**Social Media Monitoring Additional Resources**

**WhatsApp:**

[How Nonprofits Use WhatsApp to Stay in Touch with Their Communities](https://blog.techsoup.org/posts/how-nonprofits-use-whatsapp-to-stay-in-touch-with-their-communities)

[WhatsApp Marketing for Small Business & Nonprofits – Part 1](http://www.contentknockout.com/blog/whatsapp-marketing-small-business-nonprofits-part-1/)

[4 Ways to Boost Your Nonprofit’s Digital Storytelling with WhatsApp](https://www.nptechforgood.com/2020/05/08/4-ways-to-boost-your-nonprofits-digital-storytelling-with-whatsapp/)

[Using WhatsApp to Manage a Nonprofit](Using%20WhatsApp%20to%20Manage%20a%20Nonprofit)

**YouTube:**

[YouTube for Nonprofits: What You Need to Know](https://www.classy.org/blog/youtube-for-nonprofits-need-to-know/)

[YouTube Nonprofits Program](https://www.google.com/nonprofits/offerings/youtube-nonprofit-program/)

[In-Depth Introduction to Youtube Analytics](http://digitallysmart.club/analytics-for-nonprofits/in-depth-introduction-to-youtube-analytics/)