



Social Media Content Pillars

FOR CHARITIES & NONPROFITS

1

BRAND: tell your followers about your organization's programs, services, and successes.

2

AUTHORITY: share educational content about your cause that shows your followers you are knowledgeable about your cause.

3

PROMOTION: show all the ways people can support your organization - volunteering, donations, fundraisers.

4

INSPIRATION: feature testimonials from your clients and gratitude posts for your supporters.

5

COMMUNITY: share local news and events that are relevant to your cause and/or sponsors.

