



Brand Guidelines



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The background is a solid purple color with a repeating pattern of white arrows and circles. The arrows point in various directions (up, down, left, right, and diagonally), and the circles are of different sizes, creating a dynamic and abstract visual texture.

About NFTE

Our Mission:

NFTE ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures.

Our Vision:

Every person owns their future.

Our Purpose:

Lead the global movement for equitable access to entrepreneurship education.

Our Values:

We value entrepreneurial thinking, hard work, equity, respect, creativity, collaboration, honesty, quality, transparency, and accountability

Who We Are:

Network for Teaching Entrepreneurship (NFTE) is a global nonprofit founded in 1987 that provides high-quality entrepreneurship education to middle school, high school, and postsecondary students.

We bring the power of entrepreneurship to students, regardless of family income, community resources, special needs, gender identity, race, or ethnicity.

NFTE Rallying Cry:

Imagine if we could ignite the entrepreneurial mindset of an entire generation.

NFTE Elevator Pitch:

Network for Teaching Entrepreneurship (NFTE) is the leading educational nonprofit focused on teaching startup skills and igniting the entrepreneurial mindset in young people from under-resourced communities.

Research shows the entrepreneurial mindset—skills including problem-solving, adaptability, initiative, and self-reliance—leads to lifelong success. Equipped with the business and academic skills NFTE teaches and empowered by the entrepreneurial mindset, NFTE alumni are prepared to thrive.

NFTE works with schools and community partners across the country through its nationwide network of regional program teams. Alliances with global youth development organizations bring NFTE programs to additional students internationally. NFTE reaches more than 100,000 young people annually and has served well over a million students since its founding.

The NFTE Brand Should:

- ➡ Focus on students, not self
- ➡ Tell a high-impact story in a vibrant, yet simple way
- ➡ Create a clear communication framework
- ➡ Convey the emotional experience
- ➡ Do not over communicate the complicated details

The background of the slide is a solid dark purple color. It is covered with a repeating pattern of lighter purple geometric shapes. These shapes include arrows of various sizes pointing in different directions (up, down, left, right) and small solid circles. The pattern is dense and uniform across the entire background.

Brand Elements

BRAND ELEMENTS

NFTE Logo



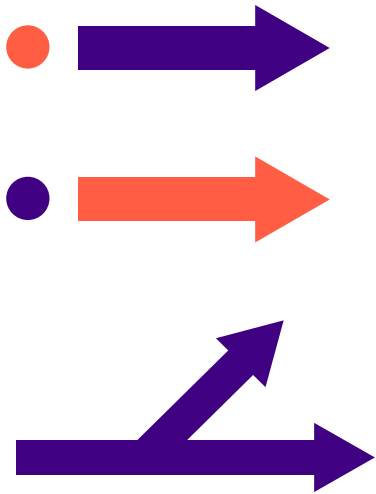
NFTE Logo Lockup



NFTE Logo Mark



Graphic Elements



Pattern



Typography

FOR DESIGN: CIRULAR

Ignite the Entrepreneurial Mindset

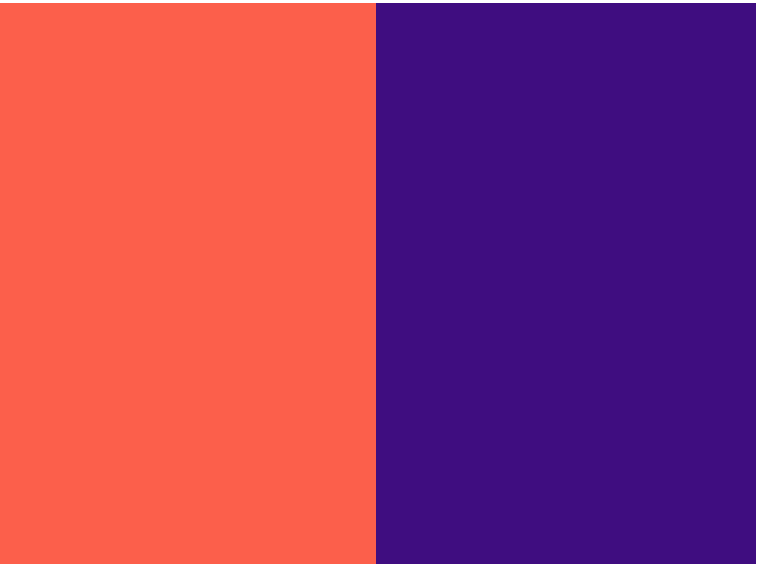
The entrepreneurial mindset equips young people to approach the world with an innovator’s eye and a founder’s grit.

FOR OFFICE USE: ARIAL

Ignite the Entrepreneurial Mindset

The entrepreneurial mindset equips young people to approach the world with an innovator’s eye and a founder’s grit.

Color Palette



Photography



BRAND ELEMENTS

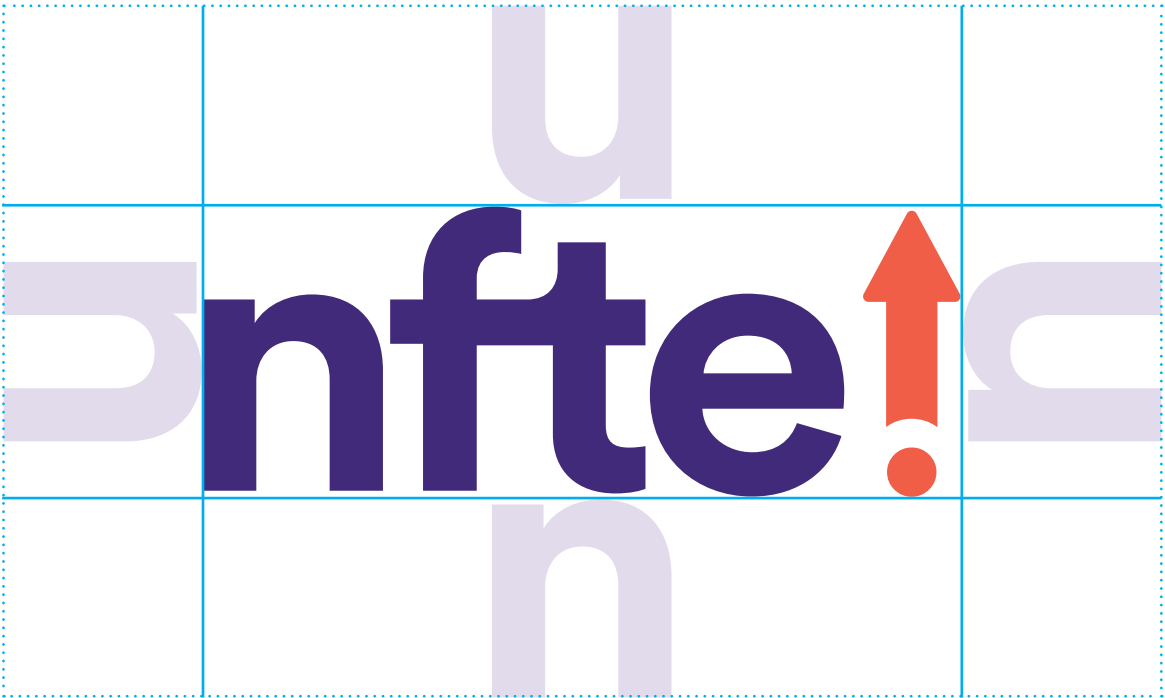
NFTE Logo

NFTE opens up many pathways for everyone involved. The upward arrow symbolizes the upward journey for all students, teachers, and alumni who are a part of NFTE. The letters are kerned tightly, showing the power of community and coming together towards a common goal.



NFTE Logo Safe-Space

To maintain the integrity of the NFTE logo, a safe-space at least in the size of the lower-case “n” needs to be able to fit around the logo and opposing graphics, imagery, and text.



NFTE Logo on Colored Background

Here is how the NFTE logo should look like when on the NFTE color palette.



NFTE Logo in Black and White

Here is how the NFTE logo should look in black & white scenarios.

nfte!

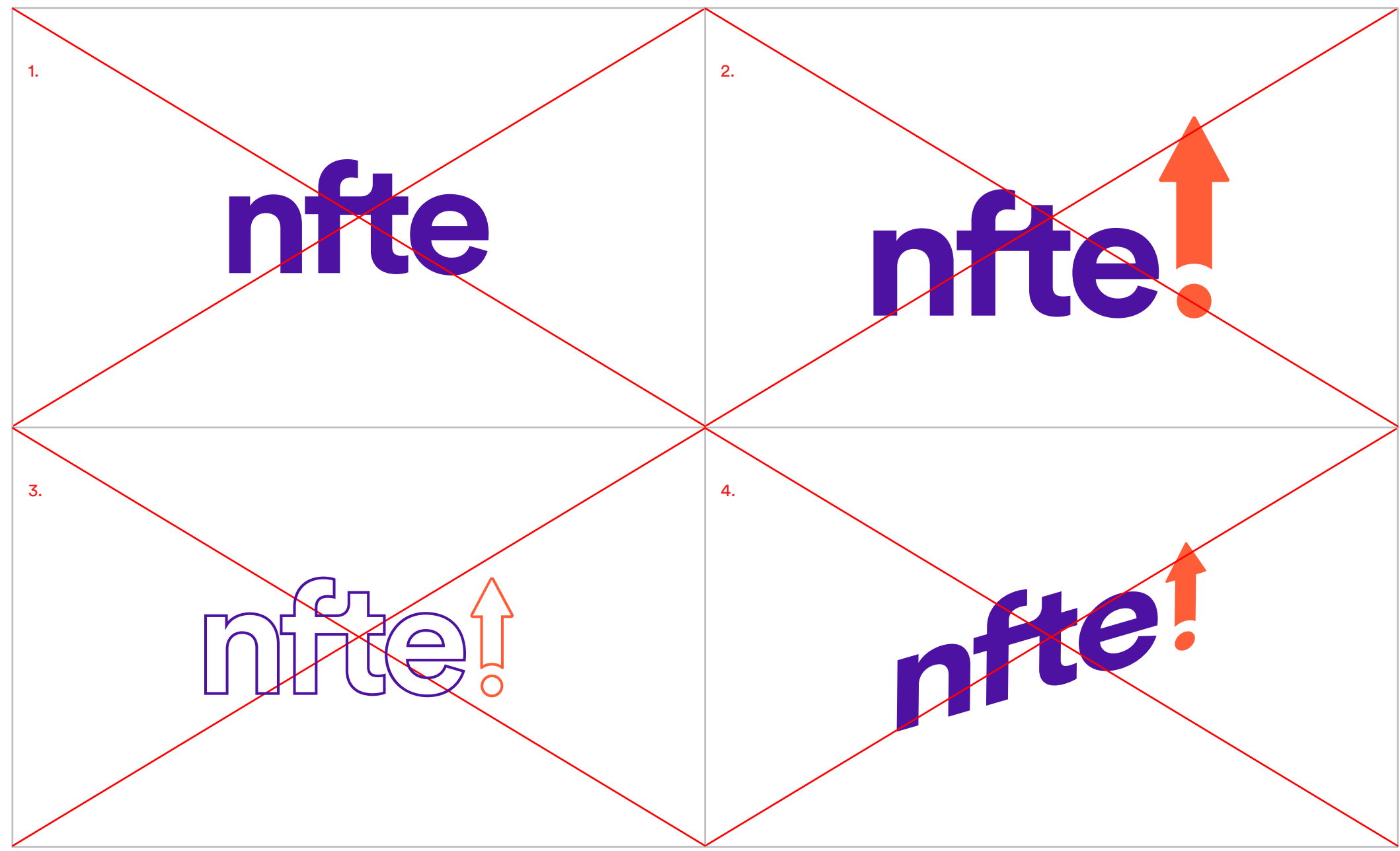
nfte!

