



Health Access Connect X Cornell Studio Lab - LinkedIn Research Report

Introduction - In today's digital age, LinkedIn stands out as a powerful platform for nonprofit organizations, not only to increase their visibility but also to significantly boost their donor base. By leveraging LinkedIn's extensive network of professionals and organizations, nonprofits can enhance awareness about their cause, connect with like-minded individuals and entities, and attract potential donors. A well-curated LinkedIn presence allows these organizations to share their mission, impact stories, and needs with a broader audience, thereby fostering a community of supporters and amplifying their fundraising efforts. Thus, optimizing a nonprofit's LinkedIn page is a strategic move towards achieving greater visibility and expanding its circle of benefactors.

Table of Contents

1. [Content Strategy](#)
2. [Showcase Impact](#)
3. [Leveraging Visuals](#)
4. [Engagement with Community](#)
5. [Resources](#)



Content Strategy

Call to Action

When crafting articles for your nonprofit organization on LinkedIn, it's crucial to not only share valuable content but also to engage your audience actively. A powerful tool to achieve this engagement is incorporating a Call to Action (CTA) towards the end of your article. A well-placed CTA can transform passive readers into active participants, encouraging them to support your cause in tangible ways.

Best practices

- Your CTA should be straightforward, telling readers exactly what action you want them to take. Whether it's "Donate Now," "Join Our Mailing List," or "Share This Article," the action should be clear and direct. Avoid vague language that might confuse your audience about the next steps.
- Ensure your CTA is relevant to the article's content. If your article discusses a new campaign, your CTA might encourage readers to learn more about the campaign and how they can contribute. This alignment ensures that the action you're asking readers to take feels like a natural next step after finishing your article.

Example:

After detailing the success of a recent campaign in your article, you could conclude with a CTA like: "Inspired by our impact? Join our mission to make a difference. Click here to donate or volunteer today and be a part of the change you wish to see in the world."

HAC Example:

"As we continue our journey to bridge healthcare gaps in Uganda's most remote villages, every mile traveled by our motorcycle taxis carries more than just medical supplies; it carries hope, health, and the promise of a better tomorrow. Our success stories, from mothers receiving prenatal care to children vaccinated against life-threatening diseases, underscore the profound impact of your support.

Are you moved by the impact of our motorcycle taxi program? Do you want to play a pivotal role in transforming healthcare access in remote communities? Your contribution can fuel this journey further, ensuring that no village is too remote, and no individual is left behind.

Click here to donate and join our mission. Together, we can create a world where distance no longer dictates the quality of healthcare one receives.

Not ready to donate? You can still make a difference. Share this article with your network to spread the word about Health Access Connect's mission. Each share extends our reach, bringing us closer to a world where everyone, regardless of where they live, has access to the healthcare they deserve.

Join us. Support us. Share our story. Be a part of the change you wish to see in the world."



Plan International

839,411 followers

1d • 🌐

+ Follow ...

In April 2023 the conflict in [#Sudan](#) led to 7.9 million people becoming displaced. Over 560,525 people have crossed from Sudan into South Sudan. Each day more people arrive than are leaving. See 📖 for more on what life is like for girls in Renk.

<https://lnkd.in/ersWbjMA>



Life for girls in Renk, South Sudan - Plan International

plan-international.org • 1 min read



Health Access Connect

300 followers

22h • ↻

+ Follow ...

"I am Nakisekka Jane, a resident of Kalisizo village, Kalisizo parish, Lwengo Sub County in Lwengo district.

There was equally a time when I had wanted a family planning method but I had no money for transport. I requested my husband to ride me on a bicycle but couldn't because it was down. He advised me to wait until we get money to pay for a motorcycle which I agreed but when I lastly went to the facility after getting the money, I tested when I was pregnant already.

After Health Access came in, everything was softened. They bring the outreaches closer to us, give us all the drugs we want, and on top of that, they serve us with noticeable care."

**#HAC #closingthedistance #healthforall #accessforall #FamilyPlanning
#HealthEquity #HealthcareAccess #CommunityOutreach**

Example of a great story that could end with a call to action.

Articles

Post editorial-style articles directly on the LinkedIn platform from your nonprofit's LinkedIn Page. When you publish an article on LinkedIn, your followers and supporters can comment on the article directly and easily share it with their networks. Additionally, if you @mention another member or organization in the article, they'll get a notification about the mention, making them more likely to see and engage with your content. You might use articles to share announcements, details about a new campaign, thought leadership, or insights to inform and educate your audience.

