

The Nonprofit's Social Media Content Planner



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Introduction:

What Is a Social Media Content Planner?

A social media content planner helps you organize your content and media promotion across various platforms in one centralized place to fill out your marketing calendar.

A Strong Weekly Social Media Content Plan Allows You to:

- Ensure posts are spaced out appropriately
- Publish at optimal times based on best practices
- Reflect your mission consistently across the channels where donors interact most

Why Is Social Media Important for Nonprofits?

4.2 Billion

people use social media
worldwide as of 2021¹

51%

of campaign traffic on Classy
came from social media²

¹ Hubspot, The Digital 2021 Global Overview Report.
<https://blog.hootsuite.com/simon-kemp-social-media/>

² Classy, The State of Modern Philanthropy 2020.
<https://go.classy.org/reports/the-state-of-modern-philanthropy-2020>

Social Media Consistency Directly Impacts Giving

When you post and engage with followers on social networks, you:

- Reach donors in new areas of the world
- Drive donors to your existing email lists
- Increase participation in fundraising campaigns
- Get real-time feedback from donors
- Boost visibility and overall exposure of your cause

The Approach: Simplify Social With Your Content Planner

The **Nonprofit Social Media Content Planner** simplifies content planning into a repeatable weekly practice that keeps you consistent and effective to engage your donors. In the pages to follow, you'll find a Weekly Social Media Content Planner Template and a comprehensive process to put it into action.

Once you conquer the process of planning a week's worth of content, you'll confidently be able to build out a month, quarter, or even a year's worth of compelling social media posts.

How to Use the Nonprofit Social Media Content Planner

- 1. Learn:** Get familiar with our done-for-you Weekly Social Media Content Planner Template to inspire ideas quickly and plan out posts to implement into your schedule right away.
- 2. Customize:** When you're ready to take it a step further, follow our five-step process to customize your own blank Weekly Social Media Content Planner Template.
- 3. Execute:** Build each weekly social media content plan into a full calendar for your organization, and return to this guide regularly to refresh your strategy with new initiatives.

The Outcome: A Social Media Strategy Built on Post-Pandemic Best Practices to Engage the Modern Donor

It's time to get creative, so we've done the foundational research for you.

This guide is based on:

- **Trends** in donor behavior on social media
- The best **time to post** on each channel
- The **engagement metrics** for each channel










01

Sample Weekly Social Media Content Planner








Monday

Message/Theme:
Recurring Giving

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram	 <p>In-feed: Host a 48-hour giveaway for anyone who signs up to give monthly</p>	<p>Story: Promote the giveaway with a countdown timer</p>	<p>Reel: 7 reasons to give monthly</p>	
	CTA: Donate			
Facebook	 <p>In-feed: Reshare of Instagram giveaway post</p>	<p>Story: Promote the giveaway with a countdown timer</p>		
	CTA: Donate			
Twitter	 <p>Tweets 1 through 7: Reasons to give monthly</p>	<p>Tweet 8: Share LinkedIn article</p>	<p>Tweet 9: Share donation page and mention giveaway</p>	
	CTA: Donate			
TikTok		<p>Post: 7 reasons to give monthly</p>		
	CTA: Donate			
Clubhouse			<p>Rooms to speak in: Exchange recurring donation strategies in nonprofit leadership rooms</p>	
LinkedIn	 <p>Article: "The Monthly Impact of Supporting Our Cause"</p>			
	CTA: Donate			
Snapchat			<p>Story 1: Promote giveaway</p>	<p>Story 2: 7 reasons to give monthly</p>
	CTA: Donate			








Tuesday

Message/Theme:
Cause Education

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram 	In-feed: Carousel of images that show 5 ways to get involved	Story: Invite followers to hear founding story on Clubhouse	Story: Reminder for giveaway	
	CTA: Go to Website			
Facebook 	In-feed: Reshare carousel of images that show 5 ways to get involved	Story: Invite followers to hear founding story on Clubhouse		
	CTA: Go to Website			
Twitter 	Tweet 1: Share a fact about your cause	Tweet 2: Reminder for giveaway	Tweets 3 to 7: Reshare/comment on cause-related posts	
	CTA: Enter Giveaway			
TikTok 		Post: 5 ways to support your cause		
	CTA: Go to Website			
Clubhouse 	Rooms to speak in: Cause-related rooms	Rooms to host: Our founding story		
LinkedIn 	Article: Share a resource to learn about your cause	Posts: Thank corporate sponsors who advocate for your cause		
	CTA: Go to Website			
Snapchat 		Story 1: Promote your founding story	Story 2: 5 ways to support your cause video	
	CTA: Go to Website			








