

MLK Day Digital Media Launch Plan

Social Media | Web | Photos

#MLKDay

★ Background

In 1994, Congress designated MLK Day as the first and only federal holiday observed as a national day of service, and charged the Corporation for National and Community Service with leading this national effort. Americans may visit MLKDay.gov to find a service project for MLK Day or a year-round volunteer opportunity in their own community. If you have not already done so, you can also post your volunteer opportunity at MLKDay.gov.

For the Martin Luther King Jr. Day of Service on January 15, 2018, CNCS expects to engage nearly 1 million people in thousands of service projects in all 50 states. On this day, federal, state, and local leaders will join citizens in honoring Dr. King's legacy through service projects addressing pressing community needs.

We will highlight and amplify some of our largest national projects that include a variety of volunteer activities, such as rebuilding homes damaged by floods, refurbishing schools and community centers, building bookcases and stocking libraries, making literacy kits for families, collecting food and clothing, environmental stewardship activities, and providing services for veterans and military families.

Each year, CNCS distributes a press release with information outlining the biggest national MLK Day projects and the locations where Administration and elected officials will serve. National amplification will generate more attention to these projects to help engage the largest number of volunteers.

★ Social Media

Social media and messaging will be used to amplify the MLK Day of service across the country. Several platforms, including Snapchat (add your snaps to your local story), Tumblr, Instagram, Facebook, and Twitter will be used to tell the MLK Day of Service story.

Snapchat

We have communicated with Snapchat about the impact of 1 million volunteers across the country and how Snapchat can be the best tool to showcase the impact of service. We are asking anyone serving at a service event to snap videos, add a filter and **add to your own #MLKDay story**. *Note: If you have a professional snapchat account for your organization and will be snapping on #MLKDay please email Allison LePage at socialmedia@cns.gov to see if a takeover is possible.*



We are asking Snapchat users to follow **nationalservice** on Snapchat as the official account of the MLK Day of Service.

Tumblr

- We will post a large MLK Day of Service poster graphic on NationalService.Tumblr.com the morning of MLK Day. Please RT/share.
- We will post MLK videos on Tumblr, The videos are:
 - Harris Wofford
 - Rev. Joseph Lowery
 - Why we celebrate MLK Day
 - John Lewis hook into Selma movie
 - #MusicMLKDay

Instagram

Have a great photo of a #MLKDay service project? Send your photos to photos@cns.gov with a caption including location, project name and other important information and we will post great shots on our account. Please remember to check what we have posted throughout the day on our official account @NationalService.

Also, consider telling your story of service on your personal Instagram account or your organizations by sharing videos and photos on your story.

Twitter/Facebook

The official MLK Day Twitter account is @MLKDay and Facebook account is /MLKDay. Below are sample posts and graphics for any approved CNCS account. Add an image of [MLK from our website](#) or from the MLK Day galleries on our social media accounts.

Sample Tweets

- “Our collective future depends on your willingness to uphold your obligations as a citizen.” - @POTUS #SOTU Start now. Volunteer on #MLKDay
- On #MLKDay, I serve because _____. To learn more visit MLKDay.gov and give your time!
- #MLK said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’” Start by committing to serve on #MLKDay
- On #MLKDay, I am working to alleviate _____ because it is a serious issue in my community. What are you doing for others today?
- Dr. King once said, "Everyone can be great because everyone can serve." This #MLKDay, be great & #volunteer w/@MLKDay.

- Make #MLKDay a #dayON not a day off. Find volunteer opportunities near you MLKDay.gov.
- Did you know #MLKDay is a day of service? Learn more about how to volunteer w/ @MLKDay at MLKDay.gov.
- “Life’s most persistent and urgent question is, ‘What are you doing for others?’” #MLKDay
- “The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” #MLKDay
- “Love is the only force capable of transforming an enemy into friend.” #MLKDay
- “If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward.” #MLKDay
- “Let us realize the arc of the moral universe is long but it bends toward justice.” #MLKDay
- “Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” #MLKDay
- “Everybody can be great...because anybody can serve.” #MLKDay MLKDay.gov
- “If I cannot do great things, I can do small things in a great way.” #MLKDay MLKDay.gov

Photo Guidance

Taking pictures of throughout MLK Day in action?! Make sure you send them to us with a good description and location so we can amplify them social media. Here are three options;

- Send your photos to photos@cns.gov with a caption including location, project name and other important information
- Upload the best image to our Flickr site (www.flickr.com/photos/national-service).
 - Select the group “MLK Day”
 - 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.
- Use WeTransfer.com and send it to photos@cns.gov. **Photo submissions will be collected before, on and after January 16.**

★ Graphics

All graphics will be uploaded and distributed by 12 noon on Friday, January 12.

Please feel free to utilize these graphics in anyway after 7 a.m. ET on January, 15 (MLK Day)

