



Contact: 512.582.2197, [info@nvcnetwork.org](mailto:info@nvcnetwork.org); [www.ncvnetwork.org](http://www.ncvnetwork.org)

**Tech Soup not only offers discounted software for qualified NPO, but also has an online presence to serve to educate, offers forums to network, and sends a monthly newsletter with helpful tips.**

## Social Media Tips from the TechSoup Global Network

14 Dec 2012 4:51 PM



By now, you've probably heard all the benefits of building a social media presence on Facebook or Twitter. So what's the secret to maintaining a popular Facebook profile or Twitter account?

We've compiled a list of resources including articles, blog posts, webinars, and case studies on best social media practices from our global network.

### **TechSoup.org**

TechSoup's [Social Media Resources](#) page has everything from a [social media glossary](#) to an overview of Web 2.0. Here are even more blog posts, articles, and event recaps to get you started:

- Facebook uses an algorithm called EdgeRank to determine the makeup of each user's news feed. Learn how to [maximize the reach](#) of your nonprofit or library's posts to Facebook.
- A good [social media policy](#) provides clear guidelines on what staff should do when posting and interacting with constituents, volunteers, and donors.
- TechSoup's [Nonprofit Social Media 101 Wiki](#) is designed to be a starting place for organizations just getting started on social media.
- What is content curation and why should your organization try it? Read a recap of [TechSoup and TechSoup Romania's Tweet Chat](#), which explored content curation and discussed the best tools for it.
- TechSoup's [Digital Storytelling Challenge](#) tweet chat gathered nonprofit video experts and other experienced storytellers to share what works, what channels are best and more when it comes to [sharing videos over social media](#).
- Not sure if your followers are paying attention to you on Twitter? Here are [three tools to measure audience engagement](#) on social media.
- Learn how to use [LinkedIn's new features](#) to tell your organization's story.

- What's the difference between an organization that uses social media and a [social organization](#)? Maria Ogneva, director of community at Yammer, spoke at a San Francisco online community event about how to make your organization go social