Wednesday

Message/Theme:
Introduce the Team

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram 	In-feed: Team member spotlight and fun facts		Story: A teammate goes live to announce new monthly donor giveaway winner	
	CTA: Volunteer			
Facebook 	In-feed: Reshare team member spotlight	Story: Point to Instagram to see giveaway winner		Live: A day in the life of a team member
	CTA: Volunteer			
Twitter 	Tweets 1 through 3: Fun facts about a team member	Tweet 4: Last reminder for giveaway	Tweets 5 through 10: Reshare/comment on team member posts	
	CTA: Giveaway/ Volunteer			
TikTok 		Post: Fun facts from the team		
	CTA: Volunteer			
Clubhouse 		Rooms to speak in: Nonprofit leadership, managing effective teams	Rooms to host: Have the team share why they chose your organization and their personal ties	
LinkedIn 		Posts: "A Day in the Life" series featuring a team member's passions and work		
	CTA: Go to Website			
Snapchat 		Story 1: Giveaway last call	Story 2: Highlight giveaway winner	Story 3: Share "A Day in the Life" featuring a team member
	CTA: Giveaway			








Thursday

Message/Theme:
Activate Supporters

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram			Story: Promote a double donation hour to match new donations up to a certain amount	In-feed: Encourage followers to share and tag friends to support matched donations	Live: Offer live updates for progress to hit matching hour goals
	CTA: Donate				
Facebook			Story: Promote double donation hour	In-feed: Reshare—encourage followers to share and tag	
	CTA: Donate				
Twitter		Tweets 1 through 3: Promote double donation hour		Tweets 4 through 7: Live updates on double donation hour	
	CTA: Donate				
TikTok		Post: Team member shares double donation hour details			
	CTA: Donate				
Clubhouse			Rooms to host: Why your cause needs support now, promote double donation hour		
LinkedIn		Posts: Share double donation hour and how to sponsor a similar match in the future			
	CTA: Donate/Become a Corporate Sponsor				
Snapchat		Story 1: Promote double donation hour	Story 2: Last call for double donation hour	Story 3: Impact of double donation hour	
	CTA: Donate				








Friday

Message/Theme:
Share the Impact

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram	 <p>In-feed: Host a photo contest asking supporters to share their “why” with a specific hashtag</p>	<p>Story: Promote photo contest and share entries</p>	<p>Reel: Time-lapse style video of donation growth over the years</p>	
	<p>CTA: Donate</p>			
Facebook	 <p>In-feed: Create poll with final entries for people to vote on the winner</p>	<p>Story: Promote photo contest and share entries</p>		
	<p>CTA: Donate</p>			
Twitter	 <p>Tweets 1 and 2: Promote photo contest</p>		<p>Tweets 3 through 6: Reshare impactful tweets</p>	<p>Tweet 7: Share winner of photo contest</p>
	<p>CTA: Donate</p>			
TikTok	 <p>Post: Time-lapse style video of donation growth over the years</p>			
	<p>CTA: Donate</p>			
Clubhouse	 <p>Rooms to speak in: Cause-related rooms</p>	<p>Rooms to host: Supporters share stories of impact</p>		<p>Rooms to host: Share your thought leadership with donor engagement and retention best practices for nonprofits</p>
LinkedIn	 <p>Post: Reflection to show the before and after impact of your organization's work in the last year</p>			
	<p>CTA: Donate</p>			
Snapchat	 <p>Story 1: Promote photo contest</p>	<p>Stories 2 and 3: Share entries and have people vote</p>		
	<p>CTA: Go to Website</p>			








Saturday

Message/Theme:
Donor Spotlight

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		Story: Donor takeover day to share why they love your cause	In-feed: Impactful imagery of supporters with thank you message		
	CTA: Donate				
Facebook				In-feed: Impactful imagery of supporters with thank you message	Live: Donor shares favorite moments
	CTA: Donate				
Twitter		Tweets 1 through 7: Donor takeover for the day to share reasons they love your cause	Tweet 8: Redirect users to watch your Instagram and Facebook live		
	CTA: Donate				
TikTok		Post: Pre-recorded mashup of donors using one word to describe why they give			
	CTA: Donate				
Clubhouse			Rooms to host: Share your thought leadership with donor engagement and retention best practices for nonprofits		
LinkedIn					
Snapchat		Stories 1 through 4: Reshare clips from donor takeover			
	CTA: Donate				