Incorrect Uses of NFTE Logo

It is important to keep the spacing, layout, and orientation of the NFTE logo consistent throughout the brand.

The logo should never be reconstructed, rotated, stretched, or skewed. Only the supplied logo lockups should be used. Here are some examples of incorrect logo uses.

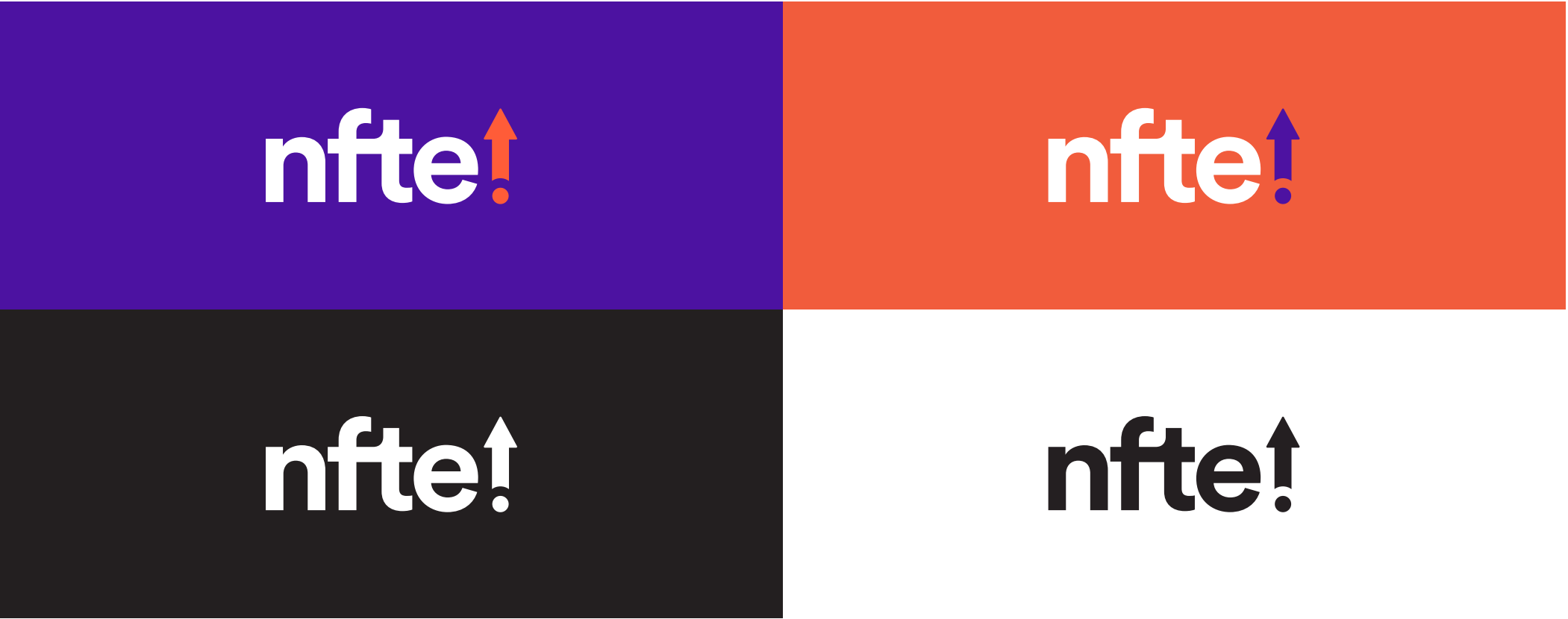
- 1. Don't use logo name alone without logo mark.
- 2. Never adjust the proportions within the logo.
- 3. Never outline the logo.
- 4. Never rotate or warp logo.



Never Apply Unapproved Colors to Logo

Don't mix match color scheme within the logo, don't apply unapproved colors to logo, never apply color or shadowing effects to logo, and never apply a gradient to logo.

Only use logo from the approved brand logo assets seen to the right.



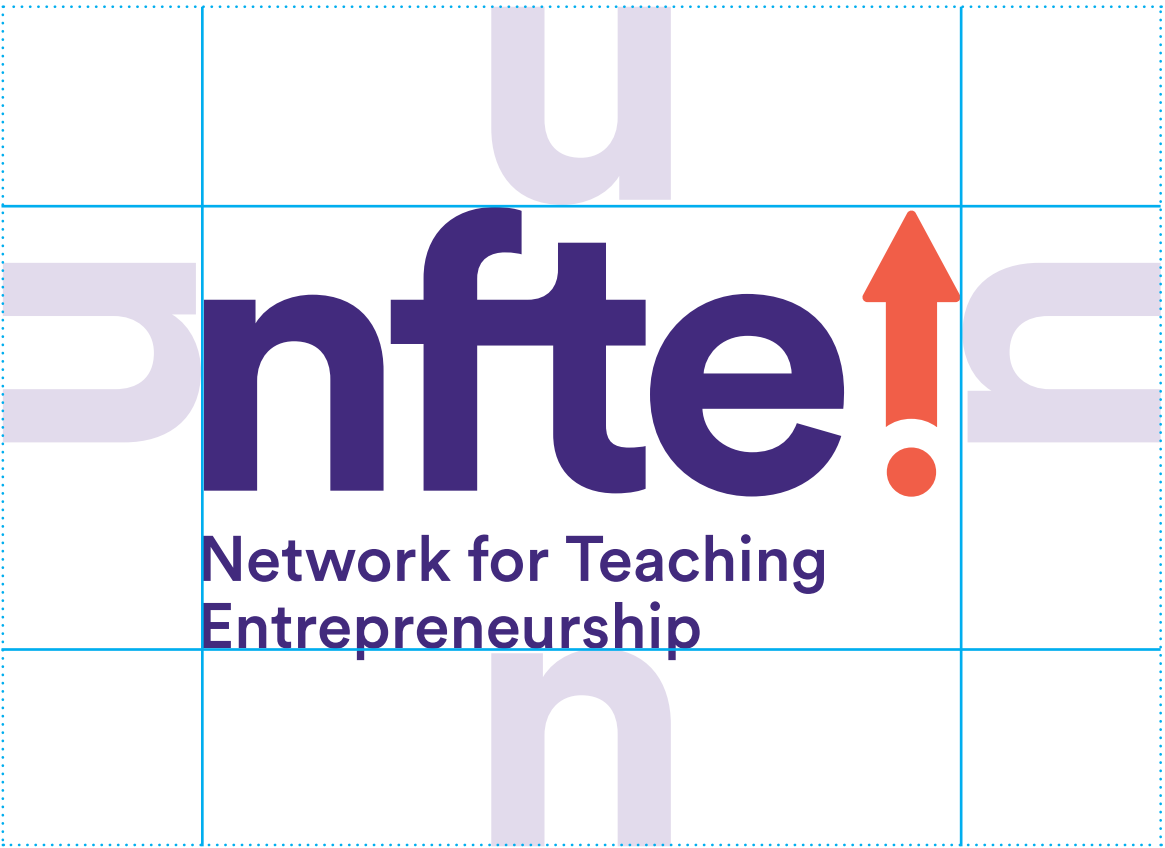
NFTE Logo Lockup

The NFTE logo lockup should be used when displayed in an environment where brand awareness is important. Including “Network for Teaching Entrepreneurship” will add clarity when dealing with a general public audience.



NFTE Logo Lockup Safe-space

To maintain the integrity of the NFTE logo lockup, a safe-space at least in the size of the lower-case “n” needs to be able to fit around the logo lockup and opposing graphics, imagery, and text.



NFTE Logo Lockup in Color

Here is how the NFTE logo lockup should look when on the NFTE primary color palette.



NFTE Logo Lockup Mark in Black and White

Here is how the NFTE logo lockup would look in black and white scenarios.

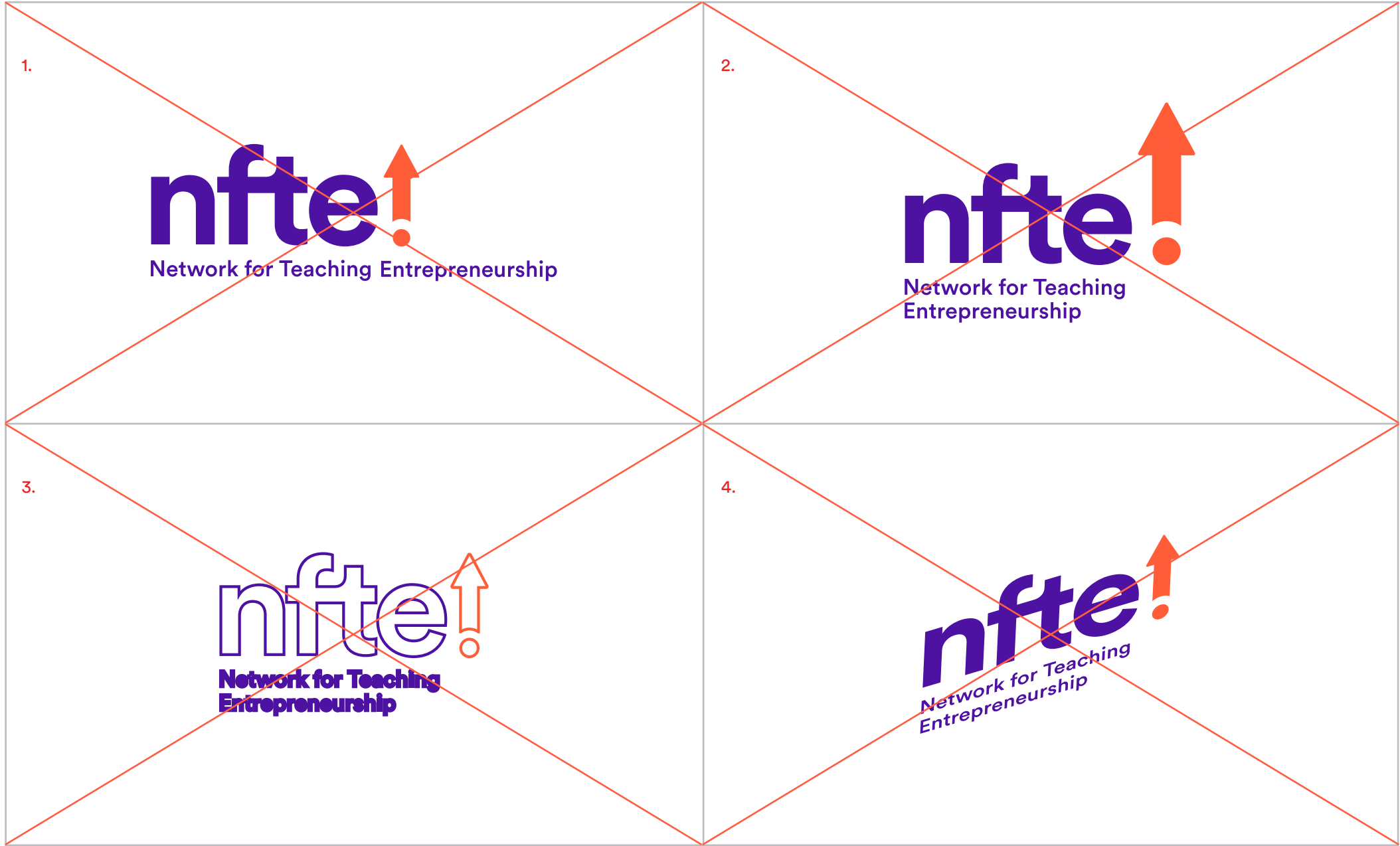


Incorrect Uses of NFTE Logo Lockup

It is important to keep the spacing, layout, and orientation of the NFTE logo lockup consistent throughout the brand.

