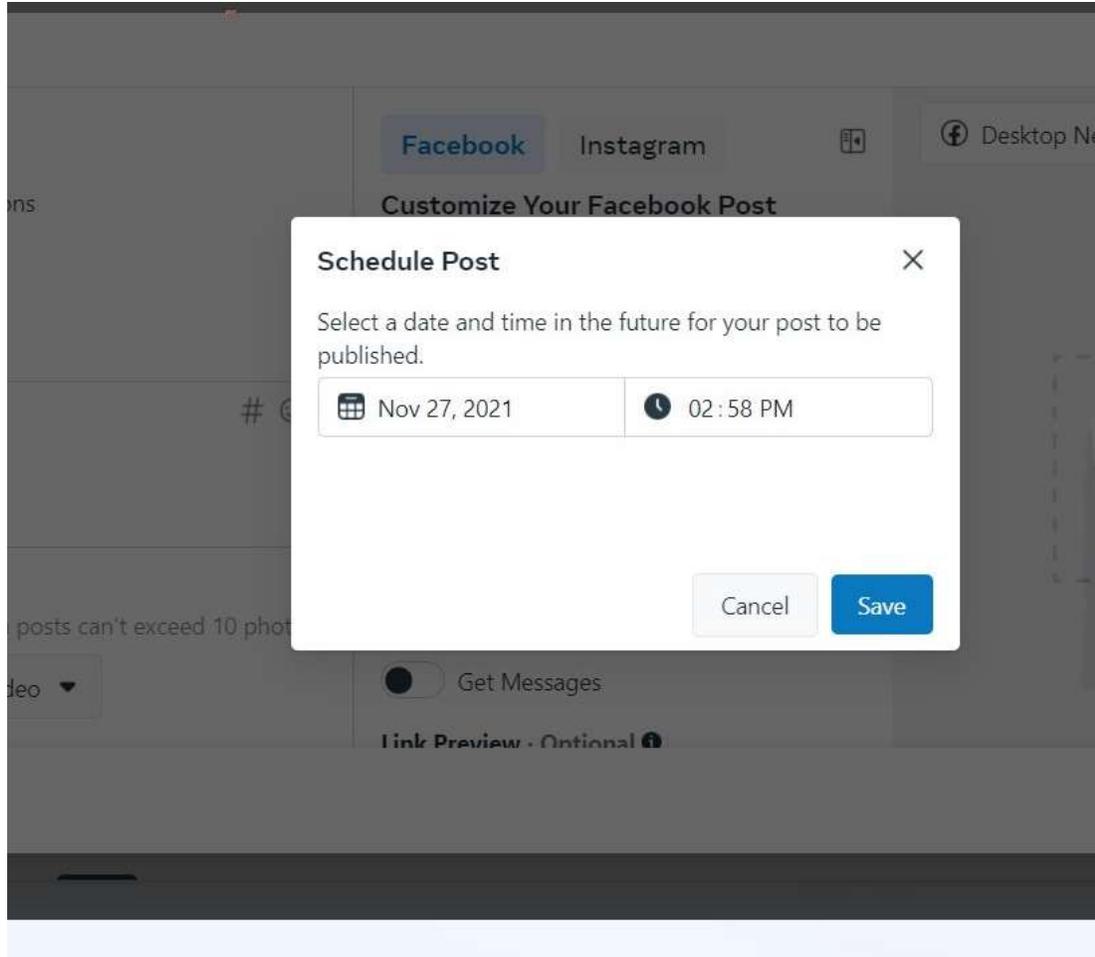
Scheduling posts

1. Click **Pages** 
2. Go to your Page
3. Click **Publishing Tools** on the left side menu



Scheduling posts

4. Click **Create post** in the top right



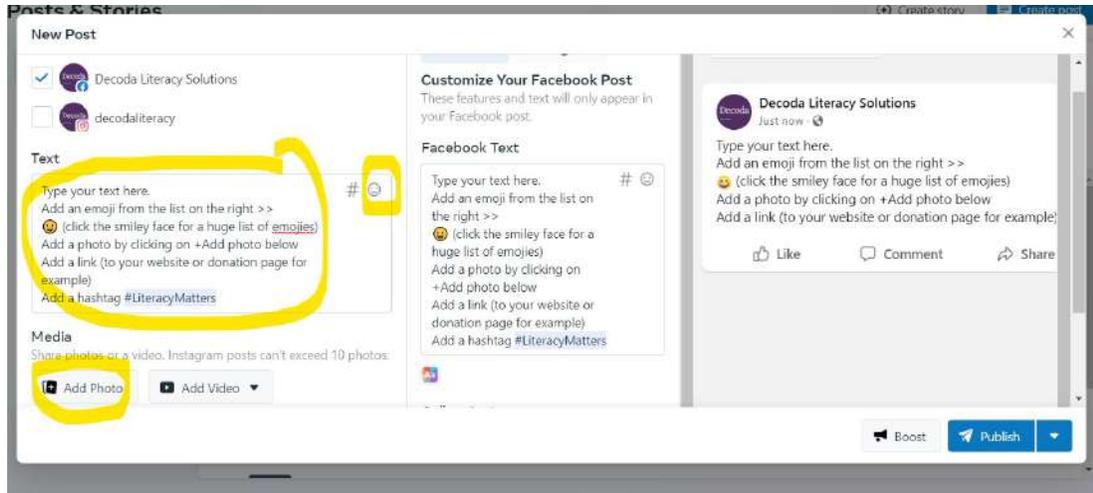
Scheduling posts

5. **Edit the date and time** to when you want it to post

click on them for drop down menus

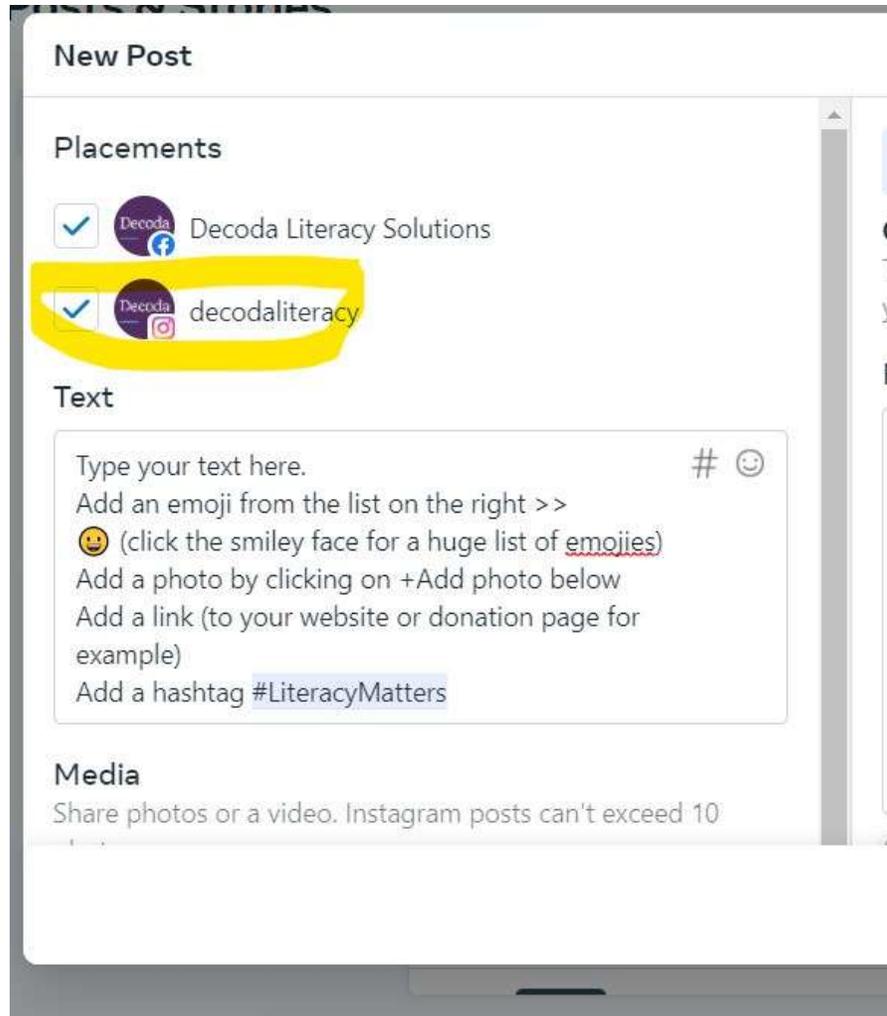
*Check if the time is a.m. or p.m.

6. Click **Save**



Scheduling posts

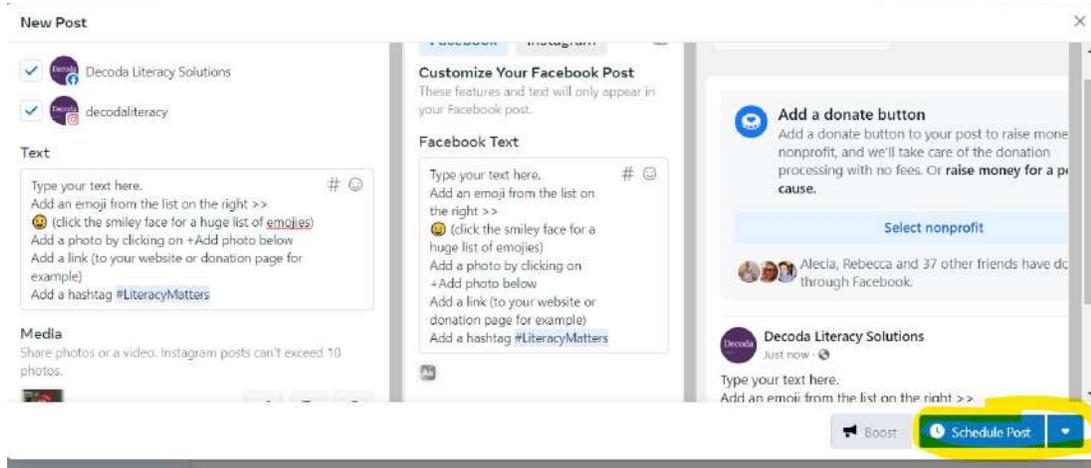
7. **Type your post message in the text box**
8. **Add links, emojis, hashtags and tags in the text area**
9. **Add a photo** with the +Add Photo in the Media section below the text.



Scheduling posts

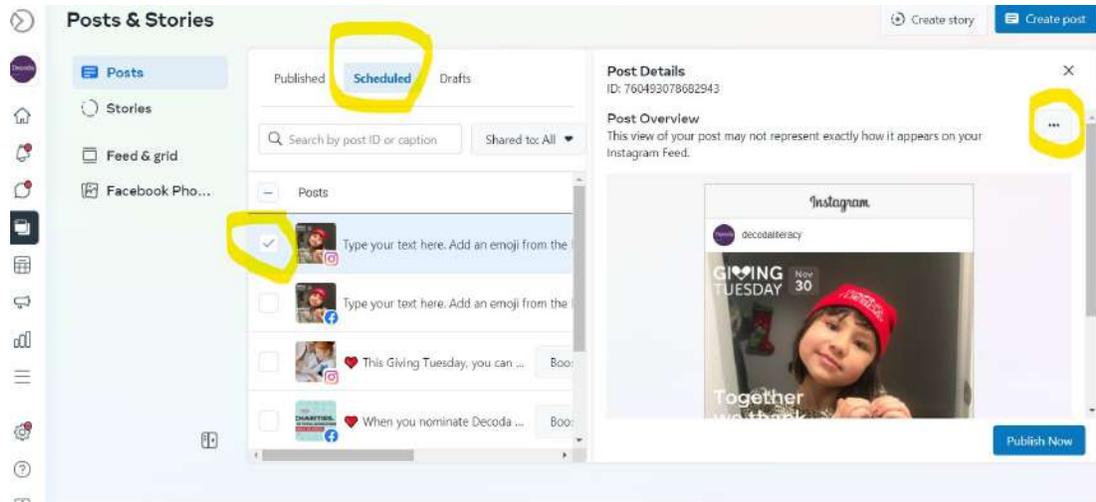
If you have a connected Instagram account, you can click on the Instagram icon below the Facebook icon, at the top under Placements.

