

Beth Kanter
www.bethkanter.org

Digital Strategy Links

Social Media Trends and Research for 2019

Encouraging Giving to Women's and Girl's Causes

<https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/newest-report/index.html>

Care2 Digital Outlook Strategy

<http://www.care2services.com/2019-digital-outlook-report>

Social Media Research Studies

<https://buffer.com/state-of-social-2019>

The Bots Are Here: Nonprofits in the Age of Automation

<http://www.bethkanter.org/bots-here/>

Personas

Nonprofit Guide for Personas

<https://blog.hubspot.com/marketing/a-nonprofits-guide-to-building-audience-personas#sm.00017mih1cka5f1bzqi1gfppa52kb>

How To Use Personas

<https://www.theguardian.com/voluntary-sector-network/2013/jul/29/marketing-personas-nonprofits-fundraisers>

Best Practices to Develop Donor Personas

<https://www.classy.org/blog/how-to-develop-donor-personas-for-your-nonprofit/>

How To Create Personas

<https://www.brandwatch.com/blog/buyer-personas-wrong/>

Empathy Maps

How To Use Empathy Maps To Make Your Messaging Relevant to Donors

<https://www.causevox.com/blog/making-your-message-relevant-empathy-maps/>

What is An Empathy Map?

<https://www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/>

Storytelling

Fox Valley Humane Association: Example

<http://www.bethkanter.org/sm-best-practices/>

Nonprofit Storytelling Best Practices

<https://www.classy.org/blog/infographic-nonprofit-storytelling/>

Transmedia Storytelling

<http://www.howtostory.be/transmedia-storytelling-whats-in-a-name/>

Social Media Strategy

Social Media Plan

<https://blog.bufferapp.com/social-media-marketing-plan>

Social Media Audit

<https://blog.bufferapp.com/social-media-audit>

Content

10 Steps to Improve Your Nonprofit's Content Calendar

<https://nptechforgood.com/2019/01/17/10-steps-to-improve-your-nonprofits-social-media-content-calendar-in-2019/>

Repurpose Your Content

<http://www.bethkanter.org/visual-content/>

Content Creation Process

<http://www.bethkanter.org/smnp-continuous-improvement/>

Writing Good Headlines

<http://socialmediaslant.com/emotional-marketing-value-headlines/>

<https://blog.hubspot.com/marketing/headline-writing-tips#sm.00017mih1cka5f1bzqi1gfppa52kb>

<https://www.poynter.org/2014/top-8-secrets-of-how-to-write-an-upworthy-headline/255886/>

Visual Content Tools

<https://blog.bufferapp.com/a-complete-guide-to-creating-awesome-visual-content>

<http://blog.hubspot.com/marketing/visual-content-creation-social-media>

<http://www.socialmediaexaminer.com/visual-content-marketing-a-resource-guide-for-marketers/>

Social Media Optimization

How To Craft the Perfect Social Media Post

<https://blog.bufferapp.com/how-to-craft-the-perfect-post-on-facebook-twitter-and-instagram>

Facebook Video

<http://www.socialmediaexaminer.com/facebook-video-for-marketers-strategy-for-future-success-jay-baer/>

<http://www.bethkanter.org/video-guest-post/>

Facebook Live

<http://www.johnhaydon.com/facebook-live-ideas-show-impact-nonprofit/>

<http://www.johnhaydon.com/facebook-live-for-nonprofits-getting-started/>

Facebook Messenger Bots

<http://www.bethkanter.org/charity-bots/>

Creative Ways To Share Your Content

<http://hi.buffer.com/082E173i3m2i>

Best Times to Post on Social Media Channels

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

Engagement

<https://blog.bufferapp.com/engage-quickly-authentically>

Twitter Chats

<http://www.bethkanter.org/twitter-chat/>

Social Media Management

<https://blog.bufferapp.com/social-media-management-tools>

Champions

Leading on Social Media for Staff/Board

<http://www.bethkanter.org/hrw-employee-champions/>

<http://www.bethkanter.org/networkedleadership/>

<http://www.bethkanter.org/nonprofit-ceo-leaders/>

How Your CEO Can Use Social for Thought Leadership

<http://www.bethkanter.org/thought-leadership/>

Influencer Strategy

<http://www.bethkanter.org/influencer-campaign/>

Message Amplification

http://sethgodin.typepad.com/seths_blog/2013/08/message-amplification-isnt-linear.html

Measurement

Social Media Metrics and Measurement

<https://blog.bufferapp.com/learn-social-media-analytics>