



Social Media Tips for CASA/GAL Programs



Why be on Facebook? 71% of US online adults are now Facebook users. 55% who engaged with causes via social media have been inspired to take further action.

Content Tips:

Keep it simple: The lower the reading grade level of an article headline, the more likely it is to get shared on Facebook.

- Fifth-grade level got shared 15% more often than average.
- Ninth-grade level got shared 10% more often than average.
- 15th-grade level got shared nearly 20% less often than average.

Stay Positive: Give people something to like, and ignore or block any senselessly negative comments.

Be a Good Social Citizen: The American Red Cross shared these guidelines for social content: try to be accurate, relevant, considerate, transparent, human and compassionate.

Be Visual: Adding images or video to posts increases sharing. See below for more on image use!

Respond: Don't be afraid of the "social" part of social media! Responding to comments and questions is key to building a consistent audience.

Turn on "Get Notifications": Ask fans to choose "get notifications" when hovering over the "Like" button on your page so that people are notified of new posts.

Publish on the Weekends:

- Saturday posts get passed along nearly 40% more often than average.
- Sunday posts get shared more than 15% more often than average.

Use our content! Follow [National CASA's Facebook page](#) and use our posts.

Using Images on Social Media:

Quick reminder: If you use an image that you did not get from National CASA or create yourself, please be sure to credit the source of the image!

Facebook:

There are three main ways to share images on Facebook.

- Your **cover** photo is the big photo at the top of your organization's page (or the top of your profile if you are just an individual).
- Your **profile** photo is the smaller photo that identifies you. It appears in the corner of your cover on your page, and next to your posts and your comments.





- You can also share photos or created images as posts! Images that share information or combine text and photos often make very popular posts. We suggest pairing these images with a short post sharing further information or adding a call to action.

Facebook post with image

Twitter:

Sharing images or photos is similar on Twitter:

- Your **header** is the big image on your profile page, your **profile** image is the small one that also identifies your tweets.



- A full-page image called your **background** will float behind an individual tweet of yours if opened separately, and you'll also see it behind your feed of tweets from accounts you follow.
- You can also enter photos or other images into tweets.

More resources and tips: These organizations/individuals share useful tips, best practices and research about working with social media and other technology.

Nonprofit Tech for Good: <http://www.nptechforgood.com/>
<https://www.facebook.com/nonprofitorgs> <https://twitter.com/nonprofitorgs>

Nonprofit Technology Network: <http://www.nten.org/>
<https://www.facebook.com/nten.org> <https://twitter.com/ntenorg>

Beth Kanter: <http://www.bethkanter.org/>
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