

# Reentry Program Sustainability Toolkit

*Resources for an Effective  
Sustainability Strategy*

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# Introduction

An effective sustainability strategy can increase your program recognition, expand your reentry program partners and champions, and help secure reliable and consistent funding. Achieving program sustainability is an ever-evolving process. It includes developing a strategy about how you will build and maintain program capacity through effective communications, branding, and efforts to secure funding.

## COMMUNICATIONS

Communications are how you share information about your reentry program with different audiences. Strong communications about your program, through either direct outreach or an online presence, keep stakeholders, participants, and the community engaged and invested in your mission and your work with participants. Consistent messaging about your program on reliable channels increases program awareness and builds trust with your audience, which strengthens brand and supports fundraising efforts.

## BRANDING

Branding, brand identity, and brand image are sometimes used interchangeably. Branding is the process of developing the brand identity (what the audience sees, or the visuals shared) and results in the brand image (how the program is perceived). Branding creates program

recognition, develops trust and credibility with the audience, and communicates your program values. It supports fundraising goals by increasing visibility and generating support, creates program unity for both internal and external audiences, and establishes an emotional connection with the audience.

## FUNDING

A funding strategy helps determine how you will focus efforts to secure new funding to sustain your reentry program after current funding ends or expand your program with additional resources. A funding strategy begins with deciding who on your team should be involved in efforts to pursue funding, what your program hopes to accomplish, and how you will use data and evaluation findings in securing funding. Developing a funding strategy will help to assess your program's current capacity to achieve its mission and meet the needs of those it intends to serve, as well as inform future choices about how to use and secure more resources.

### SUSTAINABILITY STRATEGY

- ✓ Communications
- ✓ Branding
- ✓ Funding

# Section One: Communications



## AUDIENCE

Determining your target audience is the first step in your communications planning. Ask yourself: Who do you need to engage about your program? Your answer will depend on what you hope to achieve through any communication. Potential audiences include funders, policy makers, elected officials, community partners, and program participants. Knowing your audience allows you to plan for the type of communication that will be most effective.

## MESSAGE

Next, determine what information your audience needs to know about your program. This can change depending on the audience. Consider what format will most effectively convey the information you need to share. Here are some examples:

- **Elevator pitch** — 60 to 90 seconds to describe your program and why it's important
- **Spotlight** — A paragraph or so in a partner's newsletter or on [social media](#)
- **One pager or fact sheet** — A polished document that catches the attention of your audience, conveys the most important aspects of your program, and is easy to read. Include stories, pictures, graphics, data, partner information, and contact information.

## Key Components

A key component of any sustainability strategy is a detailed communications plan that answers the following questions:

### WHO



Who needs to know about your program?

### WHAT



What do they need to know about your program?

### WHEN



When do they need to be informed and with what frequency?

### HOW



How will you share information about your program?

- **Brief** — Formal, more detailed information about your program model and results. Highlight stories, achievements, and evaluation findings.

What you say about your program may change depending on the current phase of your program. Phases include the following:

- **Early** — Your program has no data or evaluation results yet and may not be enrolling participants. Include program description, partnerships, target populations the program will service and a creation story (why does your program exist?) or future story (what gap will your program fill?).

- **Progress** — Your program is up and running and you have some data, stories, or examples of early success. Include individual success stories and early data collected.
- **Operational** — Your program has demonstrated results. Include success stories that are demonstrative of typical program results or a course correction story with policy or program change. Tell a story with your data.

## FREQUENCY & CHANNEL

Once you have identified your audience and message, think about when and how you will share. Be creative and varied with your dissemination. Options include: website updates, social media posts, emails, meetings, annual events, and community or neighborhood gatherings. Both audience and channel will inform frequency. For example, effective social media use requires regular engagement, but daily emails may be too much.



## TIP!

A communications plan is a great way to formalize your planning and specify each type of communication in which you will engage. When developing a communications plan, think about what objectives you hope to accomplish with your plan. Also, think about how you will measure whether your plan is getting you the milestones and results you want.

[See an example of a communications plan template here.](#)



# Section Two: Branding

## PURPOSE

Branding is the personality of your program, and it should be reflected in every communication you send. It includes your program mission, values, and logo. When developing your reentry program brand, remember that the goal is to be unique and memorable. Start by choosing a catchy program name. Your brand should help your audience connect with your program.

