

HOW TO PROMOTE YOUR CAUSE ON SOCIAL MEDIA

On a social media platform, you can post videos, messages or events related to your cause, and spread them quickly. Followers get notified of updates, and can easily share them with their network.

Here are some tips on how to cause the most buzz:

CHOOSE THE RIGHT PLATFORM AND THE BEST TIME TO POST:

🕒 *Best times to post*

🕒 *Worst times to post*



Instagram

Good for storytelling and sharing.

🕒 Monday to Friday, 8a.m. and 5 p.m.



Facebook

Good for more detailed information about a cause and organizing events that followers can easily join and share.

🕒 Weekdays, noon to 3pm.

🕒 Avoid early morning and late nights.



Twitter

Share short pieces of information (140 characters max) and recruit followers from outside your personal network.

🕒 Monday to Thursday, noon to 3pm.

🕒 Avoid early morning and late night



Snapchat

Best way to reach young people. Makes it easy to create and share more personal messages.

🕒 Between 10 p.m. and 1 a.m.

🕒 Avoid early mornings and business hours.

KEEP THINGS SIMPLE

Whether you're creating a video or crafting a message, your cause needs to be crystal clear so viewers understand it right away and are more likely to share.

USE PHOTOS

Social media users engage more with photos than any other type of content – especially GIFs (animated images). Add them to posts about upcoming events!

USE HASHTAGS

A hashtag is a word or phrase with a hash (#) in front of it that social media users connect to posts so that they're searchable by anyone with similar interests. Research popular hashtags connected to your issue so that like-minded people can find your cause, event or campaign. (You can do a search for specific hashtags and search for what's trending within the platforms.)

ENGAGE PEOPLE

Instead of just posting, invite feedback and be sure to respond if someone includes you or your organization in their own post. Start a conversation.