



SOCIAL MEDIA AND ONLINE OUTREACH OPPORTUNITIES

Connect with the Council on Foundations online:



[Exchange.cof.org](http://exchange.cof.org)



<http://www.cof.org/blogs/re-philanthropy>



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WHAT, WHY AND HOW

Social media allows you to be part of the policy conversation in Washington, D.C., even when you are not there. If you are active online, consider the following ways you can share information and resources about your organization and about the impact you have in your community.

PHILANTHROPY EXCHANGE

Members of the Council can exchange resources, experiences, and best practices through an online platform, the Philanthropy Exchange. This tool, at exchange.cof.org, offers easy and instant access to discussions with philanthropic leaders across the country engaged in advocacy and tax policy. These conversations, which are available only to Council members, can provide valuable insights into how best to engage with politicians, the media, and the public.

For more information about the Philanthropy Exchange, contact Jodi Meier at Jodi.Meier@cof.org.

BLOGS

Blogs, too, offer an opportunity to explore a wide variety of topics and use them to educate, engage with, and motivate your audience. The Council's blog, RE: Philanthropy, provides a venue for members and staff to exchange experiences, perspectives, and resources. Be sure to share posts from your own blog with the Council so we can cross post and promote them!

Contact Elizabeth Krempley at Elizabeth.Krempley@cof.org to submit your blog post to the Council.

SOCIAL MEDIA OPPORTUNITIES

The Government & Social Media Wiki (GovSM), at <http://govsm.com/>, provides a list of all social media accounts for members of Congress, including Twitter handles, Facebook pages, and Instagram accounts, among others.

- House of Representatives: <http://govsm.com/w/House>
- Senate: <http://govsm.com/w/Senate>



SOCIAL MEDIA AND ONLINE OUTREACH OPPORTUNITIES

Don't forget to tag your tweets about or during Philanthropy Week In Washington with the hashtag:

- #PhilWeek

Here are philanthropy-related hashtags to consider, in addition to your organization's own hashtag:

- #protectgiving
- #philanthropy
- #taxreform

Here are a few Twitter handles to consider:

- @RepKevinBrady
(Chairman of the House Ways and Means Committee)
- @SenOrrinHatch
(Chairman of the Senate Finance Committee)
- @WaysandMeansGOP
- @WaysMeansCmte
- @SenateFinance
- @GOPSenFinance

FACEBOOK AND TWITTER

Social networking platforms allow you to share useful resources with stakeholders and encourage them to spread the word. There is plenty to share, too—news articles, op-eds, new reports or research, and your own blog posts.

Nearly all members of Congress actively use Twitter and Facebook to communicate with their constituents. Be sure to include the Twitter handles of your members of Congress in your tweets to engage with them directly.

INSTAGRAM

Storytelling through Instagram helps you capture and spread compelling images of philanthropy's impact. Though not yet as widely adopted as Twitter and Facebook on Capitol Hill, more and more members of Congress are now using this social network as well. Check GovSM to see if your members are active.

Don't forget to engage with other organizations, especially media and partner organizations, too. It can help expand your reach, keep media in the loop, and strengthen relationships within the sector. Here are some to consider:

- Nonprofit Times - @NonprofitTimes
- Chronicle of Philanthropy - @Philanthropy
- Nonprofit Quarterly - @npquarterly
- Council on Foundations - @COF_
- Alliance for Charitable Reform - @acreform
- Forum of Regional Associations of Grantmakers - @givingforum

