

# SOCIAL MEDIA GUIDE

## FOR AFP CHAPTERS



At the Association of Fundraising Professionals, we know social media can be a bit confusing, so we've put together a short guide to help you and your chapter become social media pros!

### WHAT WE SUGGEST...

- Designate one person to run your social media page(s)! This helps to ensure all posts are consistent in terms of content and timing.
- Utilize photos and videos in your posts! People like visuals. Text heavy posts are less likely to get read and shared.
- Share what we share! Not sure what to post? Use AFP Global as your guide! Share, re-tweet and recycle posts we've done!
- Keep content relatable—chapter-focused, fundraising-focused, and serving as an info source for your members!

### ...AND WHAT WE DON'T

Keep job opening posts to a minimum. Job postings are great for LinkedIn, but not for Facebook and Twitter. ←

Keep politics and personal opinions away from your platforms. Those things aren't meant for your chapter followers to see! ←



**QUESTIONS?  
JUST ASK US!**

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## HELPFUL TIPS

Click our social media links below!



See a post? Share it! AFP Global actively posts across all social media platforms, so if you see a post of ours that you feel may be beneficial for your followers to see, then share it!

Please, use your phone! Attending an AFP chapter event or something fundraising related? Take a picture, post it on your chapter's social media page(s), and tag us so we can share the great things you and your chapter are doing!



# USE YOUR PHONE



# AFP DAILY



AFP Daily is our way of letting you know what's going on in the fundraising world and what's important for the day. AFP Daily blurbs also happen to make great social media posts. Share the knowledge!



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