Best practices

- Make your articles easier to read. Aim for less than 1,000 words and consider using bulleted lists.
- Embed images, videos, rich media (ex: Instagram posts), and slides within your articles to break up the text. You can also add a cover image at the top of your article that will appear when you share the article on your Page and elsewhere.
- Include a question or call-to-action at the end of your article to drive engagement.



PATH
178,076 followers
1d · 🌐

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In Think Global Health, Rick A. Bright explores the [World Health Organization's](#) Global Action Plan for Influenza Vaccines (GAP), which blazed a trail for more vaccine production in low- and middle-income countries. From 2006-2016, GAP scaled up influenza vaccine production in 15 countries and equipped them with the scientific foundation needed to curb local outbreaks rapidly.

PATH is proud to have supported GAP partners and participants with training on vaccine manufacturing. When the [#COVID19](#) pandemic began, PATH supported some countries as they leveraged their vaccine manufacturing systems to produce COVID-19 vaccines.

Read more: <https://lnkd.in/dyj28fqt>

[U.S. Department of Health and Human Services \(HHS\)](#) | [Council on Foreign Relations](#) | [Institute for Health Metrics and Evaluation](#) | [#LocalManufacturing](#)



Efforts Against Flu Show Developing Nations Can Make Vaccines | Think Global Health
thinkglobalhealth.org · 8 min read

HAC Examples:

1. **"The Journey of a Mobile Clinic: From Idea to Impact"**
 - a. Summary: Detail the inception, challenges, and successes of launching a mobile clinic initiative. Incorporate interviews with founders, healthcare workers, and community members served by the program.
 - b. Engagement Strategy: Include images of the mobile clinics in action, and end with a question asking readers about innovative solutions they've encountered in healthcare.
2. **"Bridging the Gap: How Motorcycles Are Revolutionizing Healthcare in Remote Villages"**
 - a. Summary: Explore the unique approach of using motorcycle taxis to deliver healthcare services, focusing on the logistics, the community's response, and the impact on healthcare accessibility.
 - b. Engagement Strategy: Embed a video testimonial from a healthcare worker and a beneficiary, and encourage readers to share their thoughts on mobile healthcare solutions.
3. **"A Day in the Life: Stories from the Field"**
 - a. Summary: Provide a narrative-driven piece that follows a day in the life of a motorcycle taxi driver, a healthcare worker, and a patient, highlighting the human element of Health Access Connect's work.



- b. Engagement Strategy: Use rich media like photos and Instagram posts from a day's journey, and ask readers to share their experiences or thoughts on community healthcare.
4. **"Leveraging Technology for Better Health Outcomes in Uganda"**
 - a. Summary: Discuss the role of technology in enhancing healthcare delivery in remote areas, including the use of mobile health records, appointment scheduling, and follow-up via SMS.
 - b. Engagement Strategy: Include slides or infographics showing the before-and-after impact of technology on health outcomes, and invite readers to suggest other tech solutions for healthcare.
5. **"Partnering for Progress: Collaborations That Make a Difference"**
 - a. Summary: Highlight successful partnerships between Health Access Connect, local governments, international NGOs, and the private sector, focusing on how these collaborations have amplified the impact of their work.
 - b. Engagement Strategy: Use a cover image showing a recent collaboration event, and conclude by asking readers about their experiences with partnerships in the nonprofit sector.
6. **"Sustainability in Action: How We're Building Long-Term Health Solutions"**
 - a. Summary: Delve into the strategies employed by Health Access Connect to ensure the sustainability of their healthcare initiatives, including training local healthcare workers and investing in community education.
 - b. Engagement Strategy: Incorporate an interactive element, like a quiz on sustainable healthcare practices, and ask for feedback on sustainable solutions from the LinkedIn community.

Newsletters

Publish a recurring series of newsletters directly on LinkedIn. The newsletter feature on LinkedIn allows your team to quickly create and publish professional, eye-catching newsletters from your nonprofit's LinkedIn Page. When you create your first newsletter, all existing followers of your Page will be notified, encouraging them to subscribe. Subscribers may also receive push and/or email notifications, depending on their settings.

Best practices

- Give your newsletter a compelling name, add a logo, and write a short description about what people can expect while reading.
- Try to maintain a regular posting schedule so subscribers look forward to new editions of your newsletter. Indicate the cadence on the newsletter's landing page (ex: daily, weekly, biweekly, or monthly) to set expectations.
- Add subheadings and images within your newsletter to break up text and make it more enjoyable to read.



