

nonprofit

SOCIAL MEDIA

60 DAY

CHALLENGE



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THEMES

THEMES

Motivation - use a branded image that relates to your programmes as well as a hashtag like #ShareTheKindness. Don't include a link

Inspiration - use a branded image that relates to your programmes as well as a hashtag like #KeepItGoing. Use a link to a resource page on your website

Thanks - give thanks to your supporters with a branded image or video

Education - showcase your expertise with an image like an infographic or explainer video. You can also link this post to your website articles / blog page.

METHOD

Use the themes listed here to plan your posting week, for example:

Monday = Motivation Monday

Always include the hashtag #AfterSchoolWorks

THEMES

Humour - use a brand relevant GIF and a hashtag like #ThankfulThursday. Don't include a link

Get To Know Us - use this theme to direct donors to your wish list page or donate now page. You could also use this theme to post pictures of items you need as gifts-in-kind.





PROMPTS

DONORS

Invisible
Dance
Sand
Treat
Salt
Sun
Happy
Novice
Cracked
Apathy
Sympathy
Borrowed
Youth
Sunrise
Scent
Garden
Journey
Habit
Unstoppable

BENEFICIARIES

Coin | Summer | Winter | Spring
Secret | Pollution | Surprise
Bubble | Safari | Adventure
Silence | Assistance | Flavour
Memory | Goal | School | Mirror
Theory | Freedom

STAKEHOLDERS

Flower | Ocean | Teacher | Student
Pattern | Nature | Disaster | Chess
Piano | Butterfly | Guess
Challenge | Rescue | Ink | Sleep
Awake | Culture | Warm | Cool
Letter | Dance | Clean

RESOURCES

GRAPHICS

CANVA - Nonprofit Offering:
Free Pro User Account:
www.canva.com/canva-for-nonprofits

STOCK IMAGE SITES

Unsplash: unsplash.com

PixABay: pixabay.com

Pexels: www.pexels.com

RawPixel:

www.rawpixel.com

SCHEDULING

Buffer: <https://buffer.com>

Later: <https://later.com>

Facebook Business Suite



CONTENT

GIPHY: <https://giphy.com/>

Wave Video: <https://wave.video>

NPTech 2021 Calendar:

www.nptechforgood.com/2021/01/01/2021-cause-awareness-giving-day-calendar-for-nonprofits

Google For Nonprofits:

www.google.co.za/nonprofits