

# 5 TIPS

## FOR USING YOUR SOCIAL NETWORKS FOR SOCIAL GOOD

- 1. MAKE IT PERSONAL.** Share your passions, connect with people dedicated to the same causes and inspire others to join you.
- 2. KEEP IT SIMPLE.** Pick one day each week to share information about your cause.
- 3. POSITIVITY WINS.** There's a reason why Facebook only has a "like" button. Uplift and empower your followers, and show respect for others' opinions.
- 4. CONTENT IS KING.** Think like a journalist. Use images, interesting quotes and stories to make the most impact.
- 5. IT'S A TWO-WAY STREET.** Tweet others as you'd like to be tweeted. Tag and interact with friends, bloggers and even public figures connected to your cause.

# START A CONVERSATION THAT MATTERS.

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