

Google+ { Best Practices for Nonprofits



Welcome

We're excited to provide you with a comprehensive resource to help grow your audience on Google+. Your nonprofit has a story to tell. Connecting that narrative to an audience of passionate people with shared interests is what Google+ is all about.

Every nonprofit organization, large or small, has unique needs. We hope this guide will help you set up and activate your organization's G+ page, share high-quality content, grow your audience, and get the most out of Google+.

Best,
The Google+ Team

Table of Contents

Getting Started	
Create a Google+ page	5
4 tips to get you started	6
Features of Google+	
Hangouts On Air	8
Circles	9
Events	10
Communities	11
Best Practices for Nonprofits	
Activate your cause	13
Growing your audience	14
Storytelling for causes	15
Search and discoverability	16

Getting Started

Create a Google+ page
4 tips to get started

Create a Google+ page

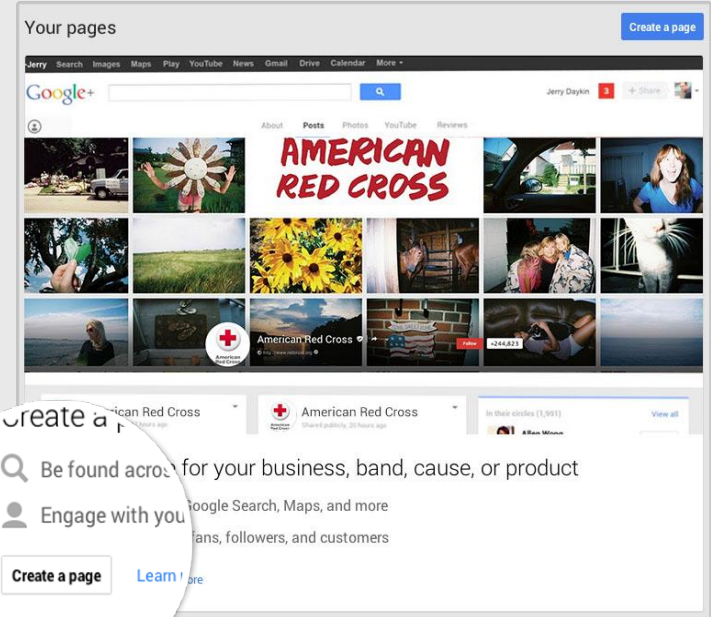
Every Google+ page begins with a profile. This profile is usually the administrator, the person most responsible for the content of your Google+ page. If you don't already have a profile, you'll need to create one [here](#). Next, you can set up your organization's page by following these steps.

Steps

- From Home screen click on **Pages** icon
- Click **Create a Page**
- Follow on-screen directions
- Complete your page with [photos](#) and information about your organization including your website

Optimize your page to reach the maximum audience:

- [Link your YouTube](#) account and leverage your video content
- Use [high-resolution photos](#) for maximum impact