*Instagram does not allow links – it's best used for graphics only.



Scheduling posts

Click **Schedule Post** in the bottom right corner



See, edit or delete your scheduled posts

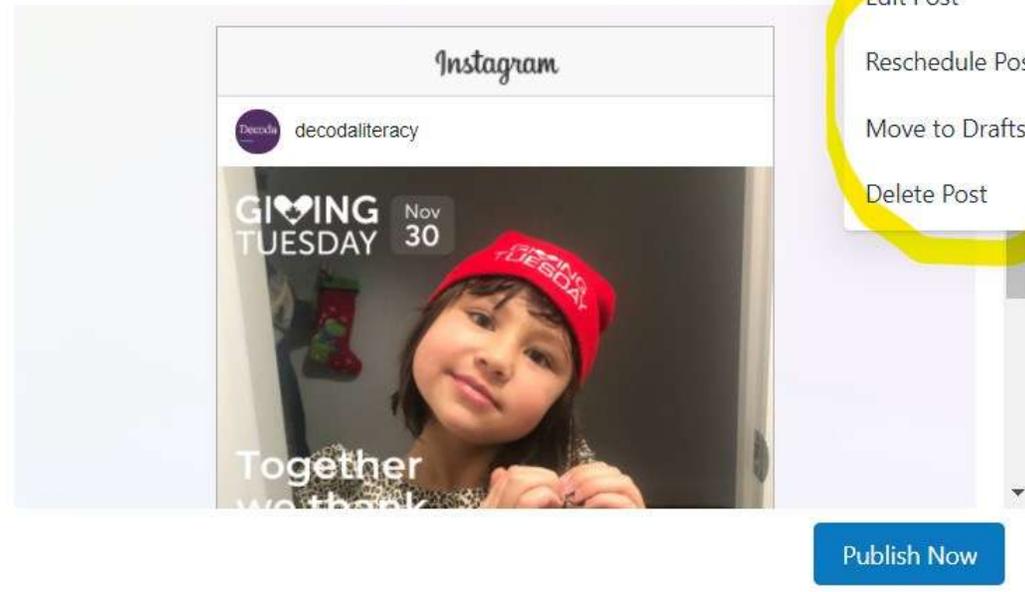
1. Click **Scheduled** at the top to see your scheduled posts
2. Click on the post or **checkmark the box** beside the post
3. Click the **three dots** in the top right corner of the post

Post Details

ID: 760493078682943

Post Overview

This view of your post may not represent exactly how it appears on your Instagram Feed.



See, edit or delete your scheduled posts

Click either Edit, Reschedule, Move to Drafts or Delete

It will ask you to confirm delete, save your edits or choose dates to reschedule.

Boost post

Goal
What results would you like from this ad?

 **Automatic**
Let Facebook select the most relevant goal based on your settings. [Change](#)

Button ⓘ

Button label
No Button

Special ad category ⓘ

Ads about credit, employment, housing, or social issues, elections or politics

Audience ⓘ

Who should see your ad?

People you choose through targeting

People who like your Page

People who like your Page and their friends

Audience Details ✎

Location - Living In Canada: Vancouver British Columbia
Age 18 - 65+
People Who Match people who like Decoda Literacy Solutions, Friends of connections: Friends of people who are connected to Decoda Literacy Solutions

Boosting posts

Boosting your post for a fee will help it reach new audiences.

Great for contests, donation asks, newsletters and other content you want to reach new audiences.

\$25 goes a long way!

Duration ?

Days
7

End date
Dec 7, 2021

Total Budget ?

Estimated 78 - 226 people reached per day

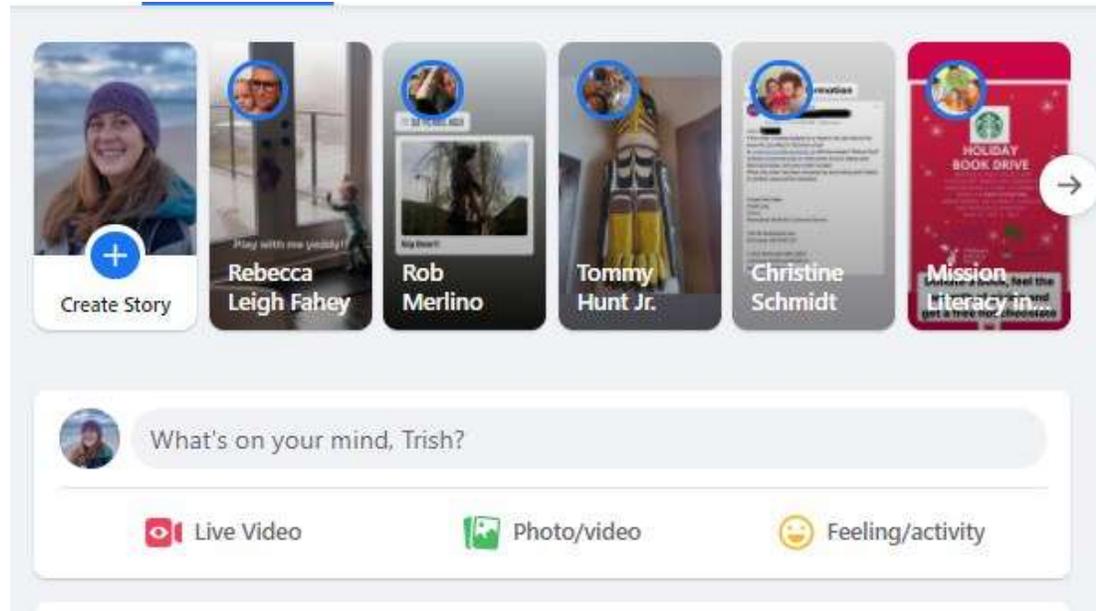
\$ 25.00

A budget of at least CA\$56.00 is recommended to get optimal results for this ad.

Boosting posts

You will first have to set up your credit card information in the Facebook app.

You can customize the duration and budget.



Facebook Stories

Posting a Facebook **story** puts your brand at the top of the Facebook app for any of your followers to see for **24 hours**.

It can help 'beat the Facebook algorithm' – which may not prioritize your posts to your audience.

Stories

 Create story

Active

Scheduled

Archived



No active stories

Your active stories will appear here.

 Create story

Facebook Stories

You create a Story similar to a post.

1. Go to Publishing Tools
2. Click **Create story**

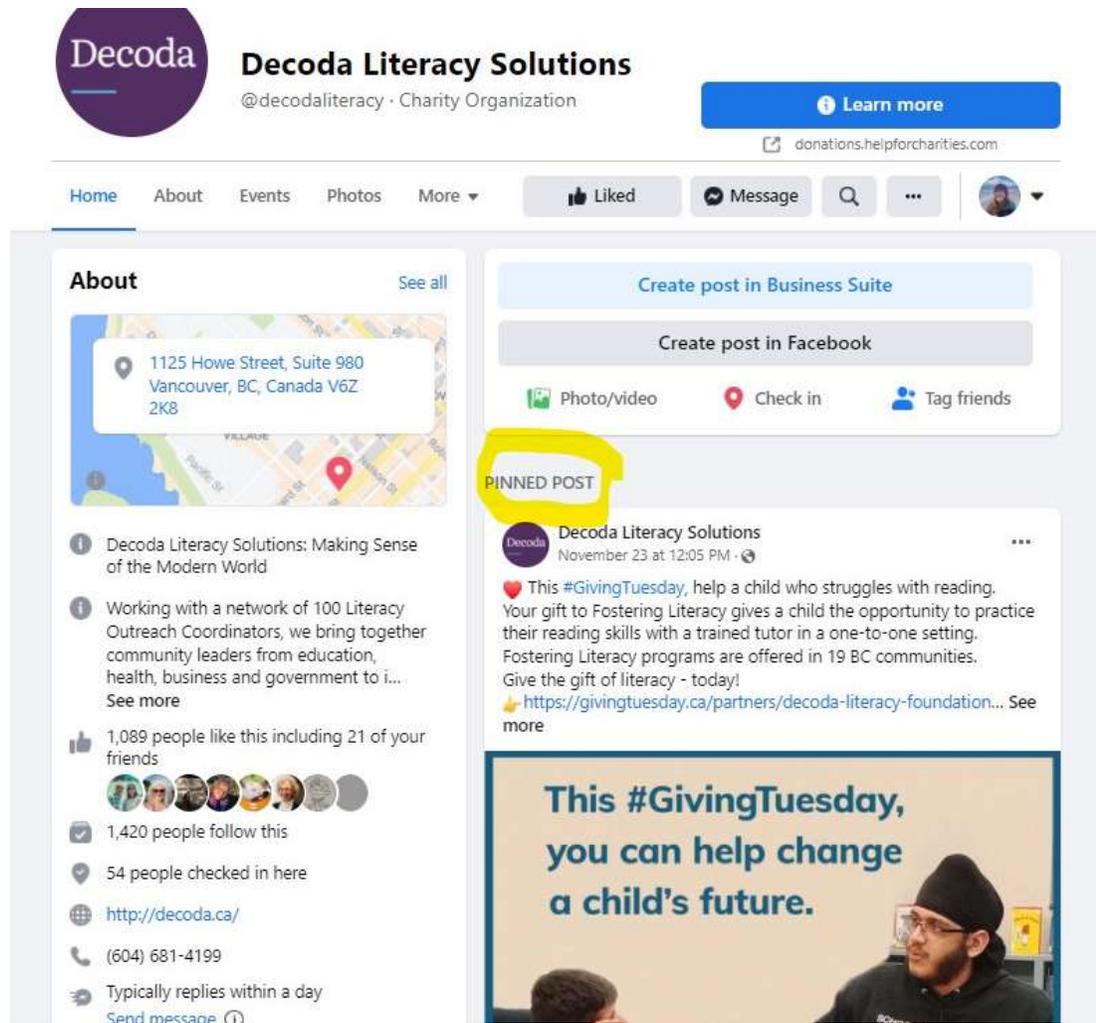


Facebook Stories

3. Scroll down to

- Crop your photo
- Add text
- Add stickers
- Add a swipe up link

4. Click **Share story**



Pin a Post to the Top of the Page

“Pinning” a post will stick it to the top of your Facebook page timeline.

