



# THE SOCIETY OF ST. VINCENT DE PAUL

## Social Media 101 Tip Sheet

### QUICK LINKS

- **National Council on Facebook**  
[www.facebook.com/svdpusa](http://www.facebook.com/svdpusa)
- **National Council on Instagram**  
[www.instagram.com/svdpusa/](http://www.instagram.com/svdpusa/)
- **National Council on Twitter**  
[@svdpusacouncil](https://twitter.com/svdpusacouncil)
- **National Council on LinkedIn**  
[www.linkedin.com/company/national-council-of-the-united-states-society-of-st-vincent-de-paul/](http://www.linkedin.com/company/national-council-of-the-united-states-society-of-st-vincent-de-paul/)

Make sure your Conference follows the National Council, so we can follow you back!

### KEY TAKEAWAYS

- Social media is where most donors, prospective members, and even neighbors in need will search for you. If you don't have an online presence, they'll look for another organization.
- If you're just getting started, start with one social media platform (we recommend Facebook or Instagram), then work your way up to additional platforms.
- Create a calendar of what you're posting when, so you're not scrambling for content.
- It's great to post at least once a day, but if you're starting out, even 1 – 2 posts a week are good.
- A picture is worth a thousand words! Use photos or video whenever possible in your posts.
- If you're looking for an easy source of Facebook content, the National Council posts multiple times a day, including a daily prayer. Click Share, and you've posted for the day! Couldn't be easier.
- A post won't get traction unless people Like and Share it! Remind Conference members and Council leadership to Like/Share 1 – 2 posts a week; that 30 seconds of effort will mean more viewers will see your content.

### RESOURCES

For logo files, templates, media release forms, and other resources, visit [members.ssvpusa.org/communications-branding/](http://members.ssvpusa.org/communications-branding/)

### CONTACT US

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