



## **Social Media Toolkit 2018**

### **About This Toolkit**

This toolkit is designed to help those who are working to promote Day to Serve in Washington, D.C., Maryland, Virginia, and West Virginia on social media. The toolkit will provide helpful information on developing strategy, managing accounts, implementing best practices, and evaluating social media efforts around this community-building, service-oriented event.

### **Who Should Use This Toolkit?**

Government organizations, non-profits, faith groups, coalitions, community-based organizations, and stakeholders can all use this toolkit and adapt its messaging for their audiences and areas of expertise.

### **What is Day to Serve?**

Day to Serve is a unique annual initiative that unites people of all faiths, races, cultures, and background with the shared goal of helping those in need and improving the communities where we live. Together, we can build friendships, serve others, and improve communities. We are asking community members to choose just one day to serve from September 11 - October 10. More information about Day to Serve is available at [daytoserve.org](http://daytoserve.org).

### **Social Media 101**

Social media use is nearly ubiquitous in both younger *and* older generations. Platforms include Twitter, Facebook, Instagram, LinkedIn, YouTube, Pinterest and more: Social media is growing every day, along with opportunities for outreach. At its heart, social media is a tool best used for relationship building -- Local communities are not only active in real life, but online as well. Social media represents a unique opportunity and convenient way to reach large audiences of both community members who may participate in Day to Serve activities and influential individuals who may want to support this initiative or sponsor/co-sponsor activities.

When designing and thinking about your social media strategy, consider who you are speaking to, where you can best reach them, what you are trying to achieve, and how you will measure success. Messages should be tailored to your target audience or audiences and connect to your organization's goals by highlighting its unique strengths and expertise.

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## Twitter Best Practices

- Keep tweets short - The character limit recently increased from 140 to 280, but it's still important to be concise! Also, considering adding photos or videos. Visuals boost retweets by 62% on average.
- Use hashtags that are trending, are popular with your audience or in your industry.
- Tweet at individual or organizational Twitter handles. When beginning a tweet with a handle or username, make sure to put a period in front (i.e. ".@"). This will make sure the tweet is not categorized as a "reply" and will be seen on your timeline.
- Pin tweets that are important to you so your message is more visible to your audience.
- Shorten links using options available on Twitter, Tweetdeck, Buffer, Hootsuite and more. Other options for shortening links are listed later in this document.
- Engage by liking or retweeting content. You can even add your own comment before retweeting. Also, make sure to be responsive to those engaging with you. A simple "thank you" goes a long way.
- Proofread before you post! Tweets cannot be edited once they are posted.

## Facebook Best Practices

- Post video. Facebook videos earn 135% more reach than posts with only an image. Facebook live videos have the greatest amount of reach.
- Keep posts short and succinct. Posts with messages of about 40-80 characters have better engagement.
- Posts that start conversations by asking questions and responding receive approximately 70% above-average engagement. Posts with meaningful comments are boosted in Facebook's algorithm.
- Vary your post type (i.e. video, photo, or link). Users don't engage the same way with every post and by alternating post type, reach is improved.
- Understand Facebook analytics by tracking your results and acting on them. Learn which posts are resonating with your audience. Focus on what's working!

## Taking Photos & Videos

- Capture photos or videos of volunteers looking at the camera and smiling. We want to showcase our most enthusiastic volunteers!
- Get permission to post the video or photo on social media. Make sure you ask a parent or guardian if you can post a video or photo that includes their children.
- When holding the phone, keep your elbows close to your body and arms in. This will make it so you avoid taking a blurry image or shaky video.

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- Don't zoom in with the zoom on the camera, but zoom in with your feet. This will make sure your photo or video is higher quality.
- Take your photos and videos in very good, bright light. Make sure the light is facing your subject – the light should be coming from behind you. This will avoid unwanted shadows and backlit photos or videos. Also, only use your flash if you really have to.
- Hold your phone horizontally when taking a video, so it will appear better on larger screens and phones.
- When filming a video, consider background noise that may disrupt your audio. Try to film in a quiet area, unless you have a microphone to help boost the quality.