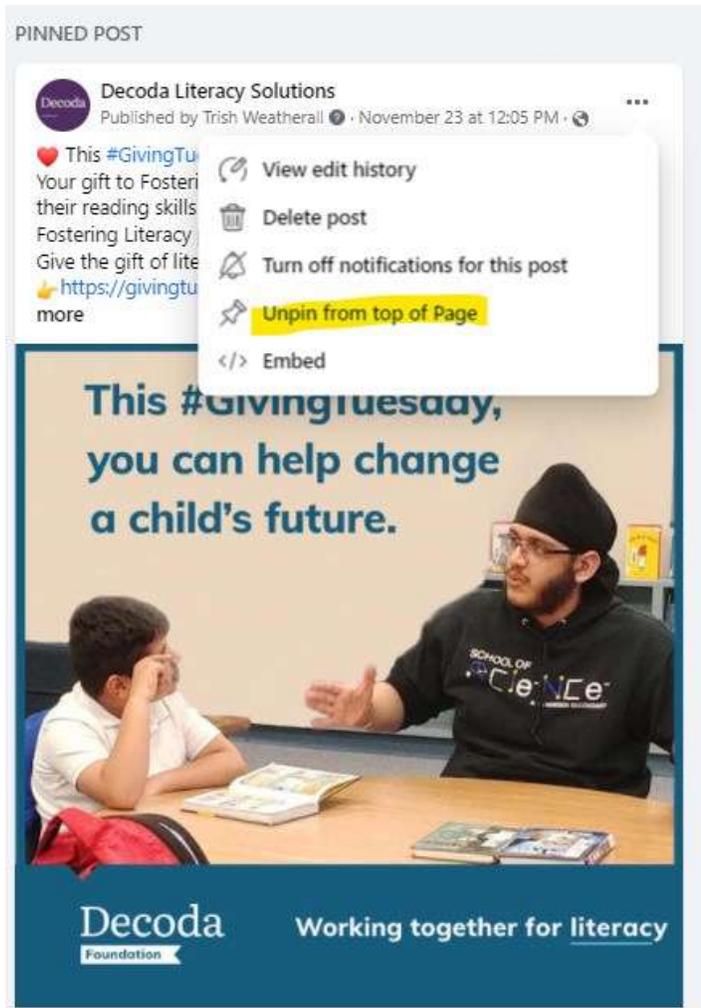
The pinned post remains at the top.



Pin a Post to the Top of the Page

You must be on your Page as your page to pin a post (not in your personal news feed)

1. Scroll to your post and click the three dots in the top right of the post
2. Select Pin to Top of Page

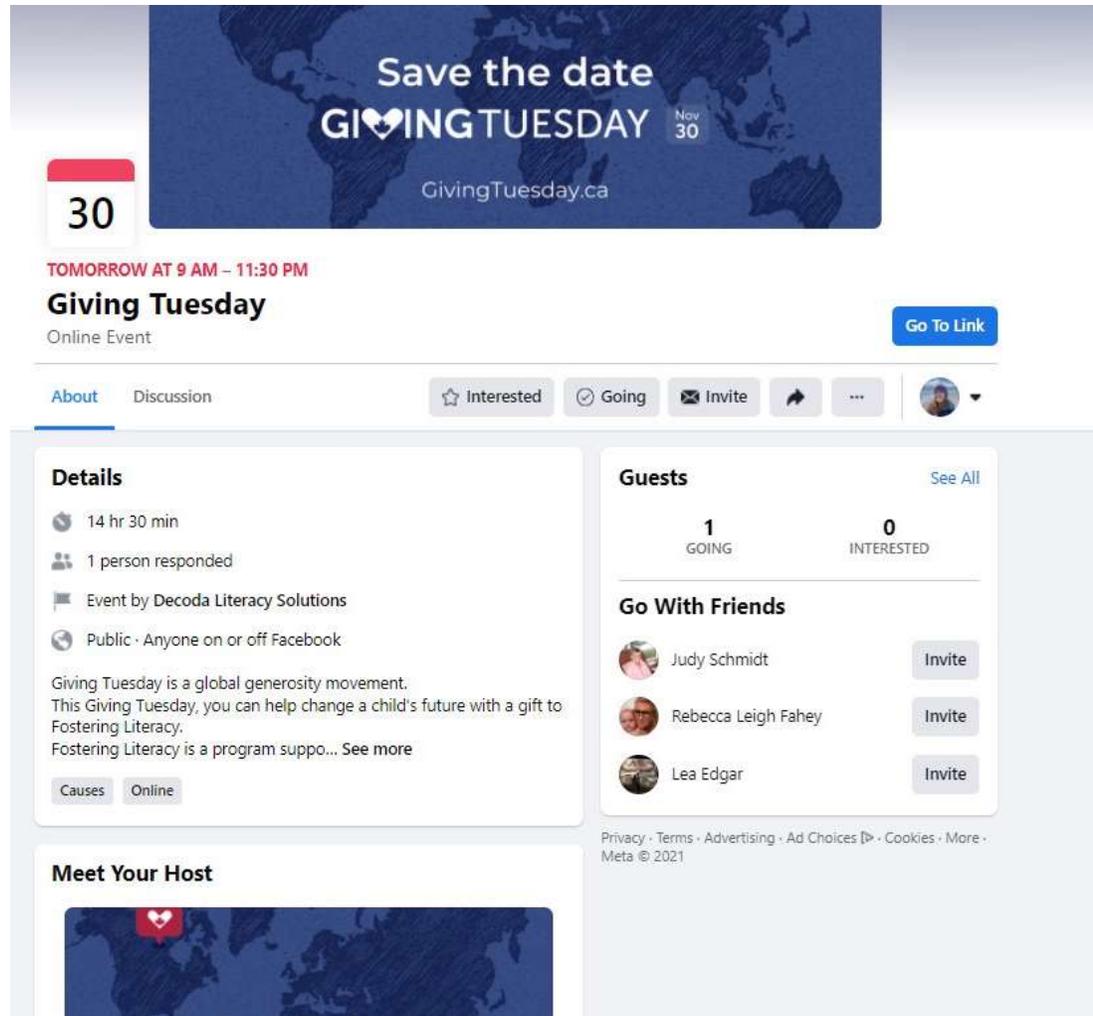


Unpin a Post from the Top of the Page

1. To unpin a post, click the three dots again and click **Unpin from Top of Page.**

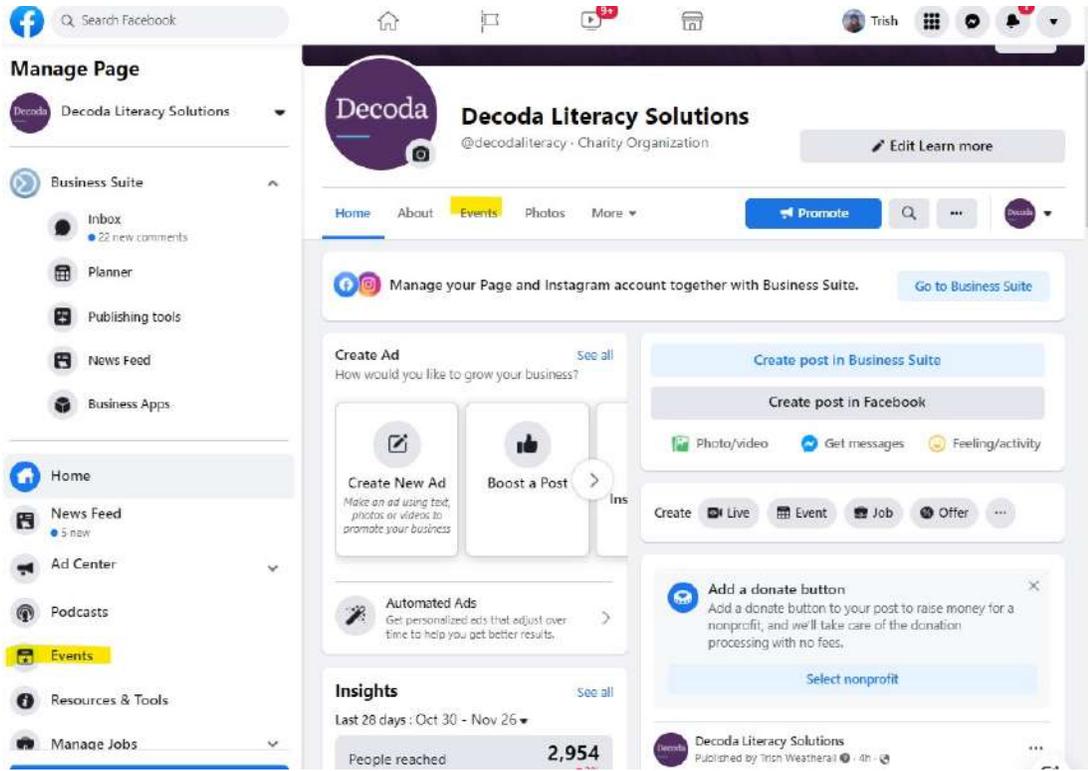
2. OR pin another post to overwrite it.

Only one post can be pinned at a time.



Facebook Events

If you're having an in-person or online event, try using the Event feature.



Facebook Events

1. On your Page, click **Events** along the top or on the left menu

Manage Page

Decoda Literacy Solutions

Business Suite

- Inbox (22 new comments)
- Planner
- Publishing tools
- News Feed
- Business Apps

Home

News Feed (8 new)

Ad Center

Podcasts

Events

Resources & Tools

Manage Jobs

Notifications

Events

Overview Paid Online Events [Create Event](#)

Decoda Literacy Solutions Last 365 Days

Events 1 +1 last 90 days	People Reached 3,360 +3,360 last 90 days	Responses 23 +23 last 90 days
--	--	---

Actions

There is 1 active post in your event. [Show Post](#)

More Recommended Actions to Come
Come back to event insights later to see more suggestions on how to have a successful event.

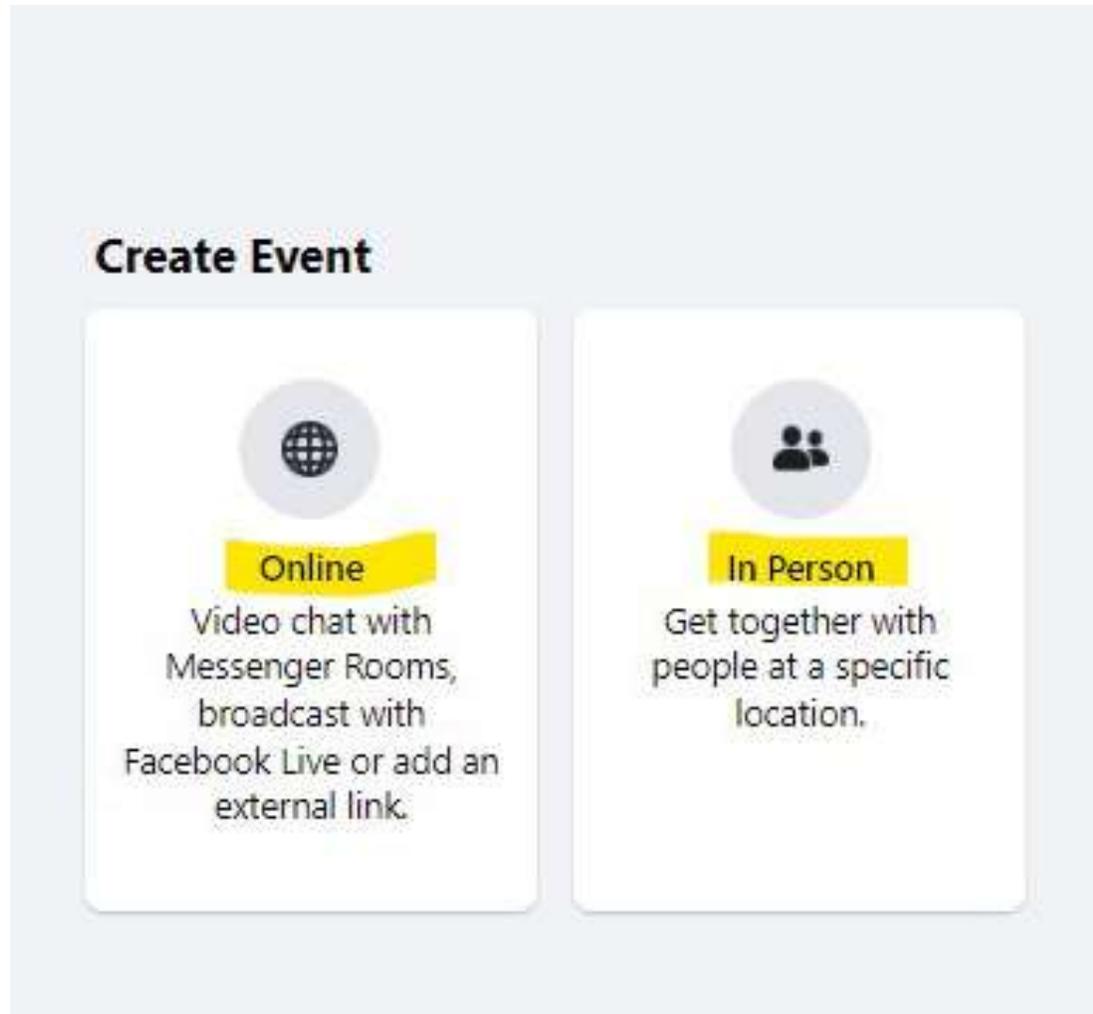
Events [Create Event](#)

