



## **Applying Social Networking Tools: Resources for Nonprofits**

### **Social Media 101**

- [Getting Started with Social Media: Where do Nonprofits begin?](#) – About.com blog (Jan 2015)

### **Facebook**

- [Nonprofits on Facebook](#) – Best practices group run by Facebook  
Learn about other nonprofits' Facebook activity, stay up to date on events and resources, connect with others doing similar work
- [10 Facebook Page Best Practices for Nonprofits](#) – Nonprofit Tech for Good blog (Oct 2014)
- [5 Ways to Gain from Links on your Facebook Page](#) – Razoo Foundation (May 2012)

### **Twitter**

- [Twitter in Plain English](#) – Common Craft video
- [Twitter and Nonprofits](#) – Me Like the Interweb blog (Sept 2008)
- [10 Twitter Best Practices for Nonprofits](#) – Nonprofit Tech for Good (Feb 2015)

### **Instagram**

- [Top 5 Instagram Best Practices for Nonprofits](#) – Nonprofit Tech for Good (Apr 2014)
- [15 Ways Nonprofits Can Use Instagram](#) – Gift Works blog (Aug 2013)
- [Six Big Mistakes Non-Profit Organizations are Making on Instagram](#) – Huffington Post (Jan 2014)

### **LinkedIn**

- [What is LinkedIn?](#) – LinkedIn Marketing (June 2008)
- [LinkedIn for Nonprofits](#) – LinkedIn resource
- [Top 8 Ways to Leverage LinkedIn for Nonprofits](#) – Social Media for Nonprofits (Nov 2014)

### **YouTube**

- [YouTube's Nonprofit Program](#) – YouTube video
- [YouTube and Nonprofits](#) – Me Like the Interweb blog (Sept 2008)
- [5 Ways Non-Profits Can Increase Engagement with YouTube](#) – Mashable blog (Mar 2010)

### **Blogs**

- [6 Essential Components of Top Notch Nonprofit Blogs](#) – HubSpot blog (Aug 2013)
- [Top 150 Nonprofit Blogs](#) – Top Nonprofits (Dec, 2015)
- [How to Create a Blog for Your Charity](#) – Know How Nonprofit

- [RSS in Plain English](#)- Common Craft video
- [How to Start a Blog - Set up Your RSS Feed](#) - Blogpress

### **Google Docs**

- [40+ Google Docs Tips to Become a Power User](#) – Zapier blog (Feb 2015)
- [Google Sheets- Tutorial 01- Creating and Basic Formatting](#) – Flipped Classroom Tutorials video (Sept 2014)
- [Google Forms- Google Drive's Hidden Gem](#) – Dotto Tech video (Apr 2014)

### **Search Engine Optimization**

- [Google- Search Engine Optimization Starter Guide](#)
- [SEO 101: 10 ways to make your site more findable](#) – Socialbrite (Sept 2013)

### **Other Resources**

[Doodle Poll](#)