



# Embrace Early Diaper Drive

## Help Make A Difference.

January 15 - March 1, 2019

Sheltering Arms

### Social Media Tips

#### Facebook

- **Create a Facebook event and invite your followers.** This is a great way to keep track of interest and to post updates on your collection status. Be sure to tag and share the event with Sheltering Arms (/SAatl) as well!
- **Share your story.** Create posts with all the diaper drive details or even record a Facebook Live.
- **Thank donors.** Give them a shout out and tag them in your posts.
- **Upload plenty of photos.** Be sure to use the hashtag **#EmbraceEarlyDrive** in your posts.

#### Instagram

- **Share photos** of your diaper drive flyer, donations, EVERYTHING!
- **Utilize the location tagging tool** to share your collection site.
- **Tag Sheltering Arms** (@Sheltering\_Arms) and anyone else you want involved.
- **Remember to hashtag** **#EmbraceEarlyDrive** and any other relevant hashtags that may draw interest to your posts.

#### Twitter

- **Tweet** before, during and after your fundraiser. Let your supporters know how close you are to your goal and share the results.
- **Share a link** to your Facebook event or fundraising page where followers can learn more about your diaper drive.
- **Remember to include the hashtag** **#EmbraceEarlyDrive** and any other relevant tags in your tweets.

### Social Media Sample Messages

- *Join [organization name] in supporting @Sheltering\_Arms by supporting our diaper drive! Every baby deserves clean diapers.*
- *Did you know 1 in 3 families struggles with diaper need? Please donate to [company's] diaper drive to help change that.*
- *Babies require up to 12 diapers a day, which can exceed \$100 a month – a cost many families cannot afford.*
- *We believe all babies deserve clean diapers. Please consider giving today. (add time and location details)*

#### HELPFUL HINT:

Encourage your followers to **share your posts** to reach an even bigger audience!