

Mathew Anderson

Communications Professional

contact@mathewanderson.com
linkedin.com/in/mathewanderson
mathewanderson.com

EXAMPLE TOOLKIT

Note: This nonprofit toolkit is a brief social media-oriented example focusing on providing the general public and media outlets with imminent action support for an upcoming awareness need and some support to reach local representatives for action. Brief kits like this will usually be most relevant for imminent campaigns for the following weeks. There are many other types of toolkits ranging from political action outlines to public informationals.

Social Media Toolkit

This week's campaign: Environmental Sustainability



Table of Contents

- Page 2: About the Campaign - Environmental Sustainability
- Page 3: Posting Resources – Keywords and Phrases
- Page 4: Posting Resources – Suggested Messaging
- Page 5: Posting Resources – Graphics
- Page 6: Congressional Voices Directory

Welcome! We are glad you are here with us. The purpose of this toolkit is to provide you with key resources to help share the message that we should always consider environmental sustainability a necessary component of our everyday actions. Read on to find out how you can help with this week's particular issue.

About the Campaign

Environmental Sustainability

Environmental sustainability involves responsibly managing natural resources to ensure a healthy planet for future generations. One way you can contribute to this effort is by supporting nonprofits like [insert your nonprofit here], which work to combat climate change, protect ecosystems, and promote clean energy solutions. Individuals can support [XX] by donating, volunteering, advocating for policy changes, or adopting sustainable habits like reducing waste and conserving energy. By aligning with organizations like [XX], the public can amplify their impact and help drive meaningful change for the environment.

You can use the following resources to help us post about this concern.

Objectives

- Objective 1: Contacting local support organizations to let them know we have a voice
- Objective 2: Make it clear that we always want to support their valuable contributions
- Objective 3: Help us to reach others (friends, local influencers) to get donors to act

Target Audience

1. Anyone able or eligible to vote
2. Community representatives
3. Reporters and news outlets
4. Other like-minded nonprofits

How to Act

- If you are not sure who are your local representatives, you can use the list of elected officials and news outlets on Page 6 by mentioning them in your post.
- You can use one of the social media posts on Page 4, or you can tell your own story!
- Post on as many social media platforms as you can. In order of importance: Facebook, Twitter, Instagram, Bluesky, and of course any others you have a following on.

Posting Resources – Keywords and Phrases

Feel free to craft your own customized posts to add specialized keywords, stories, and quotes while referencing the following content.

Hashtags

Use the following hashtags when making a post on the noted platforms (up to 3 per any social post is considered optimal, but feel free to use more):

- #GoGreen
- #ZeroWaste
- #GreenLiving
- #EarthDayEveryDay
- #Sustainability
- #nonprofitname

@Mentions

If possible, please also tag @nonprofitname so we can like and reshare your post.

For most social networks, we recommend not to use the @ symbol at the very beginning of a post. These mentions will only be promoted by the network to the person that is mentioned and won't gain the same notice if the @ symbol was placed anywhere else in the post.

NonprofitName Team Quotes

If you have more in-depth posting plans, such as in a newsletter, here are some quotes from our team that may be included. We recommend also searching local representatives and press social media accounts for quoting other relevant parties:

Quote 1: "Text here"

Quote 2: "Text here"

Quote 3: "Text here"



Posting Resources – Suggested Messaging

Tweets (X, Bluesky, Mastodon, etc.)

🔔 Title Here 🔔

A couple of sentences here describing the issue and suggesting action.

Get our toolkit to act now: [link]

#GoGreen #Sustainability #nonprofitname

Facebook + Instagram

🔔 Title Here 🔔

A couple of sentences here describing the issue and suggesting action.

💬 Here's how you can make a difference:

1. Contact your local representatives
2. Suggest action according to our resources
3. Help us to reach others to get local leaders to act

Get our toolkit and join us to act now: [link]

Tag us @Nonprofitname and your elected officials. @nonprofitsocialaccountthere
#EarthDayEveryDay #GreenLiving



Posting Resources – Graphics

Graphics



[The above photo is a generic placeholder]



[Official Nonprofitname logo]

Local Leadership Voices Directory

Advocates! Not sure who to reach out to? Here is a list of key social media handles of relevant country-wide contacts, such as legislators.

Name	Title	Organization	Social Media Handle
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]

Public Voices Directory

Here is a list of key social media handles of reporters and other relevant influencers.

Name	Title	Organization	Social Media Handle
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]
[INSERT NAME]	[INSERT TITLE]	[INSERT ORG NAME]	[INSERT HANDLE]

