# Social Media Content Patios

Rule of Thirds

Three As for Nonprofits

1/3 conversations 1/3 posts about you

V3 curated content

V3 Appeals (solicit donations or help)

Appreciation
(Supporters,
donors,
volunteers,
employees)

V3 Advocacy (content of other relevant groups)

## 5-3-2 Model

Out of 10 posts:

- 5 content from others
- **3** Your own content (blogs, newsletters, articles)
- 2 status updates (what's going on in your organization)

## 411 Rule

For every | Self-Serving post:

4 pieces of original content 1 re-share

80/20 Rule

20% about your organization 80% showcasing related work

#### 80/20 Rule

20% posts about your organization

> 80% posts showcasing other related work

#### 555+ Guideline

- 5 things about your organization and/or original content
- 5 things about others (Retweet, repost, link to resources outside your organization)
- 5 responses & replies to show engagement
- + all other value adds (#FollowFriday, Paper.li tweets, wall posts from others)