



Maddie's Institute

Social Media: 6 New Things Animal Organizations Need to Know
Resource Links
May 8, 2014

Must-follow sources of information

[PR Daily](#)

[Nonprofit Tech 2.0](#)

[Nonprofit Technology Network](#)

[Mashable Social Media](#)

[ASPCAPro Blog](#)

[Chew On This! Maddie's Institute Blog](#)

Nonprofit Programs

[Google for Nonprofits](#)

[LinkedIn Non Profit Center](#)

Facebook

[EdgeRank Checker Blog](#)

[Facebook Business News Blog \(updates on algorithm\)](#)

[Breaking up with Facebook: Where are brands and young users going?](#)

[Facebook Pages Redesign: 4 Things Businesses Will Want to Do](#)

[New Pages Layout Customization](#)

Twitter

[Twitter's New Profile Is Now Available to Everyone: Here's How to Get Yours](#)

[Small businesses can increase Twitter engagement with Twitter images](#)

[Common hashtag mistakes](#)

[4 must-know features of the new Twitter profile design for nonprofits](#)

[Twitter improves for advertisers](#)

Social PR

[Social press optimization for press releases](#)

Fundraising

[Nonprofit resources](#)

[6 ways nonprofits can use Instagram for fundraising](#)

[Google Wallet](#)

[PayPayl Nonprofit](#)

[Infographic on mobile fundraising](#)

[Architecture of a donation page](#)

[Mobile for Good: A How-To Fundraising Guide for Nonprofits](#)

[New Amazon Program Enables Shoppers to Easily Donate to their Favorite Nonprofits](#)

[Fundraising reports](#)

[12 must-know stats about social media fundraising and cause awareness](#)

Pinterest

[Pinterest for businesses and nonprofits](#)

[8 ways to get more Pinterest followers](#)

[9 Pinterest marketing tips](#)

[May Webinar: Pinterest and Instagram for Nonprofits](#)

Instagram

[10 rules every business needs to know before they post to Instagram](#)

[Top 5 Instagram best practices for nonprofits](#)

[May Webinar: Pinterest and Instagram for Nonprofits](#)

YouTube

[How to Curate Nonprofit Videos](#)

[How to Merge Your Nonprofits YouTube Channel and Google+ Page](#)

[Five nonprofits maximizing YouTube's nonprofit program](#)

Google+

[How to Merge Your Nonprofit's YouTube Channel and Google+ Page](#)

[How to become a Google Plus wizard and why you should want to](#)

Snapchat

[The ultimate marketing guide for using Snapchat for business](#)

[The breakfast war's hidden battleground is Snapchat](#)

Foursquare

[How nonprofits can get the most out of Foursquare](#)

[Branded Foursquare channels](#)

[Five Types of "Tips" Nonprofits Can Post on Foursquare Venue Pages](#)

Mobile

[5 reasons why your nonprofit must prioritize the mobile web in 2014](#)

[July webinar: How to launch a mobile communications and fundraising campaign for your nonprofit](#)