Documents

Upload and share PowerPoint presentations, Microsoft Word documents, and PDFs with your supporters. Easily share resources and information, such as annual reports and research, by uploading documents directly to LinkedIn.

Best practices

- Use @mentions to give credit (ex: to a research partner that helped you create a report or to an employee who was instrumental in creating the content). This not only recognizes people's work but encourages them to engage with the post.
- Give your document a relevant title when prompted after uploading so people know what to expect from it.
- Add an executive summary if you're uploading a larger document (ex: a 25-slide deck) to let people know why it's worth reviewing the whole thing.

HAC Examples:

1. Annual Impact Report

- a. Content: A comprehensive report showcasing the organization's achievements, including data on the number of clinics held, communities served, and testimonials from beneficiaries and staff.
- b. Engagement Tips:
 - i. Use @mentions to recognize key team members and partners who contributed to the year's successes.
 - ii. Give the document a clear title, such as "Health Access Connect 2023 Impact Report: Transforming Healthcare in Remote Communities."
 - iii. Include an executive summary on the first slide or page, highlighting key achievements and inviting readers to explore detailed insights in the full report.

2. Research Study on Healthcare Accessibility

- a. Content: A detailed report of a study conducted by Health Access Connect or in partnership with academic institutions, exploring the challenges and opportunities in healthcare delivery in remote areas of Uganda.
- b. Engagement Tips:
 - i. @mention research partners and key contributors to acknowledge their work and encourage them to engage with and share the post.
 - ii. Title the document effectively, for instance, "Bridging the Gap: A Study on Improving Healthcare Accessibility in Uganda's Remote Villages."
 - iii. Provide an executive summary that outlines the study's methodology, key findings, and implications for policy and practice.

3. Educational Materials on Health Awareness

- a. Content: Booklets or flyers on important health topics like HIV prevention, maternal health, or malaria treatment, designed for distribution in communities served by Health Access Connect.
- b. Engagement Tips:



- i. Highlight the creation process of these materials by @mentioning the healthcare experts, graphic designers, and community leaders involved.
- ii. Choose a descriptive title, such as "Empowering Communities: Health Education Materials on Malaria Prevention."
- iii. Add a brief description at the beginning, explaining the importance of the information and how it's being used to improve health outcomes.

4. Strategic Plan Document

- a. Content: A document outlining the strategic goals, priorities, and planned initiatives of Health Access Connect for the coming years.
- b. Engagement Tips:
 - i. Use @mentions to credit team members who played a significant role in developing the strategic plan.
 - ii. Ensure the document's title is informative and reflects the content's essence, like "Health Access Connect Strategic Plan 2024-2027: Expanding Our Reach."
 - iii. Include a summary at the start, offering a snapshot of the strategic directions and why they matter for supporters and the communities served.

5. Partnership Opportunities Brochure

- a. Content: A brochure detailing ways businesses, NGOs, and individuals can partner with Health Access Connect to support its mission, including sponsorship opportunities, corporate volunteering, and in-kind support.
- b. Engagement Tips:
 - i. @mention existing partners to showcase successful collaborations and encourage new partnerships.
 - ii. Title the document to directly communicate its purpose, such as "Join Forces with Health Access Connect: Partnership Opportunities to Make a Difference."
 - iii. Begin with an overview that captures the essence of how partnerships can enhance the impact of Health Access Connect's work.

Showcase Impact

Celebrate a Milestone

Acknowledge occasions and milestones using your own images or animated assets that LinkedIn has created for you. Use the "Celebrate an occasion" feature to give kudos, announce project launches, mark milestones, or welcome new members to the team.

Best practices

- Tag relevant people and pages (ex: when welcoming a new team member) to encourage engagement.
- Use the "Give Kudos" celebration option as a powerful employee engagement tool.
- Personalize the suggested messaging from LinkedIn to share more details about what you're celebrating and why.



HAC Examples:

1. Celebrating a Service Milestone

- a. Occasion: Reaching X patient visits through mobile clinics.
 - i. Content Example: "We're thrilled to celebrate a monumental milestone: 10,000 patient visits through our mobile clinic initiative! 🎉 Each visit represents a life touched, a community strengthened, and a step closer to equitable healthcare access in remote areas. A heartfelt thank you to our dedicated team, partners, and supporters who made this possible. #HealthAccess #MilestoneCelebration"
 - ii. Engagement Tip: Tag key team members, partner organizations, and include an image of a recent mobile clinic in action.

