



## Guidance's Digest on Social Networks Administration

The strategy on managing the Foundation's presence on social media complies with its mission that is to develop a philanthropy culture in Russia and support creative professionals who participate in solving current public issues and achieving sustainable social change. SMM strategy is aligned with the Foundation's general information strategy and supplement it.

### Goal

- Promote the development of the Foundation's image as the sector leader.

### Objectives

- Raise the Foundation's profile;
- With the help of social media, develop a sustainable professional community around the Foundation;
- Ensure a stable increase of a relevant audience on social networks;
- Increase loyalty of the Foundation's target groups;
- Promote best practices of the Foundation's grantees;
- Use the content marketing techniques to promote the Foundation at a global level.

The general approach to running social networks corresponds with the media principles: content and number of messages are determined by an editorial policy and are complied with a content plan. In the long term, the official Foundation's pages should become resource centers where it will be possible to find information on new approaches in education and trends in culture and philanthropy. The Foundation's grantees and staff take a role of experts. In preparation of content plans, special features of different social networks and the distinction between their audiences are taken into account.

### Official pages

- [facebook.com/potaninfoundation](https://facebook.com/potaninfoundation)
- [vk.com/potaninfoundation](https://vk.com/potaninfoundation)
- [instagram.com/fondpotanin](https://instagram.com/fondpotanin)
- [youtube.com/channel/UCzr\\_2BW119sBxRxp4dVzTFw](https://youtube.com/channel/UCzr_2BW119sBxRxp4dVzTFw)

### Working communities

- Museum Guide [facebook.com/groups/museumguide/](https://facebook.com/groups/museumguide/)