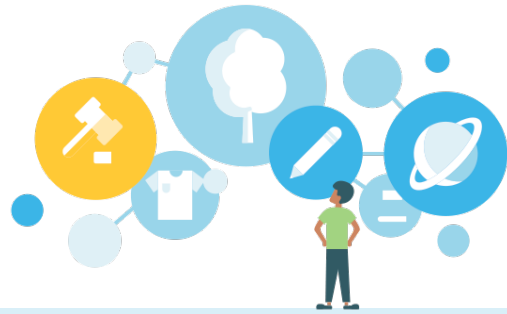




LinkedIn Marketing for Nonprofits Best Practices ►



Why consider LinkedIn marketing solutions when other platforms are more popular in NPO circles?



It's the quality of the members.

LinkedIn is a platform for business professionals.

According to [LinkedIn research](#), their members are philanthropically minded; over half of their nearly 750 million members are charitable donors, and one-third are volunteers.

So how should you approach posting on your nonprofit LinkedIn page? Like most marketing efforts in the modern digital era, managing your LinkedIn engagement rate and presence is a work in progress. The good news is that you can continuously optimize your results. The bad news is that even if you're pleased with the results, you must commit to being flexible. Successful organizations adjust their strategy over time, as the constantly changing algorithms that rewarded you yesterday may not be as friendly tomorrow. However, not all the news is daunting.

Like other social media platforms, LinkedIn rewards consistency and engagement. While 56% of NPOs worldwide have a LinkedIn page, less than 10% post at least once daily.

The more you engage with your followers and share content people want to read and respond to, the more likely you will get visibility. When you follow a sensible framework strategy, you need not worry about the peaks and valleys. Consistency that focuses on engagement is vital. And opportunities abound.

By staying attuned to LinkedIn trends, you can capitalize on platform opportunities that gain momentum, such as the current focus on the LinkedIn newsletter feature. The best time to start on LinkedIn was in the early 2000s. **The second best time is today.**



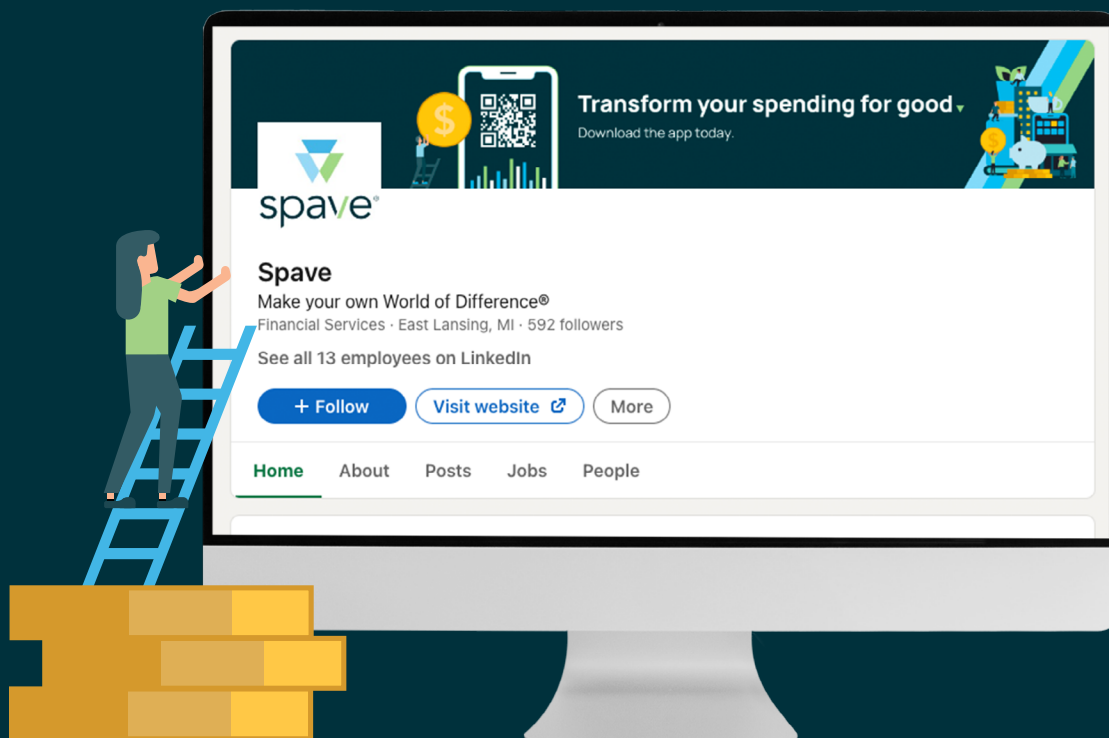
Setting up your Nonprofit LinkedIn Page

(or giving what you've got a refresh)