## Best Practices for Communicating About Day to Serve

Day to Serve is all about breaking down barriers, building friendships, and uniting communities. In messages about Day to Serve, emphasize why it's important to have an event like Day to Serve: To unify communities through service; To forge stronger neighborhood partnerships; To increase community resilience after disasters; To increase happiness by focusing on service; To build cohesion, despite our differences, and more. The goal for Day to Serve is simple: More volunteers, more service, and more good.

Since this event is all about working together for the betterment of our communities, make sure to tag each other's social media accounts, share each other's posts, and engage with each other's content. Make sure to use the hashtag #DaytoServe, as well as other hashtags relevant to your community. This will not only put our messages about unification in action, but will expand our audiences and allow us to reach more people on social media. Here are places you can find Day to Serve content online:

### Find #DayToServe Online

- [daytoserve.org](http://daytoserve.org)
- [youtube.com/user/daytoservestories](https://www.youtube.com/user/daytoservestories)
- [facebook.com/daytoserve](https://www.facebook.com/daytoserve)
- [twitter.com/daytoserve](https://twitter.com/daytoserve)
- use the hashtag #daytoserve



**September 11 – October 10**

**#DaytoServe**



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| <p><b>Washington, DC</b></p> <p><a href="http://www.facebook.com/IServeDC">www.facebook.com/IServeDC</a><br/> <a href="https://twitter.com/ServeDC">https://twitter.com/ServeDC</a><br/> <a href="https://www.instagram.com/servedc/">https://www.instagram.com/servedc/</a><br/> #IServeDC<br/> #SaferStrongerDC<br/> #DCValues</p> | <p><b>Maryland</b></p> <p><a href="http://www.facebook.com/MarylandGOSV">www.facebook.com/MarylandGOSV</a><br/> <a href="http://www.facebook.com/MarylandGOCI">www.facebook.com/MarylandGOCI</a><br/> <a href="https://twitter.com/MarylandGOSV">https://twitter.com/MarylandGOSV</a><br/> <a href="https://twitter.com/GOCIMD">https://twitter.com/GOCIMD</a><br/> #iServeMD<br/> #MDDTS2018<br/> #MDDaytoServe</p> <p>For a #iServeMD print-out and info on an MD-specific "Social Media Challenge" visit <a href="http://goci.maryland.gov/dts/">http://goci.maryland.gov/dts/</a></p> |
| <p><b>Virginia</b></p> <p><a href="http://www.facebook.com/VirginiaService">www.facebook.com/VirginiaService</a><br/> <a href="https://twitter.com/VAservice">https://twitter.com/VAservice</a><br/> <a href="https://www.instagram.com/servevirginia/">https://www.instagram.com/servevirginia/</a><br/> #VADaytoServe</p>          | <p><b>West Virginia</b></p> <p><a href="http://www.facebook.com/VolunteerWV">www.facebook.com/VolunteerWV</a><br/> <a href="https://twitter.com/volunteerwv">https://twitter.com/volunteerwv</a><br/> #VolunteerWV</p>  |

**Other hashtags to consider:**

- #KindnessMatters
- #BeKind
- #ShareGoodness
- #GiveBack
- #GoVolunteer
- #ServiceUnites
- #GetThingsDone
- #MotivationalMonday
- #FeelGoodFriday
- #VolunteerGeneration
- #WhyIVolunteer
- #DoGood

**Sample Instagram Posts & Visuals**

Visuals for Facebook, Instagram and Twitter are available in a Google Drive folder. Included in the folder is a collection of graphics with service quotes that can be used for Instagram, as well as Facebook and Twitter. In addition, there are Facebook cover photos. You can access the folder using this link:

<https://drive.google.com/drive/folders/1TF7jrcIBkJ0CWgFpPz3VWf-OWxbOZapR?usp=sharing>

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Photos and other resources can also be accessed here:

- <http://daytoserve.org/resources>
- <https://www.flickr.com/photos/139323496@N05/albums/72157688996323775>
- <https://www.lds.org/media-library/images/category/service?lang=eng>
- <https://www.lds.org/media-library/images/categories/welfare-and-humanitarian?lang=eng>

