**Guide to Social Media**

**Facebook  
Twitter @CTFoodBank>**Include handle on all social media posts, publications,  **Instagram** press releases along with Connecticut Food Bank logo

Announce your event, cause/goal, date, time, location and how it’s benefitting Connecticut Food Bank on multiple social media platforms. Make sure to like and tag Connecticut Food Bank on our social media platforms. Use an engaging stat, photo, or video to bring attention to your audience. Ex.-“Did you know that 1 in 6 children in Connecticut is food insecure?” Use a hashtag for the event if there is one available or start one! Ex.-#checkouthunger, #stampouthunger, #fighthunger Also include and links to event websites, etc.

Keep your audience up to date on the event’s progress, how much money has been raised or cans collected, etc. Again, use a photo and #hashtag.

At the end of the event, post a thank you. Post your results and again tag @CTFoodBank and use #hashtags.

**Food Drive Example**

**Facebook**- America's largest one-day food drive is tomorrow! It's as simple as leaving bags of non-perishable food next to your mailbox. Click below to read more.

**Tweet**-America’s largest one-day food drive is today! Help your [#lettercarrier](https://twitter.com/hashtag/lettercarrier?src=hash) [#StampOutHunger](https://twitter.com/hashtag/StampOutHunger?src=hash): [https://www.nalc.org/food](https://t.co/UPU09iDjrm)

**Cause Marketing and Third Party Example**

We're excited for our partnership with [MINI of Fairfield County](https://www.facebook.com/MINIofFairfieldCounty/)! Join us for the  Invitational from 4/15-4/24. For every test drive, MINI of Fairfield County will donate $20 to Connecticut Food Bank through Feeding America! And if you buy a new, in-stock MINI after the test drive you'll get $1,000 off!

Don't forget to stop on down for the [Lys Guillorn and The Mercy Choir Present Wobbling Roof Revue: WEEK 2](https://www.facebook.com/events/182580915430846/?ref=3&ref_newsfeed_story_type=regular&action_history=null&source=3&source_newsfeed_story_type=regular) tonight at [Never Ending Books](https://www.facebook.com/pages/Never-Ending-Books/109069345821987) in . All proceeds benefit [Connecticut Food Bank](https://www.facebook.com/CTFoodBank/).‬