

One Millionth AmeriCorps Member Digital Strategy

Accounts | Hashtag | Photos

★ **Social Media Strategy**

Social media is a powerful tool for alums, current serving members, grantees and partners to use when highlighting the impact of service from one million AmeriCorps members. We strongly encourage all audiences to use social media to build buzz and engagement in the days leading up to and on October 7 (and after). Included below are a few ideas and suggestions to get you started.

Please direct any questions to socialmedia@cns.gov - we're happy to connect with you!

CNCS will use #1of1Million hashtag throughout the celebration time period. Be sure to use it too, so we can share all the great messages you're sharing and start a national conversation.

Our official account will be @AmeriCorps.

Several platforms, including Twitter, Facebook, Snapchat (watch our snaps on "nationalservice"), Tumblr, and Instagram will be used to tell the story.

Make sure you follow us so we can tag you:

- Facebook: [AmeriCorps](#)
 - Twitter: [@AmeriCorps](#)
 - Tumblr: [NationalService.Tumblr.com](#)
 - Snapchat: [nationalservice](#)
 - Instagram: [Instagram.com/nationalservice](#)
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- Broadcast the hashtags for social media: #1of1Million far and wide, including on your own personal social media accounts! If you don't hash it, it won't be added to the national collection of social media goodness!
 - If you have content you'd like us to share, send tweets and Facebook links to socialmedia@cns.gov for us to amplify and send awesome photos (captions required) to photos@cns.gov.
 - Follow & like AmeriCorps partners (Commissions, CNCS state offices, CNCS accounts, grantees, project accounts, and more!)

Upcoming Marketing Materials

- National graphic with #1of1Million (*available on @AmeriCorps Twitter and Facebook accounts on Friday, October 7 at 7a.m. ET*).
- Use a photo of yourself (or team) with the AmeriCorps A visible and post it as your profile pictures on Twitter, Instagram and Facebook!
- Look out for AmeriCorps spotlight stories and blogs (*available on NationalService.Tumblr.com on Friday, October 7 at 7a.m. ET*).
- A new video highlighting the importance of this historical day available on the AmeriCorps.gov now (*available on Twitter and Facebook accounts on Friday, October 7 at 7a.m. ET*).

Here are some helpful tips to make the most out of your social media:

- Communication Guidance → [Find it here!](#)
- Make a free account on [HootSuite to help send/schedule tweets.](#)
- Learn how to [create a twitter list](#) so you can keep track of all the right accounts.
- See how you can use [emoji's on your desktop](#) for tweets, Facebook posts, newsletters and email.
- Send us your tweets or Facebook links to amplify to socialmedia@cns.gov.
- Remember to send photos (captions required) to photos@cns.gov.

Sample Social Media Posts

- Excited to join all @AmeriCorps mbrs for the #1of1Million celebration. AmeriCorps.gov
- I'm an @AmeriCorps mbr and proud of my service in [year]! #1of1Million AmeriCorps.gov
- #AmeriCorpsWorks for communities all across the [COUNTY/CITY] because _____.
#1of1Million
- Thank you @AmeriCorps members for serving in [COUNTY/CITY/TRIBE]. We are #1of1Million strong!
AmeriCorps.gov
- Have @AmeriCorps mbrs touched your life? To celebrate #1of1Million, share your favorite moment on AmeriCorps.gov!
- .@AmeriCorps mbrs are getting things done for America. Send them a thank you on AmeriCorps.gov!
- Did you know 1 M @AmeriCorps members are helping to make our country stronger, safer, and healthier? #1of1Million AmeriCorps.gov

Photo Guidance

Take pictures of AmeriCorps member(s) in action or celebrating AmeriCorps Opening Day. Make sure the AmeriCorps logo and branding are prominent!

- Upload the best image to our Flickr site (www.flickr.com/photos/national-service).
 - Select the group "Celebrating 1 Million AmeriCorps Members"
 - Provide a detailed caption that includes the names of the individuals in the photo, where the photo is taken and a description of their service.

Note: If you cannot add photos to the Flickr site, please use WeTransfer.com and send it to 1of1million@cns.gov. **Photo submissions will be collected before, on and after October 7 until the final deadline of October 14.**