

Digital Media Strategy

Mentioned Links

Nonprofit Marketing Guide offers an easy to follow guide for where to start if you're just getting your org's social media strategy off the ground:

<https://www.nonprofitmarketingguide.com/resources/nonprofit-resources-social-media/#1448657228846-d67119d8-65cf>

"Non-profits who utilize email marketing see higher engagement with key supporters, increased levels of participation among volunteers, and more generous giving from donors.": optinmonster.com/why-email-marketing-is-essential-for-non-profits/

Some content management systems have add-ons to help you build your social media following and integrate your content across channels, like Mailchimp: <https://mailchimp.com/social-media/>

Five rules for guiding your content repurposing strategy:

<https://www.nonprofitmarketingguide.com/blog/2017/05/25/my-five-rules-for-repurposing-your-content-npcomm-style/>

Two websites we like for diverse, high-quality imagery: <https://www.blackillustrations.com>

Every year, LightBox Collaborative shares this free, evergreen editorial calendar to help you organize, integrate and maximize your content across all your channels:

<https://docs.google.com/spreadsheets/d/1V2B1r5qVR3FHxwRiXtdNXqHeBxzisnXbQDX9mhy2nCc/edit#gid=1>

New Mode is an action platform many nonprofits like: <https://www.newmode.net/fund>