

SOCIAL MEDIA GUIDE



Facebook

- Create an event listing on Facebook and invite your friends, family and fans to attend.
- By leaving the event open, it encourages your attendees to invite their friends and family too.
- For larger or yearly events, consider creating a dedicated Facebook group, where your members can receive updates throughout the year.
 - Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.
- Be sure to tag @SoldiersFoundation in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Share your event on the Soldiers' Foundation Facebook page. Your event will appear in the "Visitor Posts" section of our page for people to see (and we can also like and engage with the post).



Instagram

- Visit the Instagram Help Center to learn how to sign up for your free account.
- You can share all your post-event photos on this photo sharing and organizing website
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web..



You Tube

- As the largest video-sharing site in the world, YouTube allows you to view, share and interact with originally-produced content. Be sure to visit the Soldiers' Foundation YouTube channel.
- Get a free YouTube account when you join gmail.
- Be sure to tag your videos with relevant keywords such as "Soldiers, Soldiers Foundation, Soldiers Hospital Event".