Facebook Events

2. Click Create Event

Facebook Events

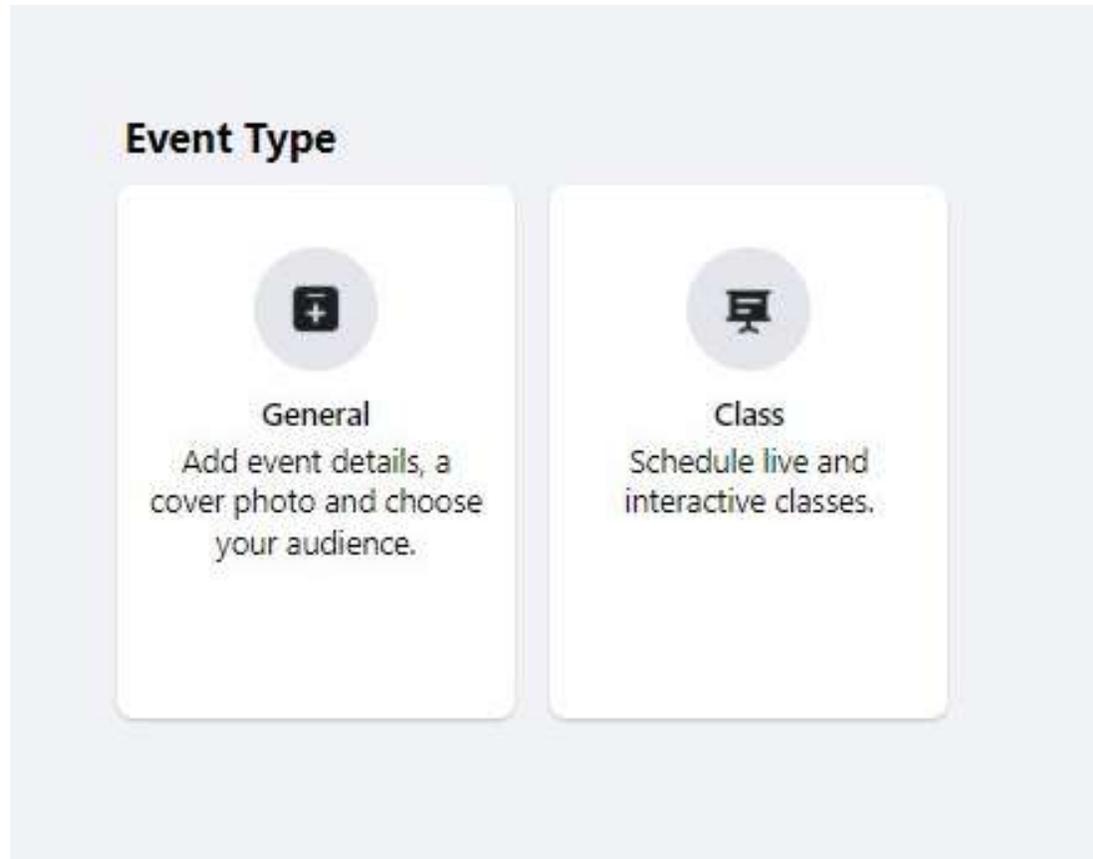
3. Click **Online** or **In Person**



Facebook Events

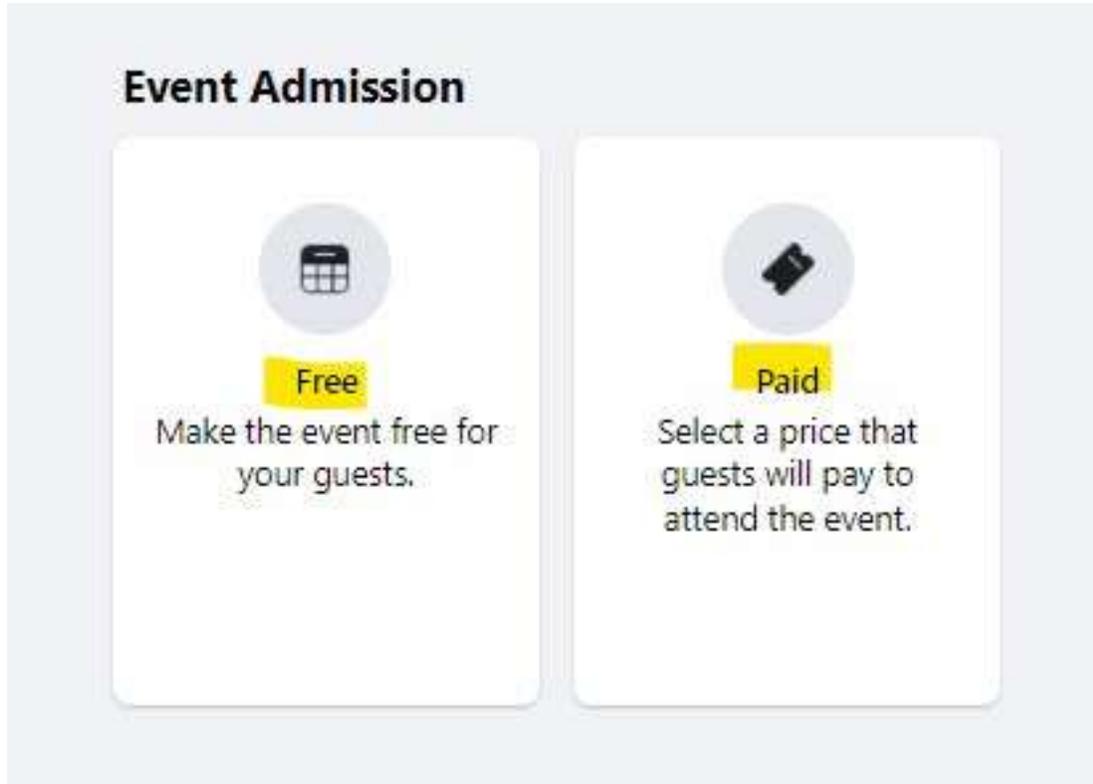
4. Click General or Class

You can make classes events!



Facebook Events

5. Click **Free** or **Paid**



Event - Create Class

Class Details

Decoda Literacy Solutions
Host - Your Page

Class name
Facebook for Nonprofits 24/100

This is the first thing people will read, so make it informative and eye-catching.

Start Date
Nov 30, 2021

Start Time
12:00 PM

End Date
Nov 30, 2021

End Time
1:00 PM

Location
vanCOUVER

The location you enter will set the time zone and help people find your online event (Pacific Time).

Privacy
Public

Anyone on or off Facebook

What to expect

In this lunch-and-learn webinar, we'll discuss:

- the benefits and return on your time investment
- what to post, when and how often
- Facebook tools like pre-scheduling, boosting posts, events, stories and insights
- the importance of branding and voice
- the use of tagging and applying hashtags

Back

Next

Desktop Preview

30

NOVEMBER 30, 2021 AT 12:00 PM - 1:00 PM PST

Facebook for Nonprofits

Online Class

Register

About

Interested

Invite

Details

1 hr

Public · Anyone on or off Facebook

In this lunch-and-learn webinar, we'll discuss:

- the benefits and return on your time investment
- what to post, when and how often
- Facebook tools like pre-scheduling, boosting posts, events, stories and insights
- the importance of branding and voice
- the use of tagging and applying hashtags

You'll come away with many ideas, tips and resources to explore further.

Guests

See All

0
GOING

0
INTERESTED

Facebook Classes

A group chat for your class

Facebook Events

6. Add details.

On the left side add:

- Event name
- Start date and time
- End date and time
- Choose a location

Event - Create Class

Additional Details

Let people know what to expect from your class and who might like it. (Optional)

Cover Photo

Upload Cover Photo

What to expect

In this lunch-and-learn webinar, we'll discuss:

- the benefits and return on your time investment
- what to post, when and how often
- Facebook tools like pre-scheduling, boosting posts, events, stories and insights
- the importance of branding and voice
- the use of tagging and applying hashtags

You'll come away with many ideas, tips and resources to explore further.

Describe what your class is about and who might want to join.

Requirements

Let people know if they need any experience or materials to

Back

Next

Desktop Preview

30

NOVEMBER 30, 2021 AT 12:00 PM - 1:00 PM PST

Facebook for Nonprofits

Online Class

Register

About

Interested

Invite

Details

1 hr

Public · Anyone on or off Facebook

In this lunch-and-learn webinar, we'll discuss:

- the benefits and return on your time investment
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- the importance of branding and voice
- the use of tagging and applying hashtags

You'll come away with many ideas, tips and resources to explore further.

Guests

See All

0
GOING

0
INTERESTED

Facebook Classes

Facebook Events

7. Click Next

8. This screen allows you to edit the cover photo and details

How will students join?

Interact in a video room
Best for interactive classes of up to 25 students



Features include: screen sharing, hand raising, polls, breakout rooms, class chat
[Learn how people will join the room.](#)

Your personal profile, **Trish Weatherall**, will be visible in the video room and the event page.

Present a live broadcast
Best for larger classes, talks and lectures

External link
Add a third-party link that people can visit to attend your class.

Other
Explain how students can join your class in the description.

[Back](#) [Next](#)

Desktop Preview

Guests See

0 GOING 0 INTERESTED

Facebook Classes

- Interactive video rooms**
Your instructor will host interactive video rooms, share their screen and more.
- A group chat for your class**
Message the class to ask your instructor questions or get support from other students.

Meet Your Hosts



Decoda Literacy Solutions

[Like](#)

Facebook Events

You can choose how students will join your class:

- Video room
- Live broadcast
- External link (like a Zoom meeting)

Facebook Events

You can enter a welcome message and then go to **Event Settings**

Event • Create Class

Message the Class

This will create a group chat for everyone attending the class, which you can then use to keep in touch and share materials.

Your personal profile, **Trish Weatherall**, will be visible in the class chat and on the event page.

Welcome message
Hello! I'm Trish Weatherall and I'll be your instructor for Facebook for Nonprofits.

Let's use this chat to share feedback, updates and class materials. To kick off, please introduce yourself and tell everyone what you're hoping to get from the class.

The welcome message must not be empty.

Event settings

When you create an event on Facebook the **Pages, Groups and Events Policies** apply.

