

Social Media Guide

General Guidelines

1. **Keep it Personal**

The people who friend/follow you do so because they are interested in **you**. You are the brand! We encourage to make these as personal as possible to be as effective as possible. Followers will be interested in **your interest in the program**. So talk about the impact StreetWise has had on you, why you support StreetWise, etc. And please, use these “templates” as guidelines: People can smell a canned post from a mile away!

2. **Use Pictures**

Every social media guide will tell you that pictures stand out more than a block of text, so always include a picture. Even better, to tie this back into the first tip, **include a picture of you at program**: selfie of you and your mentee, or you and your officer group--whatever!

3. **Keep it Short**

Time is money people! Keep it **short, sweet, and simple**. Just like in high school, make sure your first sentence grabs your audience’s attention so it hooks them... [Read more] (Before that happens!)

4. **Use Hashtags**

#BuildingTomorrowTogether #StreetWise #StreetWisePartners are all hashtags we suggest using. In general, on Facebook, LinkedIn, and Twitter, limit it to 1 or 2 hashtags, anymore will look spammy. On Instagram we recommend 7-10 (and as the influencers do, you can separate the hashtags from the caption by hitting enter and putting a few periods

.
. .
.

#likeso)

Social Media Post Ideas

Suggested Media: Instagram, Facebook, & LinkedIn

Facebook/LinkedIn Post

[With a selfie of you and your mentee]

These past X weeks I’ve had the pleasure of getting to know and work with [Mentee Name]. We met through StreetWise Partners, a non-profit I’ve been volunteering with that pairs mentees like [mentee name] with volunteers who work together to develop soft skills like interviewing and networking so they can get jobs that they already have the hard skills for. Right now I’m trying to raise \$500 for them so that more mentees can get this incredibly important training! If you could pitch in any amount, I’d really appreciate it, and I’m sure everyone at StreetWise would too!

Instagram Posts

NOTE: Keep in mind that you'll want to update your instagram profile to contain the link to your fundraising page as your website. Links in captions won't work!

Template 1:

[Include a stock photo or a photo of yourself from program]

During everything that's happened this last year, I've been volunteering online with StreetWise Partners, an org dedicated to providing skills and resources to un/underemployed individuals. It's been incredible! I'm raising money for StreetWise, and I hope you can help me out at the link in my bio.

.
. .

#BuildingTomorrowTogether #StreetWisePartners #streetwise #mentorship #fundraising
#volunteer #opportunity #success

Template 2:

Looking to give this [Holiday Season/Giving Tuesday] but don't know where?

Consider donating to StreetWise, an org that is near and dear to me. Support them in their mission to provide skills, resources, and access to networks to individuals who are un/underemployed by going to the link in my bio.

.
. .

#BuildingTomorrowTogether #StreetWisePartners #streetwise #mentorship #fundraising
#volunteer #opportunity #success

Twitter Posts

Template 1:

Looking to give this [Holiday Season/Giving Tuesday] but don't know where?

Consider donating to StreetWise, an org that is near and dear to me. Support them in their mission to provide skills, resources, and access to networks to individuals who are un/underemployed. [Include link]

Template 2:

During everything that's happened this last year, I've been volunteering online with StreetWise Partners, an org dedicated to providing skills and resources to un/underemployed individuals. It's been incredible! I'm raising money for StreetWise, and I hope you can help me out: [link]

Template 3 (thread)

Tweet 1: I'm excited to share that this year I've decided to support StreetWise Partners' online annual appeal, #BuildingTomorrowTogether. I've committed to raising \$500 towards their life-changing professional development and career mentoring program.

Tweet 2: I've been involved with StreetWise for X years, and I know firsthand what amazing work they do. I hope you will support me in raising much-needed funds for their life-changing program! [Include Link]

Tweet 3 - ?: Include photos or screenshots of you in action! Or share some of the incredible mentees you've gotten to work with

Our Social Media Handles:

Facebook: @StreetWisePartners

Instagram: @StreetWisePartners

LinkedIn: StreetWise Partners

Twitter: @SWPmentor