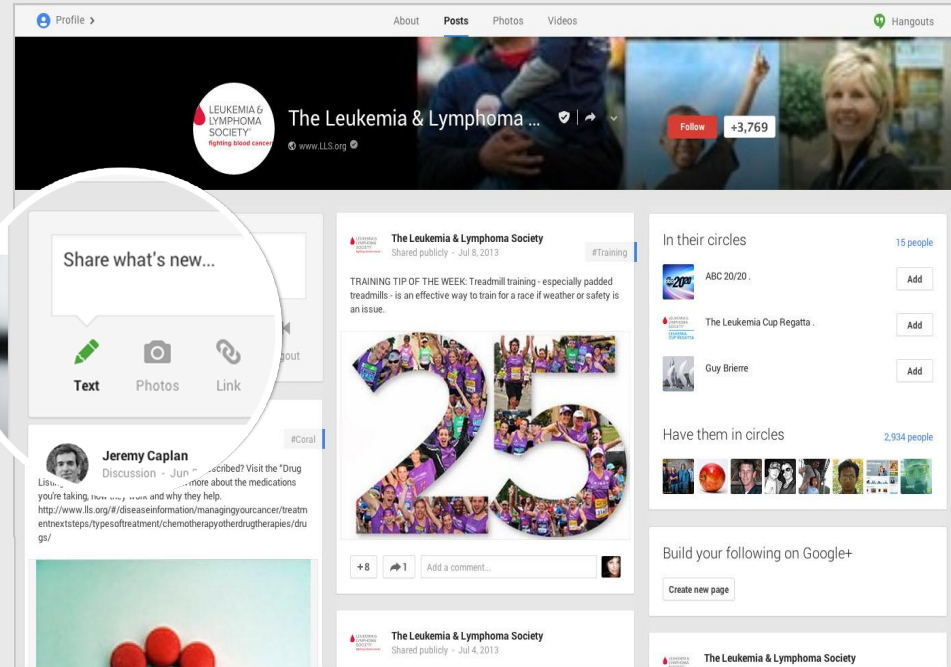


Visit the American Red Cross page to see how they use Google+ and share their stories.

4 Tips to get started

Here are tips for making the most of your Google+ page

1. **Welcome users** to your page with your first post. Include a link to your website, a picture, or a video.
2. **Share exclusive content** with followers. Make sure your followers learn something new and unique from your page with content they can't find anywhere else.
3. **Post often** and keep content fresh. Don't overwhelm followers by posting everything at the same time. Make a content plan for each week, with a good mix of planned and spontaneous updates. Posting once a day is a good rule to follow.
4. **Test, experiment, and learn.** Try different kinds of posts and Hangouts and see what works best for you and your followers. Explore other organizations' pages, learn what they are doing, and start following them.



Features of G+

- Hangouts On Air
- Circles
- Events
- Communities

Hangouts On Air

Think of Hangouts as a multi-person video chat where you're able to connect anyone in the world to your cause. Hangouts On Air have been used by everyone from [President Obama](#) to discuss policy, to charities such as the Ghetto Film School who use HOAs to raise awareness and build community.

Do it like The Carter Center

The Carter Center used Hangouts On Air to host a digital press conference featuring President Carter and The Carter Center's Health experts. The HOA was used to update and inform the public of the work and recent accomplishments around the near- eradication of the Guinea Worm disease. Journalists and media were welcomed into the discussion where The Carter Center updated viewers live via Hangout On Air.



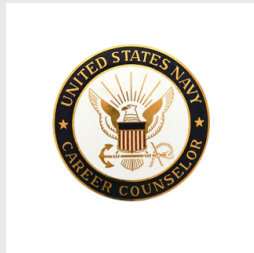
"We went through the advent of email, cell phones, Google Earth and now Google+ Hangouts. The technology has grown very rapidly and has proven to be an advantage to us." - Dr. Donald Hopkins, VP for Health Programs at The Carter Center

TIP: Learn how to get the most out of [Hangouts On Air](#) with this technical guide.

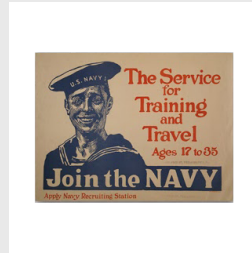
Circles are a powerful feature of Google+ which allow you to organize people according to your relationship with them or by their specific interest in your organization. By creating unique circles - such as "Donors," "Volunteers," "Board Members," "Media," - you can share the right information with the right people.

Do It Like the US Navy

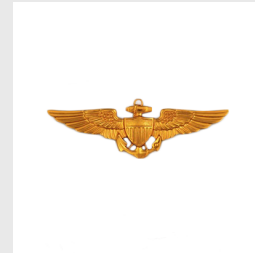
The [US Navy](#) uses Circles to tailor its messaging. Every week they post photos to reach out to their audience. Every photo includes a call to action asking people to +1 a photo if they would like to receive updates about that topic. From there, people were added to the respective circle (manually) so that the Navy knew who was interested in what information.



