Social Media and Nonprofit Organizations:

Homework Assignment

More and more nonprofit organizations are turning to the social media landscape to facilitate the achievement of their mission. Social media can be used to learn about how others in the environments are discussing your cause or broader policy area and how others view your organization. Social media can also be used to promote your mission and raise funds for your nonprofit organization.

ASSIGNMENT: Find two examples of nonprofit organizations with Twitter or Facebook accounts. Write a brief one page (double spaced) discussion on what kind of postings occurred over a three to seven day period.

NOTE: If you do not have a Twitter or Facebook account, these are free services that can be joined (and left) very easily.