



Social Media Checklist

HOW TO POST

1. Choose your platform:

1. LINKEDIN

1. Log into your account on the app and go to Home.
2. Tap the square at the bottom of the screen with a "+" (plus) symbol inside that says Post.
3. Write the body of your content, using hashtags and tagging ("how to follow below).
4. Link to CAN DO landing page.
5. Upload an image, video, or document.
6. Click Post in the top right corner.

2. FACEBOOK

1. Log into your account on the app.
2. From the top of your News Feed, click "What's on your mind?".
3. Add a text update or click the type of **post** you'd like to share (example: Photo).
4. Link to CAN DO landing page.
5. Add photo(s) or video and hashtags.
6. Use hashtags and tagging of individuals/entities.
7. Click the audience selector at the top to select who you'd like to share your **post** (We recommend "Public" for this effort.)
8. Click **Post**.

3. INSTAGRAM

1. Log into your account on the app.
2. Tap the square at the bottom of the screen with the "+" (plus) symbol inside.
3. Select the photo(s) (or video) you wish to post from your phone's library.
4. Hit Next and then select filter.
5. Include hashtags and tagging.
6. Hit Share.

4. TWITTER

1. Log into your account on the app.
2. Type your Tweet (up to 280 characters) into the compose box at the top of your Home timeline.
3. You can include up to **4 photos**, a GIF, or a video in your Tweet.
4. Click the Tweet button to post the Tweet to your profile.

BEST PRACTICES

1. **Add a link to the WISF website:** The purpose of promoting on social media is to get potential customers off the social platform and into the CAN DO website to register. Make it easy for our audience by providing a link in every post. You can use a website like bitly.com (it's free) to shorten website. Once you drop a link into your post, most social platforms will instantly link to that website and you can remove the URL from the post and the link will remain tagged in your post.
2. **Attach photos** - Did you know posts with an image receive 130% more engagement? Images are essential to engagement! You can add one or more. Take screenshots, original shots, selfies, or campaign graphics (found on website resources).
3. **Upload video** – It's compelling to hear your voice. It goes beyond the written word. Like the "ice bucket challenge", it is viral and shows a rounded view of your personality.
4. Use our recommend **Post Examples** below!
5. Catch attention with our recommended **Hashtags**, but don't go too crazy. LinkedIn recommends using no more than 5 hashtags in one post. They are not case-sensitive, though mixing cases may make more readable. Here's our CAN DO hashtags:
 - #WISF
 - #CanDoChallenge
 - #CanDo4Food
 - #WISFCanDo
 - #SIA4Food
 - #GivingTuesdaySIA
 - #WISFGiveback
 - #SIAWISF4Food
 - #SIAGivesback
 - #GivingTuesday
 - #SIA
 - #WomenInSecurity
 - #FoodInsecurity
 - #EndHunger
 - #FightFoodInSecurity
 - #SnackGiveback
6. **Tag Others** to get the momentum going. On most platforms you can use the @ symbol then start to type someone's name or a company name to tag them. You don't need to be a connection or following the person (or company) to do this. The @symbol will disappear once you have selected someone to be tagged (a dropdown menu will appear).
7. Make sure your posts are marked as **Public**! This helps anyone and everyone see the post and spread the good word about the SIA WISF CAN DO Challenge!

Post Examples:

The #WISF #CanDoChallenge asks you to #endhunger by either donating a CAN of food or to DO an act of kindness in your community.

Join us by giving back between November 15 - 30 and post your CAN DO acts using #GivingTuesday, #FightFoodInsecurity, and #WISFCanDo.

We look forward to seeing the ways our industry colleagues are fighting #FoodInsecurity in the security industry.



It's #GivingTuesday [Nov. 30] and that means we are looking at ways to conquer #FoodInsecurity in the Security Industry!

Join the #WISF CAN DO Challenge, focused on local giving this holiday season. Our #CanDoChallenge urges each of us to personally make a difference by donating a "can" or to "do" an act of kindness.

Here are a few ways you can join the fight to #EndHunger:

- Donate a CAN or more of food to nearby food banks.
- DO something in your community, such as distributing lunches for local homeless people.
- Volunteer at your local food kitchen.
- Dine out at an area "Community Dining with Dignity". Bon Jovi has one in NJ, and many similar restaurants are around the U.S.



We challenge you to join #WISF to combat #FoodInsecurity!

A 1% increase in food insecurity leads to about a 12% increase in violent crime. Help us combat both this season by giving back to your local communities between November 15 - 30. We can all make a difference this holiday season. Donate a “can”. “Do” an act of kindness.

Please share your CAN DO acts using #GivingTuesday, #EndHunger, and #FightFoodInsecurity.



More than 38 million people in the United States are currently living in with food insecurity. This represents 12% of American households.

For #GivingTuesday, join #WISF November 15 - 30 to find one way to give back to your local community. The CAN DO Challenge urges us all to make a difference by donating a “can” or to “do” an act of kindness in our communities.

Here are a few ways you can join us in the fight to #endhunger:

- Donate a CAN or more of food to nearby food banks.
- DO something in your community, such as distributing lunches for homeless people.
- Volunteer at your local food kitchen.
- Patronize a “Community Dining with Dignity” restaurant.

