

## 20 Social Media Resources for Nonprofits

by Kris Putnam-Walkerly, MSW  
President, Putnam Community Investment Consulting, Inc.

**Note:** To access these resources, scroll over the title and then hit Ctrl and click.

### **"How To" Guides for Using Social Media**

[Twitter Jumpstart – The Complete Guide for Small Non-Profits](#) – Everything you need to know about using Twitter for your nonprofit is in this guide by John Haydon.

[Case Foundation Social Media Tutorials](#) – The Case Foundation and its staff live and breathe social media, and their website is a wealth of resources. These tutorials include the basics, effective blogging, and using Twitter, Facebook and YouTube.

[The Nonprofit Social Media Decision Guide](#) – This guide walks you through a step-by-step process to decide what social media channels make sense for your organization, and it includes a consultant directory if you want to hire someone to help you implement your strategy.

[Social Media Strategy 101](#) – A very detailed slide show about developing and implementing a social media strategy.

[Nonprofits on Facebook](#) – This is a Facebook page designed to help nonprofits “harness the power of Facebook and bring positive change to the world.”

[YouTube: A Step by Step Guide for Nonprofits](#) - This is a 26 minute video tutorial by Marc Osten.

[The Networked Nonprofit](#) – A new book by Alison Fine and Beth Kanter that shows nonprofits a new way of operating in an increasingly connected world: a networked approach enabled by social technologies.

### **Blogs to Follow to Learn More about Social Media and Nonprofits**

[Beth's Blog](#) – Beth Kanter delivers blog posts every day, and is a leading expert on nonprofit uses of social media.

[John Haydon](#) – This blog contains many useful tips, strategies and ideas about using social media for a nonprofit.

[Mashable](#) – A top source for news in social and digital media, technology and web culture.

[Case Foundation](#) – As described above, the Case Foundation is an innovator in social media, including sponsoring and then [evaluating](#) the [America's Giving Challenge](#).

[Open Road Advisors/Larry Blumenthal](#) – Larry Blumenthal previously worked at Robert Wood Johnson Foundation, helping them to implement their social media strategy, and his blog is designed to help foundations and nonprofits effectively use social media.

[Nonprofit Tech 2.0: A Social Media Guide for Nonprofits](#) - Includes some practical posts, such as [10 Blog Content Ideas for Nonprofits](#).

### ***Finding Nonprofits and Foundations That Use Social Media***

[GlassPockets](#) – The Foundation Center has created a website that lists social media channels used by foundations, including Twitter, Facebook, Blogs and YouTube. It is continuously updated by foundations that want to be transparent about their grantmaking.

[130 Foundations That Tweet](#) – A list created by Kris Putnam-Walkerly. There are many more foundations on Twitter now besides this original group of 130, but this is a good list to get started.

Case Foundation's [List of Funders That Tweet](#) – This list can help identify more foundations on Twitter.

[50 Young Nonprofit Influencers You Should Be Following On Twitter](#) – This list was created by Rosetta Thurman.

### ***Social Media Policy***

[10 Must Haves For Your Social Media Policy](#) – Useful tips from Mashable.

[Creating A Social Media Policy For Your Nonprofit](#) - From Wild Apricot, this post includes many links for other social media policy resources.

[Air Force Blog Response](#) – A clear, simple approach to responding to blog posts that empowers the individual to make smart choices.

### ***Research on Nonprofit Use of Social Media***

[Nonprofit Social Network Benchmark Report](#) – The Nonprofit Technology Network published this in 2010, and it includes interesting findings about how nonprofits are using social media.