

Maximizing Your Impact with Strategic Communication: Smart Social Media

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In today's fast-paced digital world, small nonprofits often struggle to keep up with social media demands. But fear not! By applying the 3Rs - Reduce, Reuse, Recycle - you can create impactful content without overwhelming your resources.

Reduce: Quality Over Quantity

Forget the pressure to post multiple times a day. Focus on meaningful, mission-driven content:

- Post when you have something valuable to say
- Align content with your organization's goals
- Avoid following trends that don't serve your purpose

Remember: "Single-use content is like single-use plastic. You should avoid it whenever possible." – Danielle Brigada, Senior Communications Director, World Wildlife Fund

Reuse: Maximize Your Evergreen Content

Make your content work harder for you:

- Create a library of evergreen posts to use throughout the year
- Repost high-performing content from the past
- Share "throwback" posts to highlight past successes

Recycle: Transform Existing Content

Get creative with repurposing:

- Turn a promotional video into a general awareness piece
- Extract quotes and graphics from successful posts for new content
- Adapt content for different platforms (e.g., turn a blog post into an infographic)



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Smart Strategies for Success

1. Focus on Your Audience: Don't obsess over algorithms. Instead, ask:
 - What information does your audience need?
 - Which posts have they engaged with most?
 - What content has performed well over time?
 - People like to see themselves in your posts. Feature images and quotes from those that closely represent your clients and major audiences.
2. Efficient Scheduling: Consider tools like Agorapulse, Later, or Loomly to streamline your posting process.
3. Strategic Celebrations: Choose holidays and awareness months that align with your mission:
 - Highlight food insecurity data for specific populations
 - Educate your audience on relevant issues
 - Avoid performative content - make it meaningful!

Putting It All Together

1. Reduce: Instead of daily posts, create a weekly series highlighting different aspects of hunger in your community.
2. Reuse: Share success stories from past years, updating with current impact data.
3. Recycle: Transform a long-form report into bite-sized infographics for social media.

By embracing these principles, you'll create a more sustainable and effective social media strategy that serves your mission without draining your resources. Remember, it's not about doing everything - it's about doing what matters most for your cause.

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