The logo lockup should never be reconstructed, rotated, stretched, or skewed. Only the supplied logo lockups should be used. Here are some examples of incorrect logo lockup uses.

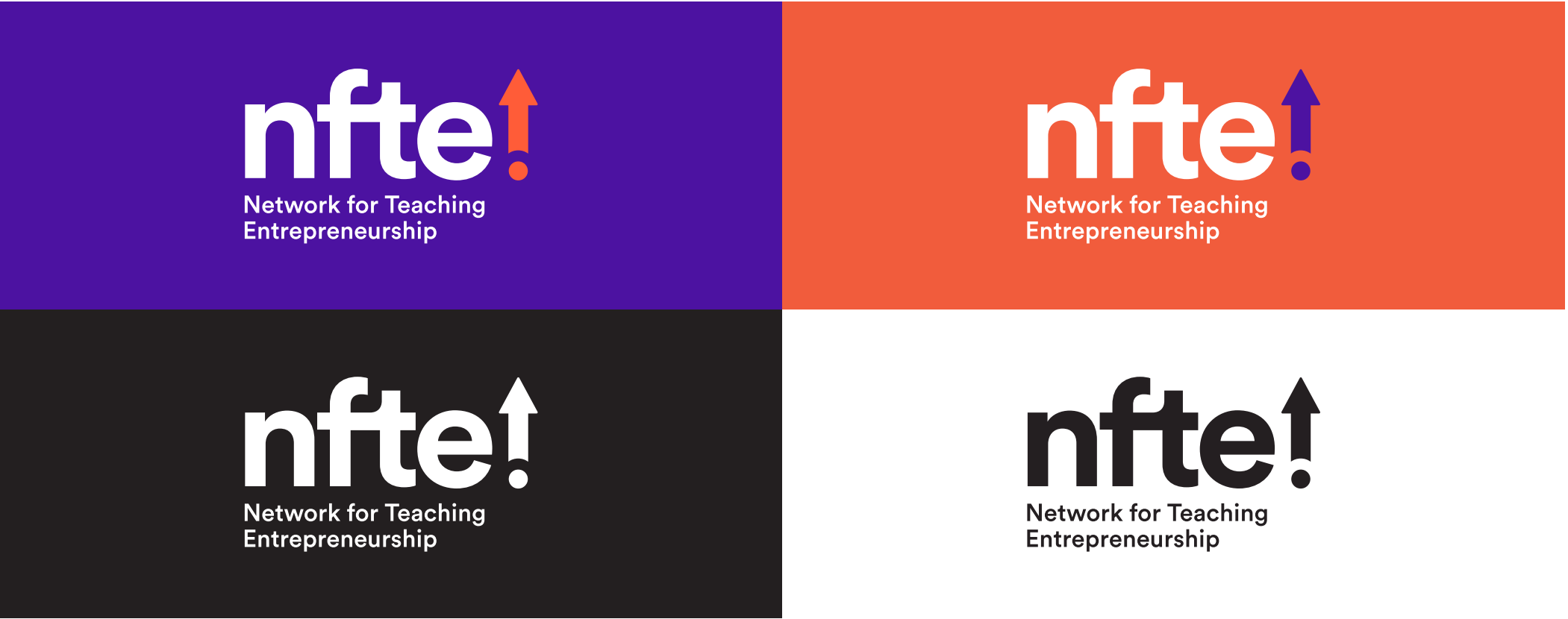
- 1. “Network for Teaching Entrepreneurship” in the logo lockup should never be adjusted.
- 2. Don’t change proportions within logo lockup.
- 3. Never outline logo lockup.
- 4. Never rotate or warp logo lockup.



Never Apply Unapproved Colors to Logo Lockup

Don't mix match color scheme within the logo lockup, don't apply unapproved colors to logo lockup, never apply color or shadowing effects to logo lockup, and never apply a gradient to logo lockup.

Only use logo lockups from the approved brand logo assets seen to the right.

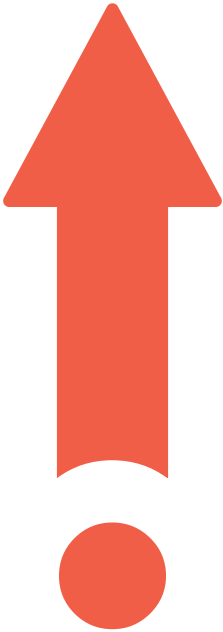


NFTE Logo Mark

The NFTE logo mark represents the forward progress and pathway a student will experience when enrolled in NFTE.

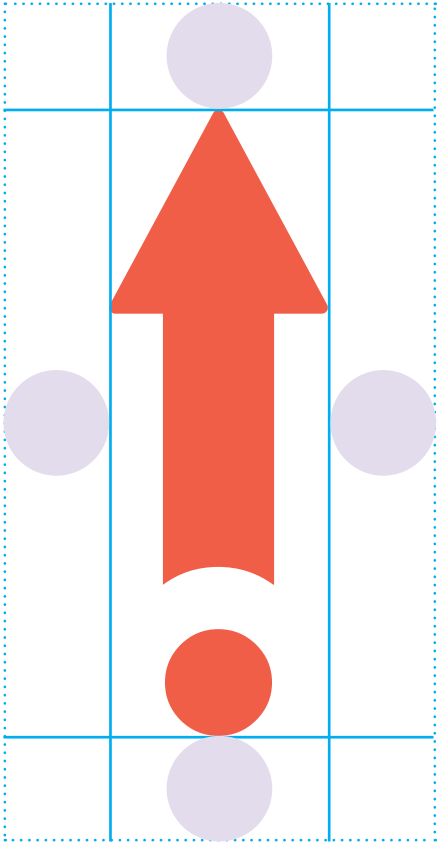
The logo mark can be used by itself, in patterns, or on merchandise. The logo mark should never be used to replace the arrow in graphic elements.

Seek approval from marketing team before using logo mark by itself.



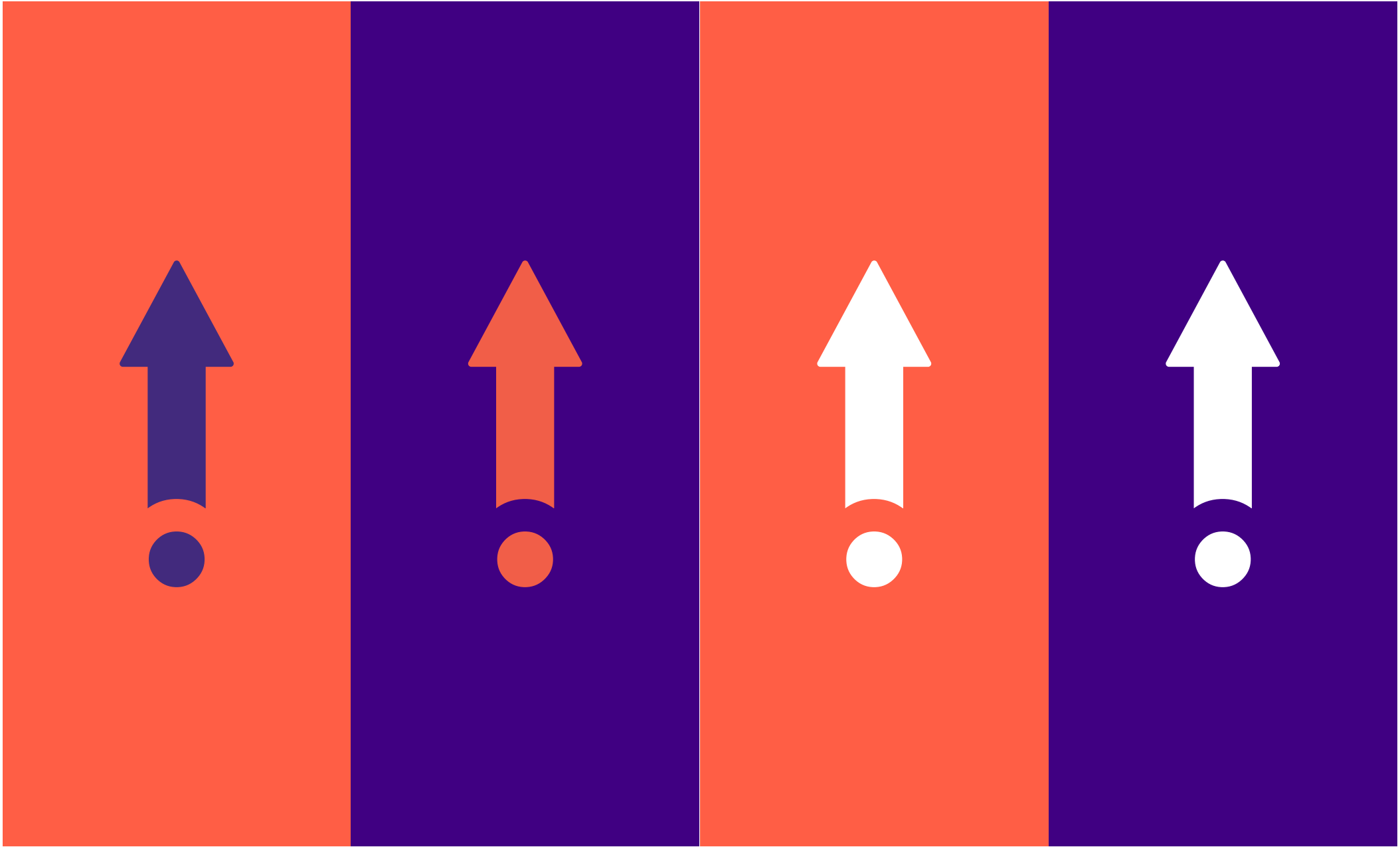
NFTE Logo Mark Safe-Space

To maintain the integrity of the NFTE logo mark, a safe-space at least in the size of the dot needs to be able to fit around the logo mark and opposing graphics, imagery, and text.



