



# Social Media Content Pillars

## FOR CHARITIES & NONPROFITS

1

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

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2

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

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3

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

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4

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

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

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# Need more support?

Let's work together and explore other ways you can increase your donations, grow your outreach, and maximize your impact!

**[CLICK HERE](#)**

to see how you can work with me!

