

Social Media & Online Communications Resources

LWVUS Guidelines on the League Management Website

League of Women Voters New Media Facebook Group (private)

Facebook Blog, Facebook Insights, Facebook Marketing, Facebook Pages and Non-Profits on Facebook

Twitter Blog, Twitter Analytics

Management Tools – Bit.ly, Crowdbooster, Tweetdeck, HootSuite, SproutSocial

M+R Strategic Services Labs

Nonprofit Technology Network

Beth Kanter Blog

Nonprofit Marketing Guide

Salsa Labs Blog and their Nonprofit Best Practices

Buffer

Social Driver

Social Media Examiner

Nonprofit Tech for Good

Social Media Today



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Key Tips & Reminders

- Don't just post a news article, explain **why** it is important and what the League is doing on the issue!
- Don't spam your audience – space out and schedule your content.
- Make sure your content is accessible to all; not wonky
- Engage with other local Leagues & local partner organizations
- Test! What message resonates most? What time are your followers online?
- Pitch journalists online – tweet them a quote or your statement
- Repurpose content; share from LWVUS, VOTE411 channels



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Facebook 101

Content Suggestions

- Photos, images, native videos
 - Go live at your debates and forums!
- Breaking news and “wins”
- Personal stories
- History or anniversaries
- Actions
- Tag partners
- Sparse use of hashtags

Stay on top Facebook’s changing algorithms!

- **Share regularly!** Aim to post daily
- **Encourage!** Ask your followers questions, or encourage them to respond to your content.
- **Keep it easy, light and fun!** Keep your posts short, light, pithy and entertaining.
- **Engage!** Like, share content from your partners.
- **Repeat!** Content that performs well can be reshared.



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Twitter 101

Content Suggestions

- Photos, videos, gifs
- Action items
- Asking users to RT
- Breaking news, wins, news of the moment, “holidays”
- Trending topics
- #FF, #tbt, #otd, #onthisday
- Tweetstorms, Twitter Chats

Tips

- Keep it simple; break content into string of tweets
- Use popular hashtags
- Drive traffic to your website; capture user info
- Follow & interact with local users who align with your mission & have lots of followers
- Direct outreach to reporters, bloggers



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