+1 this photo to get US Navy updates about Career and Benefits



+1 this photo to get US Navy updates about History and Heritage



+1 this photo to get US Navy updates about Aviation

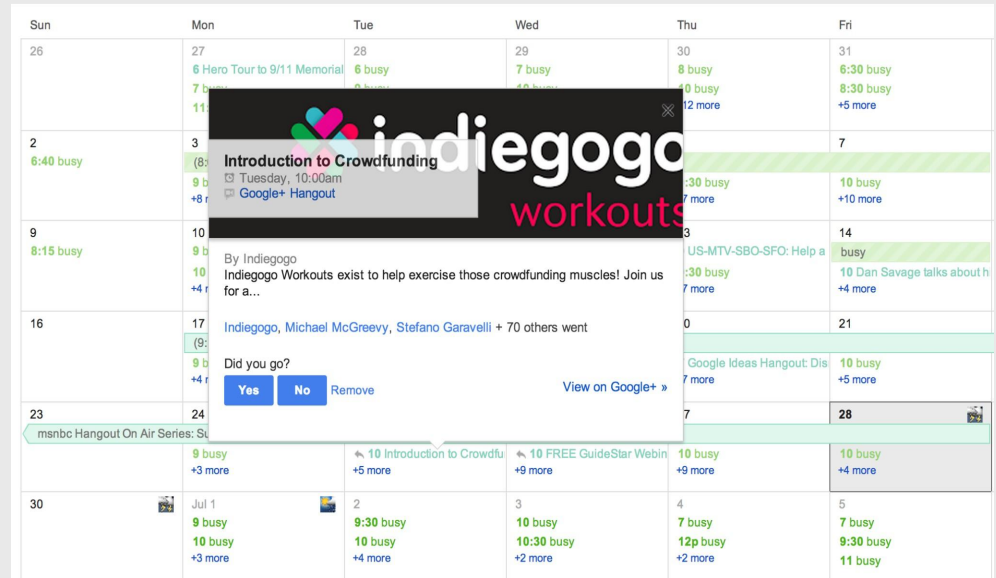
TIP: Create a "Nonprofit Resources" circle and then add the [Google+](#) and the [Google for Nonprofits](#) Google+ pages to stay updated on the latest best practices for nonprofit organizations.

Events

Plan your next event with Google+ Events. Invite individuals or an entire circle to your next event with Google+ Events. Your audience can then RSVP online and even submit questions before the event. All Google+ Events appear in your Google Calendar. A step-by-step guide to setting up your events can be found [here](#).

Google+ Events can help with:

- Hangouts On Air
- Organizing volunteers
- Fundraising events
- Communicating with board members
- Meeting internally or externally
- Connecting with partners on the ground



Indiegogo uses Google+ Events to plan and promote their Hangout On Air teaching followers an introduction to crowdfunding and how to use Indiegogo tools to fundraise for their cause.

