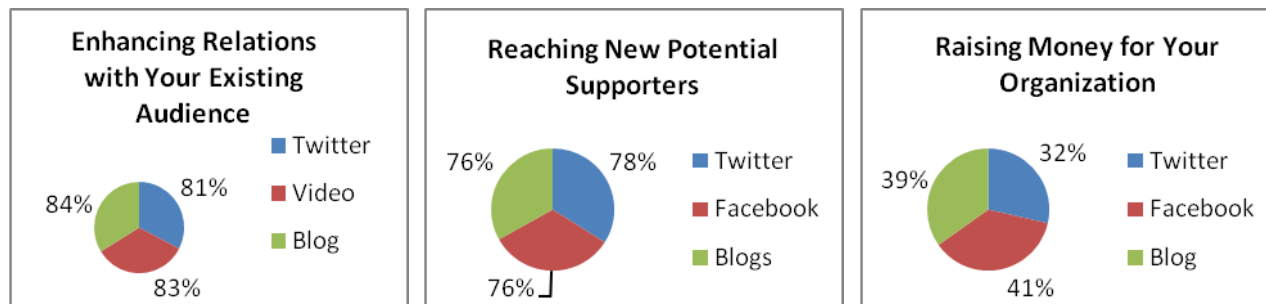


Article Continued: Social Networking for Non-Profit Organizations

e-Literacy News

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The below data is reflected in a new [Idealware](#) report on how social networking tools fit these objectives. The results reflect feedback from nonprofit organizations about their use of social media.



Overall, non-profits tend to use Twitter the most, not because it is the most effective for each category, but because of its versatility in each category. Tweets are 140 characters or less and can contain hyperlinks to websites. Specific words within a tweet can also be highlighted as a keyword by putting a hashtag (#) in front of it (i.e. #literacy). Click [here](#) for an example. Blogs are also useful in that you are able to share more relevant information that may not fit into the truncated Twitter format.

While non-profits have access to all of the most popular social networking tools, because they are free, it does not mean it is advantageous to use all of them. Utilize the social media that work best to reach your organizational objectives. Make sure you have a plan outlining how you'll use the social networking tool, what the content will primarily consist of and how often you'll update it.

It is important to look at the tools you currently have and determine which social media platforms will best compliment your current marketing and communications efforts. If you have a great website, you may consider Facebook and Twitter as viable outlets to reach more people and drive traffic to the program's website. If your website lacks in updates and content, you may consider a blog for your program since content is typically more thorough and detailed than a tweet or a status update.

For more information about social networking, you can access the article [Using Social Media to Meet Nonprofit Goals](#) and/or review and contribute to a recent [FLC blog post](#) discussing the benefits of social media.