

# Integrate Social Media into Your Website

Try these ideas to boost relationships with your supporters.

By Dana Jensen

**A**dding social media platforms and links throughout your website can increase traffic and heighten interactions with your audiences in new and meaningful ways. These are the top nine ways we recommend incorporating social media into your website.

## 1. Be Sure Social Media Buttons Are Visible

Sure, this seems like a no brainer, but it's worth mentioning. Having buttons link to your social sites is crucial to integrating your social with your website. Not only does it lead viewers to more information but it lets them connect with you on the channels they're most invested in.

Don't simply place these buttons in the footer. Include them at key points throughout the site. For instance, add them to your blog where other timely information is presented.

The same icons are often used for both linking to an organization's social channels and sharing content that's on a website, so be sure to clearly define the purpose of each icon. Adding a contextual statement like "connect with us" is a simple way to define the icons' intended use.

## 2. Make Your Web Content Shareable

Provide links to make it easy for viewers to share your web content on their social media sites. If you have a blog, include links where readers can post to their social media pages when they're finished reading. This promotes interaction with your content through word of mouth, which is one of the best ways to become relevant.

Avoid simply including share buttons at the top of your website. Instead, associate such buttons with content that's most likely to be shared – blog posts, articles, and multimedia

content. Making this content available to the reader enables more visibility with less work for you.

One of the best tools to integrate the share feature on your site is Add This. This resource collects useful information (such as the number of times the content has been shared) for all of the share buttons you add to your website.

## 3. Use Open Graph & Twitter Cards

If you don't already use Open Graph and Twitter Cards, add them. What are they? You know when you post a link to Facebook or Twitter and a photo shows up to accompany the post? Well, Open Graph and Twitter Cards need to be on the website in order for this to happen.

Try implementing these cards into your website and when people post your articles to Facebook the content will be accompanied by a title and a meta description. Our preferred CMS platform, WordPress, has some powerfully simple plugins that make this an easy task for any site administrator.

## 4. Place a Live Feed on Your Homepage

Consider having a live feed to your Twitter or Facebook account on your homepage. This is a way you can keep everyone up to date on the happenings of your cause, and it links them to your page where they can quickly "like" or "follow" you.

Having the feed on the homepage is like having a snapshot into the organization. People can scroll through the posts and get a feel for your brand.

Note that it's especially crucial to be up to date on your accounts before you post them on your homepage. Make sure to have relevant, interesting information. It's a best practice to use the widgets provided by the platforms – for instance Facebook's Activity Feed Plugin or Twitter's Timeline.

## 5. Have Links from Your Social Sites

As imperative as it is to have links on your website leading viewers to social media, it's just as important to have links on social sites that will lead people to your website. Be sure to add links frequently in your posts. You don't need to send



“Having the feed on the homepage is like having a snapshot into the organization.”

“Pay attention to what people are saying about you.”

people directly to your homepage; you can direct them to articles or blog posts or any relevant page.

## 6. Add Facebook Login to your Site

If you have a login system on your website, try linking it to Facebook. This way, viewers are logged into their Facebook as they're viewing your site. Any comments they post on articles or posts are through Facebook and it's easy for them to switch platforms between the two. This is also helpful because it gives you more of a background into who is viewing your site and what they're doing. Facebook has great documentation on how developers can leverage their Javascript SDK to do this.

## 7. Use Analytics

Google Analytics can provide you with valuable data and insights on who is viewing your site and how these users are interacting with your social media content. This information will help you evaluate your content strategy so you can better connect with your audience via social and on your site.

Other analytic tools, such as Hootsuite and Simply Measured, can help you to better know your audience and ease publishing across your channels. You can see how many people your posts reached, what posts did well at which times of day, and so on. These tools can help you be more effective in your social media campaigns and can often lead to the completion of key tasks on your website such as donating and signing up for your e-mail newsletter.

## 8. Use Social Feedback to Help with Content Strategy

Pay attention to what people are saying about you throughout the social media sites. If you notice a focus on a particular topic, consider using it as the content in your next blog post or article. Knowing what your audience is interested in will help you keep their attention. Create content for your website that reflects their interests and questions.

Also notice what viewers are choosing to post from your site. Use the analytics data to inform your content.

## 9. Emphasize User-Generated Content

User-generated content is anything that is created about your cause from someone outside your organization. It's what people post about you, what they say. A lot of this happens through social media as people talk about your cause. You can definitely use this to your advantage. A simple instance of this would be including testimonials on your website. 

## It's All about Connection

Find out more ways to build bonds online with these articles at [NonprofitWorld.org](http://NonprofitWorld.org):

**Accelerating Fundraising through Social Media** (Vol. 28, No. 3)

**Top Ways to Gain Support Using Pinterest** (Vol. 33, No. 2)

**Remember Your Brand when You Market with Social Media** (Vol. 33, No. 4)

**Create a Donation Page that Rocks** (Vol. 33, No. 1)

**Top Five Ways to Engage Donors with Social Media** (Vol. 33, No. 3)

**Benefits & Risks for Nonprofit Leaders Using LinkedIn** (Vol. 31, No. 2)

*Dana Jensen (dana@thisisvisceral.com) is junior project manager for Visceral (thisisvisceral.com), a San Diego-based creative agency that crafts digital products for the world's leading causes and socially conscious organizations.*



## please get in touch...

We would love to hear your response to anything in **Nonprofit World**, your comments about any aspect of the nonprofit sector, and your concerns about your daily work. Please get in touch in any of the following ways:

**Drop us a note at:** Letters to the Editor, Nonprofit World, P.O. Box 44173, Madison, Wisconsin 53744-4173.

**E-mail to:** [muehrcke@charter.net](mailto:muehrcke@charter.net)

Please include your name, organization, address, phone number, and e-mail address. If you'd like your comments to appear anonymously, please let us know. We look forward to hearing from you!

Also, we hope you'll join the discussion on the Nonprofit World Discussion Forum. Just go to [NonprofitWorld.org](http://NonprofitWorld.org), sign in as a member, and click on the Nonprofit Forum link.