Communities

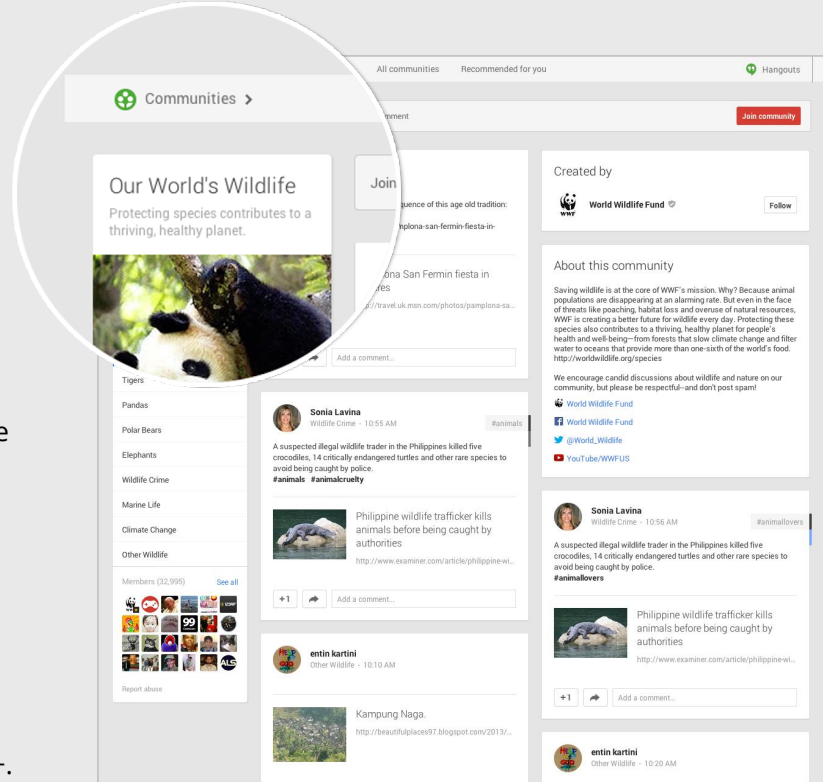
Google+ Communities are where like-minded, passionate people gather to share ideas, photos and information on the topics that interest them most. Your organization can create a Google+ Community to rally people around your cause and keep them engaged. You can also join existing Communities that share your organization's beliefs and goals to extend the conversation, develop your audience, and grow your organization's influence.

Do it like World Wildlife Fund

WWF has activated more than 32k followers in their G+ Community, [Our World's Wildlife](#), where they discuss animal legislation and share information about relevant events. They have promoted their Community on their G+ page and website where they encourage members to join and share news.

See how other nonprofits, such as the [UN](#), [Veterans & Active Duty](#), and [NTEN](#) are keeping the conversation going.

TIP: Learn more on how [Communities](#) can help people connect on Google+.



Our World's Wildlife is a central place for wildlife enthusiasts to share and connect.

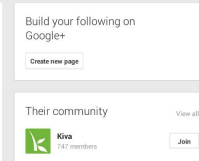
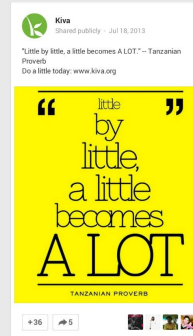
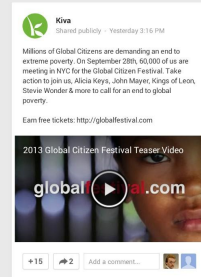
Best Practices for Nonprofits

Activate your cause
Growing your audience
Storytelling for causes
Search and discoverability

Activate your cause

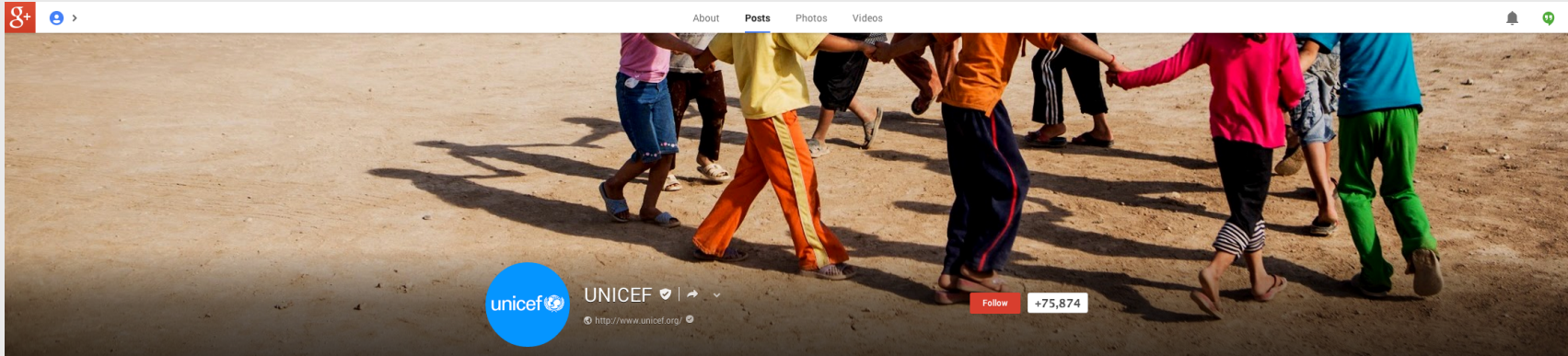
Google+ is a powerful tool to extend the reach of your organization. Your Google+ page can help deliver your message to the world's online community. Here's how to leverage Google+ tools to reach your audience with dynamic content.

