

Hope For The Warriors Quick Social Media Guide

Our Platforms:

-  **Facebook:** facebook.com/HopeForTheWarriors
-  **Twitter:** @Hope4Warriors
-  **Instagram:** @Hope4Warriors
-  **LinkedIn:** linkedin.com/organization/656518

Official Hashtag:

#Hope4Warriors
Use this all the time.

Become a reporter for HOPE!

Are you representing HOPE at an event? Reach out to Kristy Schwartz, kschwartz@hopeforthewarriors.org, beforehand and we can discuss how to use Facebook LIVE to highlight and interview sponsors, supporters or attendees!

Six Ways You Can Help Grow HOPE's Social Media

- 1. Tag** Hope For The Warriors in your posts.
- 2. Like, comment, but most importantly share.** Sharing is important because it's the best practice to gain exposure to our brand, content and establish our a strong presence in the military and veteran community, building supporter loyalty.
- 3. Engage on your personal accounts!** Share our content, advocate for our organization and invite friends to our events.
- 4. Send pictures and videos** with who, what, when, where and why so HOPE can engage.
- 5. Invite** your friends to like our social media accounts and invite them to events in your area. This can be done by clicking the share button on our page and events.
- 6. Leverage partnerships** by letting us know of new supporters, donors and partners that we should follow and engage with.

How to Request Social Media

Be as detailed as possible when filling out the Communications request.

Email or text pictures and videos of events you are attending with a brief description including sponsors and support information who should be mentioned or thanked.

Please email or text:

socialmedia@hopeforthewarriors.org
571-389-5225

Note: The communications team will determine the social media channel that best fits the content submitted.