Publish Event

Back

Save as Draft

The screenshot shows a desktop preview of a Facebook event page. At the top, it displays the date '30' and the event title 'Facebook for Nonprofits' scheduled for 'NOVEMBER 30, 2021 AT 12:00 PM - 1:00 PM PST'. Below the title, there are buttons for 'Register' and 'Join Room'. The event is categorized as an 'Online Class'. There are also buttons for 'Interested' and 'Invite'. The 'Details' section is expanded, showing the event is '1 hr' long, an 'Online Class with Rooms' that uses Messenger Rooms, and is set to 'Public - Anyone on or off Facebook'. It also indicates that 'Anyone can share link'. The description for the event is: 'In this lunch-and-learn webinar, we'll discuss: • the benefits and return on your time investment • what to post, when and how often • Facebook tools like pre-scheduling, boosting posts, events, stories and insights • the importance of branding and voice • the use of tagging and applying hashtags'. It concludes with 'You'll come away with many ideas, tips and resources to explore further.' At the bottom of the details, there are options for 'Online' and 'Messenger Room'. A 'Guests' section at the very bottom shows 'See All'.

Event > Create Event

Event Settings

Co-hosts

Co-hosts can accept or decline once you publish your event.

Event Options

Show guest list

Only admins can post in event

Posts must be approved by a host or co-host.

Let people ask you questions about this event over Messenger

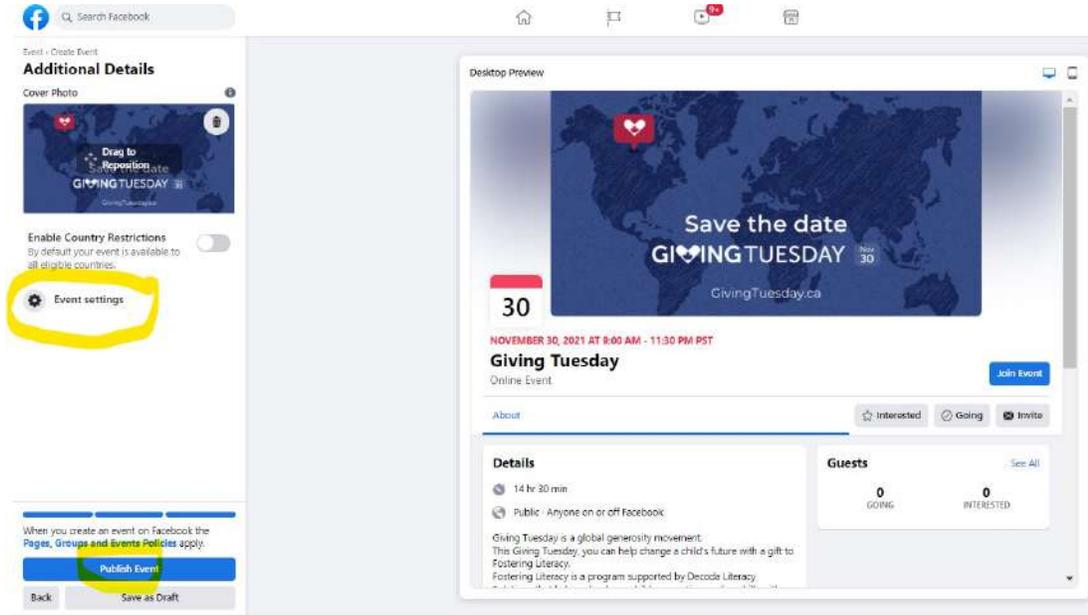
Facebook Events

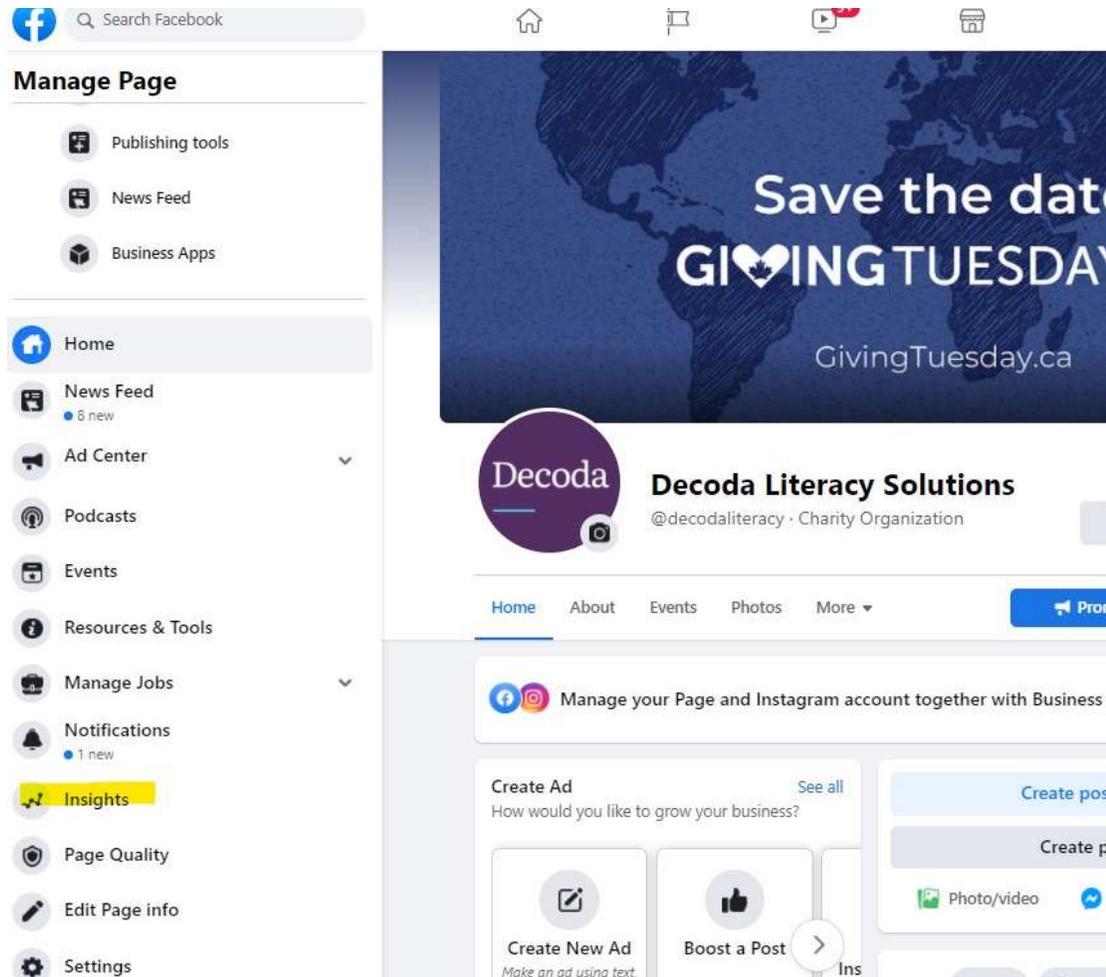
Under Event Settings you can

- Show or hide the guest list
- Control who can post
- Let people send messages about the event

Facebook Events

When you're done,
Click **Publish Event**

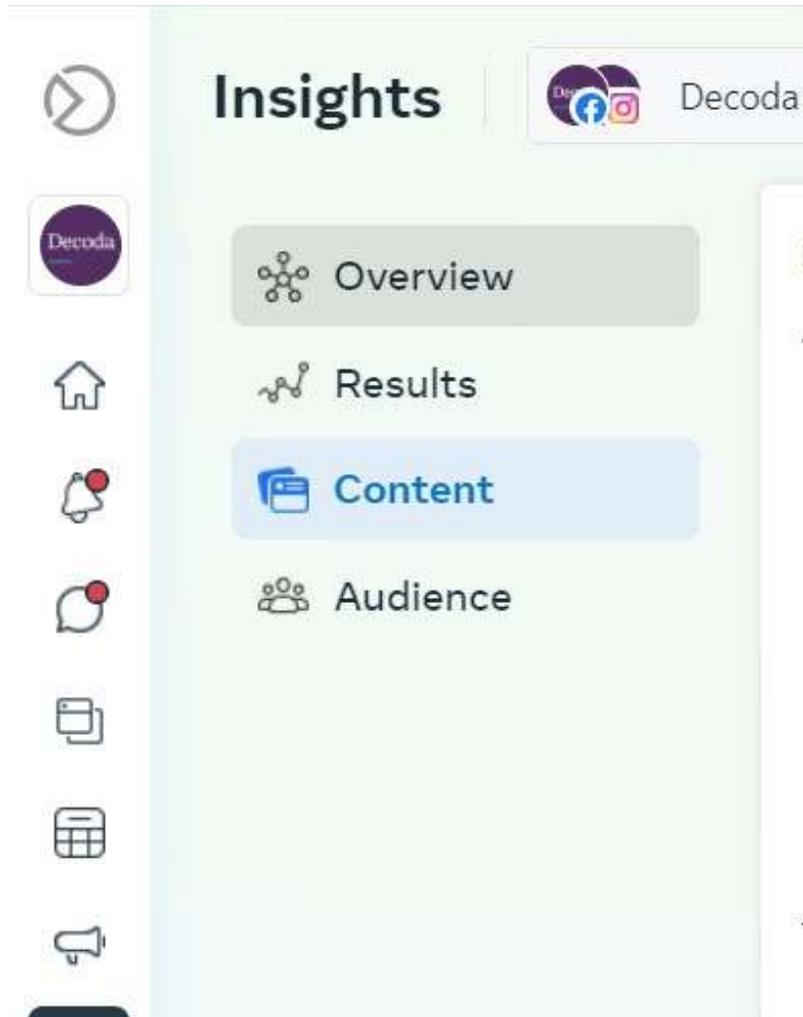




Facebook Insights

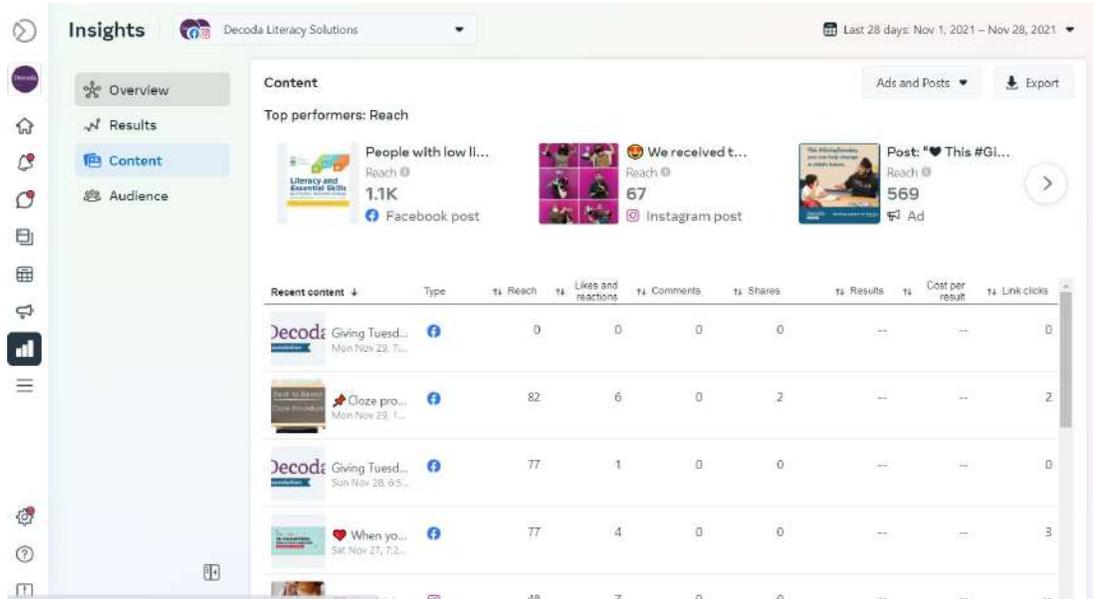
Insights give you information about your posts