Making your nonprofit LinkedIn page look and feel consistent with your organization is an excellent place to start, whether you're setting it up for the first time or are ready for a refresh. Why? Because when you pique someone's interest with a post or paid ad, most people first visit the LinkedIn page to discover what you're about before leaving LinkedIn to view your website. Use the resources that LinkedIn provides to optimize your viewing, including:

Choosing a relevant cover photo:

This photo should instantly represent the essence of your organization. It should also be visually consistent with your primary website, so the viewer immediately recognizes the connection.



Creating an aspirational description:

LinkedIn gives you 2,000 characters to tell your story. Make it count! Draw inspiration from your primary website, mission, and values statements to tell an aspirational, compelling story that speaks to the LinkedIn audience of professionals you're targeting. Tell your "why" to inspire your reader to act.

Overview

Spave is a #fintech company founded in 2016. Its proprietary technology platform and process solve challenges with balancing spending, saving and giving habits for consumers (particularly millennials) using cutting-edge mobile technology. It is designed for users, by users, to help financial institutions and nonprofits better engage with their constituents (customers, contributors and community). The mission of Spave is to make the world better — one community, one person, one transaction at a time — by transforming spending for good so that every dollar spent is an investment in an individual and a better world. With access to more than 1.5 million accredited nonprofits, the Spave® App— empowers people to use everyday spending to effortlessly save for themselves and give to causes they care about, without changing the way they live.

We believe that ...

- Every person has a purpose.
 - Purpose drives our relationships, choices and behaviors.
 - How we choose to manage our money reflects our priorities.
 - Our priorities and actions today will determine the overall health and well-being of our future.
 - When we have ready-access to relevant, actionable knowledge, we will make more wise financial decisions.
- And,
- We will measurably transform our financial future when we live, give and save with purpose.

#Hashtags

#spave

0 followers

#fintech4good

38 followers

#spavetheworld

0 followers

Finding and setting up relevant hashtags:

Explore hashtags that align with the interests and focus of your nonprofit organization. These tags will help you identify relevant trending topics and [social media ideas for nonprofits](#).

Grow your followers



250/250 credits available ⓘ

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

Inviting connections:

Your page administrators (yes, you can have more than one) can and should invite their connections to follow the page. LinkedIn currently limits the total number of invites to 250 per month, so create a plan for outreach over time.

Invite connections



Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

250/250 credits available · Credit refill: January 1, 2023 ⓘ



Search by name



Including staff and volunteers:

Include your biggest supporters in your initial page invitations to begin to build momentum.

Following LinkedIn prompts:

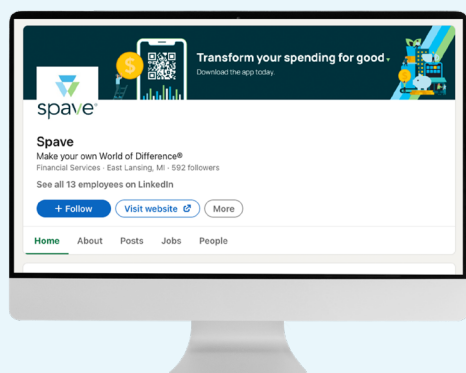
LinkedIn offers step-by-step instructions to help guide you through best practices when setting up your page. Heed their advice during the setup process; their research shows that pages with complete information get 30% more weekly views.

Exploring page options:

LinkedIn features change over time. Make it a point to explore new features to find opportunities to strengthen your page.

Reviewing analytics:

LinkedIn delivers page analytics to administrators so you can see how your page performs over time. Use these metrics as guidelines for how the page is helping move your overall goals forward.



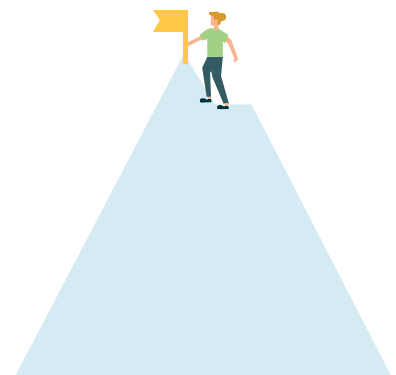
LinkedIn Content Strategy for Nonprofits

To succeed with your LinkedIn efforts, set your content strategy before you begin posting.

