

# 10 Top Tips for Not-for-Profits

*For charities, trusts, community groups and voluntary organisations social media can prove to be an easy and cost effective form of advertising. Not for profit work centres on people and their connections so online networks can get a message out quickly to a huge number of people. Here are 10 top online marketing tips for not-for-profits:*

- 1. Know what you're about.** If you can't summarise your work in a few lines online then people won't understand what your organisation does.
- 2. Invest in a website.** Googling things has become an instinctive way to find information for many people. If you're not on the web when people want to find you, chances are they'll take their time or money elsewhere.
- 3. Make sure information is up to date.** If you've got contact details on your website make sure they are the right ones. If people take the time to get in touch then they're probably serious about helping your organisation and you don't want to lose that.
- 4. Set up a Facebook Page.** The world and its mates are on Facebook nowadays and once your page is up and running people can follow what you're doing with one simple click.
- 5. Post updates regularly.** If someone finds your page and nothing has changed in the last 6 months, they'll think you've not been doing anything. It doesn't have to be ground breaking news – mundane things can create familiarity.
- 6. Ask for interaction.** Promotions with prizes always grab the most attention, but simple questions can also work well.
- 7. Schedule updates in advance.** There are several services on the internet which allow you to schedule updates to the likes of Twitter and Facebook – we recommend [www.hootsuite.com](http://www.hootsuite.com). It means you don't have to be in the office when you want an update to go out and you can manage your time by setting lots of updates all at once!
- 8. Paid ads really are worth it.** If you know your target demographic then paid ads on Facebook are a really great way to get the message out beyond loyal followers. Campaigns can cost as little as £1 a day to get your organisation seen thousands of times.
- 9. Let people donate online.** If you run on donations then being open for online donations can save you time and paperwork compared to taking them over the phone or in the post. Potential donors will be keener to give if you use a reputable provider such as Paypal.
- 10. Simple website navigation.** Make it easy for visitors to get around your website and they'll stay longer and be better informed about your organisation. Search engines will also thank you and move you up their listings as it makes it easier for them to index your site.