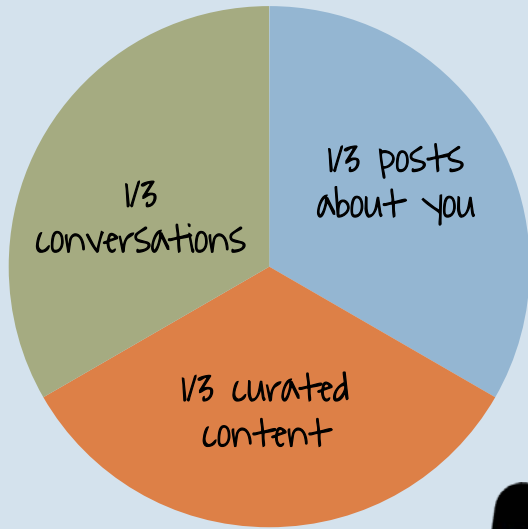
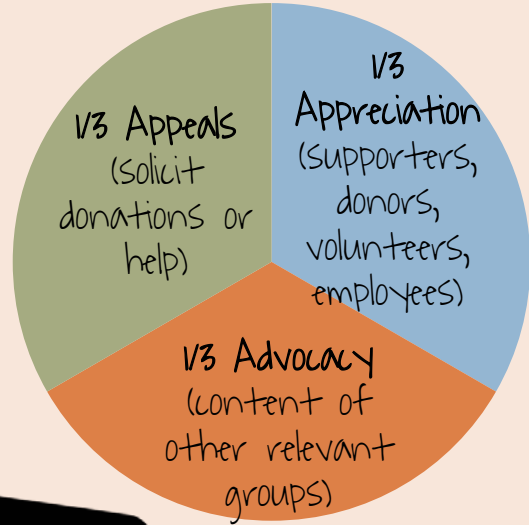


Social Media Content Ratios

Rule of Thirds



Three As for Nonprofits



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)



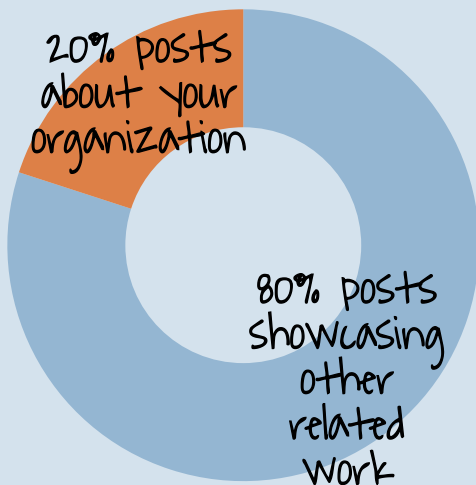
4 | 1 Rule

For every 1 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



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)