

How to Manage Social Media

Presenter: Sonya Young

Which Platform Do I Pick?

Top questions to ask:

- . Who is target audience?
- . What platforms do they use?
- . How much time to manage these platforms?

Target Audiences

- Participants at your centre
- Children/friends/neighbours of participants at your centre
- Volunteers
- Potential volunteers
- Donors
- Any other ideas?

Your audience:

What social media platforms do they use?

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- And many more!

How much time is involved in managing this social media platform(s)?

Estimates for:

- Daily/Weekly
- Posts, liking other posts, sorting photos, videos
- Approvals and privacy process
- Monthly campaigns

Current Active Living Centres on Social Media

Let's look at some social media accounts from seniors centres.

Let's see what they are doing right!



Facebook

- ▶ How often do they post?
- ▶ How many likes to page?
- ▶ How many likes on posts?

- ▶ Remember:
- ▶ Likes do not equal views (also called impressions) Some people like but not click “like.”

Things to ask
as you browse
Facebook
Pages

Facebook Examples

- [York West Active Living Centre](#)
- [Syme55+](#)
- [Sunshine Centres for Seniors](#)
- [Ontario Nonprofit Network](#)
(YouTube, Linkedin, Twitter)



York West Active Living Centre

Home

Posts

Reviews

Photos

Community

Videos

Events

About

Create a Page

Like Follow Share ...

Happy Halloween!



York West Active Living Centre

Nonprofit Organization

Send Message

10

4 Comments

Like

Comment

Share



Send Message



1901 Weston Rd
Toronto, Ontario M9N 3P5

[Get Directions](#)

(416) 245-4395

Typically replies within a day
[Send Message](#)

www.ywalc.ca

Nonprofit Organization · Senior Center

Price Range \$

Hours 8:30 AM - 4:30 PM
[Open Now](#)

[Suggest Edits](#)

[Page Transparency](#)

[See More](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - December 19, 2011

Related Pages



Syme 55+ Centre

@syme55

Home

About

Events

Photos

Videos

Community

Reviews

Posts

Create a Page

Like Follow Share ...



You and 6 others

1 Share

Like

Comment

Share

Send Message

No Rating Yet

Community

See All

Invite your friends to like this Page

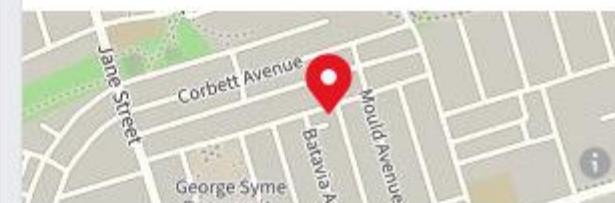
61 people like this

72 people follow this

7 check-ins

About

See All



33 Pritchard Avenue
Toronto, Ontario M6N 1T4

Get Directions

(416) 766-0388

Send Message

www.syme55.com

Nonprofit Organization · Community

www.facebook.com/syme55/photos/pcb.3101840099890519/3101835953224267/?type=3&_tn_=HH-R&eid=ARAGbN'



Sunshine Centres
for Seniors

@SunshineCentresforSeniors

Home

About

Events

Photos

Community

Reviews

Posts

Create a Page

Sunshine Centres for Seniors

Serving Toronto's Seniors
since 1970



Like



Follow



Create Fundraiser



Learn More



Send Message



Write a post...



Photo/Video



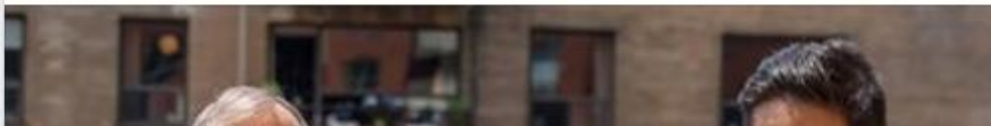
Tag Friends



Check in



Photos



No Rating Yet

Community

See All



Invite your friends to like this Page



198 people like this



236 people follow this



Christa Hoy Bartlett and 2 other friends like this or have checked in



Sunshine Centres
for Seniors

SunshineCentresforSeni
s

Home

About

Events

Photos

Community

Reviews

Posts

Create a Page

Like Follow + Create Fundraiser ...

the high water levels on the Toronto Islands and will continue into July as planned. Please see the link for further details.



SUNSHINECENTRES.COM

July Update on Camp Sunshine Water Levels

Camp Sunshine will remain open heading into July! Our building and...

11

1 Share

Like

Comment

Share



Sunshine Centres for Seniors

July 10 ·

Learn More

Send Message



Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - July 29, 2010

Related Pages



CharityVillage

Kateryna Datingcoach like...
Nonprofit Organization

Like



Ontario 211

Social Service

Like



North York Seniors Ce...