Sunday

Message/Theme:
Start a Conversation

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		Story: Poll the audience on what your next campaign theme	Reel: Inspire a trend tied to your cause (e.g. pushup challenges for donations)	Live: Host a Q&A session	
	CTA: Visit Website				
Facebook		Story: Promote live Q&A on Instagram	In-feed: Reshare challenge to encourage donations		
	CTA: Visit Website				
Twitter		Tweet 1: Ask for questions for your live Q&A			Tweets 2 through 15: Live tweet responses to common questions
	CTA: Donate				
TikTok		Post: Inspire a trend tied to your cause (e.g. pushup challenge)			
	CTA: Donate				
Clubhouse		Rooms to speak in: Nonprofit industry	Rooms to create: Host a room to call for new fundraising ideas and get live feedback		
LinkedIn					
Snapchat		Stories 1 through 5: Share clips of responses to common questions			
	CTA: Donate				



02

The 5-Step Process to Customize Your Approach

Step 1: Determine Which Channels You'll Post On Regularly

Learn about what differentiates today's most popular social media channels to find the best fit based on your organization's donor base.

Instagram

Monthly Users: 1B

Largest Age Group: 25 to 34

Usage: 29 minutes per day³

Set up a business profile to leverage all of the advertisement features available.

Facebook

Monthly Users: 2.7B

Largest Age Group: 25 to 34

Usage: 38 minutes per day

Use [Classy for Facebook](#) to allow fundraisers to duplicate their personal fundraising pages right to Facebook.

Twitter

Monthly Users: 187M

Largest Age Group: 30 to 49

Usage: 3.53 minutes

per session

Use Twitter to stay up to date on your area of work and establish a voice in the important conversations.

³ Sprout Social, Social Media Demographics to Inform Your Brand's Strategy in 2021. <https://sproutsocial.com/insights/new-social-media-demographics/>

TikTok

Monthly Users: 100M

Largest Age Group: 18 to 24

Usage: 45+ minutes per day

Use [TikTok For Good](#) to promote campaign hashtags, gain best practices, and analyze your impact.

Clubhouse

Monthly Users: 6M⁴

Usage: Varies between

11 to 40 hrs per week

Take advantage of [the Clubhouse Nonprofit Plan](#) to get a free organization membership.

LinkedIn

Monthly Users: 738M

Largest Age Group: 46 to 55

Usage: 63% of users log in at least once per month

Look at LinkedIn Newsletters and LinkedIn Groups to engage supporters and corporate sponsors.

⁴ Influencer Marketing Hub, Clubhouse Statistics [2021].
<https://influencermarketinghub.com/clubhouse-stats/>

Snapchat

Monthly Users: 265M

Largest Age Group: 13 to 34

Usage: 26 minutes per day

Use Snapchat geofilters and filters to help donors promote their support for your campaigns.



PRO TIP

Overlap the content you create between various channels to expand your reach with less effort. For example, a TikTok video you create can easily be posted as an Instagram Reel, shared on your Facebook timeline, and repurposed into smaller Snapchat stories. Don't be afraid to experiment with more channels using the same consistent content.

Step 2: Define Which Content Type to Post

Now that you know where you'll be posting, it's time to define what you'll be posting. **Get inspired by our list of content varieties to consider or add your own into your priority list.**

- Creative contests
- Giveaways
- Campaign promotions
- Stories and photos of impact
- Organizational announcements
- Time-bound content (holidays, etc.)
- Informational infographics
- Conversation starters
- Testimonials from donors
- Testimonials from beneficiaries
- Summary or teaser of blog posts
- Internal culture shares
- User-generated content
- Behind-the-scenes highlights
- Commentary on current events
- Re-shares of interesting content
- Short videos
- How-to tutorials
- Live polls
- Q&A sessions
- Quotes
- Tip carousels
- New research and trends

Use this page to fill in your content goals.