Start by determining who will manage the effort internally, how much time they will commit, and what specific metrics you will review to determine success. Even if you rely on an outside freelancer or agency to handle your social presence, you must have an internal resource overseeing your efforts. Don't forget to get leadership buy-in for your efforts, as their support and engagement can be the difference between success and failure. Your content strategy will continuously evolve, but it must always focus on creating content that matters to your audience while also amplifying your brand message. As you build your LinkedIn nonprofit page presence consistently, take cues from your audience and your metrics on what's working and what's not. Never get caught up in "vanity metrics" without looking further into the value; engagement from high-value prospective donors, for instance, could mean much more to your organization than more views from a less targeted audience.

Determining the Goals of your LinkedIn Content

Start by choosing goals for your LinkedIn page that align with your organization's broader goals. Then, build the LinkedIn content strategy you believe will give you the best chance to hit those targets. When you begin, expect surprises. Some targets will be too high, others too low. Give yourself and your team time to see what's working and what's not. Evaluate every quarter.



The most common goals that NPOs target include:

Brand awareness:

number of people that
see posts

Audience growth:

page followers and growth
in newsletter signups
(if you have one)

New leads:

people who have expressed
interest in donating,
volunteering, or
supporting your NPO

Page and Website visits:

number of people who view your LinkedIn nonprofits page and also visit the webpage.
You cannot always directly track attribution (what compelled someone to visit your website),
but you can make some assumptions if visits increase and you didn't increase any
other marketing efforts

New donors and donor revenue:

tracking how the LinkedIn leads convert (percent that become donors and resulting
revenue) represents the advanced metrics that can justify continuing to support
your LinkedIn initiative



LinkedIn Posting Cadence

Everyone wants to know the magic formula for how often to post on LinkedIn and at what optimum posting time.

The reality is that LinkedIn success, like all social media for nonprofits, comes from the long game of consistent quality over quantity. Since most NPO resources are stretched thin, the best approach is to select a cadence that aligns with your team's capabilities. If you can only manage one post per week, start there. But don't post in spurts, then go silent. Consistency is most important. With a content calendar, you can set the ideas in advance and execute on a schedule. Enlist help from your team for content contributions and ideas, ensuring that it aligns with the strategy.



LinkedIn Content Types and Best Practices

First Party Content

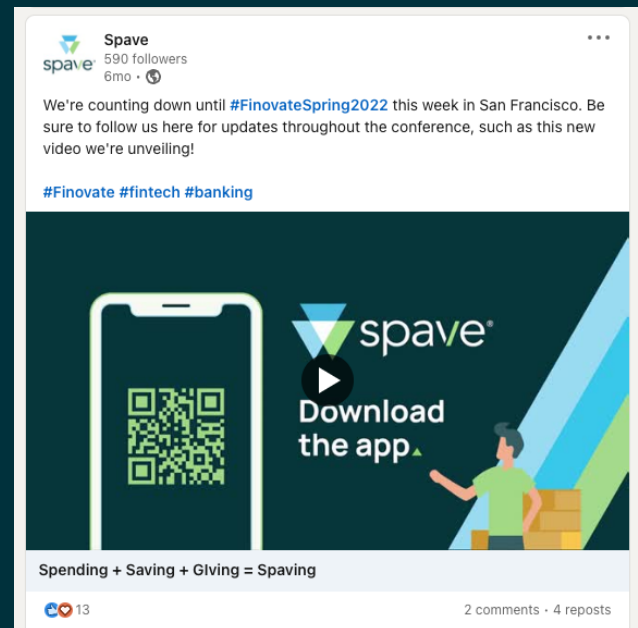
First-party content refers to original content created specifically for your organization. While the content may serve your goals, it must also add value to the reader. Always ask yourself and your team if the content is informative, entertaining, engaging, or a combination. Mix up the delivery with a blend, such as thought-provoking content one day, followed by a provocative question in the next post.

Your content can include:

- Blog posts
- Tip lists
- Staff spotlights
- Project updates
- News
- Event announcements
- Promotions
- Trade show attendance
- Fundraising campaigns

Don't shy away from leveraging the emotional strategies that help drive donations. To get your posts noticed, spend time on the headline to make it compelling enough to stop the scroll.

