

## ONEOC DIGITAL/SOCIAL MEDIA TOOLKIT



### Corporate Social Responsibility and Social Media

Social media is a fun and profitable way to promote and express your corporate citizenship, while creating buzz around smart, easy and impactful ways to serve your communities. As management and employees look for meaningful opportunities to give back to their communities through volunteering and charitable giving, local businesses are becoming savvier about ways to get out their messages. Recent research suggests that everyone wins when good corporate social responsibility is practiced. Customers appreciate good corporate citizens, and good employees are attracted and retained by great CSR programs. The community is improved as county changemakers take notice of your volunteer and charitable projects.

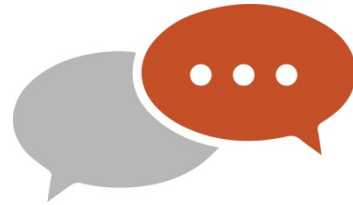


### Make Best Use of Your Social Media Platform

This toolkit is intended to help guide OneOC Business Center Members through opportunities to build your online community, your brand and tell stories about how your volunteer work has impacted those around you. Social networking programs and services like Facebook and Twitter are now an integral part of the business landscape and will continue to grow as people seek quick, reliable information that is packaged in a personalized form. The benefit of telling our stories simply, creatively and concisely, is that we are rewarded with a wider audience for our effort. It will be important going forward to keep everyone in your company on the same page with your social media policy. You can begin to build your [NonProfit Social Media Policy with these tools](#).

### Keep In Touch with Your Community. Use Social Media to:

- Talk about how your volunteering priorities express the heart of your organization, and its mission and vision for the community.
- Highlight specific charitable programs or initiatives in progress.
- Develop awareness around volunteer projects and goals in your community, which brands your company as one that is serious about making a difference in the community.
- Build relationships with friends of your company who are interested in what you do and how you do it.
- Generate interest in your product, brand or activity, by opening a window into your news, priorities and events through posts.
- Encourage others to volunteer and provide them the resources to do so.
- Reply to questions, comments and updates that your audience ask. Appreciate them. Challenge them. Inspire them.



### Writing Basics

Social media writing is spare, concise and pithy. Its purpose is to impact the reader, but that doesn't mean your writing can't also be fun. Curating good content for your audience is easier than you might think. Sharing helpful information, memorable stories, poignant moments or a hearty laugh stays with your readers. Choose your words wisely. Pique reader curiosity. Create energy, and be cheerful. Some ways to catch attention include identifying trending topics on [Twitter](#) or [Google](#) and then connecting your posts to those topics. Pose questions and mention other users. Social media writing needs to be consistent and engaging, but most of all reliable and trustworthy. Readers love information that is true and that is usable in their daily lives, so inform them well. Daily posts that contain varied content engages the reader. For example, add photos or videos (2 minutes or less), a quote of the day, as well as articles and stories that focus on issue areas and program work. Raising a question of the day, an opportunity of the day or statistic of the day can stimulate great conversation as well. When you mix the above types of posts throughout the day and during the week, timely and interesting interaction results that keep your readers coming back for more!



### Keep Updated on Nonprofit News: Follow OneOC on Social Media



- Browse the volunteer calendar on our website  
<http://www.oneoc.org>
- Like us on Facebook  
<https://www.facebook.com/OneOC.org>
- Follow us on @OneOC on Twitter  
<https://twitter.com/oneoc>
- Watch our YouTube videos  
<https://www.youtube.com/user/OneOCorg>
- Join our Google circle  
<https://plus.google.com/103811526126402840005/videos>

### Posting Tips

There is always a best time for everything, posting included! Scheduling posts makes it convenient for readers to connect with you on their time schedule. Just remember, taking time to create one post the audience loves is better than creating many posts quickly that are ignored. Use your time wisely and strategically.