Content to Prioritize Each Week:

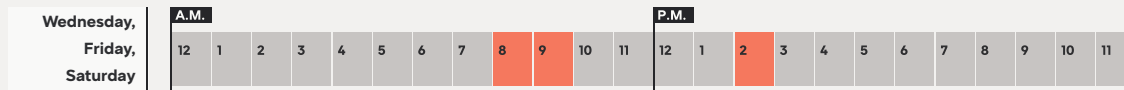
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 3: Outline How Often to Post Each Week

Start to align the content you'll post to a schedule that considers the best time and days to share on each social media channel.

Social Media Frequency Best Practices by Channel⁵

Instagram



High-engagement windows: 8 a.m. to 9 a.m., 2 p.m.

on Wednesday, Friday, and Saturday

Suggested frequency: 1 to 2 posts per day

Facebook

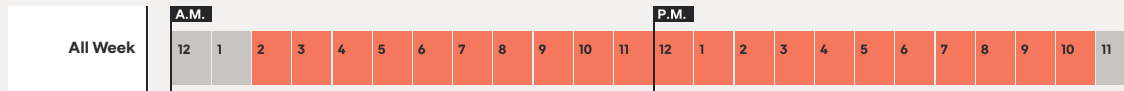


High-engagement windows: 1 p.m. to 4 p.m.

Suggested frequency: 1 posts per day

⁵ CoSchedule, "How Often to Post on Social Media."
<https://coschedule.com/blog/how-often-to-post-on-social-media/>

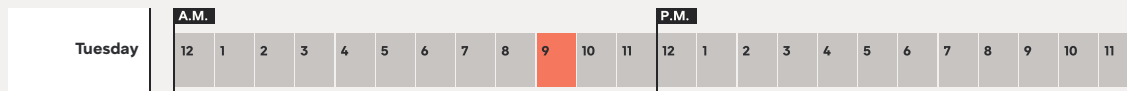
Twitter



High-engagement windows: 2 a.m. to 10 p.m.

Suggested frequency: 7 to 15 posts per day

TikTok⁶



High-engagement windows: 9 a.m. on Tuesdays, 12 a.m. on Thursdays,

5 a.m. on Fridays.

Suggested frequency: 1 post per day

⁶ Influencer Marketing Hub, "Best Time to Post on TikTok."
<https://influencermarketinghub.com/best-times-to-post-on-tiktok/>

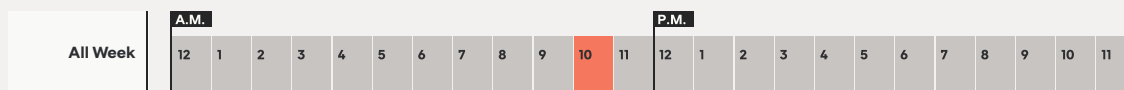
Clubhouse



High-engagement windows: Before and after working hours, and during breaks

Suggested frequency: at least 1 interaction per day

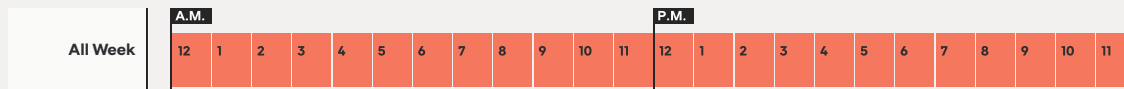
LinkedIn



High-engagement windows: 10 a.m. to 11 a.m.

Suggested frequency: 1 post per weekday

Snapchat



High-engagement windows: Vary by individual

Suggested frequency: Spend 30 minutes engaging per day



PRO TIP

Use the analytics and insights available in your social media accounts across various channels to see when your unique audience engages the most. There's always room to get specific about your posting schedule outside of average benchmarks.

Step 4: Align Your Narrative With Existing Calendars

Take a look at the following ways you can leverage the work your team has already done to plan content that engages donors. You can easily sync each existing calendar up with your social media strategy to define key narratives and timely themes to drive your post content.

Potential Calendars to Pull Key Narratives and Timely Themes From:

- Your nonprofit's blog calendar
- Your nonprofit's email calendar
- Campaign promotion schedules
- Event schedules
- Holidays
- [Cause awareness days and months](#)
- Employee birthdays and anniversaries
- Organizational milestones
- The first day of each season
- Giving Tuesday

Record Your Findings to Shape Upcoming Posts:

Use this page to fill in your key narratives and timely themes.