## MISSION

Mission statements should be brief and should reflect your program values. Ten words can be effective, and statements should not exceed 25 words. [See an example mission statement here.](#)

## VALUES

Program values are core beliefs that guide your attitudes, behaviors, and purpose. Consider using storytelling to convey your values. Connect with your audience by sharing compelling narratives or telling a story with your data. Keeping your program values in mind while developing your brand will help you help your audience connect with your program.

## Key Components

A key component of any sustainability strategy is a brand that communicates your program mission and values.

### MISSION



Do you have a mission statement?

### VALUES



What are your program values?

### LOGO



Does your logo connect to your program?

### DESIGN



How do you want your program to be perceived?

## LOGO

Logos should be meaningful. A fancy logo is just a fancy logo. If it does not connect to your program and the work you are doing, it is not serving a purpose. Consider whether your program logo needs to align with a larger agency/organization logo design. [See an example logo here.](#)

## DESIGN

You want to use a style that reflects your program. Consistency is key if you want your program to be easily identifiable. Remember:

- Colors convey meaning. Select color choices thoughtfully.
- Font choice and size matter. Everything should be easy to read.

You should leverage available resources for your branding (e.g., funding for logo design, access to graphics software, relationship with local university to hire interns).

# Section Three: Funding



## PLANNING TEAM

Planning is essential to securing funding for your program, and it begins with determining which program team members should be involved. Assemble a planning team that will work together to secure program funding. Establish clear goals for the team and roles and responsibilities for each team member. Leverage members' strengths, connections, and networks.

## FUNDING MAPPING

Once you have your team, consider engaging in a funding mapping exercise. Funding mapping can help identify and assess what program needs you have, how effectively your current funding is meeting those needs, and where to focus efforts to secure additional funding. It entails four basic steps.

### 1 Review your program's existing needs and funding

Ask yourself:

- What are your current program needs?
- What are your current program funding sources and how long will they last?
- What is the current program budget? Are all program needs being met with this budget?
- What gaps need to be filled immediately and in the future?

## Key Components

A key component of any sustainability strategy is a funding strategy. Before securing funding for your program, ask yourself these questions:

### WHO



Who needs to be involved in efforts to pursue funding?

### WHAT



What do you need to accomplish?

### HOW



How will you use program data and evaluation findings in these efforts?

### 2 Think through what type of funder might be interested in funding some of your resource gaps

Don't limit yourself to only funders with a reentry focus. You might consider funders that support specific components of your program like education or employment, or how services can be paid for by government subsidies or reimbursements such as housing vouchers or Medicaid.

Now, make a list of potential funders and answer these questions:

- What category of funder are they (e.g., government, private)? Do you already have a relationship with this funder?
- What other programs do they currently fund? Does your program align with those?



- How might you secure interest in your program (e.g., geographical location, target population)?
- What does their funding application process and cycle look like?

### 3 Think about your program partners

Are there ways to leverage those partnerships to support components of your program or fill some of your resource gaps? Get creative. For example, does a partner have a community space you might use for low or no cost? Seek out new partnerships.

### 4 Decide which potential funders and partners are most promising

Reviewing all the information you have collected, decide which potential funders are most valuable, and focus efforts accordingly. Prioritize the funders that are most likely to be interested in your program, whose application process you can meet, and whose funding cycle aligns with your budget needs. Leverage or develop partnerships with organizations that have a similar mission or values. Include Steps 1-4 on a list, spreadsheet, or tracker that you can continue to use as you refine and make progress on your funding strategy.

## DATA AND EVALUATION FINDINGS

Data and evaluation findings can be a compelling point to many potential funders. As early in your planning process as possible, answer key questions related to how data and evaluation findings can be used to set your program up for sustained funding. Be sure you are capturing the data that will (1) answer the questions your funders will have about your program, and (2) tell the story of your program.

Facts and data are more memorable when presented in the form of a story. Data visualization and data storytelling are two different concepts. Data visualization is any visual representation of data, including charts, graphs, and pictures. Data storytelling is using words to explain what your data means. Both concepts together are the key to successfully telling the story behind your data. If a piece of data is not adding to the story you are telling, remove it from your data visualization. [Learn more about telling a story with your data here.](#)

Keep in mind that it is never too late to collect and analyze data. Even if your program is up and running, evaluation findings can help you understand how effectively your program operates and whether there are opportunities for improvement and growth.