2. Announcing a New Project Launch

- a. Occasion: Launch of a new health education campaign.
 - i. Content Example: "Exciting news! We're launching our new health education campaign aimed at promoting malaria prevention in remote villages 🚀. This initiative is more than just a project; it's our commitment to safeguarding health and empowering communities with knowledge. Stay tuned for updates and ways to get involved! #ProjectLaunch #MalariaPrevention"
 - ii. Engagement Tip: Use an animated graphic illustrating the campaign's theme and @mention collaborators.

3. Welcoming New Team Members

- a. Occasion: Onboarding new healthcare workers.
 - i. Content Example: "A warm welcome to our newest healthcare heroes joining the Health Access Connect family! 🌟 Their expertise and passion for community health are what make our mission possible. We're excited for the journey ahead and the impact we'll create together. #Welcome #NewTeamMembers"
 - ii. Engagement Tip: Include photos of the new team members (with their consent) and tag their LinkedIn profiles.

4. Giving Kudos for Employee Achievement

- a. Occasion: Recognizing an employee for exceptional contribution.
 - i. Content Example: "Big shoutout to [Employee Name] for their outstanding dedication to improving healthcare delivery in the most challenging terrains! Your innovative approaches have significantly enhanced our mobile clinic operations. 🏆 #EmployeeExcellence #GiveKudos"
 - ii. Engagement Tip: Personalize the post with a photo or video of the employee in action and tag their LinkedIn profile.

5. Marking an Anniversary

- a. Occasion: Health Access Connect's founding anniversary.
 - i. Content Example: "Today marks another year of Health Access Connect's journey towards making healthcare accessible for all. 🎂 From our first clinic to the hundreds now across remote villages, we've come so far together. Thank you to everyone who's been part of this incredible story. #Anniversary #Gratitude"
 - ii. Engagement Tip: Share a video or collage of milestones from over the years, tagging founders, long-standing employees, and supporters.



6. Highlighting Partnership Anniversaries

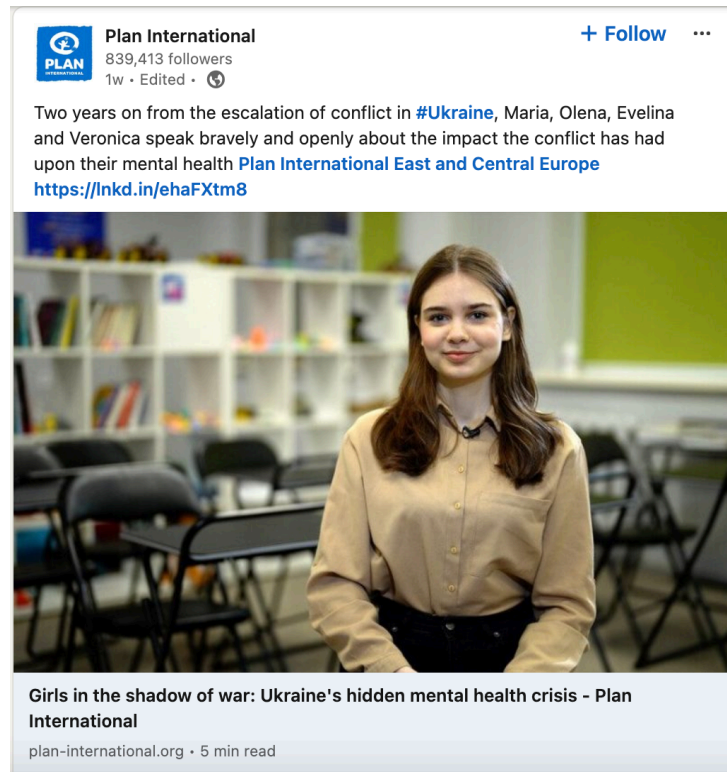
- a. Occasion: Celebrating the anniversary of a partnership with another organization.
 - i. Content Example: "Celebrating a year of impactful collaboration with [Partner Organization]! 🍷 Together, we've brought healthcare to the doorsteps of those in need. Here's to more years of making a difference together. #Partnership #Anniversary"
 - ii. Engagement Tip: Post a highlight reel of joint initiatives and tag the partner organization's LinkedIn page.

Testimonials

For nonprofit organizations, testimonials are a powerful way to showcase the impact of their work through the voices of those they've helped, volunteers, and supporters. Sharing testimonials on LinkedIn not only adds credibility to your nonprofit but also humanizes your cause, making it more relatable and compelling to your audience.