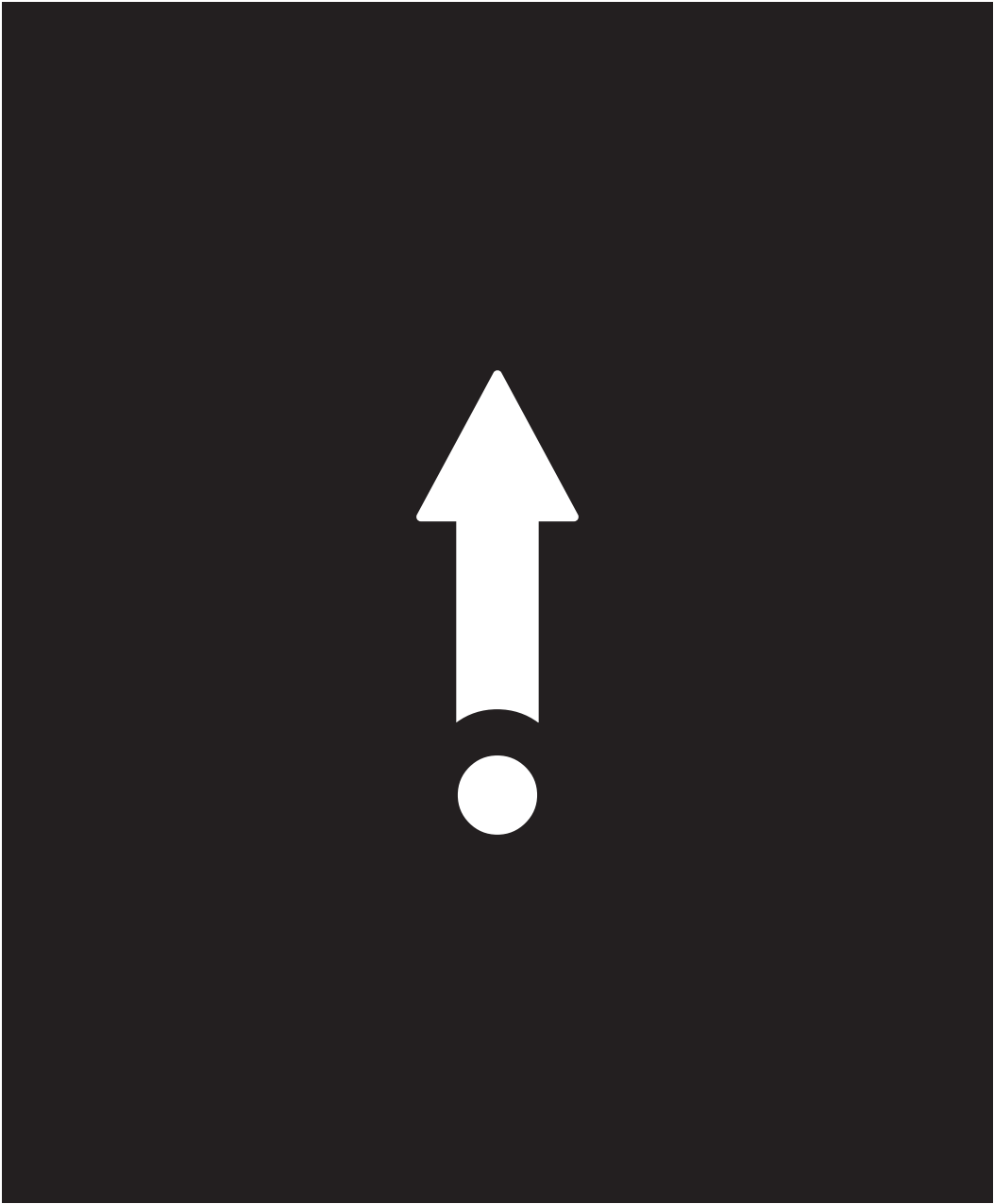
NFTE Logo Mark in Color

Here is how the NFTE logo mark should look when applied to the primary NTFE color palette.



NFTE Logo Mark in Black and White

Here is how the NFTE logo mark would look in black and white scenarios.

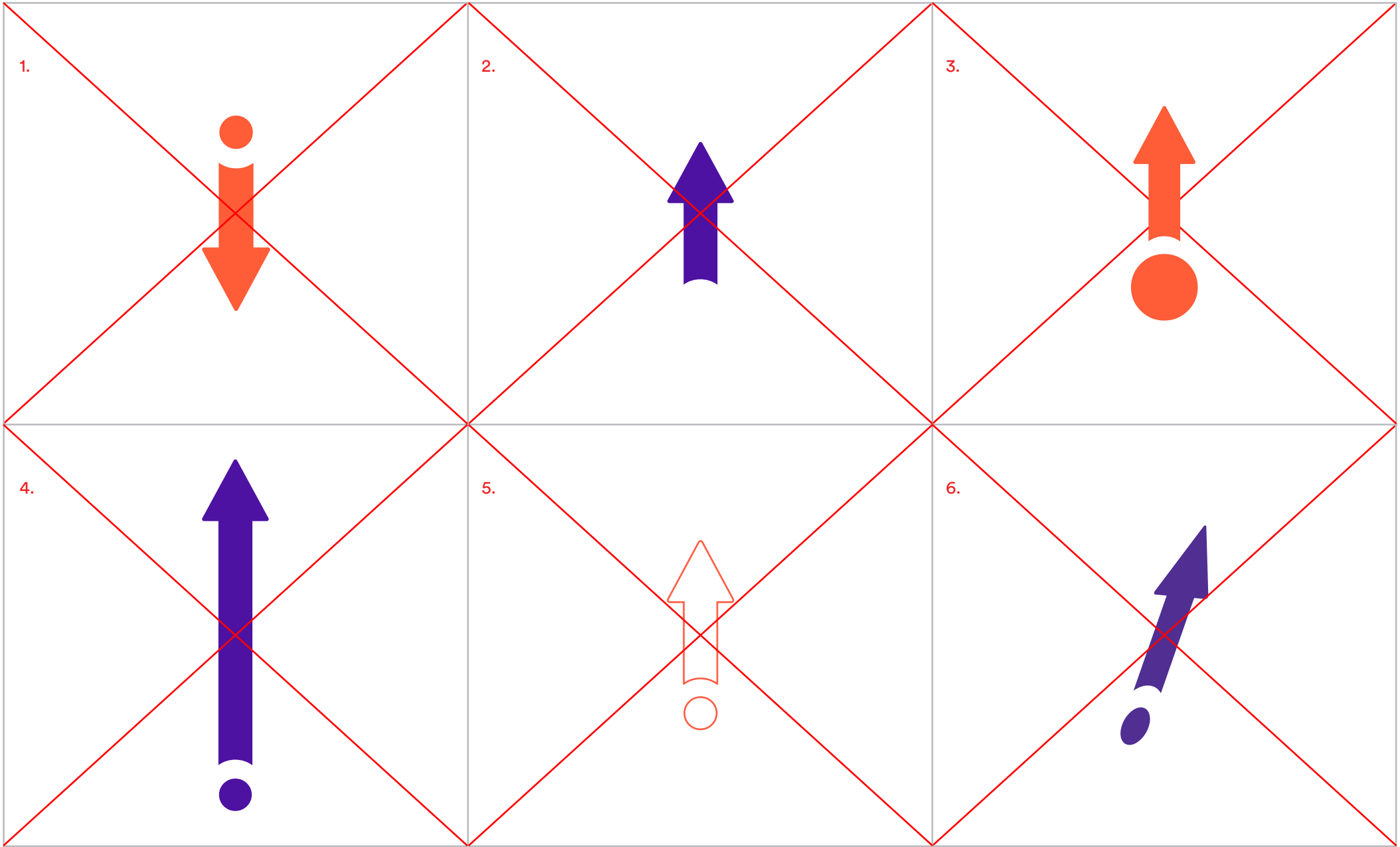


Incorrect Uses of NFTE Logo Mark

It is important to keep the spacing, layout, and orientation of the NFTE logo mark consistent throughout the brand.

The logo mark should never be reconstructed, rotated, stretched, or skewed. Only the supplied logo marks should be used. Here are some examples of incorrect logo mark uses.

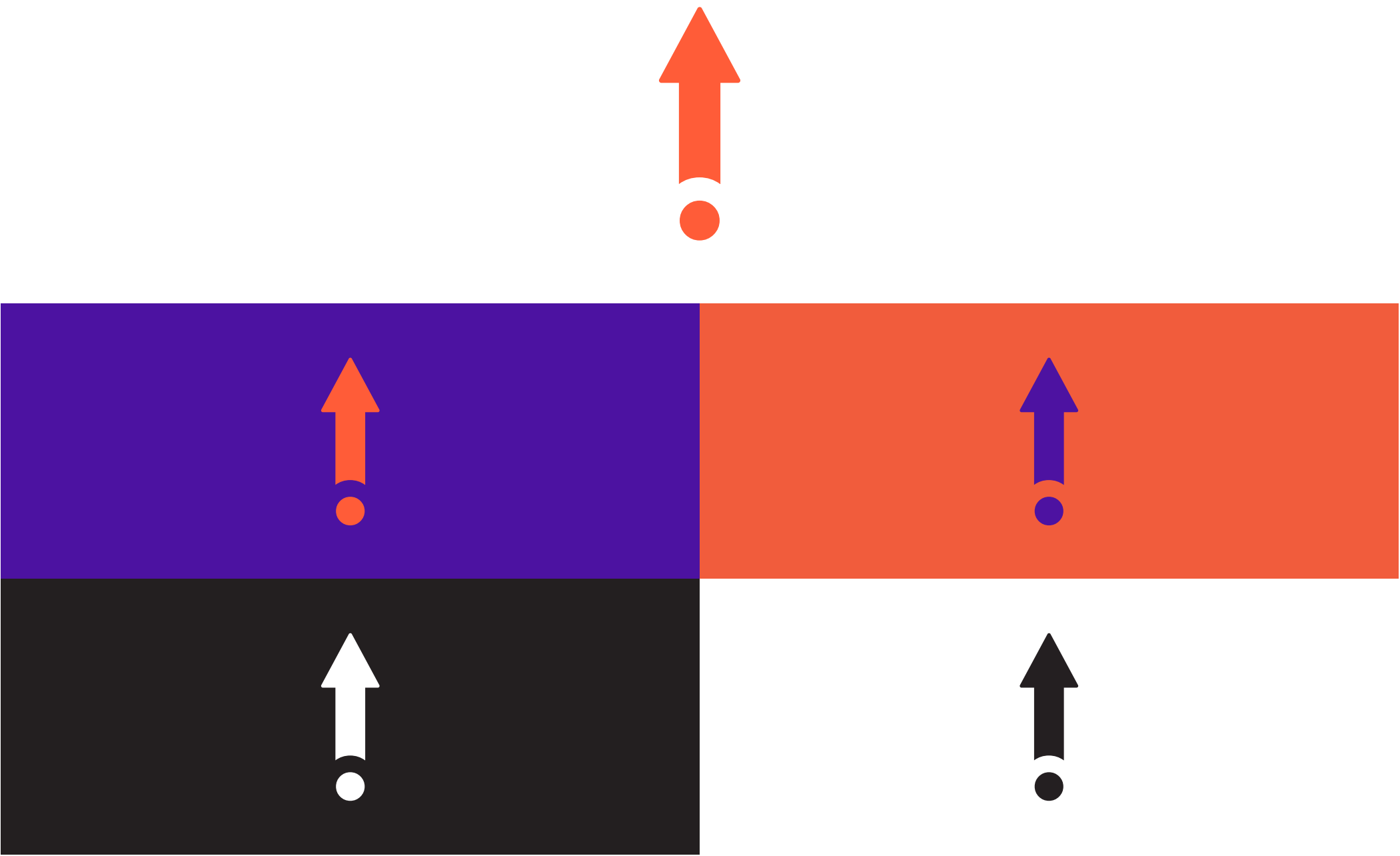
- 1. The logo mark should never be pointed down or rotated.
- 2. Never remove dot within the logo mark.
- 3. Don't adjust proportions within the logo mark.
- 4. Never stretch logo mark.
- 5. Never outline logo mark.
- 6. Never rotate or warp logo mark.



Never Apply Unapproved Colors to Logo Mark

Don't mix match color scheme within the logo mark, don't apply unapproved colors to logo mark, never apply color or shadowing effects to logo mark, and never apply a gradient to logo mark.

Only use logo marks from the approved brand logo assets seen to the right.



NFTE Color Palette

The primary color palette is a bold orange and a royal purple. The palette has been specifically designed to work with the image and type treatment of the brand. These colors should be used in all primary brand communication for web and digital materials.