## Sample Tweets and Facebook Posts

| Date         | Tweets  | Facebook Posts  |
|--------------|---|---|
| Sat<br>8/11  | <p>Just one month until <a href="#">#DaytoServe!</a> From 9/11 - 10/10, volunteers pledge 1 day of service (or more!) to serve communities in <a href="#">#WashingtonDC</a>, <a href="#">#Maryland</a>, <a href="#">#Virginia</a> &amp; <a href="#">#WestVirginia</a>. Learn more: <a href="#">DaytoServe.org</a> <a href="#">[Insert any additional hashtags here]</a></p> <p>We can't wait to work with you to unite people of all faiths, races, cultures &amp; backgrounds in <a href="#">[insert regional hashtag of state/city/neighborhood you work in]</a> through helping those in need. <a href="#">#DaytoServe</a> <a href="#">[Insert any additional hashtags here]</a> <a href="#">[Upload Day to Serve video]</a></p> | <p>Just one month until <a href="#">#DaytoServe!</a> From Sept. 11 - Oct. 10, volunteers pledge one day of service (or more!) to serve communities in D.C., Maryland, Virginia, and West Virginia. We hope you'll join us in working to unite people of all faiths, races, cultures, and backgrounds in <a href="#">[insert name of state/city/neighborhood you work in]</a> through helping those in need. <a href="#">[Insert any additional hashtags here]</a> <a href="#">[Upload Day to Serve video]</a></p> |
| Tues<br>8/14 | <p>This year, we are asking <a href="#">#DaytoServe</a> volunteers to pledge one day of service from 9/11 - 10/10. How would you like to serve your community? Visit <a href="#">DaytoServe.org</a> for ideas! <a href="#">[Insert any additional hashtags here]</a></p>  | <p>This year, we are asking <a href="#">#DaytoServe</a> volunteers to pledge one day of service from Sept. 11 - Oct. 10. How would you like to serve your community? Visit <a href="#">DaytoServe.org</a> for ideas! <a href="#">[Insert any additional hashtags here]</a></p>  |
| Fri<br>8/17  | <p>There are more than 1.5M nonprofits in the U.S., many of them in <a href="#">[insert regional hashtag of state/city/neighborhood you work in]</a>, meaning there are endless opportunities to give back <a href="#">[optional: insert emoji here]</a>. How will you serve this <a href="#">#DaytoServe</a>? <a href="#">[Insert any additional hashtags here]</a> <a href="#">[Upload Day to Serve photo]</a></p>  | <p>There are more than 1.5 million nonprofit organizations in the U.S., many of them located in <a href="#">[insert name of state/city/neighborhood you work in]</a>, meaning there are endless opportunities to give back. How will you serve your community during <a href="#">#DaytoServe</a>? Get inspired at <a href="#">DaytoServe.org</a> <a href="#">[Insert any additional hashtags here]</a> <a href="#">[Upload Day to Serve photo]</a></p>  |