- **Reactions** (like, loves, etc)
- **Reach** (people who saw any content from your page)
- **Audience**



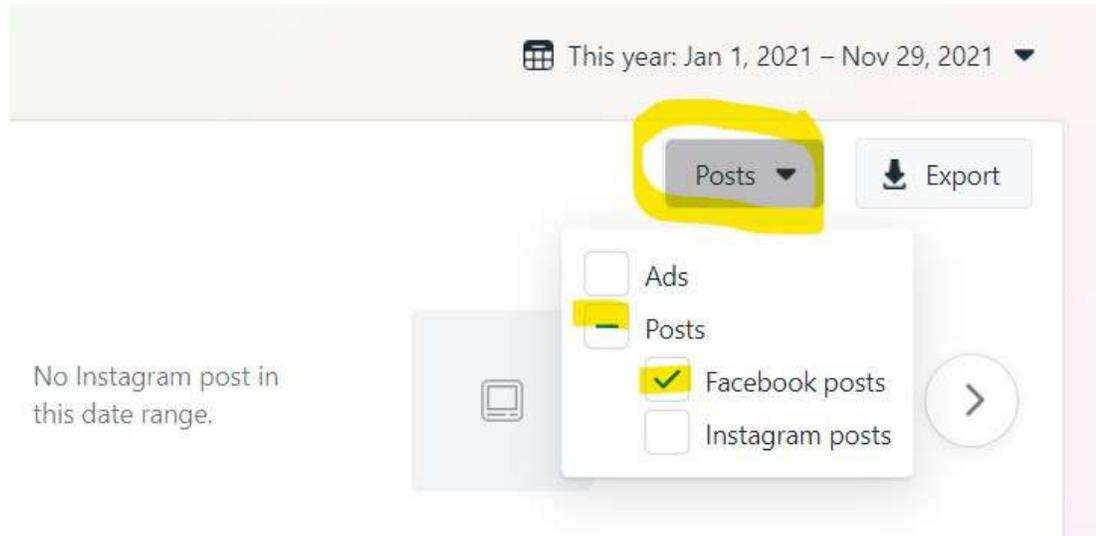
Facebook Insights

Click **Content** in the left menu



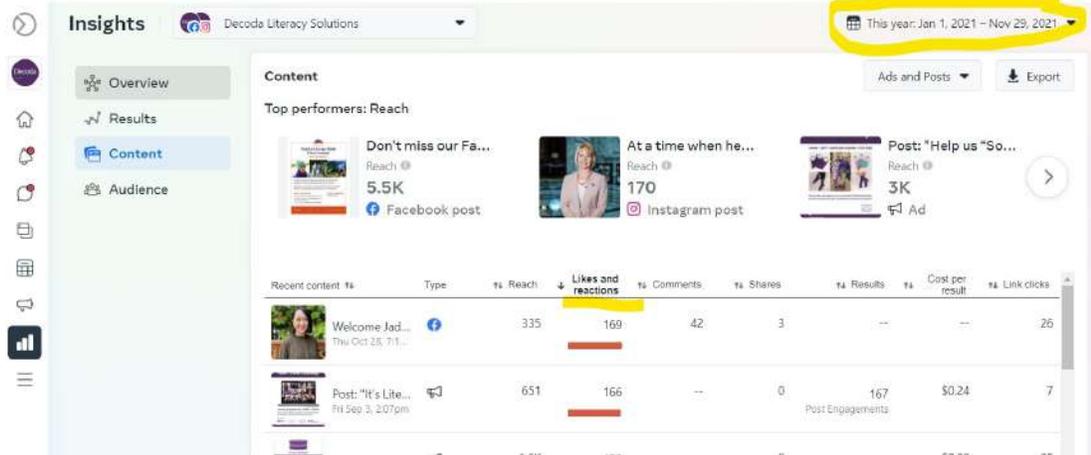
Facebook Insights

There's lots of information here, and you can sort it many ways to find what you need.



Facebook Insights

You can choose what types of posts you want to see
I removed Ads and Instagram,
I want to see my top Facebook posts in 2021 by most reactions.



Facebook Insights

Edit the date range in the top right corner

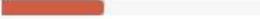
Click on the column headings to sort by that category

I'm sorting by Likes & reactions

Top 5 posts by Likes and reactions

Recent content ↑↓	Type	↑↓ Reach	↓ Likes and reactions	↑↓ Comments	↑↓ Shares
 Welcome Jade! Meet Jade Chan, D... Thu Oct 28, 7:11pm		335	169 	42	3
 Blue Sky Clothing raised a record-... Thu Oct 21, 9:15am		1.4K	139 	16	11
 What does Decoda do? Rebecca B... Tue May 11, 6:57pm		431	106 	7	6
 ❤️ Read the inspirational story of ... Sun Aug 15, 7:20pm		709	104 	8	21
 Get out your crayons! Enter the #Li... Thu Sep 2, 8:30am		1.3K	89 	7	18

Top 6-10 posts

Recent content	Type	Reach	Likes and reactions	Comments	Shares
 <p>Congratulations to Shukrona Zokirj... Fri Oct 1, 3:55pm</p>		892	84 	38	3
 <p>We love this First People's Principle... Thu Jul 15, 6:55pm</p>		2.1K	67 	4	22
 <p>Meet our Executive Director Marga... Sun Mar 28, 6:33pm</p>		538	67 	10	1
 <p>What are your top 10 books? Enter... Tue May 4, 7:13pm</p>		3.4K	63 	9	34
 <p>This story, written for learners in th... Sun Apr 18, 2:36pm</p>		587	63 	23	1

How to sign up for charitable giving tools

If your organization is not signed up to use charitable giving tools on Facebook, you will need to do so to access these features. You'll need 3 things to complete an application to receive donations on Facebook.

- A PDF copy of a bank statement from the last 3 months (you will need to upload this as part of the application). Submitting a statement that is older than 3 months will cause a delay in approval.
- The name and date of birth of your organization's CEO or Executive Director.
- Your organization's tax ID number (EIN or VAT number), which verifies your charitable tax exemption status

[Learn more about the approval process for charitable giving tools here.](#)

Facebook Fundraising

If you don't have an online donation platform like CanadaHelps.org, look into Facebook fundraising.

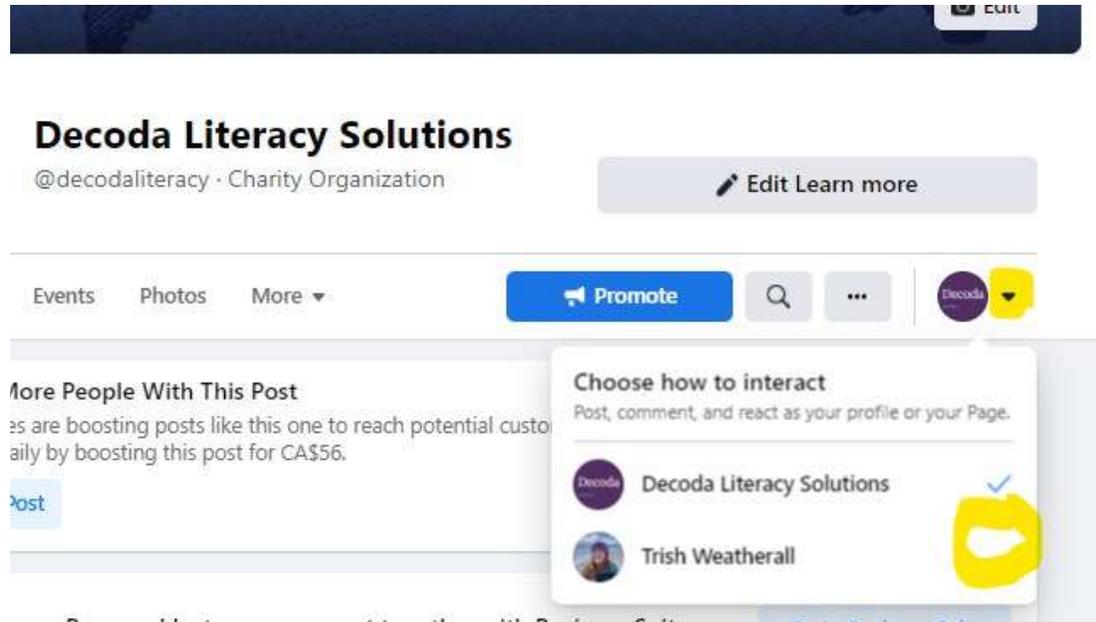
Note: Facebook does not take a processing fee! 100% of donations go to the charity.

Facebook Fundraising

Businesses have to be verified by Facebook before they can access these tools.

Applications take two to three weeks to be reviewed.

<https://www.facebook.com/donate/signup>



Sharing a post from your page

- Go to your Page
- Click the drop arrow beside your profile logo/photo
- Click your personal profile photo so it is check marked



Sharing a post from your page

- Scroll down the posts and like and share them.

DECODA.CA

Back to Basics: Cloze Procedure - Decoda Literacy Solutions

You, Darren Schmidt and 3 others

2 Shares

Like

Comment

Share

Write a comment...

Share now (Public)

Share to News Feed

Send in Messenger

Share to a group

Share using Business Suite

Share to a Page

Share on a friend's profile

More Options



Add a donate button to your nonprofit, and we'll take care of the processing with no fee for your personal cause.

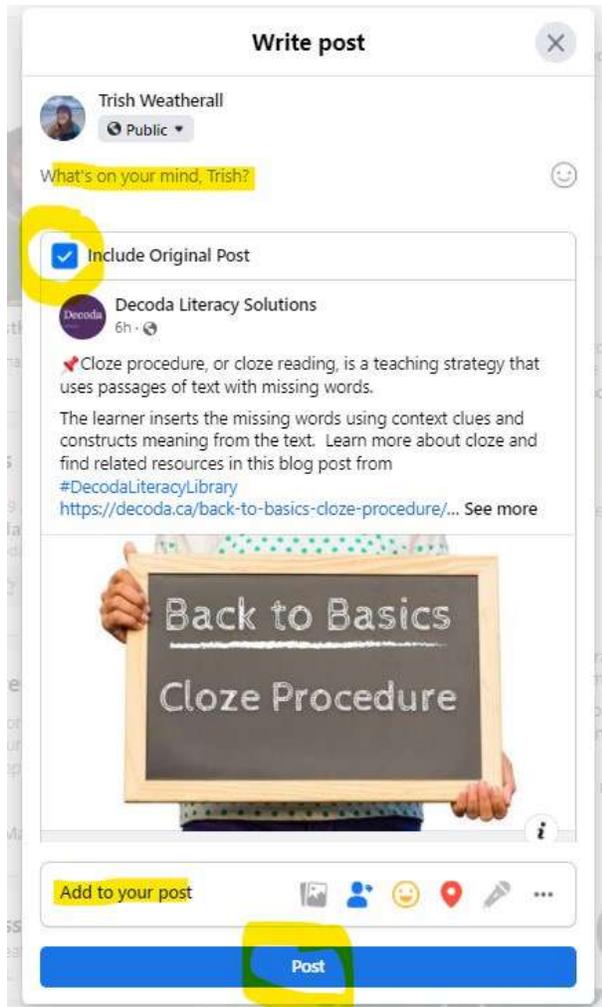
Select



Alecia, Rebecca and 3 others shared this through Facebook

Sharing a post from your page

Click **Share to News Feed** (or others to share in other places)



Sharing a post from your page

- Decide if you want to **include the original post** message (usually yes) and check mark it
- Add your own message, emojis and tag people and locations
- Click **Post**

Increase your page Likes and Followers

Now that you've got ideas and plans for social media posting, how do you get more followers, likes and engagement?