Secondary Palette



Cerulean

HEX #0AA6E0

R10 G166 B224



Dove Gray

HEX #666666

R102 G102 B102



Silver Chalice

HEX #999999

R153 G153 B153

No Pantone specs provided. Use of these colors should be limited.

Primary Palette

R 255 G 92 B 57

Hex #FF5C39

C 0 M 79 Y 82 K 0

PANTONE: 171 c

R 76 G 18 B 161

Hex #4C12A1

C 85 M 100 Y 0 K 0

PANTONE: 2091 c

Design Typeface: Circular

Circular is NFTE’s primary typeface. Circular is from the Swiss type foundry, Lineto. Its geometric forms allow it to be a strong typeface for both print and digital usage, while the curves give it a warm, friendly appearance.

Your Path Starts Here

Igniting the entrepreneurial mindset of an entire generation

The entrepreneurial mindset equips young people to approach the world with an innovator’s eye and a founder’s grit. NFTE is developing the frame for teaching and measuring the entrepreneurial mindset, focusing on the following eight domains that we identified as critical to becoming entrepreneurial.

Large Headlines

Circular Bold
Left or Center Alignment
depending on composition
Font Size: 64pt
Leading: 65pt
Tracking: -25

Small Headlines

Circular Medium
Left or Center Alignment
depending on composition
Font Size: 30 pt
Leading: 32 pt
Tracking: -20 pt

Body Copy

Circular Book
Left Alignment
Font Size: 10
Leading: 14pt
Tracking: 10pt

For Office Typeface: Arial

When using Powerpoint or any other system where Circular is not available, the typeface Arial should be used. Arial is a system typeface from Monotype Imaging.

Your Path Starts Here

Igniting the entrepreneurial mindset of an entire generation

The entrepreneurial mindset equips young people to approach the world with an innovator’s eye and a founder’s grit. NFTE is developing the frame for teaching and measuring the entrepreneurial mindset, focusing on the following eight domains that we identified as critical to becoming entrepreneurial.

Large Headlines

Arial Bold
Left or Center Alignment
depending on composition
Font Size: 68pt
Line spacing: 1

Small Headlines

Arial Bold
Left or Center Alignment
depending on composition
Font Size: 30 pt
Line spacing: 1

Body Copy

Arial Regular
Left Alignment
Font Size: 10
Line spacing: 1

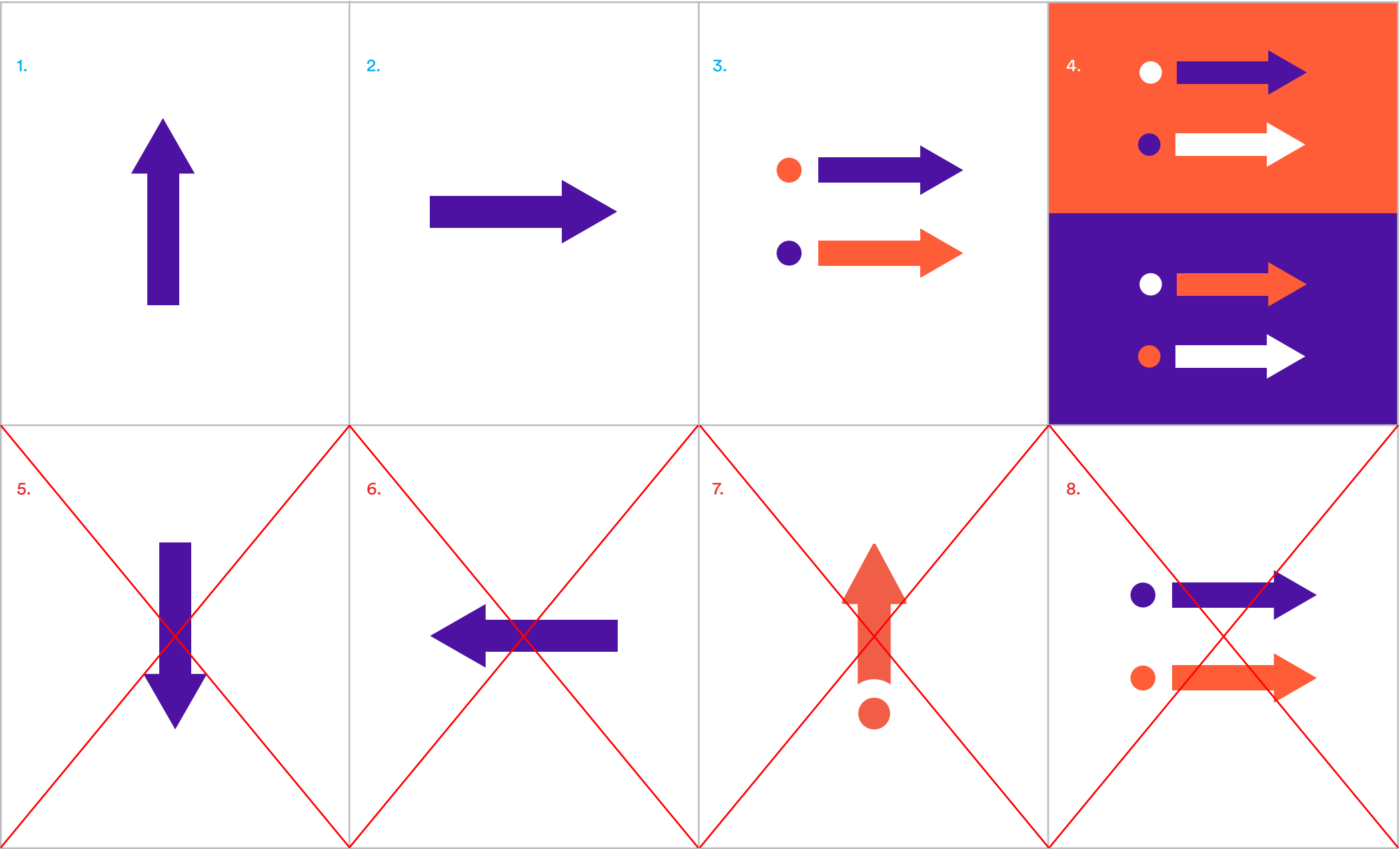
Graphic Arrow in Print

The arrow in the identity represents the forward progress NFTE students experience while in the curriculum.

When the graphic arrow is used in print, the arrow should never start pointing down or to the left. The arrow should always be facing upwards and to the right. The arrow can take a pathway down but should always end pointing upwards or to the right.

Here are some examples of correct and incorrect ways to use the graphic arrow in print scenerios.

- 1. The graphic arrow can be pointed up.
- 2. The graphic arrow can be pointed right.
- 3. The graphic arrow with a dot should be in alternating color order between the dot and arrow.
- 4. The graphic arrow with a dot should be used with the opposite NFTE brand color and white when on a colored background.
- 5. The graphic arrow can't be pointed down.
- 6. The graphic arrow can't be pointed left.
- 7. The logo mark should never be use as a graphic arrow.
- 8. The graphic arrow with a dot should not be used when both the dot and arrow are the same color.



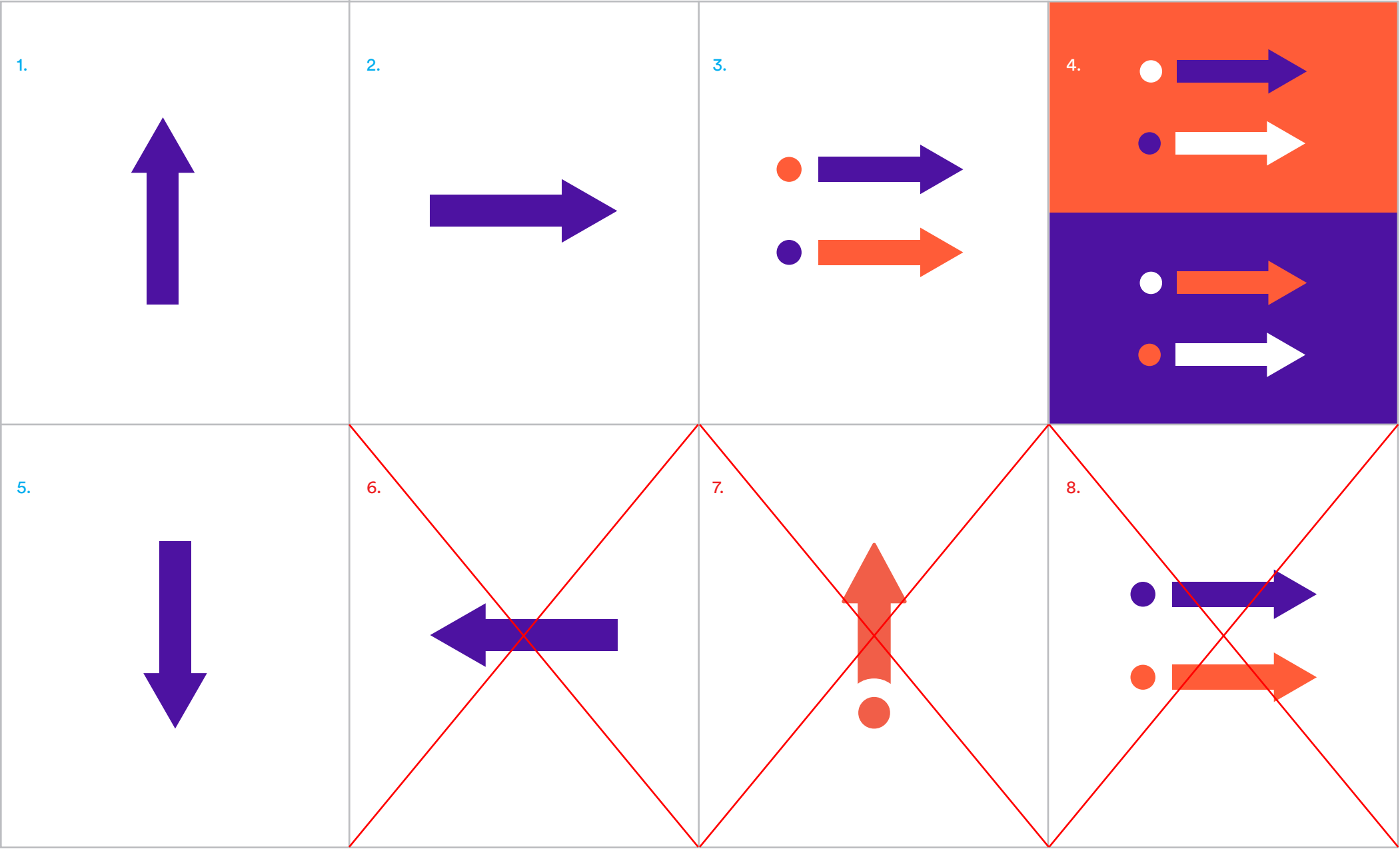
Graphic Arrow in Digital

When the graphic arrow is used in digital, the arrow should never start pointing left. The arrow should always be facing upwards, to the right, or down.

Since a digital experience uses scrolling, the arrow can be pointing down, moving forward in the digital experience.

Here are some examples of correct and incorrect ways to use the graphic arrow in digital scenerios.

- 1. The graphic arrow can be pointed up.
- 2. The graphic arrow can be pointed right.
- 3. The graphic arrow with a dot should be used with the two NFTE brand colors for the dot and arrow.
- 4. The graphic arrow with a dot should be used with the other NFTE brand color and white when on a colored background.
- 5. The graphic arrow can be pointed down.
- 6. The graphic arrow can't be pointed left.
- 7. The logo mark should never be use as a graphic arrow.
- 8. The graphic arrow with a dot should not be used when both the dot and arrow are the same color.



