

Social Media Guidance

First: Follow us on social media!



Our hashtag for this campaign is #GiveBabiesAVoice

Facebook

“If babies could talk, they might say one of two things: ‘I’m hungry!’ or ‘Change me!’ Sometimes, it’s simple to understand what an infant needs and how you can help. Advocate for the babies this summer by being part of my Stuff the Bus diaper 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 “diapers”] to give the babies a voice!” #GiveBabiesAVoice

Tag WestSide Baby by liking our page and typing @WestSideBabySEA in your post.

Twitter & Instagram

“Give babies a voice and donate to my Stuff the Bus diaper drive for @WestSideBabySEA. I will be collecting diapers, pull-ups and hygiene items for children on [DATE]. Reply for more info! #GiveBabiesAVoice

Don’t forget to tag us @WestSideBabySEA and post a picture!

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

Subject: “Stuff the Bus Diaper Drive for WestSide Baby! <INSERT DATE OR RANGE OF DATES>”

“If babies could talk, they might say one of two things: ‘I’m hungry!’ or ‘Change me!’ Sometimes, it’s simple to understand what an infant needs and how you can help. To help make a difference and advocate for the babies, I’ll be holding a Stuff the Bus diaper drive to benefit WestSide Baby. Bring diapers sizes 4, 5, 6, pull-ups sizes 3T-4T and 5T-6T, along with hygiene items to donate! Following the drive, we will be delivering all of the donations to WestSide Baby (westsidebaby.org). WestSide Baby works with 114 social service organizations to help 46,000 local kids each year. Making a difference can be as simple as gifting diapers. Please contact [YOUR NAME] for more information.”



WestSide Baby
basis for children in need

More Social Media Tips

- Check out westsidebaby.org/stuffthebus2018 for images you can use! Or, post photos of your collection area and update us and your diaper collection progress!
- Share our “most needed items” graphic available on our website to show which items you are collecting.
- 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!
- Share the Stuff the Bus BASH Facebook event with your community so they can celebrate your success with you!
- 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 share it with us!

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.



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