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| <p>Wed<br/>8/22</p>  | <p>Did you know that volunteering can make you happier? Studies show helping others can reduce <a href="#">#stress</a>, combat <a href="#">#depression</a> &amp; provide a sense of <a href="#">#purpose</a>. How has giving back helped you? <a href="#">#DaytoServe</a> [Insert any additional hashtags here] [Upload Day to Serve photo]</p>  | <p>With our busy lives, it can be hard to find the time to volunteer. But, did you know that volunteering can make you happier? Studies show helping others can reduce stress, combat depression, keep you mentally stimulated, and provide a sense of purpose. Share how giving back has helped you in the comments! <a href="#">#DaytoServe</a> [Insert any additional hashtags here] [Upload Day to Serve photo]</p>   |
| <p>Mon<br/>8/27</p>  | <p>Visit <a href="#">DaytoServe.org</a> to learn what service opportunities in [insert regional hashtag of state/city/neighborhood you work in] and invite others to join! If everyone just gave 1 day of their time, it would have an enormous impact <a href="#">#DaytoServe</a> [Insert any additional hashtags here]</p>   | <p>With so many problems and heartache in the world, it can be hard to know where to start or how to make a real difference. Start with just ONE day of service. Visit <a href="#">DaytoServe.org</a> to learn what service opportunities there are in [insert name of state/city/neighborhood you work in] or plan your own event! Invite others to join you! If everyone just gave one day of their time, it would have an enormous impact. <a href="#">#DaytoServe</a> [Insert any additional hashtags here]</p> |
| <p>Fri<br/>8/31</p>  | <p>Service can break down barriers. Volunteers are from all gens and all walks of life. Join us in giving back during <a href="#">#DaytoServe</a> - pledge just 1 day of service - &amp; ask others to join you <a href="#">#ServiceUnites</a> [Insert any additional hashtags here] [Upload Day to Serve photo]</p>   | <p>Service can break down barriers. Volunteers are not confined to a specific age group, demographic, religion, or race. They come from all walks of life. What they have in common is the desire to improve their communities. Join us in giving back during <a href="#">#DaytoServe</a> - pledge just one day of service from Sept. 11 - Oct. 10 and ask others to join you <a href="#">#ServiceUnites</a> [Insert any additional hashtags here] [Upload Day to Serve photo]</p>                                  |
| <p>Thurs<br/>9/6</p> | <p>Giving back builds friendships and we are so thankful for our partners in building a stronger [insert regional hashtag of state/city/neighborhood you work in]. Thank you [Tag Twitter handles of select partners]. See more <a href="#">#DaytoServe</a> partners here: <a href="http://daytoserve.org/partners">http://daytoserve.org/partners</a> [Insert any additional hashtags here]</p> | <p>Giving back builds friendships and we are so thankful for our partners in building a stronger [insert name of state/city/neighborhood you work in]. Thank you [Tag Facebook pages of select partners]. See more <a href="#">#DaytoServe</a> partners by clicking the link below! [Insert any additional hashtags here] <a href="http://daytoserve.org/partners">http://daytoserve.org/partners</a></p>   |
| <p>Tues<br/>9/11</p> | <p><a href="#">#DaytoServe</a> starts on <a href="#">#911Day</a>, established as a tribute to 9/11 victims, survivors &amp; those who served</p>   | <p>Today marks 17 years since the terror attacks on the World Trade Center, the Pentagon, and United Airlines Flight 93. In</p>   |



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|            | <p>in response. Join us in serving your community over the next month. Visit <a href="http://DaytoServe.org">DaytoServe.org</a> to participate in a day of service. [Insert any additional hashtags here] [Upload Day to Serve photo]</p>  | <p>the middle of tragedy, our community banded together, became stronger, and more resilient. We continue that tradition of reaching out today. #DaytoServe starts on the September 11th National Day of Service and Remembrance, established as a tribute to 9/11 victims, survivors, and those who rose up in service in response to the attacks. Join us in serving your community over the next month. Visit <a href="http://DaytoServe.org">DaytoServe.org</a> to participate in a day of service. #911Day [Insert any additional hashtags here] [Upload Day to Serve photo]</p> |
| Thurs 9/13 | <p>Thinking about volunteering for #DaytoServe, but not sure how to get started? Check out this map of projects in the region. Search by zip code and find what is close to you! <a href="http://daytoserve.org/map">http://daytoserve.org/map</a> [Insert any additional hashtags here]</p> | <p>Thinking about volunteering for #DaytoServe, but not sure how to get started? Check out this map of projects in the region. Search by your zip code and find multiple projects in your area that can use your help. <a href="http://daytoserve.org/map">http://daytoserve.org/map</a> [Insert any additional hashtags here]</p>  |
| Mon 9/17   | <p>Choose one day from Sept. 11 - Oct. 10 as your #DaytoServe. Opportunities to #govolunteer are happening around the DMV and beyond. Join the movement! <a href="http://daytoserve.org">daytoserve.org</a> [Insert any additional hashtags here]</p>  | <p>Choose one day from September 11 - October 10 as your #DaytoServe. Opportunities to #govolunteer are happening around DC, West Virginia, Maryland and West Virginia. Join the movement! <a href="http://daytoserve.org">daytoserve.org</a> [Insert any additional hashtags here]</p>   |
| Fri 9/21   | <p>ICYMI: #DaytoServe is a movement started in #Maryland, #Virginia, #WestVirginia and #WashingtonDC to help residents to get involved in service. See how you can get involved! <a href="http://daytoserve.org/">http://daytoserve.org/</a> [Insert any additional hashtags here]</p>       | <p>ICYMI: #DaytoServe is a movement started in #Maryland, #Virginia, #WestVirginia and #WashingtonDC to help residents to get involved in service. It is a unique annual initiative that transcends politics and religious differences. It unites people of all faiths, races, cultures, and backgrounds with the shared goal of helping those in need and improving the communities where we live. See how you can get involved! #ServiceUnites [Insert any additional hashtags here] <a href="http://daytoserve.org/">http://daytoserve.org/</a></p>                                |
| Wed 9/26   | <p>The governors of #Maryland, #Virginia &amp; #WestVirginia issued #DaytoServe proclamations</p>  | <p>“Whereas, volunteer efforts strengthen communities...” Did you know the governors of #Maryland, #Virginia &amp; #WestVirginia</p>  |



