Social media

Goal: Social media is for strengthening your current connections. Think of it as shoutouts to people who have used your resources to help their communities and notifications for when new opportunities are available.





Tips:

What to post:

- Give to the Max
- Upcoming events
- After-event thank yous to attendees
- Thank yous to donors
- When you award funds
- When a project is in progress or completed
- Board member bios

Visuals:

- Try to use a picture you take, not a stock photo.
- Use Canva to make graphics (connect with your SMIF liaison for a free account and template).

How often to post:

- Post once a week or when you have something great to share.
- Post a few times a week when events or deadlines are close.