Magazine covers provide great inspiration for ways to write compelling headlines that get readers to want to know more.




Another critical way to get attention is by using an impactful visual. You can repurpose visuals from your website content library or create simple graphics with programs like Canva. Make sure you post images using the correct ratio to maximize the available space in a person's feed.

Use the [LinkedIn Post Inspector](#) to optimize and refresh your visuals.

POST INSPECTOR

<https://www.spave.io/resources/event-planning-best-practices-for-nonprofit-fundraising> Inspect

When this link is shared, the content will look like this:



Event Planning Best Practices For Nonprofit Fundraising
Updated 09

URL information

Last scraped	a few seconds ago
Fetched URL	https://www.spave.io/resources/event-planning-best-practices-for-nonprofit-fundraising
Canonical URL	https://www.spave.io/resources/event-planning-best-practices-for-nonprofit-fundraising

URL redirect trail

1	200 Success	https://www.spave.io/resources/event-planning-best-practices-for-nonprofit-fundraising
---	-------------	---

Metadata that we gathered about this page:

Property	Value
Title	Event Planning Best Practices For Nonprofit Fundraising
Type	Article
Image	https://www.spave.io/hubfs/Screen%20Shot%202022-09-14%20at%2011:45:57%20AM.png?hs=pfsrc=0
Description	Events are key to your nonprofit reaching new donors and raising funds. Here are some key insights to keep in mind when planning your events.
Author	No author found
Publish date	No publication date found


Learn more about a property

Click on a property to learn more about how the value was chosen, or how to optimize how we scrape that metadata.

Spave
590 followers
6d · 🌐

Planning a fundraising event can be daunting! Get a jump on your 2023 planning with our latest article.

[#NPO](#) [#EventPlanning](#) [#Fundraising](#)



Event Planning Best Practices For Nonprofit Fundraising
spave.io · 1 min read


Blog Post Example

Spave
590 followers
1mo · 🌐

Capital campaigns are obviously important to [#nonprofits](#). But what's even more important is knowing how to develop and execute them.

We've put together a simple step-by-step guide to help you put together a [#CapitalCampaign](#) for your nonprofit.

[#fundraising](#)



A Nonprofit's Introductory Guide to Developing & Launching a Capital Campaign
spave.io · 3 min read

👤 Susan Sorensen Langer and 3 others


3 reposts

Blog Post Example

Spave
590 followers
1mo · 🌐

For more than 50 years, [Big Brothers Big Sisters of Central Minnesota](#) has been helping children across Benton, Morrison, Sherburne, Stearns, and Wright counties to succeed and thrive. And when the pandemic hit and caused many organizations to temporarily or permanently close, [#BBBS](#) found new ways to continue carrying on its important [#mission](#).

Spave is proud to feature [#BigBrothersBigSisters](#) of Central [#Minnesota](#) as one of our preferred [#nonprofit](#) partners. We invite you to join us in supporting them: You can set up automatic, recurring donations and/or make one-time contributions to the agency through the Spave app.



Big Brothers Big Sisters of Central Minnesota Has Helped Kids Reach Their Potential for Over 50 Years
spave.io · 4 min read

Fundraising Campaign Example

Add appropriate hashtags only if they are relevant. Unlike Instagram, LinkedIn does not favor hashtag-heavy posts! Within your content, use the mention function to tag LinkedIn users, partners, and other pages where possible, as this helps get your post seen by others outside your existing network.