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|            | encouraging citizens to <a href="#">#GoVolunteer</a> ? Read the proclamations at <a href="http://daytoserve.org/">http://daytoserve.org/</a> [Insert any additional hashtags here]   | issued <a href="#">#DaytoServe</a> proclamations encouraging citizens to <a href="#">#GoVolunteer</a> ? Read the proclamations at <a href="http://daytoserve.org/">http://daytoserve.org/</a> [Insert any additional hashtags here]  |
| Thurs 10/4 | <a href="#">#DaytoServe</a> is almost over, but our efforts to improve [insert regional hashtag of state/city/neighborhood you work in] don't have to end. How can we continue to strengthen our community? <a href="#">#DaytoServe</a> [Insert any additional hashtags here] [Upload Day to Serve photo]                                    | <a href="#">#DaytoServe</a> is almost over, but our efforts to improve [insert name of state/city/neighborhood you work in] don't have to end. How can we continue to strengthen our community? <a href="#">#DaytoServe</a> [Insert any additional hashtags here] [Upload Day to Serve photo]  |
| Mon 10/10  | THANK YOU to all those we partnered with over the last month to make <a href="#">#DaytoServe</a> a success - [Tag Twitter handles of select partners]. Thank you for joining us in making [insert regional hashtag of state/city/neighborhood you work in] a better place. [Insert any additional hashtags here] [Upload Day to Serve photo] | A big thank you to all those we partnered with over the last month to make <a href="#">#DaytoServe</a> a success - thank you to [Tag Facebook pages of select partners]. This month we worked to strengthen communities, build resilience, break down barriers, and create friendship through giving back. Thank you for joining us in making [insert name of state/city/neighborhood you work in] a better place. [Insert any additional hashtags here] [Upload Day to Serve photo] |

## Other Ideas to Promote Day to Serve

### ***Livetweet a Day to Serve Event***

Consider livetweeting a Day to Serve event. Livetweeting is when you give a play-by-play of an event and is an interactive way to engage those participating and those who may participate in the future. During an event, organizers and attendees can livetweet using established hashtags so that everyone following the event hashtag can see the tweets and engage with them. During the event you can tweet quotes from organizers, share photos or videos of volunteers, and retweet messages from attendees. When quoting organizers make sure to include their organization's twitter handles. You can also pre-write tweets and schedule them to go out during the event if you know when certain parts of the event will occur.

### ***Host a Facebook Live Event***

Facebook Live is a live video streaming service where you can connect with your followers in real time. Facebook Live offers the opportunity to conduct live Q & A's through the comment function where followers can ask questions during the livestream. You can also use this livestream service to host an interview with an organizer or broadcast a service activity,

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enabling people to participate in your event, even if they are not able to attend in person. By broadcasting a Day to Serve event, people may be encouraged to join in on a future event. Tell your followers about your livestream event ahead of time. Ideally, live broadcasts should be more than 5 minutes, so people have time to open Facebook and join, but less than 20 minutes.

### ***Share Event Photos on Instagram and Instastories***

Instagram is one of the fastest-growing social media platforms. It can be a great platform for increasing engagement and sharing your mission through photos. You can use Instagram to share photos from Day to Serve events and feature individuals involved with the events such as organizers or volunteers. You can also share video clips from the events by posting them to your Instastory. Encourage followers to share their photos of your events through using a hashtag. Using hashtags on Instagram is a way to group and organize photos together. Many users search for photos in Instagram using hashtags or follow hashtags. Make sure to use #DaytoServe and other specific hashtags.