The more people who see your page, the more opportunity to share your message, programs, events and fundraising.

Start by inviting people to like your page, following and liking other organization pages, as your organization's page (rather than as yourself).

olutions

zation

Edit Learn more

Promote



Other actions

With your primary profile, Trish Weatherall, you can like this Page, follow it or take other actions.

Liked

Follow settings

Share

Create Page

Like as your Page

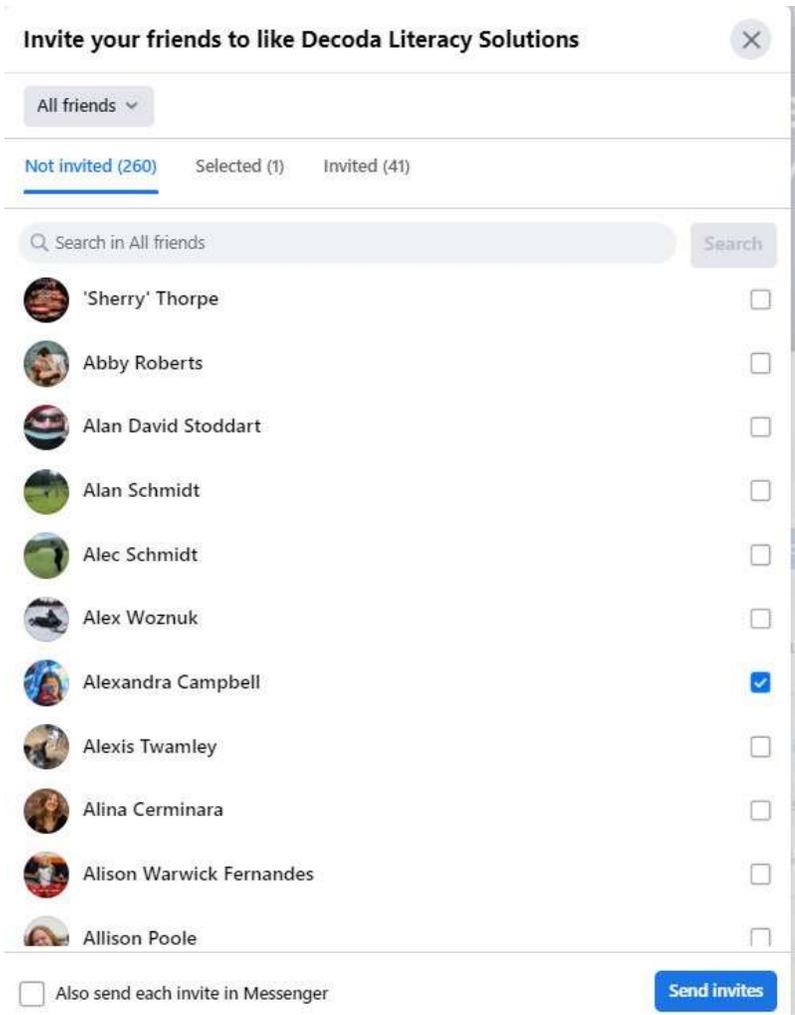
Unlike as your Page

Invite Friends

Invite people to like your Page

Method 1:

1. Go to your page
2. Click the 3 dots beside your logo icon
3. Click Invite Friends from the drop down menu



Invite people to like your Page

4. Your list of friends comes up
5. Click the box beside their name to checkmark it
6. Click Send invites

Decoda Literacy Solutions is with Margaret Sutherland and 4 others.
Published by Margaret Sutherland · November 24 at 11:37 AM ·

We met the newest member of the Decoda team today. Welcome Tyson!



401 People reached 66 Engagements ↑ +2.7x higher Distribution score [Boost post](#)

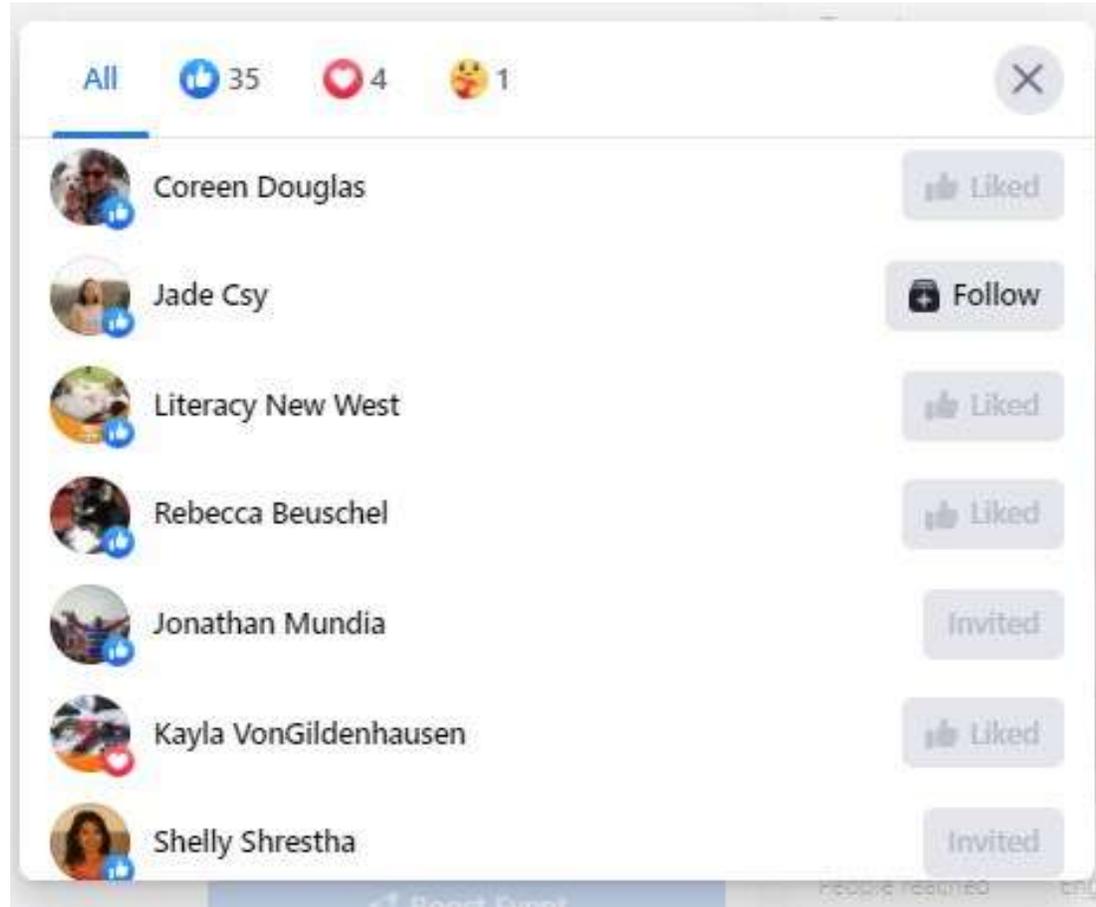
  You and 39 others 1 Comment

 Like  Comment  Share

Invite people to like your Page

Method 2:

1. Go to a post (on a phone, scroll across to Posts)
2. Click where people have reacted



Invite people to like your Page

3. If they haven't liked your page, it will show up as 'invite' in blue.

4. Click Invite or Follow

Follow and Like funding organizations

Look up other organizations in your community, like their page as your page

- United Way (your local branch)
- Vancouver Foundation
- Pacificcare – CCRR Program
- Backpack Buddies
- Lions Club (your local branch)

Follow and Like funding organizations

Look up other organizations in your community, like their page as your page

- Rotary Club (your local branch)
- Family Resource Programs of BC
- Banks
- Any organization or business who currently supports your work, or who you would like to support it.

Follow & Like your local organizations

- schools and colleges
- day care centres
- library
- food banks
- nonprofit organizations that align with your mission related to education, children, immigrants and First Nations.

Follow and Like other literacy pages

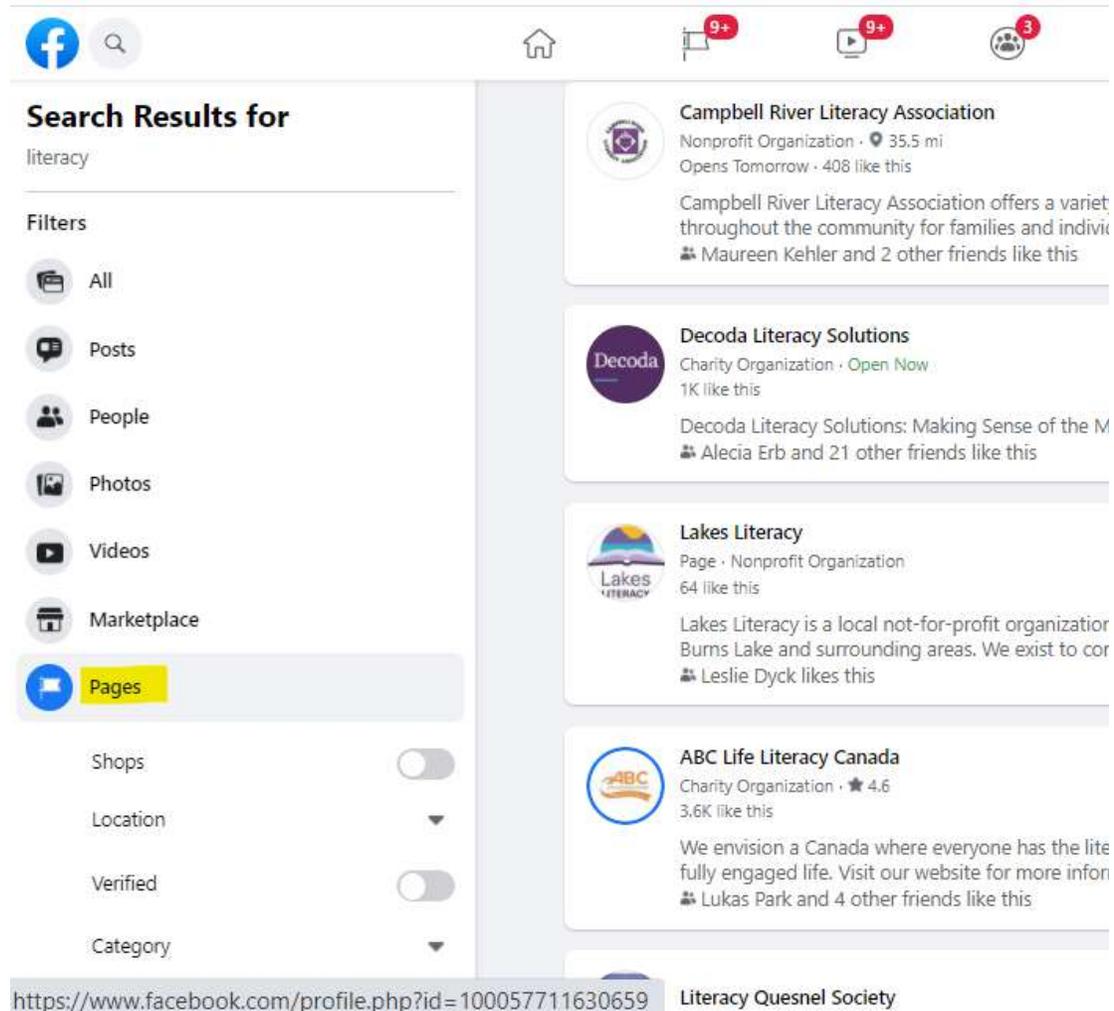
- Decoda Literacy Solutions
- ABC Life Literacy Canada
- ProLiteracy
- The Literacy Site by GreaterGood
- One-to-One Literacy
- Center for Media Literacy

Also Follow and Like community literacy pages

Why?