Arleen Whyte likes this
Senior Center

Like

English (US) · Français (Canada) · Español
· Português (Brasil) · Deutsch

+

Privacy · Terms · Advertising · Ad Choices

Cookies · More

Facebook © 2010



Ontario Nonprofit
Network

@OntarioNonprofitNetwor
k

Home

About

Posts

Events

Photos

Community

Videos

Create a Page

2019



NOV 27 & 28

METRO TORONTO
CONVENTION CENTRE



Like



Follow



Share



...

BE BOLD
DRIVE CHANGE
TOGETHER

Learn More



Send Message

Create Post



Write a post...



Photo/Video



Tag Friends



Check in



...

Posts



Ontario Nonprofit Network

18 hrs · 🌐

Do you want to lead change? Apply your skills as the Executive Director of the Workforce Funder Collaborative or as a Manager of the Toronto Artscape Foundation. The #nonprofit sector is filled with so many

A strong nonprofit sector, thriving communities

Thousands of us in the sector are working together to create a better public policy environment; one...

See More

Community

See All



Invite your friends to like this Page



1,723 people like this



2,051 people follow this



5 check-ins



Example for video post: Community Clicks

- ▶ A photography group for seniors did a project called Community Clicks.
- ▶ Participants documented changes in their neighbourhood by visiting restaurants and small businesses.

I already have a Facebook Page for my Centre, now what?

Facebook analytics

Go to the “Insights” tab and write down the following facts:

- Number of followers
- Number of page likes
- The ratio of men to women
- Age groups and percentages
- Countries where your top fans live
- Cities where your top fans live
- Language your top fans speak

Next Steps:

Brainstorming with your team

- The nonprofit's mission
- Goals of the nonprofit
- What the nonprofit hopes to achieve

Why are we using Facebook?

- Build your brand
- Spread your mission
- Communicate with supporters
- Educate the public
- Seek new supporters
- Find volunteers
- Garner donations

Rank and prioritize

[Read more](#)

Prioritize Audiences

This will lead you to decide the kind of post you will have:

- Donors: Show good work the organization is doing. Photos, videos, storytelling of people your organization has helped.
- Current participants: Calendars, pictures of outings, people having fun at class, surveys of programs they like the most.

Twitter



Twitter Stats

Hootsuite's 2019 report found:

- 326 million people on Twitter every month
- 72% of users read news from Twitter
- Tweets with video attract 10 times the engagement as those without

Before you begin, take the time to review [nonprofits you admire](#) on Twitter and how they are generating and leveraging content.

Understand Twitter features:

- Follower lists
- Hashtags (2 to 3 at most)
- Shortened links
- Tagging
- Twitter alerts
- Twitter analytics

[Read more](#)

Twitter Examples

- [OACAO](#)
- [Sunshine Centres](#)
- [ArtBridges](#): Twitter chat and call out to different provinces

Ideas: Older Adult Centres would be very local, but could call out to different audiences: participants, possible participants, children of participants, relatives and friends of participants



Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet



Sunshine Centres

1,059 Tweets

Follow

532 Following 435 Followers



Followed by Active Aging Canada, UWaterloo NAR, and 12 others you follow

Tweets

Tweets & replies

Media

Likes

Sunshine Centres Retweeted



RTO/ERO Foundation @RTO_Foundation · Oct 25

Tip #3 to help prevent social isolation: Supporting a cause you're passionate about provides a sense of purpose, social connections and the opportunity to maintain and build new skills. If you're not sure, ask a friend if they volunteer and consider tagging along.

Tip 3: Volunteer your time



1

2



Search Twitter



Jane Teasdale
@JaneatMosaic

Follow

Show more

Trends for you



Mariah Carey

21.4K Tweets

#LastChristmasMovie

In Theatres November 8

Promoted by UniversalPicturesCAN

#BladeRunner

8,486 Tweets

#Movember

7,994 Tweets

Florida

238K Tweets

US news

President Trump changed his state of residence from New ...



Twitter Analytics

Impressions: Times a user is served a Tweet in timeline or search results

Engagements: Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion

Engagement Rate: Number of engagements divided by impressions

Instagram



Instagram

Millennials make up 34% of Instagram users

[Read more](#)

21% of 50-64

10% 65 +

Value ultimately lies in the reaction and feeling your post evokes

[Read more](#)

YouTube

“Almost a third of all people on the Internet actively use YouTube. That’s 1.5 billion people across the globe logging in every month that could be viewing your story and engaging with your mission.”