Best practices

- Choose testimonials that tell a story. Whether it's from a beneficiary who was directly impacted by your work, a volunteer who shares their transformative experience, or a donor who talks about why they choose to support your cause, real stories resonate. These narratives build emotional connections with your audience, making your nonprofit's work tangible and relatable.
- Select testimonials that highlight the tangible impact of your organization. This could be how your programs have changed lives, contributed to the community, or led to significant breakthroughs in your field. Testimonials that showcase specific benefits or outcomes are particularly compelling, as they demonstrate the real-world value of supporting your cause.
- Whenever possible, accompany testimonials with photos or videos. Visuals can significantly enhance the emotional appeal of the testimonial, making the story more engaging and memorable. A photo of the person providing the testimonial or a video clip of them sharing their experience in their own words can add authenticity and depth to their testimony.



Leveraging Visuals


Single Image


A single-image post is a photo, screenshot, infographic, or other static visual accompanied by optional text. An eye-catching visual can capture the attention of your audience quickly and tell a richer story than using text alone. Posts that include at least one image typically get two times more comments than those without.

Best practices

- Use clear, high-quality images to create a professional appearance. The optimum image size is a minimum of 552 x 276 pixels, and the maximum image size is 5MB.
- Include text with your image posts to provide context and drive action.
- Add descriptive alt text to improve the accessibility of your posts. Alt text is heard by members using voice-over screen readers and is not seen by other members. You can add alt text by clicking the pencil icon when uploading images via desktop.



 **Plan International** + Follow ★ ...

839,410 followers
5h · Edited · 

Meet Aseel 🙌. She's a young activist determined to contribute to a future where education comes above all. She wants to see a future where schools are safe and not the target of attack. She wants to see a future where schools are inclusive, and where the creativity of children is not overlooked. This is the [#FutureGirlsWant](#) [#IWD2024](#).



Multi-Image

Multi-image posts allow you to showcase multiple static images in an engaging collage that people can click and expand to view more detail. Using several eye-catching visuals allows you to share more context and can drive increased engagement with your post.

Best practices

- Post clear, high-quality images. Include descriptive alt text to improve accessibility. Use accompanying text to provide context for the series of images.

Example:

You might use a multi-image post to explain a “before and after” or to thank people you’re highlighting in an employee appreciation spotlight.



Ashoka 203,630 followers 2d · 🌐 [+ Follow](#) ⋮

Join us for conversations about our changing world and solutions at play!

Globally, citizens are striving to engage in decision-making processes that affect their lives and communities. With systemic barriers preventing full involvement at the local, state, and national levels, our annual report's first three Fellows uncover some powerful insights about enabling civic participation and teach us the how-to's 🍷

Check out the [#LeadingSocialEntrepreneurs](#) site to learn more and to join us in activating the changemakers around us—invite your community to explore!

<https://buff.ly/3OQPg6a>

ASHOKA'S 2023 LEADING SOCIAL ENTREPRENEURS

INDIA

UMA CHATTERJEE

Uma is putting survivors of trafficking at the center of India's anti-trafficking movement, having activated the agency of 5,000 survivors in just five years.

ENABLING CIVIC PARTICIPATION

Swipe to know more →

Native Videos

A native video post is video content shared with your followers on LinkedIn (note: the platform supports a range of file types). Video can heighten the emotion of your message and create a more personal connection between you and your audience. Unlike embedded videos, such as YouTube links, native videos autoplay on members' LinkedIn feeds, making people more likely to pause and watch.

Best practices

- Include post text along with your video to provide context and encourage people to stop scrolling and watch.
- Prioritize short videos that your audience can quickly digest. Videos can be up to 15 minutes long, but many people won't watch for the full 15 minutes. Aim for videos between 30 and 60 seconds long as they tend to perform better than longer videos.



- Add closed captions to improve accessibility.

PATH 178,076 followers
1d · 🌐

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Read more: <https://lnkd.in/dyj28fqt>

U.S. Department of Health and Human Services (HHS) | Council on Foreign Relations | Institute for Health Metrics and Evaluation | #LocalManufacturing

Ximena Abogabir Maria Clara Peñero

1:07

Image Carousels

Image carousel posts are a way to display multiple images in a sequence that members can swipe through, rather than viewing as a collage. Carousels are more interactive than multi-image posts since members have to click through to see the other images in the sequence. This format can be especially effective for “set up and reveal” type posts or for breaking down information into bite-size chunks.