Arrow Usage on Images

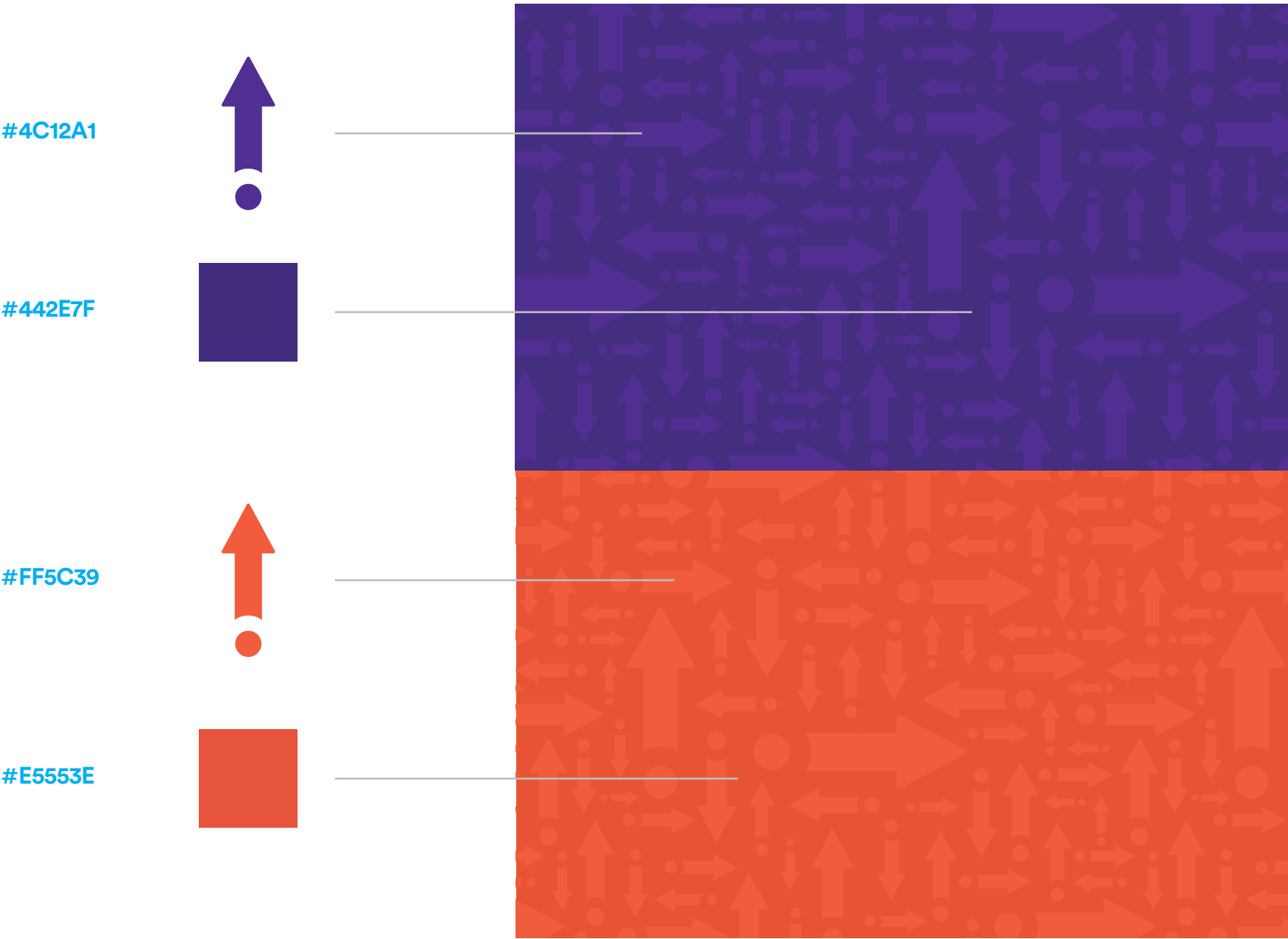
The arrows are meant to add move movement to an image, not compete with it. Arrows should never be facing the wrong direction, covering up a subject's face, or going through a subjects neck. Here are some examples of correct and incorrect ways to use the graphic arrow on images.

- 1. The graphic arrow should be coming from the left side of the page to the right.
- 2. When the graphic arrow starts within the image, a dot arrow combination should be used and move to the right.
- 3. The dot and arrow combination should never point left.
- 4. The graphic arrow should never point down or cover a subjects face.



Pattern

Subtle pattern provides movement and depth to use in place of a solid color. The logo mark is used to create the NFTE Pattern.



Pattern Usage

This pattern can be used with the logo assets and photography. It can also be used on collateral with or without text.



Iconography

Custom icons were made to represent the eight factors of the entrepreneurial mindset activated through NFTE. These icons are simple enough to be legible while also appealing to a young audience.



**INITIATIVE
& SELF-RELIANCE**



**FUTURE
ORIENTATION**



**FUTURE
ORIENTATION**



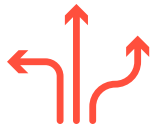
**CREATIVE THINKING
& PROBLEM SOLVING**



**COMMUNICATION
& COLLABORATION**



**COMFORT
WITH RISK**



**FLEXIBILITY
& ADAPTABILITY**



**OPPORTUNITY
RECOGNITION**

Event Logo Lockup

Here is the event logo lockup for National Youth Entrepreneurship Challenge. This event will be used as reference when building future event logo lockups.



Event Logo Lockup Safe-Space

To maintain the integrity of the event logo lockup, a safe-space at least in the size of the lower-case “n” needs to be able to fit around the logo event lock up and opposing graphics, imagery, and text.



Event Logo Lockup in Color

Here is how the event logo lockup would look in the primary color palette scenarios.



Event Logo Lockup in Black and White

Here is how the event logo lockup would look in black and white scenarios.

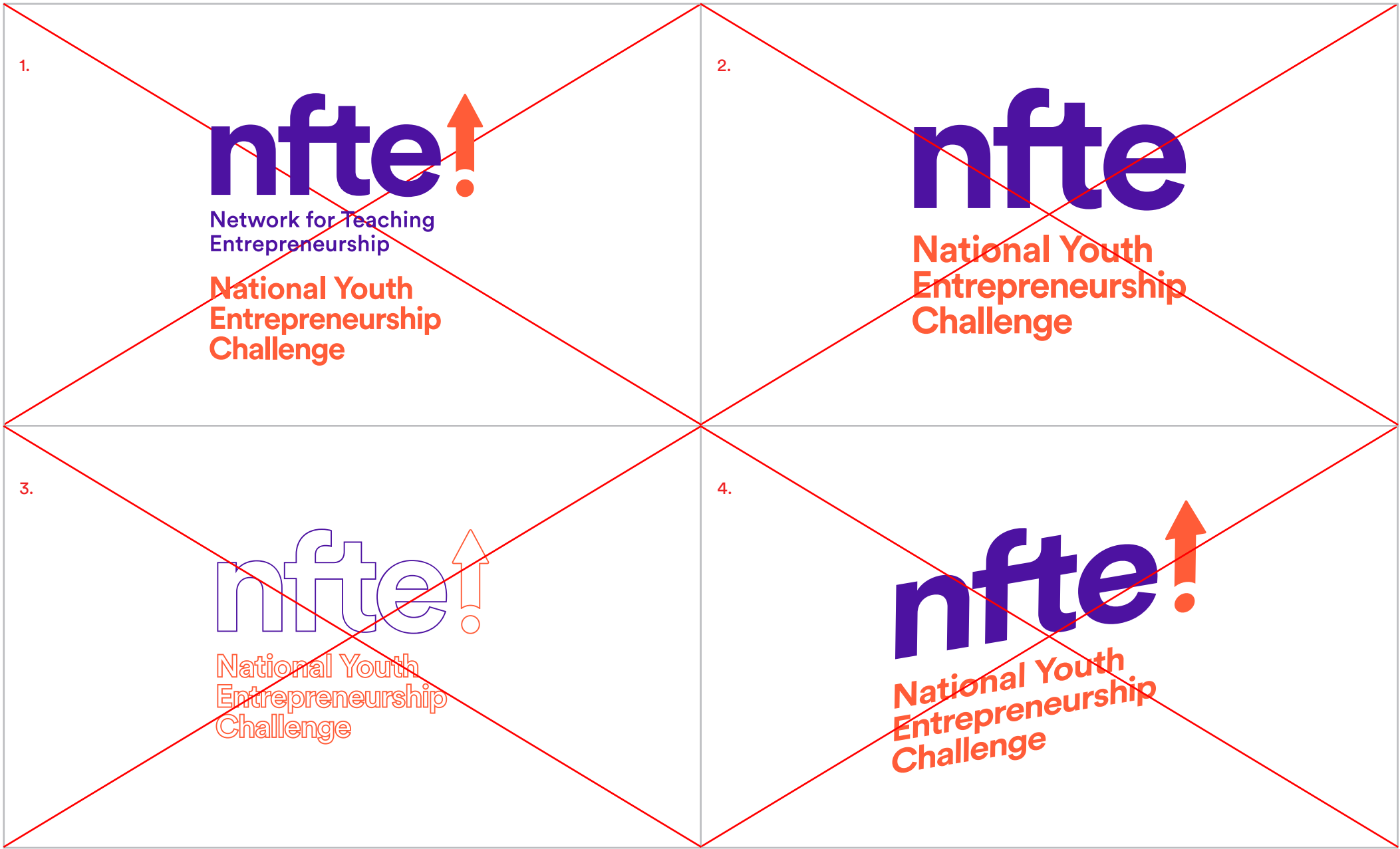


Incorrect Uses of Event Logo Lockup

It is important to keep the spacing, layout, and orientation of the event logo lock up consistent throughout the brand.

The event logo lockup should never be reconstructed, rotated, stretched, or skewed. Only the supplied event logo lockups should be used. Here are some examples of incorrect event logo lockup uses.

- 1. Don't include full logo lockup within the event logo lock up.
- 2. Never remove logo mark within event logo lockup.
- 3. Never outline event logo lockup.
- 4. Never rotate or warp Event logo lockup.



Never Apply Unapproved Colors to Event Logo Lockup

Don't mix match color scheme within the event logo lockup, don't apply unapproved colors to event logo lockup, never apply color or shadowing effects to event logo lockup, and never apply a gradient to event logo lockup.

Only use event logo lockups from the approved brand logo assets seen to the right.