## Choosing a Social Media Platform

Social media can be an effective part of a communications plan, build your program brand, and contribute to efforts to secure additional funding for your program. When choosing social media platforms for your reentry program, consider who your audience is and what platforms they use. You may have more than one target audience, and they may not all use the same platforms. Different platforms meet audiences that vary demographically; for example, some platforms reach younger or older audiences. You should also consult with your organization's leadership about existing social media accounts, staff access to these accounts, and staff training with these accounts to find which platforms work best for your program. Four popular platforms are briefly summarized below.



### FACEBOOK

Facebook is one of the most widely used social networking platforms in the world. Its purpose is to connect family and friends. Non-profits, government agencies, and businesses create Facebook Pages to help promote brand awareness, share information, connect with broad audiences, and build relationships. A program's Facebook "Page" is the equivalent of an individual's Facebook "Profile."

**How to use it?** Facebook "Groups" are another way to connect directly with users. Groups offer a space for new or existing communities to engage directly with each other. Groups can be public or private. A Group administrator will post content, regulate membership, moderate content that any group member posts, and enforce the Group rules as needed. [This CauseVox article provides some questions to consider when deciding whether to create a Page or Group for your program.](#)



### TIP!

Your audience wants to hear from you. Share candid personal stories, like updates from program staff, participants, or volunteers. [View the Storytelling section of this toolkit for detailed guidance.](#) Build dialogue on your Facebook Page with interactive content. Ask your audience to take an action (i.e., click a link or respond to a poll). Keep in mind that "comments" and "shares" are more valuable than "likes" because users are engaging with your content and increasing your program's visibility by sharing your content with their networks.



## TWITTER

Twitter is a platform that focuses on content that can be quickly consumed by its users in almost real time. Nonprofits and government agencies can use Twitter to advocate for issues about their mission, to be leading voices in their industries, and to build and cultivate community. Posts, called "tweets," are public by default; anyone can share or interact with them. Users will see tweets as they happen, meaning the most recent tweets will be at the top of each user's feed.

**How to use it?** Tweets must be 280 characters or less. Users are attracted to snappy, easily digestible tweets. Include a link (URL/website address) wherever possible, so that people can read more about an issue, and so that you can promote traffic to your program's website or page. [For step-by-step instructions, see this Wired article.](#)



### TIP!

Share news and timely content and video. According to Twitter, tweets with video get 10x the engagement of other tweets, and watching video is one of the main reasons people access Twitter. Use hashtags. Tweets with hashtags get 100% more engagement. [To learn more about hashtags, read this HubSpot article.](#)



## LINKEDIN

LinkedIn is a professional networking platform. It is used most often by employers to identify potential job candidates and by job seekers to learn about an organization's practices and culture. Businesses, government agencies, and nonprofits use LinkedIn to build credibility, develop a strong network, and learn from industry peers. With 30+ million users on LinkedIn, there are opportunities to find or strengthen partnerships, get seen by foundations, and stay informed about leaders in your field.

**How to use it?** Create a LinkedIn page for your program that includes your program's mission and vision, describes what your program does, and lets users know how to access more information about your program. Users who "Follow" your page will automatically be notified when you post content to your page or make other updates. "LinkedIn For Nonprofits" is a paid subscription and can be used to help your program find talent (hire staff, identify board members), build program awareness, and fundraise or recruit volunteers.

**Continue on next page for LinkedIn Tip!**





### TIP!

Be sure to include your program's logo on your LinkedIn page—pages with logos are visited six times more than those without one. Increase traffic on your page by adding a Follow button to your program website, emails, and newsletters. [For more tips, read this LinkedIn guide.](#)



## INSTAGRAM

Instagram is a mobile phone application for sharing visual content and is ideal for publishing photographs and videos to tell a story. Users build networks on Instagram by following each other and interacting with posted content through likes, comments, and shares (re-posting of content). To respond privately to posts, users can also directly message one another. Over a billion people use Instagram. Businesses, non-profits, and government agencies use the platform to build their brands.

**How to use it?** Instagram pages are made up of a user's name, bio or brief description, profile picture, and posted photos or videos. For each post, add a description of your image or video in the caption. Always try to use a hashtag so that your post will come up when users search that hashtag. If the photograph or video includes other people or programs on Instagram, tag them as well. Stories are like posts, except that your photos or videos disappear after 24 hours—allowing you to frequently post content without overloading followers.



### TIP!

Save stories to your "Story Highlights" on Instagram so that they remain on your profile. Include links in your bio where followers can access additional information about your program. [Read this Classy article for more tips on how to use Instagram.](#)

## PLATFORM SPECIFICS

### DEMOGRAPHICS

You should tailor your social media strategy to which audiences you want to reach. Below is some information on which audiences use each individual platform.

