Abstract

An active social media presence is all but required for nonprofits in today’s world. Yet this demand brings plenty of challenges for cash and time strapped organizations. The purpose of this project was to create a social media strategy for the Alaska Food Policy Council (AFPC), a nonprofit operating across Alaska with the vision to create “a healthy, secure food system that feeds all Alaskans.” First, an extensive literature review was conducted to determine current best practices for social media use by nonprofits and public health organizations. Next, stakeholder opinions were gathered through a survey of current listserv subscribers and Facebook followers, and through interviews with the AFPC Communications Committee. Finally, an analysis of the AFPC’s past social media content was conducted to help to evaluate the successes and failures of the social media accounts thus far. The next phase of the project involved activities designed to support the future success of the social media accounts. To support the creation of original content, photos were collected and a theme calendar was generated to provide tools for the social media administrator to use when crafting future content. In the final step, 12 months of social media content was created along with a set of guidelines and recommendations to ease the burden on the organization’s social media administrator. Primary recommendations include; following an established plan for communications, maintaining a consistent message and voice, strive to present diverse perspectives, reserve time each day to engage with followers, and eliminate social media accounts that cannot be actively maintained.

Keywords: social media, food policy council, non-profit.