

Social Media Calisthenics

Daily exercises to keep your nonprofit feeds in top shape

RIDE to the rhythm

1-2 fb posts,
3-6 tweets,
& 1-3 grams a day.



JUMP on the bandwagon

Use trending topics
& hashtags to your
advantage.



PUMP your RSS muscles

Monitor feeds and
Google Alerts to
keep track of
your topics.



LUNGE at breaking news

If it's relevant to
your organization,
speak out
- and fast!



BUILD your community

Reply to comments
and say thanks.



TRACK your beat

Use @mrcampaigns
Twitter Media Lists
to spot news as it
happens.



RUN reports regularly

Make analytics a
cornerstone of
every editorial
choice.



STRETCH your comfort zone

Experiment with
new content and
tactics.
Test, test, test.



SWEAT the competition

Keep an eye on
your peers for
ideas &
what-not-to-dos.

