

# SOCIAL MEDIA TIPS

## Get the Word Out

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive.

(Make sure your volunteers are doing the same!)



1. Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with Northern Virginia Diaper Bank
2. Share your story (create posts with all the diaper drive details or even film a Facebook Live)
3. Create a shareable profile picture frame
4. Thank donors by giving them a shout out and tagging them in your posts
5. Upload plenty of photos and use the universal hashtag #EndDiaperNeed & #NOVADiaperBank in your posts

1. Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
2. Share a link to your Facebook event, or fund raising page where followers can learn more about your diaper drive and diaper need
3. Remember to include the hashtag #EndDiaperNeed & #NOVADiaperBank and any other relevant tags in your tweets!



1. On Instagram, share photos of your diaper drive flyer including donations received.
2. Utilize the location tagging tool to share your collection sites
3. Use Tags including #NOVADiaperBank and anyone you think may want to help.
4. Remember to hashtag #EndDiaperNeed & #NOVADiaperBank and any other relevant hashtags that may draw

Need some inspiration?

This toolkit includes posts you can use to get started!



## Get personal: Send an Email!

Emails are an incredibly effective tool to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.