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/

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