- **Facebook** — In the U.S., 79% of adults between the ages of 18 and 49 use Facebook.
- **Twitter** — Users tend to be younger than those on other platforms: 73% are under 50 years old. Of those, 44% are 30-49 years old, and 29% are 18-29 years old.
- **LinkedIn** — Adults ages 30 and 49 are the largest age group using LinkedIn. Users tend to have significant work experience and high levels of education. Most users (57%) access the platform using mobile devices so keep your posts short and provide links to mobile-friendly pages.
- **Instagram** — In 2019, more than a third of U.S. adults (35%) used Instagram; 67% of them were 18-29 years old.

### FREQUENCY OF POSTING

When deciding how frequently you should post content on different platforms, always aim for consistency. Figure out how much time you can devote to the platform. For example, if you decide to post twice each week, stick to that schedule. Your audience will know that they can visit your page at any given time and expect two fresh posts every week.

- **Facebook** — In general, post no more than once a day, with a goal of 1x each day.
- **Twitter** — Twitter updates chronologically, so posting more often increases your potential to reach more users. Aim to have a staff member or volunteer tweet 3-5 times per day, particularly if there is a specific newsworthy or upcoming event to share. If you have limited time, plan out your tweets each week.
- **LinkedIn** — LinkedIn is primarily a business networking platform, and users typically access LinkedIn during work hours and days. Studies also show that users are less likely to click on posts, and thereby less likely to access content, if a company posts more than five times a week. Try to consistently post between 2 and 5 times each week.
- **Instagram** — To stay relevant to your followers, try to post once or twice a day—63% of users access Instagram daily. Again, consistency is most important. Try to avoid posting many posts in a very short period, or posting only every few weeks.

# Building an Effective Social Media Presence



Social media is a powerful tool to engage people online and quickly share and receive information. Information on social media is shared more widely than traditional communications such as email newsletters, flyers, print, or in-person conversations. Posted content can be seen by your direct connections as well as their connections, and you can see in real time the ways people interact with the content you post, such as likes, shares, comments, and follows. You can also engage with your followers by posting a call to action (e.g., read, watch, listen, subscribe), recruit volunteers, or invite people to register for an event. Social media increases program awareness and builds trust with your audience through consistent messaging, which strengthens brand support and supports fundraising efforts.

## TIPS FOR GETTING STARTED ON SOCIAL MEDIA

- **Observe Other Accounts** — Look at how other programs doing similar work use social media. What platforms are they on? How do they engage with their followers? Try one or two platforms to get started.
- **Engage Other Users** — Like, comment, follow, and "tag" people and organizations that align with your work. Make your posts sharable, so your followers can help spread your message.
- **Use Hashtags** — "Hashtags" are a way to connect social media content to a topic, event, or conversation. Use hashtags to promote your services or an event. Keep them short and memorable. Click on existing hashtags to see what other content is connected.

## WAYS TO EFFECTIVELY POST CONTENT ON YOUR SOCIAL MEDIA

- ✓ **Set Content Goals** — A long-term social media strategy includes setting goals for the content you will create. Goals can include increasing program awareness and community engagement, audience, and website traffic.
- ✓ **Categorize Content** — Identify categories to organize the information you share and cycle through them. Three commonly recommended categories are educational, informational, and inspirational.
- ✓ **Post Interactive Content** — Post interactive content like Twitter polls, Facebook surveys, and live Q&A sessions on Instagram.
- ✓ **Plan Your Posts** — Plan how frequently you will post content by setting realistic goals and being consistent. Set a target number of posts per week or day, depending on the platform.



Return.

# Storytelling

Stories are the currency of human communication. Our identities are derived from stories, our beliefs shaped by them, and our daily decisions guided by them. Storytelling is essential for an effective sustainability strategy, providing legitimacy to and demonstrating the value of your program.

## TELL A COMPELLING NARRATIVE

Your story should be different depending on the audience — whether it is funders, policy makers, elected officials, program partners, program participants, neighborhoods, or communities-and the phase your program is in. Know your audience and get specific about what type of communication will be most effective. Here are important questions to ask when telling a compelling narrative:

- **Who's the protagonist?** Your organization cannot be the protagonist. Stories are about people. Maybe you could feature a specific staff member or a program participant. Telling the story of a person with lived reentry or program participation experiences can be particularly meaningful.
- **What's the hook?** Consider how you will draw your audience to your story.
- **What keeps it interesting?** Characters encounter roadblocks.

