

Marketing and PR are essential to nonprofits for promoting your programs and services, as well as your organization as a brand. Marketing and Social Media go hand-in-hand in today's nonprofit organizations. This page is full of helpful tools and resources to help you with your marketing plan and how to execute it.

## Branding and Media Assessment Checklist

### Name Assessment

1. Does your name explain what your organization does?	
2. Does your name explain the audience you serve?	
3. Is your name unique from others with similar missions?	
4. Is your name short or do you use initials when you talk about it?	
5. Is your name easy to pronounce?	
7. Does your name associate people with something negative/positive?	
8. Does your name translate well into other languages or resonate with different cultures?	
9. Will your name allow your organization to expand services?	
10. Could your name get confused with another organization with a different purpose?	

### Website Assessment

1. Is the mission front and center?	
2. Can your site accept online donations?	
3. Does the design present a professional/trustworthy image?	
4. Is there helpful content on the site?	

5. Are there abundant photos and graphics to help tell your story?	
7. Is it easy to navigate (find what you need)?	
8. Is the site easy for staff to update and expand?	
9. Does the site reflect your branding (logo, colors, messaging)?	
10. Who is using your site? Are you connecting with your audience?	

## Logo Assessment

1. Does your logo give people a sense of what you do?	
2. Does your logo have a unique look?	
3. Does your logo match the personality of your organization?	
4. Does your logo look professional?	
5. Will your logo reproduce well in different sizes and on screen?	

## Social Media Assessment

1. Are you using multiple forms of social media?	
2. Are you using social media consistently (have a set editorial calendar for social media posting)?	
3. Do you have a social media policy?	
4. Is your social media presence consistent with your website and other marketing pieces (look and feel)?	
5. Are your social media followers responding to your posts?	
6. Is your entire staff participating in your organization's social media (liking you on Facebook, etc.)	
7. Are you repurposing web and marketing content for social media?	
8. Are you familiar with content coordinator's such as Hootsuite?	

9. Are you using analytics to evaluate your performance?