- **Facebook:** Facebook is the center of your community. The place where you gather to connect, share the latest news and are entertained.
  - **Primary Audience:** The primary audience for Facebook reaches a demographic of people **ages 41 and over**. Understanding your audience is critical to your posting strategy.
  - **Best Times to Post:** You will get the best bang for your posting buck on Facebook from **9 a.m. to 7 p.m.**
  - **Highest “Click” Times:** It is helpful to know that the Internet traffic peak for Facebook is between **1 p.m. and 3 p.m.** Generally, you will receive the most clicks on your web link at 3 p.m. This means you will want to make sure your best posts are up prior to 1 p.m. and ready for the 3 p.m. rush hour.
  - **Best Days to Post:** As people get ready for the weekend, they connect with friends to catch up. This means that posting on **Thursdays and Fridays** is especially important.
  - **Frequency of Posts:** You will also want to post at **least two times per day**. Keep your Facebook posts conversational with these ideas.  
<http://www.johnhaydon.com/write-facebook-posts/>



- **Twitter:** Twitter is timely and gets the message out with clicks and retweets. If what you write in your “tweet” is “retweeted” by someone else, you reach an even larger audience so make that part of your goal. Retweeting a Twitter post from someone in your industry expands your forum as well.
  - **Primary Audience:** Almost 70 percent of the Twitter audience is **18-49, female, and college-educated** so keep that in mind when you write to them.
  - **Best Times to Post:** Plan for the majority of your tweets to ride in at high **noon (12 p.m.)**
  - **Highest “Clicks” Times:** On average you will receive the greatest number of clicks on your links at **12 p.m. and 6 p.m.**, which suggests that creating morning and afternoon posts put you on the road to success.
  - **Best Days to Post:** **Wednesdays through Sundays** will be your best days for posting. Tweeting three times per day is the norm for most Twitter users. This [guide to best practices for nonprofits on Twitter](#) is invaluable.
  - **Frequency of Tweets:** On average, posting **at least three times per day** will keep you at the top-of-mind with your audience.
  
- **LinkedIn:** Create useful posts and links with associates in your industry as you use this professional site to inform. Click the button and invite individuals and/or business to connect. Send invitations to professional events to increase local networking, and use it as a [marketing tool](#).
  - **Primary Audience:** Exclusive orientation to **professional associates, colleagues sponsors and donors.**
  - **Best Times to Post:** On average **7 a.m. to 8 a.m. and 5 p.m. to 6 p.m.** will keep you moving forward.
  - **Highest “Clicks Times:** You will get the most traffic on your site **between 10 a.m. and 11 a.m.**
  - **Best Days to Post:** **Tuesday-Thursday** are your best days to post.
  - **Frequency of Posts:** Posting at least **once per day** will help you meet your social media goals.



### Listening to Learn

It is easy to get great ideas for posting when you “listen” to what is happening on social media. Check out what others are saying and how they are saying it. Also look at Twitter hashtags or Facebook posts. A Twitter hashtag consists of a word or phrase preceded by a pound sign (#) that identifies messages on a specific topic (#OneOC). Make a list of your industry’s buzzwords. Put a hashtag in front of the word and investigate how creative users in your industry are expressing themselves. The best time to listen and learn is in the morning and evening in order to catch breaking news that might captivate your audience, while checking out trending topics on [Twitter](#), [Google](#) or [Twitter chats](#).

## Technology Helps

As you get more familiar with creating content and posting on social media, it is worth taking a look at several programs and aids for scheduling and posting.

- If you don't already have scheduling software, [Hootsuite](#) is a free program that will help you to schedule your posts to launch at a specific time during the day.
- Using [Bitly](#) is a terrific way to shorten, share and measure links for Twitter or Facebook, and signing up is free! Surf to [bitly.com](#). Copy and paste your full URL into Bitly <http://www.oneoc.org/center-for-business-community-partnerships/employee-volunteering-solutions>, and it is automatically shortened <http://bit.ly/1Ldb1sK>. Place the shortened link after your tweet or post and you are set!



## Post

Use these sample Facebook posts to share OneOC with others. The text posts below are directed to OneOC sites but you can convert these posts for your own use.

- In my time conscious world, volunteering is easier with OneOC programs. We chose a three-hour pick-and-go project that brought together our employees and made a real difference! <http://bit.ly/1pgFFrg>
- Wow! I got involved with Americorps after learning it mobilized an astounding 4 million volunteers. <http://www.oneoc.org/volunteers/americorps>  
<http://www.oneoc.org/search?query=Americorps>
- We learned a lot, and had so much fun! Check out our before and after photos of our Martin Luther King Day service project at [www.OneOC.org](http://www.OneOC.org)
- We were one of the 174 companies that were inspired, equipped and mobilized by OneOC in 2015 to build our volunteer programs. In the process our team became wiser and stronger! <https://www.oneoc.org/>
- OneOC's Days of Service connected 10,187 volunteers to 115 nonprofit and school projects in 2015. <http://www.oneoc.org/about-us>
- A shout out to our OneOC partners for inspiring our spirit of volunteerism. <http://www.oneoc.org/volunteers/spirit-of-volunteerism>



Facebook post (940 X 788 px)Graphic Post 1:



Graphic Post 2:



Think of **Twitter** as a powerful newsroom. Breaking news starts here as you share your latest successes using a 140-character limit (including spaces).