- **Use Visuals.** Posts with images typically have 3x the engagement as posts without images.
- Encourage users to join the conversation by **sharing content** from others. Make posts relevant by adding your own personal message.
- **Post to Google+** at least once a day to keep content fresh. Posts early in the day tend to see the highest amount of engagement.



"Google+ is the perfect platform for us to convey the power of what Kiva is making possible around the world. Through photos and videos, this is the best lender recruitment tool we could ask for." - Kiva team

Growing your audience



Determine who you want to reach on Google+ and direct your messages accordingly. Here are some ways for using Google+ to sustain and engage an audience of potential supporters, volunteers, and activists around your cause.

- **Circle up.** Google+ Circles allows you to easily organize and manage all the different types of relationships you have with donors, followers, volunteers, etc.
- Adding a **Google+ Badge** to your website increases your visibility.
- Host regular **Hangouts On Air** to keep the conversation going.
- **Share photos and videos.** Build an online library of relevant images.
- **Get recommended with +1s.** A +1 button on your site makes it easy for visitors to show support and share what they like.
- **Join Communities.** Connect with those who have a shared passion and invite them to follow your page.
- Use the **“Follow” button.** Link your Google+ page to your site and get more recommendations in Google Search.

Storytelling for causes

There is no better way to connect with donors and volunteers than through the power of storytelling. A well-crafted story makes the intangible real and has the power to inspire us towards greatness. Google+ makes the art of telling your story easier.

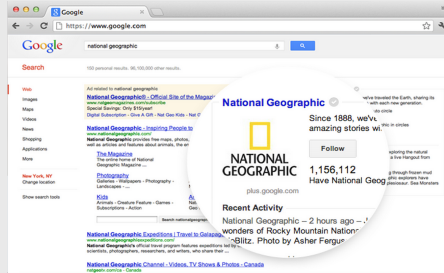
- Share stories about work you're doing
- Post stories that show how or where help is needed
- Highlight success stories
- Post profiles of volunteers who are making a difference
- Share pictures of your organization at work
- Invite others to share their stories



"We know that people who are interested in UN issues - whether it's humanitarian aid, human rights, environmental and economic issues, or peace and security work - are actively using Google+ to mobilise their own networks, so it makes sense for us to join these conversations to engage with people all over the world who are working to make the world a better place." - UN team

Search and discoverability

Doing more with less is standard operating procedure. Harness the power and reach of Google's products to make your job easier.



- **Make your Google+ page discoverable in Google.** With a Google+ page your organization's page along with your profile photo and recent posts are eligible to show up on the right-hand side of [Google Search](#) results.
- **Use hashtags** to increase your visibility. Adding # to your posts makes your content more discoverable on Google+ and Search.
 - **Apply to Google for Nonprofits** - [Join the program](#) to gain access to resources and information that will help your nonprofit grow.
 - **Use Google Apps for Nonprofits** - A set of [online apps](#) that make your job easier.
 - **Apply to YouTube for Nonprofits** - [Join the YouTube](#) program that was designed just for nonprofits to help you tell your organization's story through videos on YouTube.

Google for nonprofits

YouTube



Google+ { Thank you.

