

#BerkeleyReliefFund Social Media Strategy

This guide is for Berkeley Relief Fund partners to use when promoting the fund on social media. The single most important goal of this outreach is motivating individuals to donate. The following steps are suggestions and it is not critical that they are strictly followed. Feel free to contact info@berkeleyrelieffund.org with any questions or comments.

Facebook posts:

1. Pick a video from the [BRF YouTube channel](#) that you want to feature.
2. In a separate tab go to Facebook and create a new post on your organization or personal page.
3. Text suggestions for post: (picture 1)
 - a. Start with a short and powerful message to make the post stand out and personalize the issue. Try a direct quote from the video (eg. *"my 13 employees are out of work"*), or a distinguishing characteristic (eg. *X has been serving Berkeley for XX years and may be forced to close!*)
 - b. If possible, tag the business in the text. (type @[insert name] and select from the options when they appear)
 - c. Always end with the donation ask: Donate today to the #BerkeleyReliefFund at www.berkeleyrelieffund.org
4. Lastly, copy the URL for the YouTube video and paste the video URL in the post. The preview below it will change and then you can delete the YouTube URL. (Pictures 2&3)

1

2

3