- A little leadership training goes a long way! Smart easy and impactful ways to build leaders boosted my skills. <http://bit.ly/1pgFFrq>
- The newest wave in business networking gave me some terrific ideas. <http://bit.ly/1P0IF0o>
- Wow! We found the greatest employee through OneOC's resources. <http://www.oneoc.org/community-resources/nonprofit-job-listings>
- OneOC days of service fit our volunteer needs, perfectly. <http://bit.ly/1Ldnxsm>
- A 3-day grant writing course helped us secure a much-needed grant. <http://bit.ly/1LS3Y8V>

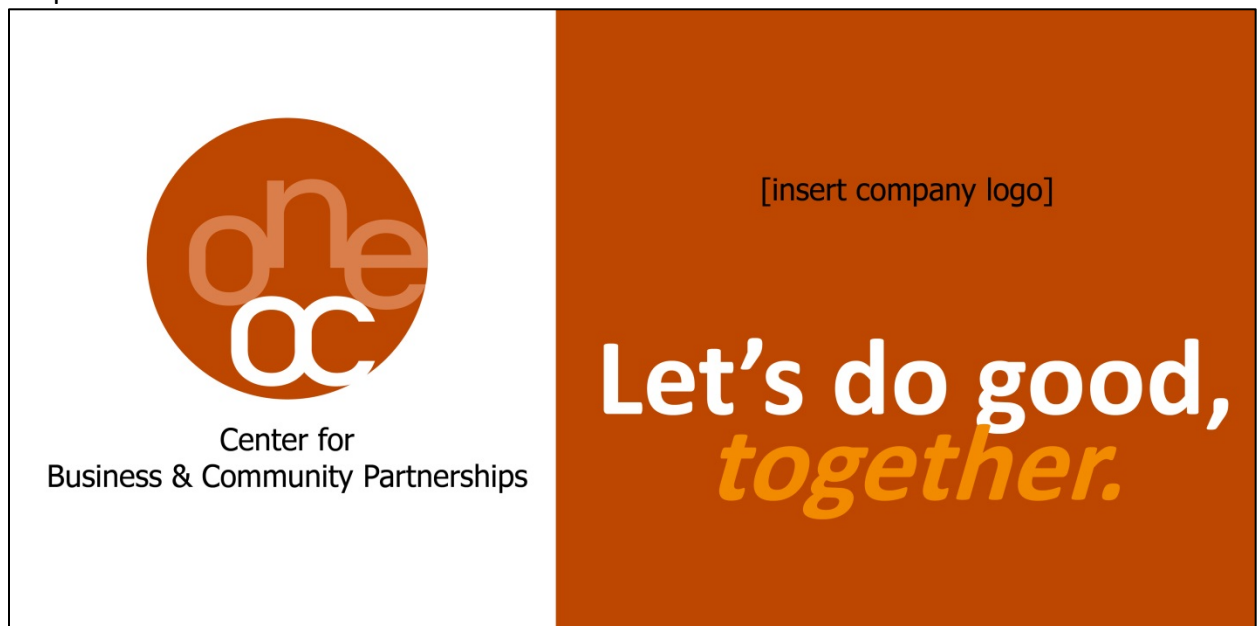


Twitter post (1024 x 512 px)

Graphic Post 1:



Graphic Post 2:





## Marketing Ideas

Maximize communication with great graphics and tools that get your volunteer campaign noticed.

- Determine your resources and identify your capacity for creating social media outlets. Who will work on it?
- Social media should send users to your blog and website for more info.
- Consider your readers “online ambassadors.” If they are educated and entertained they will spread the word about your organization.
- Share lists, create answer to the top 20 questions about your organization and send users to them using different posts each time.
- Use these graphics from our media gallery in your newsletter, e-communications or Facebook page.
- Create a custom URL through bitly, and track where your communications are going.
- Give a social media high-five to those who participate in your event on Facebook or Twitter.
- Create hash tags for Twitter based on buzzwords in your industry that are easy for your readers to remember and follow.
- Be sure to link, tag and share your posts with OneOC and other key audiences.



## Questions or ideas

Contact the OneOC Team at 714-953-5757.