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