

Social Media Tips & Examples

First: Follow us on social media!



Our hashtag for this campaign is #SafeWarmDry

Using social media, email and word of mouth are all important aspects to running a successful JOY Drive. It also helps us serve more children throughout the year when we gain followers from your many communities.

Facebook

"Join me in the season of giving by being part of my donation drive for WestSide Baby. I will be hosting a drive on [INSERT DATE AND TIME] at [INSERT LOCATION] to collect [INSERT SPECIFIC ITEMS HERE or simply say "donations"] to keep kids safe, warm and dry this season!" #SafeWarmDry

Don't forget to tag WestSide Baby by liking our page and typing @WestSideBaby in your post.

Twitter & Instagram

"Celebrate the season of GIVING by donating to my donation JOY Drive for @WestSideBabySea. I will be collecting pajamas, diapers, and warm coats for kids on [DATE]. Reply for more info! #SafeWarmDry

Don't forget to tag us @WestSideBabySea and post a picture!

Email to contacts or E-Newsletter for business or business website

Subject: "Holiday JOY Drive for WestSide Baby! <INSERT DATE OR RANGE OF DATES>"

"In order to help families over the holidays, I'll be holding a JOY drive to benefit WestSide Baby. Bring warm coats, pajamas, new socks and underwear and diapers to donate to families in need! Following the drive, we will be delivering all of the donations to WestSide Baby (westsidebaby.org). WestSide Baby works with 120+ social service organizations to help 40,000 local kids each year. Your donation may seem like a small gesture, but it will help relieve a huge burden for families provide some warm memories for kids in need. Please contact [YOUR NAME] for more information."

TIPS

- Use our JOY photo found on our website, or a photo of your collection area!
- If you are collecting any items, use our "most needed items" graphic available on our website.
- Use our FAQ page for specific statistics, or tell a story to your friends, family, and community as to why supporting WestSide Baby is important to you.
- Post a link to our website so people can read more about us!
- If you are doing a drive over a period of a few days or a few weeks, make sure you post a few updates such as pictures of co-workers donating to your drive or reminders of your end date.
- Don't forget to take a picture at the end of your drive and when you deliver to WestSide Baby and post that on social media as well! We will share your JOY!

Check out our social media feed and our website throughout the campaign for social media graphics to use and share! Email toni@westsidebaby.org for questions regarding social media.



WestSide Baby
basis for children in need