



Employers of National Service: Digital Engagement Tips

During the AmeriCorps 20th anniversary celebration on September 12, 2014, four organizations – the Corporation for National and Community Service, Peace Corps, AmeriCorps Alums, and the Franklin Project – united to launch Employers of National Service. On December 9, employers participating in the initiative will amplify their involvement through traditional and social media ahead of the December 31 deadline for charter membership. We have provided sample social media content to help you promote your participation.

We encourage each participating employer to use Twitter, Facebook, and other social media platforms to highlight their involvement using the sample messages below. Help us spread the word via social media, and help AmeriCorps and Peace Corps alumni can immediately learn about your role as an Employer of National Service.

Please do not distribute until 1 PM Eastern on Tuesday, December 9, 2014.

Employers of National Service website link (shortened for sharing): <http://go.usa.gov/VpZ3>

Employers of National Service hashtag: #ServiceEmployers

Sample Tweets

- We are #ServiceEmployers – are you? Recruit @AmeriCorps & @PeaceCorps alums <http://go.usa.gov/VpZ3>
- [Insert quote from organization leadership.] <http://go.usa.gov/VpZ3> #ServiceEmployers
- Leadership, flexibility, dedication, & more: you want @AmeriCorps & @PeaceCorps alums on your team <http://go.usa.gov/VpZ3> #ServiceEmployers
- Looking for talented, dedicated, patriotic, skilled & energetic workers? <http://go.usa.gov/VpZ3> #ServiceEmployers

NOTE: You can include your organization's Twitter handle, and feel free to also create your own tweets using the link <http://go.usa.gov/VpZ3> and #ServiceEmployers. We also encourage you to tag @AmeriCorps and @PeaceCorps whenever possible.

Facebook

Visit [facebook.com/nationalservice](https://www.facebook.com/nationalservice) on Tuesday, December 9, to share our Employers of National Service Facebook message with your network. We will be posting a graphic that will pop in everyone's news feed.