We share the goal of increasing literacy for everyone in BC.

- You'll get ideas for social media
- You'll get ideas for your programs
- You'll get ideas for fundraising
- You'll support and encourage each other



Liking Pages as your nonprofit Page

- In the search bar type “literacy”
- Scroll down on the left to **Pages** (so you see Literacy pages, not every post or person who mentions literacy)

Lakes Literacy

@lakesliteracy · Nonprofit Organization

Send Message

Hi! Please let us know how we can help.

Photos Community More ▾

Like



See all

a local not-for-profit
ving the community of
surrounding areas. We
families and indi... See

is including 1 of your

v this

icy.ca/

within a few hours

trictliteracy.ca

nization



Create post

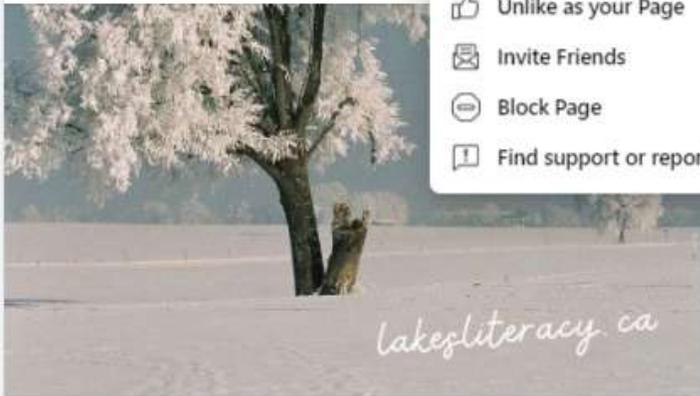
Photo/video

Check in



Lakes Literacy updated their cover p

5h · 🌐

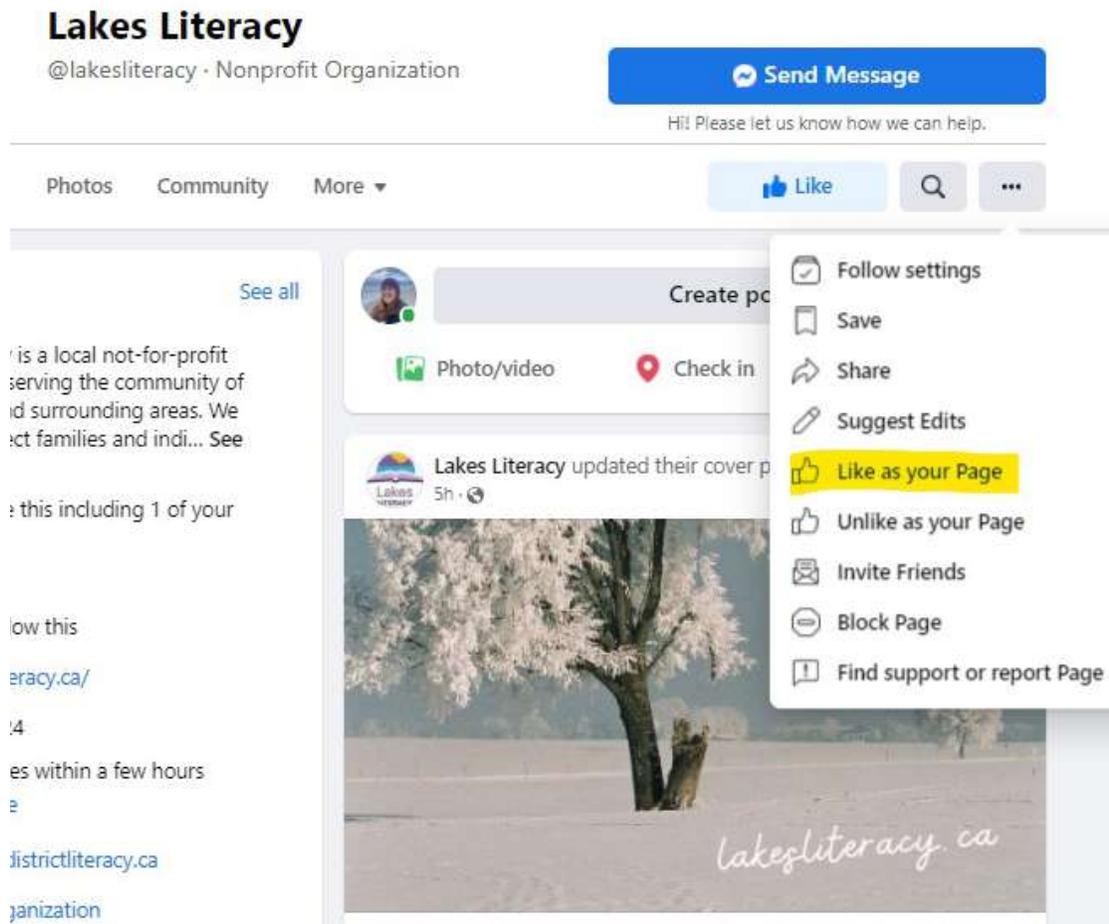


- Follow settings
- Save
- Share
- Suggest Edits
- Like as your Page
- Unlike as your Page
- Invite Friends
- Block Page
- Find support or report Page

Liking Pages as your nonprofit Page

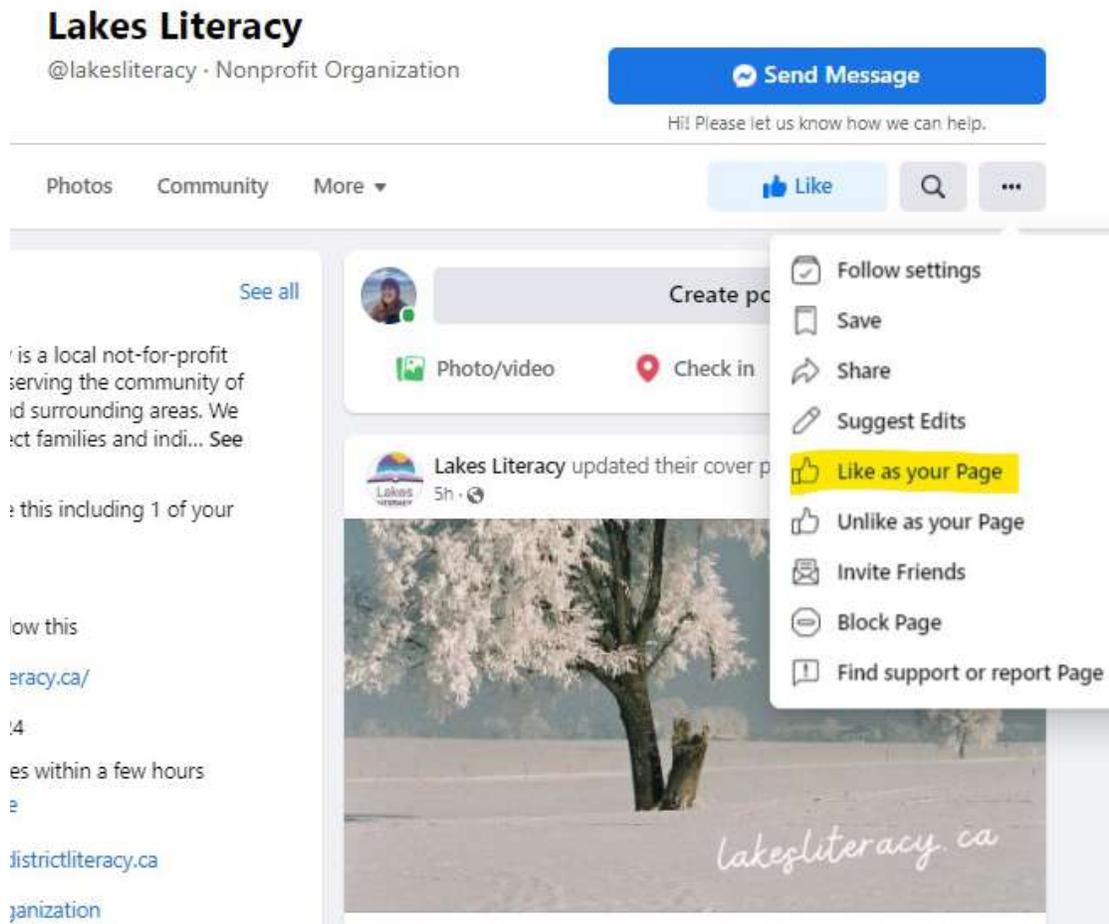
Choose the page you want to like to go to their home page.

Click the **three dots** in the top right of the page.



Liking Pages as your nonprofit Page

- Click 'Like as your page'
- If you manage several pages, a drop menu appears
- Click on the page or pages that you want to show that 'like' the page (your nonprofit page).



Liking Pages as your nonprofit Page

Let's take a few minutes to find a few pages and 'like' them as your organization page.

Try local schools, government, and other nonprofit organizations.

GIVING
TUESDAY Nov
30

Together
we give.

#GivingTuesdayCA | 30 Nov 2021

Sample Giving Tuesday post

It's Giving Tuesday!

Thanks to donors like you, this year
@DecodaLiteracy supported literacy
programs in more than 400 BC communities.

Together we can do more.

Give the gift of literacy at: **[add link]**

**#GivingTuesday #nonprofit #donate
#ThankYou**

@givingtuesdaycanada

DECODA.CA

Back to Basics: Cloze Procedure - Decoda Literacy Solutions

You, Darren Schmidt and 3 others

2 Shares

Like

Comment

Share

Write a comment...

Share now (Public)

Share to News Feed

Send in Messenger

Share to a group

Share using Business Suite

Share to a Page

Share on a friend's profile

More Options



Add a donate button to your nonprofit, and we'll take care of the processing with no fee for your personal cause.

Select



Alecia, Rebecca and 3 others through Facebook

Giving Tuesday post

Then: **Share your post** to your personal page and add a personal message about why you support the organization or program.

***People are more likely to donate when asked by a friend or family member**

Ideas to post in December

December is the giving season.

31% of online giving happens in December - Funraise.org

Use this month to:

- highlight your organization's successes
- thank volunteers and funders
- ask for end of year donations.

Ideas to post in December

- Your Top 10 posts of the past year (or top photos)
- Website “About Us” info
- Program or learner success stories
- Thank you for International Volunteers Day Dec. 5th #IVD2021
- Human Rights Day Dec. 10 “Literacy is a human right...”
- Suggest gift donations for someone who supports literacy.
- Thank you to supporters. “Big Cheque” photos do well.

Ideas to post in December

- Holiday wishes from staff (how about a group photo?)
- Holiday book suggestions
- Your newsletter
- A thank you to board members. Tag them and add your community's location.

To do this week

1. **Make a list of your big funders to thank**, get their logo and look up their Facebook page name for tagging eg. @RBC @DecodaLiteracy
2. While you're doing that, **Like and Follow funder Pages**
3. **Make a list of your local nonprofit and relevant local pages** like schools and libraries
4. **Like and follow them and record their page names for tagging**
5. **Get ideas for posts from your website** – About us, Staff, Programs, etc.
6. **Plan your social media strategy for May** – start with special days.
7. **Start experimenting!** You can always edit or delete your post.

Questions?