Best practices

- Choose images that are high quality. Use the first image in the carousel to intrigue your audience and encourage them to swipe. Add up to 20 images, but keep in mind that a very long carousel may lose some people.

Video Carousels

Video carousel posts are a way to share multiple videos within a single post. As with image carousels, viewers can swipe through video carousels or let them autoplay. Video carousel posts are a way to share multiple videos within a single post. As with image carousels, viewers can swipe through video carousels or let them autoplay.



Best practices

- Aim for consistency between the videos in the carousel. For example, avoid having one very long video in the middle of several short videos.
- Give yourself plenty of time to upload and review your video carousel as it can take several minutes for the videos to process.

Engagement with Community

Comment, respond, collaborate, share relevant posts, follow

Polls

Run a poll with up to four options (max. 30 characters per option) on LinkedIn. Your poll can be open for one day, three days, one week, or two weeks. Polls are a quick and easy way to generate engagement. Use them to gather information about your audience (ex: about the type of content they'd like to see or their opinion on a trend). Or, consider quizzing them on fun facts about your nonprofit or cause, then posting the correct answers.

Best practices

- Keep your questions clear and concise. If it's confusing how the answers correspond, people either won't engage or it may skew the results.
- Avoid overusing polls. If you run multiple polls a week, your audience may get bored of them. It's best to save them for when you have something good to ask.
- Try not to set and forget your polls. LinkedIn allows you to see poll participants and their answers, meaning you can follow up with respondents if you choose. People can also comment on the poll, and you can respond to their comments to generate further engagement.

Comments

Encourage active discussions by leaving comments on posts related to your nonprofit organization's field. Engaging in the comment sections can significantly boost your community's interaction and visibility on LinkedIn. When you respond to comments or start a conversation on relevant posts, it not only shows your organization's active presence but also its willingness to engage in meaningful dialogues.

Best practices

- **Be Thoughtful and Constructive:** Whether you're responding to comments on your own posts or engaging with other content, ensure your comments add value to the conversation. Offer insights, share experiences, or ask questions that encourage further discussion.
- **Tailor Your Responses:** Personalized responses show that you're attentive to your audience's contributions. Avoid generic replies; instead, address the commenter by name and reference



specific points they made. This approach fosters a stronger connection and encourages ongoing interaction.

- **Monitor Your Tone:** The tone of your comments can significantly impact how your organization is perceived. Aim for a professional yet friendly tone that reflects your nonprofit's values and mission. Remember, every interaction is a reflection of your brand.
- **Encourage Questions:** Use your posts as a platform to invite questions from your audience. When someone leaves a question in the comments, answer it thoroughly. This not only provides value to the individual who asked but also to others who might have similar queries.
- **Utilize Comments for Feedback:** The comment section is a great place to gather feedback about your nonprofit or the topics you post about. Engage with these comments constructively, showing that you value your community's input and are open to suggestions for improvement.
- **Stay Active:** Regularly participating in comment sections—both on your posts and others within your field—helps maintain your nonprofit's visibility on LinkedIn. However, balance is key. Ensure your engagement is meaningful and adds to the conversation rather than overwhelming it.

Sharing relevant posts

Sharing relevant posts on LinkedIn is a strategic way to foster community engagement and amplify your nonprofit organization's message. This approach allows you to curate content that resonates with your audience's interests and your organization's mission. Whether it's sharing industry news, thought leadership articles, or updates about your nonprofit, each post should contribute to a narrative that educates, engages, and inspires your audience.

Best practices

- **Content Curation:** Focus on selecting posts that align with your organization's values and goals. This includes content that highlights your achievements, shares success stories, or sheds light on the issues you're addressing. Ensure the content is both informative and compelling, encouraging followers to interact through likes, comments, and shares.
- **Engagement Optimization:** Timing is crucial when sharing posts. Utilize LinkedIn analytics to determine when your audience is most active and likely to engage with your content. This strategic timing increases visibility and interaction rates, enhancing the overall impact of your shared posts.
- **Narrative Consistency:** Maintain a cohesive narrative across all shared content. This consistency reinforces your organization's mission and fosters a stronger connection with your audience. It's not just about sharing external content; it's about weaving these pieces into the larger tapestry of your organization's story.

Resources

1. <https://nonprofit.linkedin.com/resource-hub>
2. <https://www.nptechforgood.com/2013/07/14/ten-must-follow-nonprofits-on-linkedin/>