



If you're a nonprofit or small business that wants to improve your social media but doesn't know where to start, don't worry—we've got you covered! Here's a simple guide to help you figure out what's working, what's not, and how to make a bigger impact online.

1. Set Your Goals

What do you want to achieve with social media?

- Do you want to get more likes and comments?
- Are you trying to find new supporters, get donations, or bring in volunteers?

Tip: Make sure your goals match your mission and what your organization needs most.

How Redstart Can Help: We help you set clear, easy-to-measure goals that match your mission and give you a plan to succeed.

2. Check Your Social Media Accounts

Look at how each platform (like Facebook, Instagram, or LinkedIn) is performing.

- Which platform gets the most likes, shares, or comments?
- What types of posts work best?

Tip: Regular check-ups show you what's working and where you can improve.

How Redstart Can Help: We review all your social media accounts, identify what's working, and give tips to make your posts even better.

3. Know Your Audience

Who are you trying to reach?

- Are you connecting with the right people?
- What do your followers like, share, or comment on?

Tip: Use tools like social media analytics to understand your audience's interests and habits.

How Redstart Can Help: We analyze your audience and help you connect with the people who care most about your mission.

4. Look at Your Content

Review what you're posting:

- Are your posts getting attention and encouraging people to act?
- Are you telling stories about how your nonprofit makes a difference?

Tip: Great storytelling helps people connect with your mission emotionally.

How Redstart Can Help: We help you improve your content with strong stories, eye-catching visuals, and clear calls to action.

5. Post Regularly

Consistency is key!

- Are you posting often and at the best times?
- Is your content interesting and timely?

Tip: Posting regularly builds trust and keeps people engaged

How Redstart Can Help: We help you create a content calendar so you always know what to post and when.

6. Measure What Matters

Look at key numbers to see what's working:

- Likes, comments, shares, clicks, and new followers.
- Which of these numbers helps you reach your goals?

Tip: Focus on the numbers that show real progress toward your goals.

How Redstart Can Help: We track and explain your results, showing you where you're doing well and where you can improve.

7. Find Ways to Grow

Look for new ways to improve your social media strategy:

- Can you try videos, ads, or partner with influencers?
- Are there new platforms or trends you can use?

Tip: Be flexible! Social media changes quickly, so it's good to try new ideas.

How Redstart Can Help: We help you explore creative options, like video content or ad campaigns, to grow your audience and impact.

Why It's Important

A strong social media strategy can help you:

- Get more people to learn about your mission.
- Build stronger relationships with your supporters.
- Inspire action, like donations, volunteers, or more engagement.

Need Help?

At Redstart Creative, we're here to guide you through the process. From improving your content to measuring results, we'll help you build a social media strategy that makes a difference.

Contact Us today to get started on your new website!

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