

Social Media Calisthenics

Daily exercises to keep your nonprofit feeds in top shape

15
MINUTES

RIDE to the rhythm

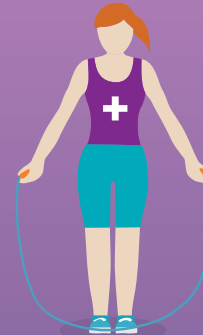
Maintain a weekly calendar to help with consistency.

1-2 fb posts,
3-6 tweets,
& 0-1 grams a day.



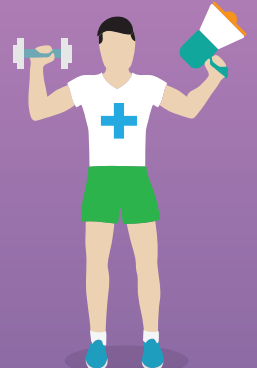
JUMP on the bandwagon

Use trending topics & hashtags to your advantage.



PUMP your RSS muscles

Use tools like Tweetdeck and Google Alerts to keep track of your topics.



30
MINUTES

LUNGE at breaking news

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



BUILD your community

Like and reply to comments, answer questions, and thank your supporters.



TRACK your beat

Use @mrcampaigns Twitter Media Lists to spot news on your issue.



45
MINUTES

RUN reports regularly

Make analytics a cornerstone of every editorial choice.



STRETCH your comfort zone

Experiment with new content, tone, and tactics.



CHALLENGE the competition

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

