

TIPS TO BEST LEVERAGE + MAXIMIZE SOCIAL MEDIA CONTENT FROM AMERICA SAVES

Below we share some best practices to help you streamline and maximize the content America Saves shares in both our Partner Resource Packets and on our social channels.

Partner Resource Packets are digital toolkits created by America Saves that have ready-to-share content, resources, and tools that, in most cases, can be shared with your audience. To make the most out of the done-for-you social media content in the partner packets, consider the following:

- Review Partner Resource Packets for content that is most relevant to your audience.
- The social media content in our Partner Resource Packets is "ready-to-share," however you know your audience and community best! Update captions and images, if needed, to better suit your audience without fundamentally changing the underlying message of the posts.
- Though we create them several times a year, our Partner Resource Packets don't "expire." Feel free to reach back to older resource packets that may have content relevant to your audience.
- When sharing blog posts, pull out attention-grabbing quotes that will quickly capture your audience's attention, then give a call-to-action to encourage them to read more.
- When creating captions for any posts, don't just tell them WHAT to do, but WHY they should do it! For example, rather than simply encouraging them to take the Pledge, share WHY they should take the Pledge and the benefits of being a part of your Saver community.
- Follow platform "trends." Examples:
 - a. Share content in Instagram and Facebook Stories when possible to reach a broader audience.
 - b. Upload videos to Facebook natively, where possible, instead of sharing a link to another platform like YouTube or Vimeo.
 - c. Use hashtag trends based on the platform: Facebook only uses hashtags from a brand perspective or to emphasize a point; Twitter, Instagram, and LinkedIn use hashtags as a search function.

TO SEE OUR MOST RECENT PARTNER PACKETS VISIT:

bitly.com/aspartnerpackets

SHARING CONTENT FROM THE AMERICA SAVES SOCIAL CHANNELS

America Saves Partners and Local Campaigns are encouraged and welcome to share any content we create for our social platforms with your community. To maximize the efforts of mutual interaction, America Saves encourages you to:

- Whitelist or turn on notifications on our social platforms so that you receive notifications when we post content.
- Interact with the content you share by giving a "like" or "reaction" and leaving a meaningful comment. This boosts engagement and reach for both brands.
- When sharing a post on America Saves timeline, choose the option to "share original content," ensuring that your audience can see the original post in its entirety.
- Add your own caption to shared posts that give your community context on why the post is relevant to them.
- In that caption, ask a simple question that will inspire easy interaction or a specific call to action.
- Refrain from adding a link to an external platform (such as a YouTube link, website link, etc.), especially if that link is already included in the original post.
- Tag @AmericaSaves so that we can easily reciprocate your interactions and shares.
- Use appropriate hashtags, such as #AmericaSaves.

Our Partners and Local Campaigns are always welcome to use and share our social media content. In the instances where our content is fundamentally adapted (edited images, fundamental changes to our captions/copy/message), we ask that you remove America Saves logos or request approval from our communications staff.

Questions or Comments? Reach out to save@americasaves.org.

TO SEE OUR MOST RECENT PARTNER PACKETS VISIT:

bitly.com/aspartnerpackets