-YouTube Source

Ontario Nonprofit Network

Good Neighbours Active Living Centre

Active Aging Canada

[HOME](#)[VIDEOS](#)[PLAYLISTS](#)[CHANNELS](#)[ABOUT](#)

Network Building: Ontario nonprofits and charities stronger to...

691 views • 4 years ago

From a seed of an idea to a 7,500-strong network spanning Ontario's nonprofit sector, ONN engages nonprofits and charities in public policy and advocacy. Find out more about what a network model, with a volunteer base of over 300 nonprofit leaders, has achieved in strengthening the sector and the communities it serves across Ontario.

[READ MORE](#)

Uploads [▶ PLAY ALL](#)



Nonprofit Driven 2019 - Speaker Announcement

63 views • 4 days ago



The Case for Transformation - Disrupt the Narrative Series...

127 views • 2 weeks ago



Erasing Paternalistic Views of Governance - Disrupt the ...

146 views • 2 weeks ago



Boards Do Not Equal Governance - Disrupt the ...

99 views • 2 weeks ago



Is the Nonprofit Governance Model Sustainable? Disrupt ...

86 views • 2 weeks ago

YouTube

The YouTube Nonprofit Program helps nonprofits connect with supporters, volunteers, and donors.

- Video is a new but essential format for storytelling.
- **One billion** viewers on YouTube monthly-- nonprofits use YouTube videos to share stories with a global audience.

Find out more: [YouTube Nonprofit Program](#).

YouTube Eligibility

- Organizations must be currently registered with TechSoup Canada, TechSoup Global's regional arm.
- Organizations must be Canadian Charities
 - registered with the Canada Revenue Agency (CRA)
 - Canadian Federal Non-profits registered with Innovation, Science and Economic Development Canada (ISED)
 - Canadian Provincial Non-profits registered with their corresponding provinces or territories.



LinkedIn

LinkedIn

As the “World’s largest professional network,”
having a LinkedIn page has the potential to
connect with more than “610 million users in more
than 200 countries.”

LinkedIn

Nonprofits use LinkedIn to:

- Establish credibility on the organization's subject matter
- Make and maintain new connections
- Reach potential volunteers/employees
- Increase donor support through professional outreach
- Garner corporate funding
- Show business leaders your nonprofit is a trustworthy nonprofit partner

LinkedIn Pointers

- Keep post language professional and informative (no swearing or excessive exclamation points),
- Share statistics, pictures and videos to demonstrate how the nonprofit helps its cause as well as how businesses and professionals can be involved by volunteering (3)

Social Media Management and Analytics Solutions

Organizing your Time

Do you enjoy social media or feel you have to tackle it?

First thing in the morning, right after lunch?
daily, weekly, monthly.

Timesaving Ideas

1. Get users to generate content.

User-generated content is “**social media takeovers**” where you let a trusted advocate post on your behalf.

Partnerships are a two-way street as you and your followers both get eyes on your accounts.

Tapping into your network generates confidence and engagement. Someone may see you highlighting another user and ask to be showcased on your page directly. (4)

Timesaving Ideas

- **Team up** with another older adult centre in a different location. Share common posts of common interests: food, nutrition, exercise tips. Important dates such as Seniors Day.
- **Crosspost** in Facebook. Work in tandem with another organization and post the same videos with permission. (4)

Remember Important dates:

October: [National Seniors Day](#) is October 1

- An occasion where all Canadians can join in celebrating older adults across Canada - whether a parent, a co-worker, a neighbour, or a friend.
- Easy to show your respect and gratitude for the older adults in your life.
- Options to thank the seniors in your life for all of their hard work and show them just how much they're appreciated.

Some Ideas:

- Say "thank you"
- Take a walk together
- Cook a meal together
- Treat them to a day out

Post a message on the [Seniors in Canada Facebook page](#)



Seniors in Canada / Aînés au Canada



@SeniorsinCanadaAineau
Canada

Home

About

Posts

Photos

Videos

Notes

Community

Create a Page



Photo/Video



Tag Friends



Check in



Posts



Seniors in Canada / Aînés au Canada

August 29 · 🌐



Are you planning to retire in the near future? Effective planning is more important than ever to help you have the retirement you want.

Find out more about Canada Pension Plan options and more here: ✓
<http://ow.ly/mMq430praTP>

..... See More
See Translation



Our Story

Seniors in Canada is a channel for seniors, caregivers, families and service organizations to celebr...

