



STUDENTS IN ACTION
2023-2024 SOCIAL MEDIA GUIDE



Hello and Welcome!

My name is Killian Nelson and I serve as Manager, Digital Community here at Multiplying Good.

We are so thrilled to have you as a part of the Multiplying Good community, and can't wait to see what you do with your power of service to others over the course of the year!

We've provided some information here about engaging on social media as part of the Multiplying Good brand, to aid you in sharing your stories of service and allowing people to follow along on your journey with you via social media.

If you ever have any questions, you can always reach out to me via email at knelson@multiplyinggood.org 😊

HOW TO CONNECT WITH US

Let us know you're on social media by liking, following, or subscribing to our national accounts on our various digital platforms.

Tag us in your posts & stories so we can engage with or re-share them!



CHANNEL: MULTIPLYING GOOD



FACEBOOK.COM/MULTIPLYINGGOOD



@MULTIPLYINGGOOD



@MULTIPLYINGGOOD



LINKEDIN.COM/COMPANY/MULTIPLYINGGOOD



@MULTIPLYINGGOOD

OUR LEADERSHIP COMMUNITIES

Multiplying Good delivers impact nationwide. We're located in communities across the country, creating an impact wherever it's needed.

You can connect with all the good happening locally by following your local leadership community on Instagram!



@BAYAREA4GOOD

@CHICAGO4GOOD

@DELAWARE4GOOD

@INDIANA4GOOD

@LOSANGELES4GOOD

@PITTSBURGH4GOOD

@MINNESOTA4GOOD

@NEWJERSEY4GOOD

@NEWYORK4GOOD

@MASSACHUSETTS4GOOD

@SOUTHCAROLINA4GOOD

OUR BRAND BASICS

So how do you let people know you're part of the Multiplying Good community?

- Identify yourself as a Multiplying Good Students In Action team in your bio on Instagram.
- Stick to the style guide and use the fonts, logos and colors specified.
- Use hashtags on your posts like: #SIA4Good, #StudentsInAction, #MultiplyingGood, #Youth4Good

By creating and using cohesive branding on both our social media and in person, we all look like a team together!



TIPS & TRICKS

Here are some additional tips & tricks to successfully utilize your social media accounts:

- Create a "Call-to-Action" in each post you make. Some CTA's could be:
 - We're having an event soon, come join us!
 - We're collecting donations for a clothing drive, support us and donate your old clothes!
 - Want to help support our Students In Action team? Donate today!
- Add direct links for people to follow in your posts, as well as something like linktr.ee in your bio for people to easily access what you want them to.
- Follow other people with similar areas of care, comment on their posts, or message them to help gain more traction for your social media accounts.
- In addition to using hashtags on your post for Multiplying Good's branding, use hashtags relevant to your cause or post for more discoverability.
- Tag accounts that are relevant to what you're posting about. For example:
 - If you are working on a project around hunger, tag organizations like No Kid Hungry, or other local people & organizations you may be working with.