**Media Plan**

**Administration:**

1. Create a Communication Plan and use it to guide your social media
	1. Who will have access to posting on social media? Posting should be limited to 1-2 people within the organization to keep the message consistent.
	2. What are the goals for each social media outlet? I.e. Facebook Increase by 100 likes this year.
	3. How often will the organization post?
	4. What type of stuff will we post?
2. Facebook: Boost posts that you want to get more attention on. For example: Events, Donor Challenges, Amazon Wish List. You can also boost posts to get more followers. Post 1-2x a week. Include lots of images and include your youtube videos.
3. Twitter: Post every other day.
4. Youtube: Post a new video at least once a month to continue getting followed.

**Social Media Outlets:**

**FACEBOOK**

Benefits:

1. Free
2. Boosting post- Very inexpensive means to reach people outside your network.
3. Widely used
4. Network with businesses, donors, and other nonprofits
5. Could use it for public donor recognition

Disadvantages:

1. Need a staff member who can consistently post, respond to messages timely and do upkeep
2. Opens the organization image to social criticism- People who don’t like you can post negatives
3. Lots of competing organizations, people can choose not to follow you.

Audience:

Diverse audience. Facebook was initially a younger audience but has now shifted to a wide base of middle age people. Lots of potential donors on Facebook as we have seen with popular Facebook pages like “Humans of New York.”

**YOUTUBE**

Benefits:

1. Free
2. Could be used to share homeless youth’s stories
3. Reach a new audience
4. Offers a visual for donors
5. Could share the videos on Facebook

Disadvantages:

1. Need someone with the filming expertise and technology
2. Youth may not be willing to share their stories

**TWITTER**

Benefits

1. Free
2. Doesn’t take a lot of time.
3. Quick way to spread a message and get more followers

Disadvantages

1. At this moment the Twitter link on their Facebook goes to a different New Avenues nonprofit.
2. Information share is limited