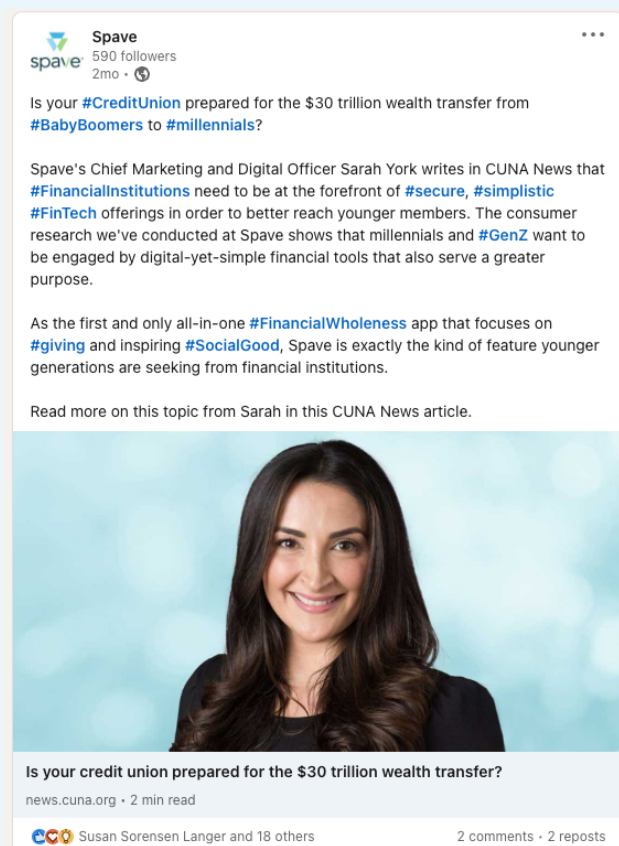
Co-Branded Content

LinkedIn is a great medium for highlighting your partnerships in a way that is beneficial to both your organization and your partners. Sharing co-branded content and tagging your partner in posts is a great way to increase exposure, engagement, and followers to both pages. You can leverage the audience and content of a larger brand or organization to boost your own page's potential, or you can partner with well-known and well-loved community pages to strengthen your nonprofit's ties to those organizations.

Third-Party Content and Curated Content

The benefits of third-party and curated content are that the creation is done, and all you have to do is share. The downside is that to be most effective, you must be timely and enter the conversation while it's still buzzing. Plus, your team must confirm the source's legitimacy and information before sharing it to protect your brand reputation. The best way to share this kind of content is to add your own commentary on the post. Mixing in these posts adds variety to your calendar and shows that your organization is engaged with current topics.

A current favorable trend is to create a LinkedIn newsletter. This newer feature allows you to publish articles on the platform and automatic notifications are sent to your subscriber base. Upon creation of your first newsletter, LinkedIn will automatically invite your current followers to subscribe. Just like your posting content calendar, an article calendar is an important part of the strategy. **Quality and consistency are key.**



Engaging your LinkedIn Audience

Unfortunately, LinkedIn is not a “set-it-and-forget-it” platform. Consistency and post engagement matter for growth, as the algorithm favors posts with more reactions, shares, and comments. Remember this as you weave in content that asks for opinions or shares strong points of view (that align with your NPO). Ensure your admins always respond to commenters and engage with other posts to drive conversations further.

One great tool to use inside LinkedIn is Notify Employees. This feature allows you to send out daily alerts to staff when new posts are published so they can repost in their profile feeds. Doing so, especially with personal commentary from those individuals, helps boost engagement and increase followers. We recommend setting up a daily calendar reminder as you can only use this feature once every 24 hours.

Measurement and LinkedIn Analytics

By playing the long game with LinkedIn for nonprofits, you can give your page time to percolate. After setting goals, measure LinkedIn engagement by closely reviewing your analytics every 90 days to look for patterns in what content resonated the most, where you got the most significant engagement, and how you’re moving the needle forward in the bigger picture. To find your best-performing content, pay closer attention to engagement rate instead of reach, as this is the metric used by the LinkedIn algorithm. Also, review your audience growth rates. Over time, you should be able to estimate better how much you can grow moving forward.

Post title	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
Spave's Definitive Guide to Nonprofit Event Planning Posted by Sarah York 11/28/2022 Boost	59	-	3	5.08%	1	1	1	-	10.17%
#GivingTuesday is tomorrow! For your #CharitableGiving consideration, Spave... Posted by Brandon Howell 11/28/2022 Boost	182	-	1	0.55%	11	0	1	-	7.14%
Spave is grateful to be associated with so many wonderful organizations, all of... Posted by Sarah York 11/24/2022 Boost	142	-	1	0.7%	7	2	0	-	7.04%
Event Planning Best Practices For Nonprofit Fundraising Posted by Sarah York 11/21/2022 Boost	117	-	3	2.56%	3	0	0	-	5.13%



Remember, it's a journey

These LinkedIn tips on best practices only scratch the surface of the opportunities available to grow your NPO. Start today by evaluating your existing page and even checking out other nonprofits on LinkedIn.

It takes time to find your voice, so the sooner you start using these tips for LinkedIn, the sooner you will discover the cadence that works best for you, your team, and your audience. Sketch out a strategy. Start gathering assets. Commit resources to create your LinkedIn content marketing strategy. See what changes you can affect in the next 30, 60, 90 days.





If you found this useful...



Check out our Definitive
Guide to Nonprofit
Event Planning

DOWNLOAD NOW