nonprofit
SOCIAL MEDIA
60 DAY CHALLENGE

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**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