[See More](#)

Community

[See All](#)



Invite your friends to like this Page



6,645 people like this



8,981 people follow this

About

[See All](#)



✓ ✓ Canada.ca/Seniors



Government Organization



Suggest Edits

Resource: Important Dates

January: [Bell LetsTalk](#) January 30, 2020

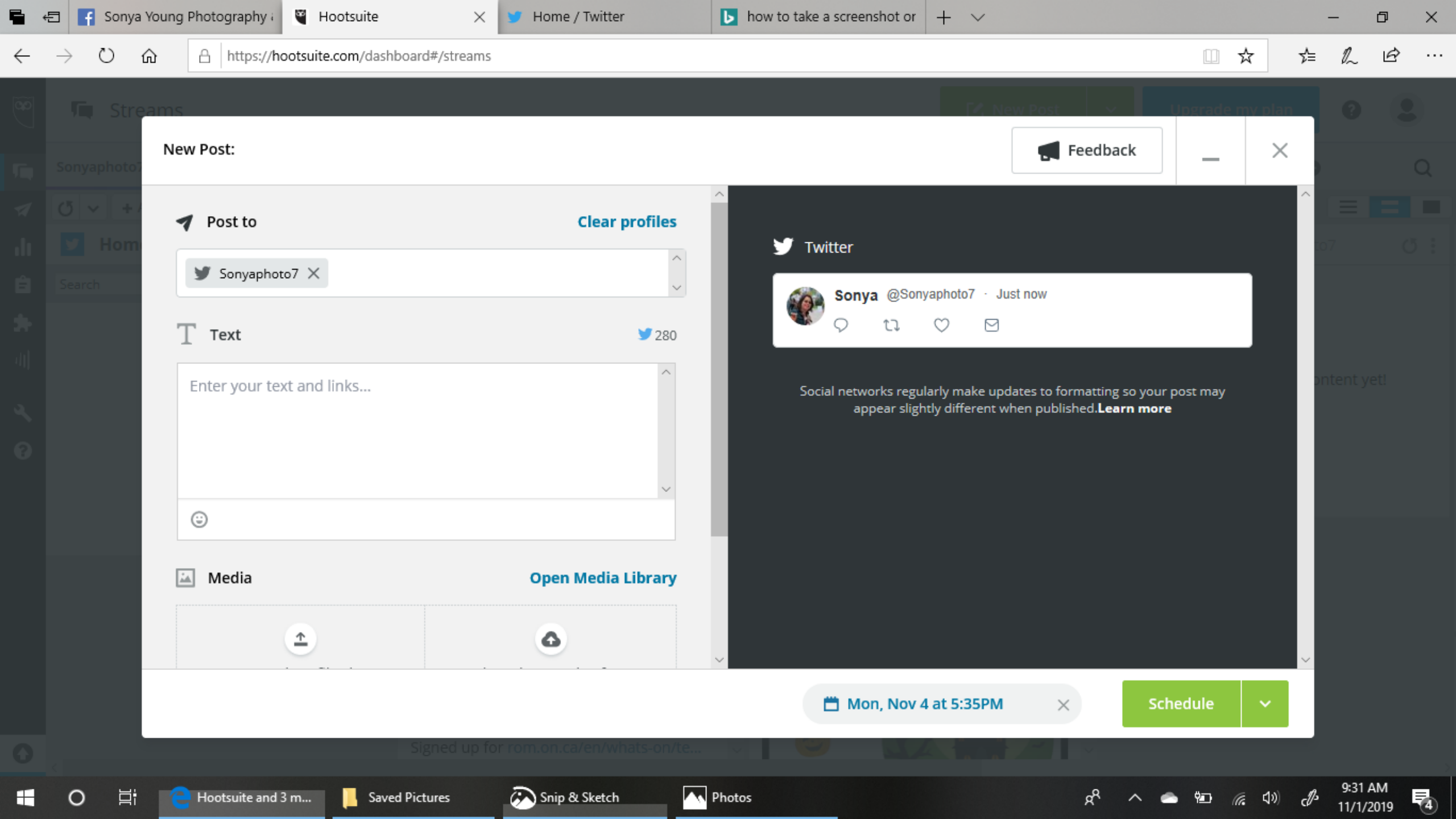
June: [Seniors Day in Ontario](#)

December: [Giving Tuesday](#)

One Solution: Hootsuite

This program will help you:

- Organize multiple accounts
- Post from multiple accounts
- See other's posts organized by different subjects



Sprout Social

Pricing

Read more : [PC Magazine Review](#)

Buffer

Nonprofit discount

Costs:

<https://hootsuite.com/about/hootgiving>

<https://hootsuite.com/plans>

\$29/month

Hootsuite does have a **free plan**:

- 3 social channels
- post up to 30 scheduled posts
- 1 user

Resources

Senior specific:

[Give65](#) [US](#)

