**Tag and Mention Other Nonprofits, Brands, and People**

Tagging other people and organizations can help boost your post’s visibility. That’s because when you tag another page, the social network may show the post to some of the people who like or follow the page you’ve just tagged.

Tagging also alerts another account that you’re talking about them, which can increase your chances of a retweet or share. This is an especially good move on Instagram; when you tag someone in your Instagram stories, they get a notification that prompts them to share your post to their own Story. That means your post is shared with their followers, which boosts visibility and potentially increases your post’s reach.

**Share More Videos**

Video is one of the most engaging content types that you can post on social media. Facebook reported that 50 percent of Americans who use the platform on a daily basis watch at least one video every day.

Make sure to upload your video natively into the platform of your choice. This way, it will automatically play as people land on it while scrolling through their feeds, grabbing their attention. Lots of views can lead to increased reach, engagement, and exposure for your nonprofit.

**Change and Rotate Your Profile Photos and Banners**

Your profile photos and banners are some of your best and most-viewed social real estate. Use these visual mediums to showcase the impact of your work and the stories of those who benefit from your services.

On Facebook, change up your cover photo at least once per month, and remember to write a great caption. On Twitter, use your profile picture and banner photo to highlight your great work. Don’t just stretch out and pixelate a horizontal version of your logo—no one wants to connect with just a logo on social media. Personalize, humanize, and customize every channel you can with a visual image that speaks volumes. Make sure you use the right social media image sizes for each platform.

**Maximize our use of Hashtags**

Examples: #Charity #DoGood #Fundraising #Activism #Donate #Nonprofit

#Philanthropy #CharityWork #SocialCause #Change

**Make it easy for followers to donate**

Let’s chat a little bit more about that donation process.

When you’re looking for people to make a donation after finding you through social media, it’s likely they’ll need to click-through to your website.

That’s where the “Donation” call-to-action comes in.

On Facebook, nonprofits can select their Page’s call-to-action as “Donate”. Then, when someone visits your profile with the intention to give a donation, there’s a clear way for them to do so (without rummaging around the content you’ve recently posted for a link).