- **Where's the conflict?** There is no drama without conflict.
- **Have you included telling details?** Good stories set the scene and bring to life colorful characters.
- **What's the emotional hook?** Audiences want more than a recitation of facts. They want an emotional experience.
- **Is the meaning clear?** Your story should have a crystal-clear moral. Your audience should know why you are telling it.

When you post visual content, such as a quote or testimonial, keep the above questions in mind to highlight a strength of your program and show real-life impact.



### TIP!

When telling a participant story, or any personal story, always think through privacy and confidentiality. Make sure to have a formal policy in place regarding getting the appropriate permissions and maintaining participant confidentiality

**Continue on next page for more storytelling content!**



## TELLING A STORY WITH YOUR DATA

Data and numbers are critical and play an indispensable role in telling the story of your program. Know and direct your audience by eliminating clutter from any data visual. You can declutter data visuals by using contrast, color (hue and intensity), position, and added marks to bring attention to certain pieces of data and to make it easy for your audience to see what you want them to see. Almost always, less is more. If a piece of data is not adding to the story you are telling or does not convey a meaning, remove it from your data visualization.

Importantly, use words to explain key takeaways from your data. Compelling stories follow a narrative arc. Using words to explain data in graphs or charts can make numbers understandable for the audience and will help convey successes in your program.

## Data Visualization v. Data Storytelling

- Data visualization is any visual representation of data, including charts, graphs, and pictures. It is communicating the substance of your metrics in a visual way.
- Data storytelling is a compelling narrative crafted around and anchored by compelling data. It provides meaning and value.
- Data visualization + data storytelling = success.





# Accessing Private Funding for Your Reentry Program

## WHAT IS PRIVATE FUNDING?

Private funding refers to any type of non-governmental financial support. Like government funding, private dollars can come in the form of grants that require an application to receive funds to be used for specific purposes or goals. Private funders include individual donors, foundations, and corporations.

## THE IMPORTANCE OF PRIVATE FUNDING

Private funding diversifies funding streams for your program, which can create more financial stability and make your program more appealing to other prospective funders. It generally also allows for greater program flexibility because private dollars can be received in the form of no-strings-attached donations or can have fewer grant requirements or limitations than government funding.

## SECURING PRIVATE FUNDING

Private dollars can take different forms and come from multiple sources. For grants, use databases and directories that collect information on foundations and open grants. For individual donations, strategies may include regular or season-specific giving

campaigns and fundraising events. For corporate support, leverage board members' resources for connections with large or small businesses.

## SOURCES OF PRIVATE FUNDING

### Individual Donors

- Regular donors – smaller, more frequent gifts (e.g., \$5 monthly donation to NPR)
- Major donors – larger, typically less frequent gifts (e.g., \$1,000 annual donation to NPR)

### Foundations

- Public foundations (i.e., community foundations)
- Private foundations (i.e., The Open Society)
- Family foundations (i.e., Bill and Melinda Gates Foundation)
- Corporation foundations (i.e., JP Morgan Chase Foundation)

### Corporations

- Corporate giving programs (e.g., employer matching of employee gifts)

## FINDING FUNDERS

When searching for funders, think outside of the box. Do not limit yourself to reentry or criminal justice funders. Does your program connect individuals with medical or behavioral health services? Address employment gaps? Think about how your program might be relevant to any and all funders. Consider other areas of funder interest that your program may fall under:

- Public health
- Workforce development
- Reproductive justice
- Racial justice
- Behavioral health
- Community development

Research before engaging with any funder to understand their priorities and motivations. You can read about projects or programs a funder has previously supported or look on the funder's website for priorities or agendas.

## KEEPING FUNDERS

Create donor/funder profiles that every team member can access to keep track of giving patterns, communication preferences, funding interests, and other important information. Use multiple methods to regularly engage new and existing funders, such as social media, e-newsletters, personalized letters or mailings, phone calls, or informal in-person meetings. Always say thank any person or entity that donates to your program. Finally, keep channels of communication between

fundraising staff and program staff open. Fundraising staff should have compelling stories about your program.

## THINGS TO CONSIDER

- ✓ Regular and consistent communication with donors is key. Consider adding existing and potential funders as a targeted audience in your communications plan.
- ✓ No donation is too small! Large gifts are great but tend to be one-time donations. Smaller donations have the potential to be recurring.
- ✓ Timelines for private funders may be different than for government funders.
- ✓ Your state may have rules and regulations covering soliciting and receiving private donations. Consult with your organization's leadership about these requirements.