[Give 65](#) [Canada on Dec 3](#)

Resources:

[Techsoup Canada](#)

DAYS

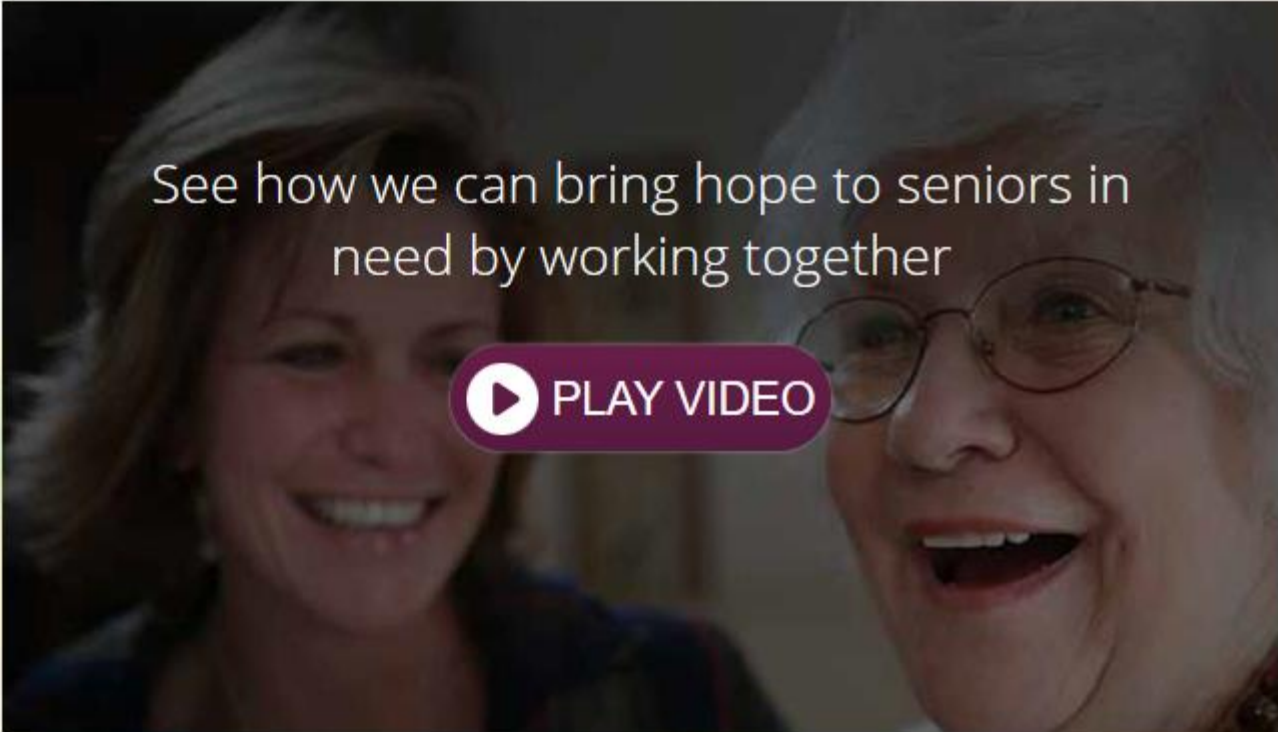
HOURS

MINUTES

SECONDS

UNTIL #GIVINGTUESDAY

December 3, 2019



See how we can bring hope to seniors in need by working together



PLAY VIDEO

Save the date!

Celebrate #GivingTuesday on December 3 with a gift in support of less fortunate seniors in Canada.

Your gift gives seniors hope. Plus, \$50,000 in matching grants is available to all partnering nonprofits.

[Learn more about these organizations by clicking here.](#)

DONATE TO A PROJECT

VIEW:

PROJECTS

CHARITIES

HOPE PAGES

Search by name, city, or province

All Categories



SEARCH



Adopt a Grandparent

by Calgary Seniors' Resource Society

ADOPT A GRANDPARENT

Real Seniors, Real Worries, Real Hope



Adult Day Program

by A.S.K. Friendship Centre

Your donation will go towards our Active Seniors Programs such as Community outings on our buses, Zumba classes and music



Dementia Link fundraiser

by The Dementia Society of Ottawa and Renfrew County

The Dementia Link program helps increase visibility for dementia, as



Don't Walk The Journey Alone

by Home Hospice Association/North Chapter

Home Hospice Association-North Chapter "Don't Walk The Journey

Sources:

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7. [Is-your-nonprofit-setting-smart-goals/](#)
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BEST DAYS



BEST TIMES



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

Quick Tip:

Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

[Read more from this source](#)