



## **Creating Social Media Policies and Practices for Long Haul – Check List**

- ⦿ Start slowly
- ⦿ Ask stakeholders how they are receiving information today
- ⦿ Use stakeholder template to build simple communications plan by audience
- ⦿ Consider developing a social media policy to guide employees and other organizational stakeholders
- ⦿ Tie in with development efforts
- ⦿ Determine way to “roll out” strategies/provide overview and training as appropriate
- ⦿ Allocate time to communications efforts daily – fence it in
- ⦿ Set milestones to measure
- ⦿ Do a quarterly check up on how communications are reaching stakeholders

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### Resources – Techsoup.org

- ⦿ *Engaging “inactive” supporters online:* <http://blog.givezooks.com/?p=82>
- ⦿ *Case study by Beth Kanter:* <http://widgetfundraising.wikispaces.com/>
- ⦿ *Facebook Groups and Pages – Features, Benefits And Killer Tips:*  
<http://johnhaydon.com/2009/04/facebook-groups-pages-tips/>
- ⦿ *15 tips for fundraising on Twitter:*  
<http://www.diaryofareluctantblogger.com/2009/06/small-pebbles-make-big-waves-15-tips.html>
- ⦿ *Nonprofit Technology Resource:*  
<http://www.nonprofittech.com/event/question/>
- ⦿ *10 Tips for Asking Bloggers to Write About Your Cause:*  
<http://havefundogood.blogspot.com/2007/12/10-tips-for-asking-bloggers-to-write.html>
- ⦿ *Social by Social: Handbook launched!:*  
<http://www.socialbrite.org/2009/07/08/social-by-social-handbook-launched/>
- ⦿ *12for12k raised \$14,500 in 12 hours:*  
<http://12for12k.org/2009/03/19/thank-you/>