### ***Share Your Event on Snapchat***

Snapchat is another social media platform to help you share photos and videos with your followers. Snapchat has over 158 million users with a majority of users under 30 years old. This is a great platform to use if you are trying to reach a younger audience. You can share photos and videos individually with followers or share them in your Snapchat story or location-based Snapchat stories. Photos and videos you post in a Snapchat story are visible for 24 hours. You can use the story feature to promote a Day to Serve event, provide exclusive content such as behind the scenes footage or send a call to action (i.e. come out and volunteer!). If you share your story to one of the location-based Snapchat stories, such as the local "Our Story," it will be featured on Snapchat's map of stories and gain more visibility. You can also use Snapchat's location-based filters to promote your event. Followers can use these filters on their own posts, promoting your event to their followers.

### ***Promote Your Cause on Pinterest***

Pinterest is an online vision board that helps users discover and organize their creative ideas. Pinterest can be used to drive traffic to your website by adding compelling images, infographics, or quotes to your Pinterest boards and linking them to your website. If you are just starting out with Pinterest it may be good to include general boards showcasing your organization's mission in addition to adding an event board about Day to Serve activities happening during the month.

### ***Publish a Blog Post***

Publishing blog posts can be a great way to promote your events. Consider writing a post with a call to action for your readers to attend a service activity. Personal stories of volunteers or those impacted by volunteer work, for example, can make for powerful blog posts by connecting with the reader emotionally. Use photos and videos to better tell your story and engage readers.



## Measuring Success

Looking to measure the success of your social media campaign? There are free analytic tools to help you demonstrate the impact of your social media efforts.

[Twitter Analytics](#) allows you to view and download detailed tracking information about tweet activity, engagement, audience and trends. Log in to [analytics.twitter.com/about](https://analytics.twitter.com/about) to learn more.

[Facebook Insights](#) allows users to track page likes, post reach, number of visits, specific posts, and see who is following your page. Click on the “insights” tab on Facebook to learn more.

[Instagram Insights](#) is available for users who have an Instagram Business Profile. This tool allows you see account metrics, follower demographics, and data for your Instastories such as impression, reach, and replies.

[Klout](#) tracks the influence and reach of all your social media profiles and provides a score based on how others are engaging with your content across multiple networks. It provides information on your top posts so you can see what content is resonating most.

## Additional Tools and Resources

[Bit.ly](#): Link shortener with tracking available

[Canva](#): Allows users to create visually appealing graphics and photos for social media; includes a collection of low-cost or free stock photos and other assets

[Hootsuite](#), [Sprout Social](#), [Buffer](#): Online platforms that allow you to schedule tweets and posts, monitor your feed (the posts of those they follow), and collect basic analytics for evaluation

[Klout](#): Service that tracks your level of online social influence

[Owly](#): Link shortener from Hootsuite

[Thunderclap](#): Social networking tool that allows you to “crowdsource” your social media campaign to increase its impact

[TinyURL](#): Link shortener that allows for customization of URLs to make them more memorable

[Tweetdeck](#): Platform from Twitter that allows for pre-scheduling tweets



## Glossary

**Facebook:** A social networking site that allows people to create personal profiles and stay connected with others ([www.facebook.com](http://www.facebook.com))

**Facebook Live:** A live video streaming service provided through Facebook

**Feed:** News feeds which you receive straight into your account

**Followers:** People who have agreed to receive your tweets or Facebook posts

**Hashtags (#):** A form of metadata tag that makes it possible to group messages

**Instagram:** A photo sharing application that allows users to share pictures and videos to their followers either publicly or privately to pre-approved followers (<https://www.instagram.com/>)

**Retweet (RT):** Re-posting of someone else's tweet

**Tweets:** 280-character text messages

**Twitter:** An online social networking and microblogging service that enables users to send and read short 280-character text messages, called "tweets" ([www.twitter.com](http://www.twitter.com))

**Twitter chat:** A live moderated Twitter conversation focused around a specific topic using a single hashtag

**Twitter handle:** Your Twitter name that begins with the "@" sign.

**Twittersphere or Twitterverse:** The total universe of Twitter users and their habits

**Twitterview:** A combination of the terms Twitter, a popular microblogging platform, and interview. It is a type of interview for which the medium restricts the interviewer and interviewee to short-form responses