



Social Media Toolkit

The Aspen Institute's [Program on Philanthropy & Social Innovation](#) (PSI) released a new report it commissioned, *Stories from the Frontier: Breakthroughs, Challenges, and Recommendations from the First 5 Years of Open 990 Data*, authored by the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University. The report details how open Form 990 data is empowering change throughout the nonprofit sector.

To make sharing this brochure easier, below is a social media toolkit that includes the following resources:

- Full and shortened links to the brochure
 - Sample posts for Facebook, Twitter, and LinkedIn
 - Graphics sized for each social channel
 - Suggested hashtags
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Report Links

The following are links to the final version of the report to include in social media posts:

- Link to the report: <https://www.aspeninstitute.org/publications/stories-from-the-frontier/>
 - Shortened link: <https://bit.ly/3LE2Zt8>
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Sample Posts for Facebook & LinkedIn

The following are sample posts to share on Facebook and LinkedIn:

Post 1:

Today, the @AspenInstitute's Program on Philanthropy and Social Innovation released a new report authored by Dorothy A. Johnson Center for Philanthropy at Grand Valley State University entitled "Stories from the Frontier: Breakthroughs, Challenges, and Recommendations from the First 5 Years of Open 990 Data." The report details how open Form 990 data is empowering change throughout the nonprofit sector.

Read the full report here: <https://bit.ly/3LE2Zt8>

#datatransparency #opendata #nonprofitresource

Post 2:

@AspenInstitute's Program on Philanthropy & Social Innovation has been working for years to advance nonprofit transparency and knowledge by convening experts, conducting research, and partnering with elected officials to include Form 990 #opendata requirements for nonprofits in the Taxpayer First Act.

Today, the Program on Philanthropy & Social Innovation released a new report authored by the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University that outlines breakthroughs, challenges, and recommendations from the first five years of open 990 data. Read the full report here: <https://bit.ly/3LE2Zt8>

#datatransparency #opendata #nonprofitresource

Post 3:

The Aspen Institute's Program on Philanthropy and Social Innovation has released a new report, authored by the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University, that details how open Form 990 data is empowering change throughout the nonprofit sector and also provides tools and resources for 990 data users. Making 990 data searchable and available for free to the public has revolutionized nonprofit information and scholarship by massively reducing costs and increasing efficiency.

Read the full report here: <https://bit.ly/3LE2Zt8>

#datatransparency #opendata #nonprofitresource

Sample Posts for Twitter

The following are sample posts to share on Twitter:

Post 1:

A new report from the @AspenInstitute's @AspenPSI and authored by the @johnsoncenter details how open Form 990 data is empowering change throughout the nonprofit sector and provides tools and resources for 990 data users. Full report: <https://bit.ly/3LE2Zt8> #opendata

Post 2:

Today, @AspenPSI and @johnsoncenter released a new report "Stories from the Frontier: Breakthroughs, Challenges, and Recommendations from the First 5 Years of Open 990 Data." The report details how open Form 990 data is empowering change throughout the nonprofit sector. <https://bit.ly/3LE2Zt8>

Post 3: A new report from @AspenPSI authored by the @johnsoncenter outlines breakthroughs, challenges, and recommendations from the first five years of open 990 data. Read the full report here: <https://bit.ly/3LE2Zt8>
#datatransparency #opendata

Post 4: @AspenInstitute's @AspenPSI has advocated for #nonprofit transparency for years. In a new report, authored by the @johnsoncenter, @AspenPSI outlines new tools for donors, groundbreaking studies on fundraising, volunteers, equity, management, and more. <https://bit.ly/3LE2Zt8> #opendata

Sample Graphics for Social Media

The following are sample graphics to be used on Facebook, Twitter, LinkedIn and Instagram:

- [Facebook](#)
 - [LinkedIn](#)
 - [Twitter](#)
 - [Instagram](#)
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Hashtags

The following are hashtags to include in your social media posts to increase visibility:

- #opendata
- #datatransparency
- #nonprofitresource