NWCA Communications Guidance – Factsheet 3
Social Media Toolbox for NWCA Communications
Targeting and Timing Your Electronic Media Posts

Is there any guidance about when and what to post to each form of electronic media?

Electronic Media Tool	Target Audience	Optimal Day of the Week	Optimal Time of Day	Types of Message	Frequency of Posts	Important Reminders
Email	Specific to your lists; older professionals and retirees tend to use emails more than younger ages	Weekdays, especially Thursdays	Between 6 am – 10 am and between 12 pm and 2 pm	Usually professionally focused. Likely to include links to other information or a call for action of some sort	One email for one request	
Blogs	Variety of target audiences; interest-based	Monday morning Men read blogs more on the weekend	Early (most are read prior to 11 am) Men read blogs more in the evening	Sharing interpretation or information about a topic; often includes a relatable personal experience, but doesn't have to	Post more than once in the morning	
Website	Direct your target audience to content on your website that is targeted at their needs	May be accessed any day of the week; make sure social content posted and tested prior to sending links via social media	Keep up to date; make sure social content posted and tested prior to sending links via social media	organizational information; contact information; static content; social content (content designed to stimulate sharing through social media)	Website should be kept up to date; content should be regularly refreshed; Update as often as you want to post content links on your social media sites	Website
Facebook (Social Sharing) 1 billion	Most individuals and organizations have a Facebook account	Thursdays and Fridays	Early Afternoon (not beyond 9 am – 7 pm)	Include photos and graphics	Minimum of 2x/week	Post often enough; respond to comments
Twitter (Microblogging) 560 million	Microblogging (widely used by younger audiences)	Weekends are preferable	Around 5 pm; during week also commuting times (9 am, 12 pm and 5 pm)	Under 100 characters	May want to post multiple tweets of the same posts at the key commuter times throughout the day	Don't add more than 2 hashtags to a tweet (#annoying) Don't use max characters every post

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Google+ (Social networking) 400 million	Able to select "circles" of people with common interests/target groups of acquaintances	Thursdays and Fridays	Early Afternoon (not beyond 9 am – 7 pm)	Include photos and graphics	Minimum of 2x/week	Post often enough; respond to comments
Linked In (Business networking) 240 million	79% of users are over the age of 35; professionals			Sharing with other professionals		
YouTube		Any	Any	Post videos describing your program, showing projects, explaining report	Post once to YouTube then send links from other social media and emails; also post link to website	Make sure the videos are high quality, edited, and confirm the messages you seek to share. Get approval if needed.
Instagram 150 million				Pictures and 15 second videos of program work, volunteers, success stories, places, people		Often participate via hastages (#). Focus on images target audience can relate to
Pintrest 70 million	80% are women. Largest demographic is female mothers with moderate to high income. Only 5% of internet using men use Pintrest; Used by 20% of internet using women		Not used during work hours (4.5% only)	Reports, images, stories about people, research briefs		Largest use is through mobile devices. 80% of Pintrest pins are re-pins. This is what you want.
RSS Feed	Specific audience of established supporters/ interested stakeholders	As news comes available	As news comes available	Release of a report, an article published, an event to be held; a grant awarded, etc.	Once for each released item	

Are there any tools to help me deal with the timing of posts?

There is a free online tool called "Buffer" that allows you to pre-plan posts to social media for automated release at scheduled times. This takes the uncertainty out of what will be posted when and allows you to target posting at optimal times. Remember, however, that automating comes at the risk of posting something that you might have chosen to wait on or change if you were doing at that time. This effort requires careful vigilance, but if used wisely and carefully, can be a great asset.