

**Bibliography (Bolded are new for the 2021 conference)**

1. [The complete guide to nonprofit social media: Strategy and design tips for success](#), by Canva Staff Writers, *Canva*
2. [10 Social Media Marketing Tips For Beginners](#), by Alex Chris, *Reliablesoft.net*, June 23, 2021
3. [How to Use Social Media for Small Business: 12 Simple Tips](#) by Christina Newberry, *Hootsuite*, March 2, 2021
4. [100+ Social Media Demographics that Matter to Marketers in 2021](#) by Karin Olafson, Tony Tran, *Hootsuite*, January 27, 2021
5. [5 Steps for Building Social Media Advocacy](#), by Amanda Walgrove, *Sprinklr*, February 28, 2021
6. [Social Media for Nonprofits: 11 Essential Tips for Success](#) by Katie Sehl, *Hootsuite*, September 21, 2020
7. [9 Best Social Media and Content Marketing Tips From Buffer](#) by Leo Wildrich, *Convince & Convert*
8. [Social media marketing tips for every platform](#) by Sarah Aboulhosn, *Sprout Social*, July 16, 2019
9. [Social Media Advocacy: How to Develop a Powerful Program for Your Brand](#), by Christina Kettman, *Socialbakers*, April 12, 2019
10. [5 Ways You Can Participate in Social Media Advocacy](#), by Eric Roach, *Everyone Social*, May 4, 2020
11. [Engaging Social Media for Advocacy](#), by *Electronic Frontier Foundation*
12. [5 Social Media Best Practices for Nonprofits](#), by Craig Newmark, Contributor, *HuffPost*, June 23, 2017
13. [6 Reasons Social Media Advocacy Needs To Start At The Top](#), by Henry DeVries, *Forbes*, May 9, 2017
14. [How Technology And Social Media Have Changed The Conversation Around Criminal Justice](#), by FastCo Studios, *Fast Company*, February 9, 2017
15. [How Is Social Media Being Used In Advocacy?](#), by Dr. David K. Rehr, *HuffPost*, February 7, 2017