Key Narratives

→

→

→

→

Timely Themes

→

→

→

→



PRO TIP

Think about the entire donor experience when you create your social media strategy. You'll want to know what emails are being delivered, what posts are being shared, and what campaigns are live on a given day to create a strong brand presence and avoid confusion.

Step 5: Create Your Daily Post Structure

It's time to put steps one through four together into a daily breakdown that will guide you as you get ready to fill out your Weekly Social Media Content Planner.

- Align a timely theme or key message to each day of the week as a focus point
- Identify which days you'd like to post on the various channels you select
- Align the best content type to each day to tell your story on each channel
- For any days when you won't be posting, feel free to leave them blank

Get Started



The Nonprofit's Social Media Content Planner

Use this page to fill in your findings from steps one through five.

Day of the Week	Theme/Message	Channels	Content Type
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			










03

**[Template]
Fresh Weekly
Social Media
Content Planner**








Monday

Message/Theme:








		Morning	Late Morning	Afternoon	Evening
Instagram					
		CTA:			
Facebook					
		CTA:			
Twitter					
		CTA:			
TikTok					
		CTA:			
Clubhouse					
		CTA:			
LinkedIn					
		CTA:			
Snapchat					
		CTA:			

Tuesday

Message/Theme:








		Morning	Late Morning	Afternoon	Evening
Instagram					
	CTA:				
Facebook					
	CTA:				
Twitter					
	CTA:				
TikTok					
	CTA:				
Clubhouse					
LinkedIn					
	CTA:				
Snapchat					
	CTA:				

Wednesday Message/Theme:

		Morning	Late Morning	Afternoon	Evening
Instagram					
	CTA:				
Facebook					
	CTA:				
Twitter					
	CTA:				
TikTok					
	CTA:				
Clubhouse					
	CTA:				
LinkedIn					
	CTA:				
Snapchat					
	CTA:				








Thursday

Message/Theme:

		Morning	Late Morning	Afternoon	Evening
Instagram					
		CTA:			
Facebook					
		CTA:			
Twitter					
		CTA:			
TikTok					
		CTA:			
Clubhouse					
		CTA:			
LinkedIn					
		CTA:			
Snapchat					
		CTA:			








Friday

Message/Theme:

		Morning	Late Morning	Afternoon	Evening
Instagram					
	CTA:				
Facebook					
	CTA:				
Twitter					
	CTA:				
TikTok					
	CTA:				
Clubhouse					
	CTA:				
LinkedIn					
	CTA:				
Snapchat					
	CTA:				








Saturday

Message/Theme:

		Morning	Late Morning	Afternoon	Evening
Instagram					
	CTA:				
Facebook					
	CTA:				
Twitter					
	CTA:				
TikTok					
	CTA:				
Clubhouse					
	CTA:				
LinkedIn					
	CTA:				
Snapchat					
	CTA:				

Sunday

Message/Theme:

		Morning	Late Morning	Afternoon	Evening
Instagram					
		CTA:			
Facebook					
		CTA:			
Twitter					
		CTA:			
TikTok					
		CTA:			
Clubhouse					
		CTA:			
LinkedIn					
		CTA:			
Snapchat					
		CTA:			

Conclusion

Track Your Social Media ROI




Social media is in a constant state of change. The best way to stay ahead is to understand the data behind donor engagement. As your posts perform better, you reach more supporters and the likelihood that those supporters convert into donors increases too.

Start Tracking



The Nonprofit's Social Media Content Planner

Use this chart to measure your content plan against key metrics and quickly pivot at any time using the weekly social media content planner as your flexible foundation.

		Top Metrics to Track	Results
Instagram		Followers: Shares: Mentions: Saves: Story views:	
Facebook		Followers: Shares: Mentions: Story views:	
Twitter		Followers: Mentions: Retweets:	
TikTok		Followers: Views:	
Clubhouse		Followers: Club Invitees: Room attendees:	
LinkedIn		Followers: Shares: Mentions: Story views:	
Snapchat		Followers: Story views: Story replies:	

Overall Engagement Rate Calculator: $\frac{\text{total likes + comments}}{\text{followers}} \times 100$



Digital Marketing Checklist

It's a powerful tool to master social media for your nonprofit, but even more powerful when that social media strategy is built into your overall digital marketing plan.

Use this checklist to bring simplicity and planning into every aspect of your marketing efforts.

[Get the Checklist](#)

Classy