### TIP!

Do not discount small, local businesses as a source of private funding, especially if your program aims to serve and strengthen a local community.

## Sustainability Checklist

### (1) Develop a communications plan that addresses the following items:

- Objectives
- Audience
- Appropriate messaging
- Timing & frequency
- Channels

What channels will you use? \_\_\_\_\_

- Team member responsible
- Milestones & results

What will you measure? \_\_\_\_\_

### (2) Use social media to spread awareness about your program.

Which platforms will you use? \_\_\_\_\_

- Set content goals
- Categorize content and plan posts

Did you develop a plan to...

Engage other users and post interactive content?  Yes  No

If so, what? \_\_\_\_\_

Use storytelling to convey your message?  Yes  No

If so, how? \_\_\_\_\_

### (3) Develop your brand.

What resources are available for your branding? \_\_\_\_\_

Include these items in your brand image:

- Catchy program name
- Brief mission statement
- Logo that connects to your program
- Thoughtful color choice
- Easy-to-read font

Does your brand incorporate your program values?  Yes  No

If so, how? \_\_\_\_\_

### (4) Develop a funding strategy.

- Create a planning team to secure funding.
- Review your program's existing needs and funding.
- Make a list of potential funders.
- Consider your program partners.
- Determine which potential funders are most promising.
- Assess whether to pursue private funding.

Do you have a plan to capture data to sustain funding?  Yes  No

If so, what? \_\_\_\_\_

Do you have a plan to keep consistent communication with donors?  Yes  No

If so, how? \_\_\_\_\_

# Communications Plan Template

Objective(s): Why create a communications plan? What do you hope to accomplish?					
Audience	Messaging	Timing & Frequency	Channels	Team Member Responsible	Milestones
Example: City councilors	Newsletter: 1st issue will include early program content and one staff profile	January 2021 & quarterly moving forward	Email	Mary Brown	Four newsletters sent in 2021
Results: How will you measure if your plan is getting you the results you want?					

## NOTES

### Audience



Who needs to know about your program?

### Messaging



What do they need to know about your program? What phase is your program in (e.g., early, progress, operational)? What format is best suited (e.g., elevator pitch, spotlight, one pager, brief)?

### Timing & Frequency



When do they need to be informed? At what frequency (e.g., weekly, quarterly, annually)

### Channels



How will you inform them (e.g., social media, email, flyer, presentations)?

### Milestones



What specific measurements do you want to track (e.g., number of presentations given, number of likes on social media)?



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# Mission Statement and Logo Examples

## Mission Statement – Before

The mission of this program is to further efforts to reduce recidivism by facilitating the successful reintegration of individuals returning from incarceration by providing innovative, culturally competent, person-centered, and integrative services. We will offer steps toward empowerment for individuals by addressing barriers to reentry, connecting to programs and services in areas such as employment, health, education, housing assistance, and social services to promote stability and restorative practices.

The mission statement has been paired down, cutting out unnecessary and wordy information. The revised mission statement is clearer and more succinct.

## Mission Statement – After

MBI Reentry Wellness Program: Meeting the needs of Returning Citizens by ensuring access to behavioral health and social services for successful community reentry and to reduce the recidivism rate in the District of Columbia.

## Logo – Before



The redesigned logo is easier to read because of changes to layout, font, and color choices.

## Logo – After





## Communications

- Center for Court Innovation, [Publicizing Your Program and Its Successes](#)
- Liz Wainger, [Five Reasons You Need a Communications Plan](#), Wainger Group

## Social Media

- Brent Barnhart, [Social Media and Government: How to Keep Citizens Engaged](#)
- Causevox, [Facebook Group vs Facebook Page: Which One Should You Use?](#)
- Christine Newberry and Evan LePage, [How to Create a Social Media Strategy in 9 Easy Steps](#)
- Classy, [24 Instagram Tips for the Modern Nonprofit](#)
- Elise Dopson, [Social Media for Nonprofits: How to Make an Impact with Little Budget](#)
- Hootsuite, [How to Use LinkedIn for Business: A Step-by-Step Guide for Marketers](#)
- Hubspot, [How Frequently Should I Publish on Social Media? A Hubspot Experiment](#)
- Hubspot, [How to Use Hashtags on Twitter, Facebook & Instagram](#)
- Kivi Leroux Miller, [Got UTM? Measuring Nonprofit Email and Social Media Results](#)
- LinkedIn, [The Small Business Guide to LinkedIn Pages](#)
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