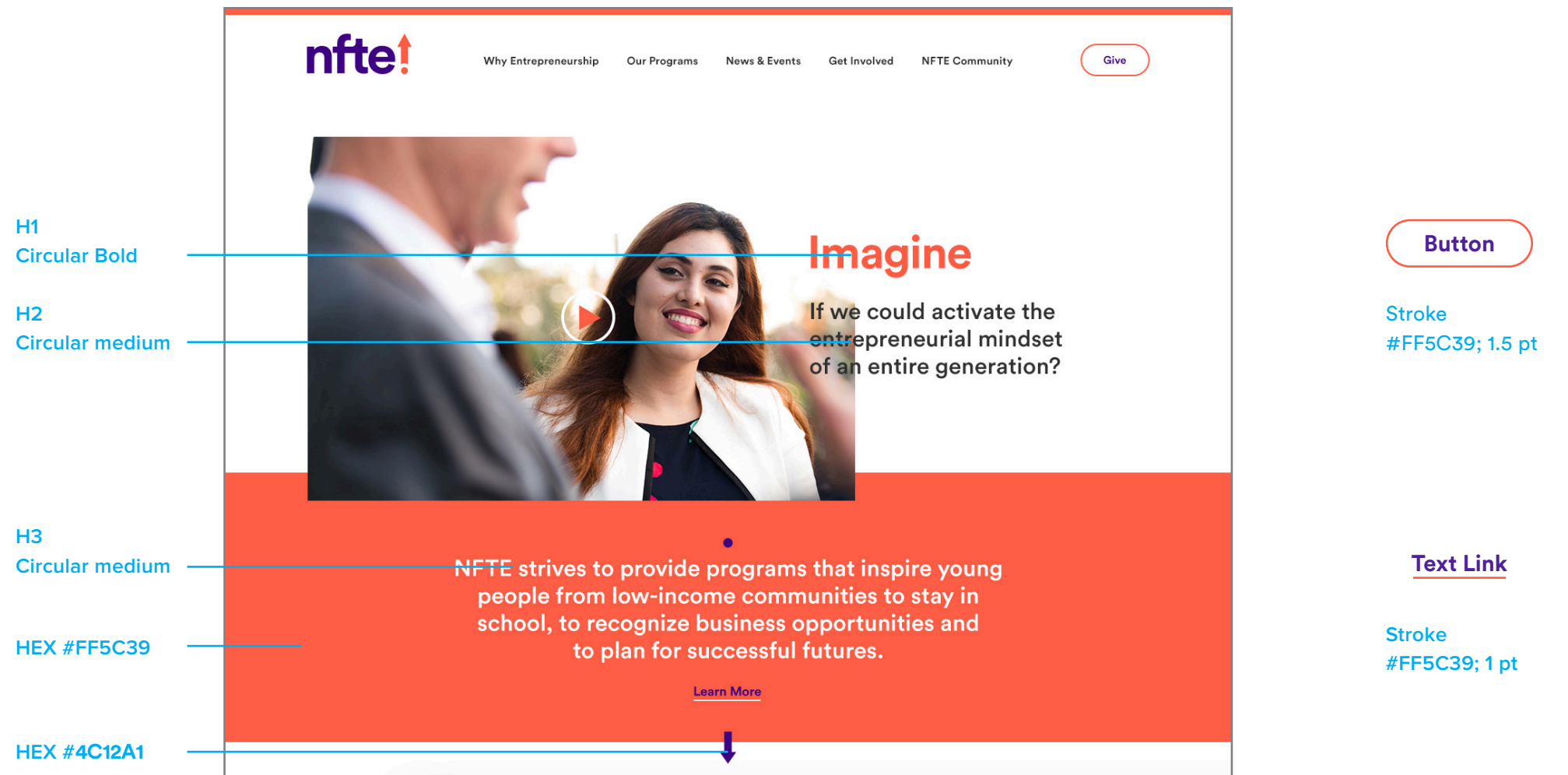


The background is a solid purple color with a repeating pattern of white arrows and circles. The arrows are of various sizes and orientations, pointing in all directions. The circles are also of various sizes and are scattered throughout the pattern.

Web

Web

All web styles should adhere to brand photography and typographic styles. When using third party sites and the font circular isn't available, use the font arial instead.



The background is a solid purple color with a repeating pattern of white arrows and circles. The arrows point in various directions (up, down, left, right, and diagonally), and the circles are of different sizes, creating a dynamic and abstract visual texture.

Copy Style

Copy Style (1 of 2)

Unless otherwise specified below, NFTE uses *The Chicago Manual of Style*, 16E, as our style guide.

Please use these conventions (caps, punctuation) for similar statements:

- eighth grade, eighth grader
- June 16
- Feb. 22-26
- 9 a.m.-1:30 p.m., or 9-10 a.m.
- 2020-2023
- majoring in Business and Administration
- Washington, DC,
- e.g.,
- i.e.
- Regional Youth Entrepreneurship Challenge
- National Youth Entrepreneurship Challenge
- World Youth Entrepreneurship Challenge
- World Series of Innovation (WSI)
- the entrepreneurial mindset
- Startup Summer
- 2023 EY Entrepreneur Of The Year Scholar

Spelling

- nonprofit
- startup
- postsecondary

Hyphenate “real-world” when used as an adjective preceding the noun:

- real-world experience

Avoid “the” in introducing NFTE:

- Network for Teaching Entrepreneurship (NFTE)
- ~~The Network for Teaching Entrepreneurship~~
- ~~The Network for Teaching Entrepreneurship (NFTE)~~
- ~~The NFTE~~

On external-facing materials:

- JaneW@nfte.com
- marketing@nfte.com

Spell out numbers under ten. Exception:

- When compared with a number over ten in the sentence (e.g., programs in 23 locations in 9 countries)

Use “%” symbol, rather than spelling out “percent.”

- %
- ~~Percent~~

Copy Style (2 of 2)

Unless otherwise specified below, NFTE uses The Chicago Manual of Style as our style guide.

Grammar or style questions?

Please contact marketing@nfte.com.

When listing more than two items in a sentence, always use the serial comma after the second-to-last item for clarity:

We love our students, teachers, and volunteers.

Use an a hyphen, to indicate range.

4-7 students may participate

When using an em dash (—), no spaces before or after the dash.

It’s that time of year again—time for a new NFTE school year!

If bolding part of a sentence, do NOT bold the punctuation.

Correct: 95% of NFTE alumni agree that the skills they learned at NFTE helped them **in life and in business**.

When using a slash (/):

- No space around slash when it’s separating single words.
- Space before and space after when it’s separating phrases or a word and a phrase.

Correct: Inspiration/intrigue

Correct: Inspiring information / intriguing story

When referring to the program:

Owning Your Future

When referring to the book:

Owning Your Future

Phone numbers:

XXX XXX XXXX

When used as a noun:

United States

When used as an adjective:

U.S.



Photography

Photography Dos (1 of 2)

Images

Staff can find information about storing images in the version of this document that is stored in our Brand Center. NFTE partners and schools are encouraged to share photos from NFTE events with marketing@nfte.com. Please be sure to have signed image release forms on file. Media who wish to request events should contact mediainquiries@nfte.com.

Your signature regional events will always have professional photographers on hand. When you're on the road wanting to document a great moment without pro resources, use the guidelines to help.

Use the Right Tools

Make sure your devices are set up for high-quality shots. Remember if the resolution is low, it's difficult to feature the shot in collateral.

Emotional Photos are Best

Images that show smiles or expressive actions such as shaking hands or hugging someone are great.

Focus on the Subject

For instance, if your subject is a group of students, make sure we can see their faces clearly.

Whenever Possible, Include NFTE Branding in Your Photo

This could include a NFTE sign in the background or a person wearing a NFTE approved shirt.

Take Many Shots

The more the better! You'll have more to choose from later.

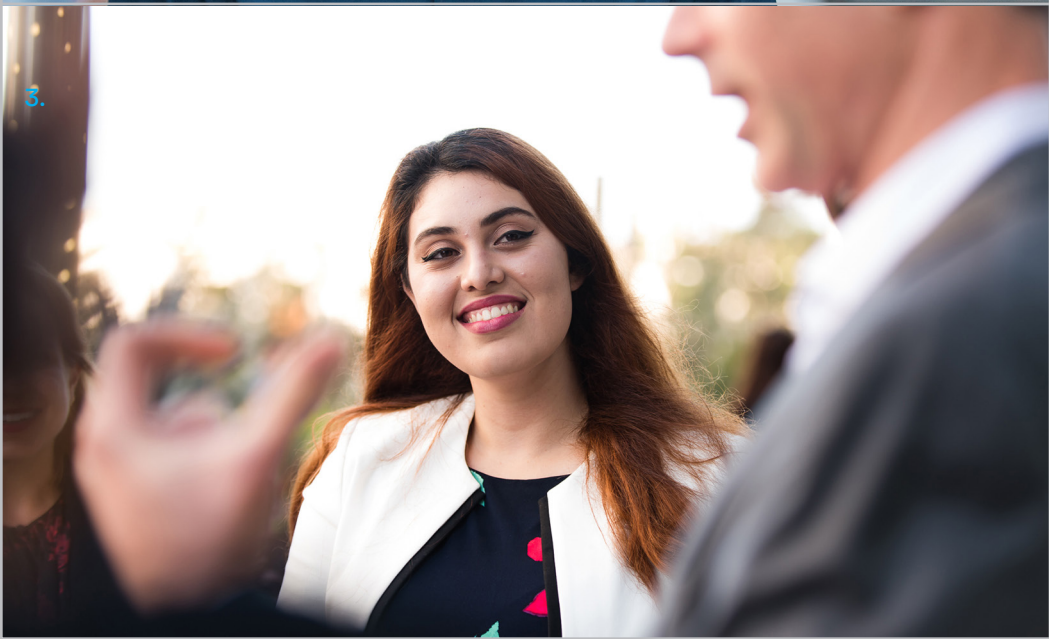
Release Forms

Make sure people in your photos have signed their release forms and do not appear in photos if they have not agreed to be photographed. Please ensure that all photos submitted for sharing on social media or in digital and print publications are permissible for use.

Photography Dos (2 of 2)

Photography should be sharp and shot in a thoughtful composition. It's important we display images of students and staff in a flattering manner.

- 1. Headshots of students are a priority.
- 2. Group photography is encouraged.
- 3. Look for opportunitites to capture candid moments of students and staff.
- 4. Be sure to capture photos of students or staff when they are on stage.



Photography Don'ts

Images that are blurry, out of focus, or underlit should not be used.

