



SOCIAL MEDIA GUIDE

Social media is a powerful tool for county executives to highlight the impact of national service, thank those who serve, and draw more people into service. We strongly encourage county executives to use social media to build buzz and engagement in the days leading up to and on April 7. Included below are a few ideas and suggestions to get you started. Please direct any questions to DigitalMedia@cns.gov - we're happy to connect with you!

Hashtags and Accounts

CNCS will use the #counties4service hashtag. Be sure to use it too, so we can retweet all the great messages you're sharing and start a national conversation. Our official accounts include @AmeriCorps, @SeniorCorps, and @NationalService. And if you're using social media networks not listed below (Instagram, Pinterest, or Flickr) please use the #counties4service hashtag too. We'd hate to miss any of the good content you're sharing.

Twitter

Here are some sample tweets to get you started. More information on national service in your state can be found [here](#) or in your county profile. Make sure to take and share photos.

- Excited to join the 2015 County Day of Recognition for @NationalService on April 7, 2015. I'm a #counties4service
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [COUNTY] because _____. #counties4service
- RT to thank the [#] @AmeriCorps & [#] @SeniorCorps members serving in [COUNTY] this #counties4service day.
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [#EDUCATION/#VETERANS/#HUNGER, etc.] in [County] through [ORGANIZATION]. #counties4service
- Has @nationalservice touched your life? To celebrate #counties4service, share your favorite moment.
- The @AmeriCorps A travels far & wide. It's even here in [COUNTY]. #counties4service
- [@nationalservice](#) is getting things done for America. @AmeriCorps & @SeniorCorps members are doing so much for [COUNTY]. #counties4service
- Did you know [NUMBER] @AmeriCorps & @SeniorCorps members are helping make {COUNTY} stronger, safer, and healthier. #counties4service

Facebook

Badges and graphics are available on our Resources page and we've included a few additional ideas for engagement below. Please tag the official [Corporation for National and Community Service](#) or [AmeriCorps](#) or [Senior Corps](#) pages so we can see your great posts.

- Consider posting a thank you message and photo or graphic and ask the members, volunteers, alumni to tag themselves in it.



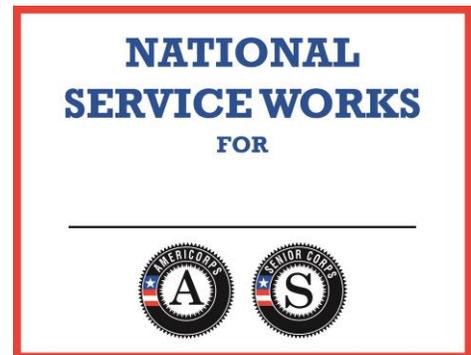
- Facebook users love fill-in-the-blank questions, so post something like: “National Service works for [COUNTY] because _____.”

Photos

We encourage county officials to take and share photos of county executives surrounded by national service members, whether at the county building or on a service site. Participants in the photo should be holding the “National Service Works for (County Name)” sign that can be found on the Resource page. Here are steps to submit your photo(s):

Photo Requirements:

- Visit the “Photo Guidance and Event Signs” section of our [Resource page](#) to find a customizable sign.
- Add **YOUR** County name to the sign and print.
- Take a photo of your county executive holding the sign with national service members from your community.
- 3 photos allowed (max).
- Photos should be no larger than 2MB each.
- Photos must be named by respective County and State (Montgomery County-MD-1.jpg)



Sending:

- First, share your photos on your county Facebook, Twitter, Instagram, or other accounts.
- Second, send them to us so we can share them on our national accounts and galleries.
- Go to “We Transfer” (www.wetransfer.com) to send photos.
- Upload photo(s) to We Transfer (www.wetransfer.com).
- Insert pressoffice@cns.gov as “Friends email”.
- In “Message” of email include county officials name, county and state, and “County Day 2015 Photo”. If you have other relevant caption info, please include.
- Click TRANSFER!

Photo submissions will be collected until Friday, April 10th.

If you have question, please contact CNCS Photographer, Matthew Guinan (mguinan@cns.gov). Please include *County Day 2015 Photo Question* in subject line to ensure prompt response.

