Maine Nonprofit Day: Social Media Tips

On Nonprofit Day, help spread the word about the value of the nonprofit sector in Maine through the use of social media.

**Twitter Tips**
- Always use the hashtag #NonprofitsWorkforME
- Re-tweet MANP tweets you want to share with your followers.
- Make your tweets re-tweetable so that others can share your stories/facts.
- Search Twitter for your senator/reps, their legislative staff and media contacts. Send them a tweet inviting them to make a statement recognizing Nonprofit Day on February 11, 2020 or encouraging them to follow your organization.
- Thank your legislators for recognizing Nonprofit Day (if they did). Tweet to them by mentioning their Twitter handle if they have one.

**Instagram (or other photo sharing sites)**
- Start snapping images on your smartphone – whether it be a staff meeting, a white board planning session, creation of your exhibit – every image is part of the story.
- Again, don’t overthink it! Instagram is about real photos of real things taken by real people!
- Use the #NonprofitsWorkforME hashtag.
- Interact with other nonprofits and likeminded organizations.

**Facebook Tips**
- Share an infographic from the MANP website (and shared with you via email) and post it on your organization’s Facebook Page.
- Become “friends” with State Representative and Senator. Invite them to like your page.
- Don’t overthink it! The simple act of sharing a picture of a few quick lines about the event and your organization will support the event.
- Include a link to www.nonprofitmaine.org/nonprofitday in your posts!

**Sample Posts**
Use the hashtags #NonprofitsWorkforME #MEPolitics and link to (Your hashtag or org) and MANP’s Nonprofit Day page.
- Celebrate Maine Nonprofits! Shine a light on nonprofit work! #NonprofitsWorkforME
- Did you know nonprofits employ 1 in 6 workers in Maine? Celebrate Nonprofit Day! Spread the word! #NonprofitsWorkforME
- Are you one of the 425,346 Maine volunteers? In honor of Nonprofit Day, we thank you! #NonprofitsWorkforME
- Maine nonprofits: effective, essential, innovative! Nonprofit Day 2020 #NonprofitsWorkforME #NPD2020
- Call your legislator today and share why nonprofits matter to YOU! #NonprofitsWorkforME
- Say thank you to your local nonprofit on February 11 - It’s nonprofit day! #NonprofitsWorkforME
- Find more tweet suggestions in our Frames That Work toolkit.