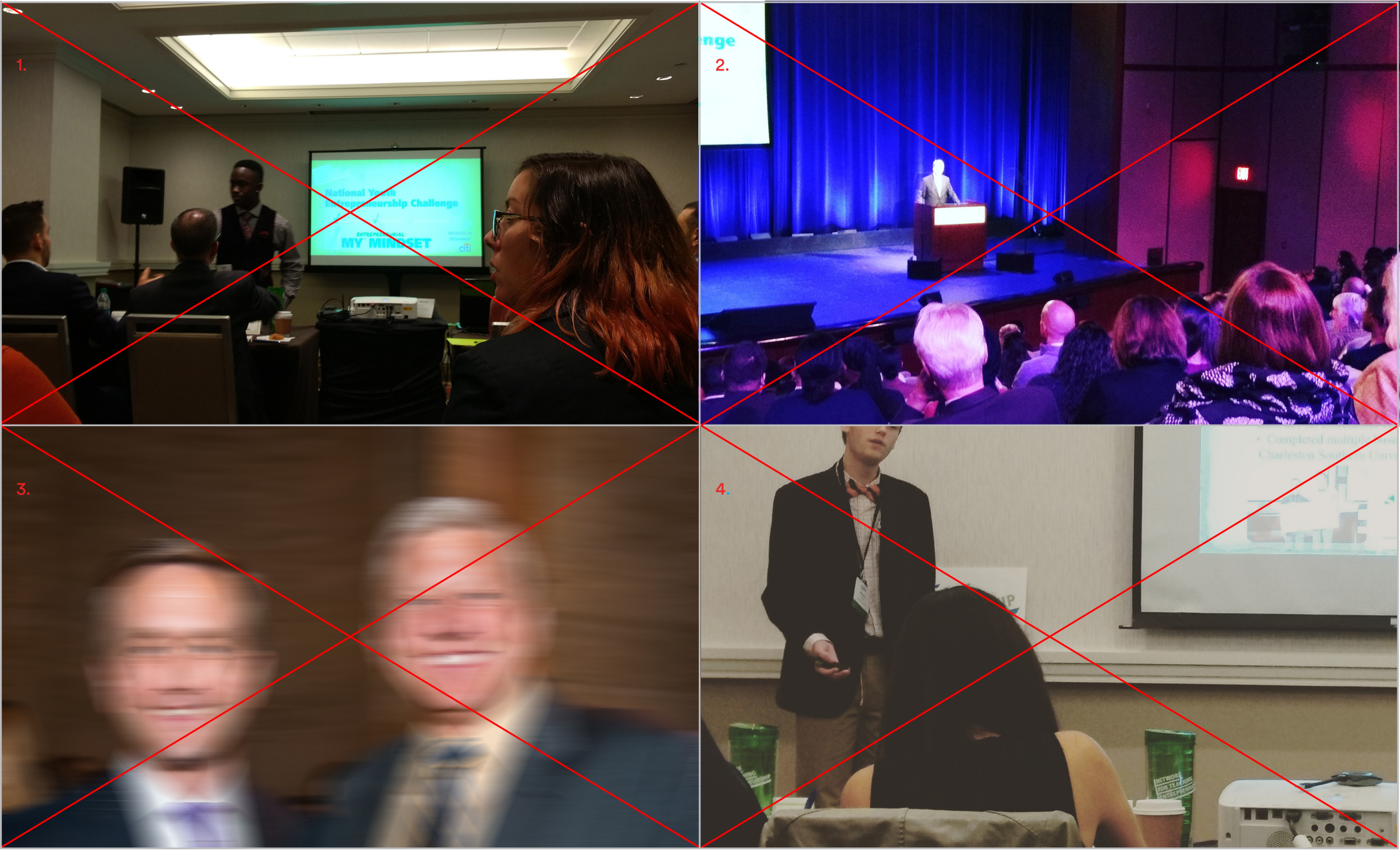
Don't overdo the background

Stick to something simple.

Don't show students playing with pipe cleaners, Lego blocks, etc.

Unless the photos will be used to say something about the Innovation Game or Lego activity. Otherwise, it just looks like they're playing and it introduces confusion.

- 1. Don't use photos that are underlit.
- 2. Don't use photos that are overlit.
- 3. Don't use photos that are blurry.
- 4. Don't use photos where the subjects head is cut off.



Photography Color Overlay

Use color overlays when the original color photography is not up to brand standards or when adding branded elements within a layout either on print or on web.



Purple Color Overlay How-to in Photoshop

- 1. New Adjustment Layer
 - Brightness/Contrast
 - Brightness: 40
 - Contrast: 70
- 2. New Adjustment Layer
 - Black & White
- 3. New Adjustment Layer
 - Solid Color
 - Fill with correct color code (28.pg)
 - Set Adjustment to Screen



Orange Color Overlay How-to in Photoshop

- 1. New Adjustment Layer
 - Brightness/Contrast
 - Brightness: 40
 - Contrast: 70
- 2. New Adjustment Layer
 - Black & White
- 3. New Adjustment Layer
 - Solid Color
 - Fill with correct color code (28.pg)
 - Set Adjustment to Screen

The background is a solid dark purple color, overlaid with a repeating pattern of lighter purple geometric shapes. These shapes include arrows of various sizes pointing in different directions (up, down, left, right, and diagonally) and small solid circles. The pattern is dense and covers the entire background.

Social Media






Digital + Social Media Toolkit (1 of 5)

Social media is a great tool to engage with current and potential NFTE students. Using this toolkit will ensure the use of social media will have a positive impact on all who are involved.

Why We Do Social Media

- To communicate with and inspire young people.
- To motivate volunteers.
- To gain supporters and financial donations.
- To have more schools start NFTE programs.
- To be accessible.
- To show proof of our process and to highlight our success in an engaging way.
- To make announcements: policy changes, statistics, events, new hires.
- To allow for an easier hiring process.

NFTE National Accounts

-  @NFTE <https://twitter.com/NFTE>
-  <https://www.facebook.com/NFTE/>
-  <http://bit.ly/NFTELinkedIn>
-  <https://www.instagram.com/nfte/>
-  <https://www.youtube.com/user/NFTEGlobal>

NFTE Regional Accounts



We ask that regional offices regularly communicate their stories of local students, volunteers, and partnerships, and participation in relevant local conversations about education and entrepreneurship to the social media coordinator.

For posts outside the national channels that you think could be relevant beyond your region, please tag @NFTE so that the Marketing team can help you amplify!



NFTE has one LinkedIn, one X (Twitter). NFTE is moving toward one national Instagram, one Alumni Instagram, and one national Facebook account. There is an alumni LinkedIn "group" tied to the national account. We encourage regional offices to contact marketing@nfte.com with content to be considered for posting on these accounts. Please do not create new accounts.

You may also share content in the NFTE Updates chat on Microsoft Teams if you'd like for the internal audience to see it, as well. Simply tag the social media coordinator in your Teams message.

Digital + Social Media Toolkit (2 of 5)

Do

- Cultivate local content and share for posting on National accounts.
- Engage with trends and movements that align with the NFTE mission.
- Understand the difference between platforms and channels. A social media platform is broad term used to describe: Facebook, Twitter, Instagram etc. A social media channel speaks to how you communicate to an audience within a platform. Blogs, podcasts, video sharing, and advertisements are just a few examples of social media channeling within a social media platform.
- Execute targeted campaigns that focus on your specific audiences: students and parents, alumni, educators, donors.
- Promote NFTE’s terminology and expertise by creating a language specific to your audience and your channels. Make it a point to mention the Entrepreneurial Pathway, Pathway to Success, or any other NFTE “terms” that you’ll want to familiarize your audience with.
- Consider highlighting a particular local program office once a month.

Don’t

- Don’t let your region/division become inactive.
- Don’t re-use content or constantly post content that is too evergreen or generic. Example: *Ten Tips For Starting Your Own Business*.
- Share a variety of information and messages—don’t focus too much on one type of message or one audience.
- Don’t ignore comments, messages, or mentions from your audience. Remember, the purpose of social media is to spend time with your audience and to get to know each other virtually.

Tone of Voice

- Empowered
- Sense of Achievement + Aspiration
- Supportive
- Authoritative
- Passionate

Digital + Social Media Toolkit (3 of 5)

Strong and Clear Voice

- Keep your posts simple, nothing too dense or lengthy.
- Have clear objectives for everything that you post. Do you want to generate buzz, do you want people to attend an upcoming event? Do you want more views / followers?

High Standard of Excellence

- Make sure spelling, grammar vocabulary and content are correct.
- Take an outsider's perspective. If you had never heard of NFTE and you stumbled upon one of their social media posts, would it interest you?

Make a List of Your Competitors

- Find organizations who are doing things similarly, so you can follow their patterns, pick up their strategies, and utilize their tools.
- Be aware of what they are posting so that you don't replicate their content.

Post Regularly

- Post on every platform of social media that you have an account form.
- Make it a regular practice.

Interact with Followers

- Make your audience part of the conversation.
- Respond to their comments and posts when appropriate.
- Create different ways of interacting to consistently have interesting posts. This means using the many aspects of your social media platforms, video streaming capabilities, shorts and reels, Instagram stories, live posts etc.

80% Value, 20% Promotion

- 80% of your posts should be entertaining and educational, of course relating to your business.
- 20% of these should pushing your brand and business, advertising. But it shouldn't be overwhelming.

Add Merchandise

- If people are using your mugs and your shirts you are spreading your message and your logo.
- A good way to get people to share your site or social media is by making it a game. Example: If you share this with 10 people you get a shirt.

Digital + Social Media Toolkit (4 of 5)

Get Promoted by Groups You Work With

- Support businesses like yours and get them to support and promote you. You could potentially reach and gain a large portion of their followers.

Humanize Your Posts

- Make it personal, make it mean something.
- Post before and after stories of those you have affected.
- Show the living proof, pictures videos of real people.

Donor Recognition

- People tend to donate more if they are getting noticed and rewarded for it.
- Make it a point to develop social media content that showcases how great your donors are from time to time.

Digital + Social Media Toolkit (5 of 5)

Best Time To Post

There is no perfect time to post. It depends on audience, content, and the wind. That being said, Ad Age offers the following trends describing when folks are most likely to use each platform.

X (Twitter)

Twitter is used at work and at home, usually during down times like commutes and breaks.

Best time to post:

12-3 p.m. on Mondays through Fridays
5-6 p.m. on Wednesdays

Facebook

People use Facebook at work and at home, on mobile and desktop.

Best time to post:

12-1 p.m. on Saturdays and Sundays
3-4 p.m. on Wednesdays
1-4 p.m. on Thursdays and Fridays

Linkedin

Linkedin is for Professionals, and they tend to use it during working hours.

Best time to post:

7:30-8:30 a.m., 12 p.m. & 5-6 p.m. on Tuesdays,
Wednesdays & Thursdays
10-11 a.m. on Tuesdays

NFTE YouTube Guidelines (1 of 2)

YouTube is a great place to share the stories, experiences, and lives of NFTE students and staff. NFTE’s plans to scale as an organization make having a strong YouTube presence a must. Use these tips and guidelines to help get the organization started!

Be Identifiable

- Make sure your YouTube channel has a recognizable thumbnail that is eye catching and that uses your new brand colors, this can be viewed as your YouTube profile pictures.
- In addition to a basic thumbnail, your channel could really pop with a cover photo that also connects the channel to the company.

Post Often and Regularly

- You can gain more supporters as well as keep existing supporters by posting more often. People want to learn more and they want to hear from you!
- Posting on your YouTube channel should happen as often as possible. Make those postings really count by checking to see what times of day and what days of the week most people are watching videos. The goal should be to submit content for YouTube at least twice a month.

Interact

- Make sure to respond to your viewers’ comments, suggestions and questions. It allows for a deeper and longer lasting connection between you and your audience.
- Try to post within 24–48 hours after a post or comment has been made.

Gain More Subscribers

- A good way to gain supporters is by posting videos more often.
- You should actively seek supporters every week. A good way to do this is by getting your staff at NFTE, in addition to companies that are associated with NFTE, to subscribe to the NFTE YouTube page. More subscribers means a greater potential of sharing.
- It’s a good idea to also start following similar organizations to yourself or the organizations you work with to gain support and traction in the social media world.

Give Thanks to Your Supporters

- It is always a good idea to have some videos that are linked to giving thank yous, and showing the good work that your supporters have done. This includes donations and volunteer work. It allows for you to reach out and give thanks to those who have helped and can have a wonderful and positive impact.

Tell Stories Visually

- People tend to retain information more, and become more attached to what they are watching when it is presented to them in a visual way. Dont complicate it with words and large amounts of text. Keep people engaged with stories and real people who are being affected by NFTE.

NFTE YouTube Guidelines (2 of 2)

Video sharing is a powerful way to engage with an audience, so be sure to share new NFTE YouTube video content on your Facebook and LinkedIn.

Upload Presentations and Events

- For those who aren't able to attend conferences or presentations by NFTE in person, posting videos of the events as well as posting the actual presentation can be a great way to keep people in the loop.

Have Information on Your Profile

- Try using the "About" tab to help your viewers get to know you. This too should be uncluttered and have something of a "mission statement."

Maximize Your YouTube Search Engine Optimization

- If you use channel tags and video titles, more people will find your channel because it is connected to a larger portion of YouTube.

Thank you