

SERVE WASHINGTON

COMMUNICATIONS TOOLKIT

Social Media, Strategic Planning, & Branding

AMERICORPS WASHINGTON STATE COMMUNICATIONS TOOLKIT

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Serve Washington
Changing Communities. Changing Lives.

SERVEWASHINGTON.WA.GOV

COMMUNICATIONS TOOLKIT CONTENT

- Social Media
 - Connectivity on platforms
 - Strategic Planning
 - Branding
- Voice
- Pictures and graphics



Social Media

Spending time to use social media to your advantage will yield high returns for your organization. All platforms of social media (Facebook, Twitter, Instagram, Snapchat, and others) can help you share information about your organization and build a stronger brand.



MAIN SOCIAL MEDIA PLATFORMS

WHAT IS YOUR TARGET AUDIENCE?
HOW TO REACH IT?
WHICH S.M. TO USE?

Facebook, Instagram, Twitter, Snapchat, & LinkedIn

- Americans ages 18 to 24 are substantially more likely to use platforms such as Snapchat, Instagram and Twitter even when compared with those in their mid - to late -20s.
- Change your Instagram account from a personal profile to a business profile. It will need to be connected to a Facebook page under the same brand.
- All three products (Twitter, Instagram Business, and Facebook) provide you with insights – details into how well your message was received.
- Make sure you add links as they are, or through bit.ly (created through Twitter). Bit.ly is a link management platform used primarily by Twitter to shorten a link to a website so that you can stay within the 140 characters limit per tweet easier.

What is your target audience?



Facebook usage among key demographics

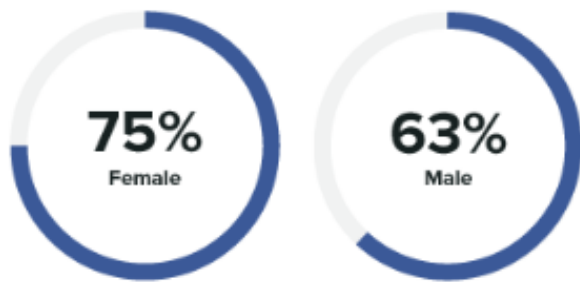


Instagram usage among key demographics



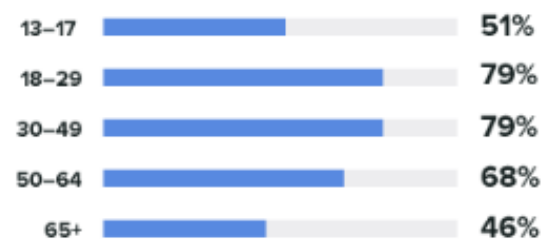
Twitter usage among key demographics

Gender

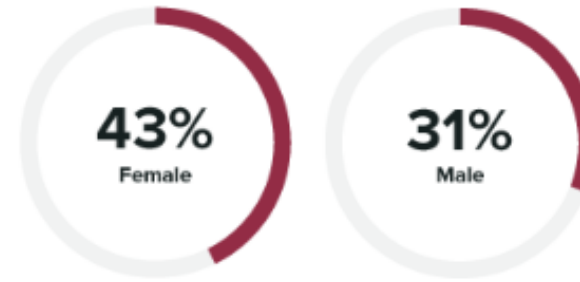


This study doesn't currently include data on non-binary people.

Age

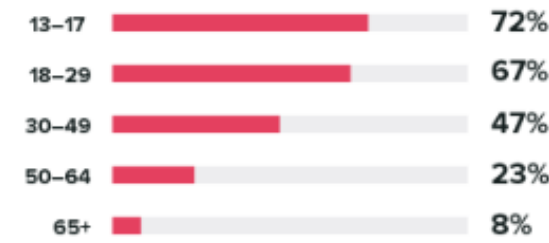


Gender

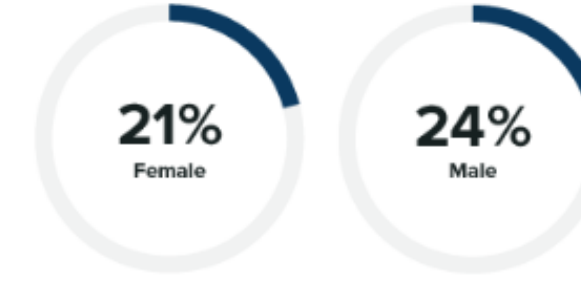


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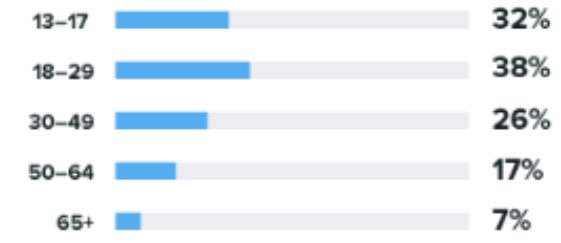


Gender

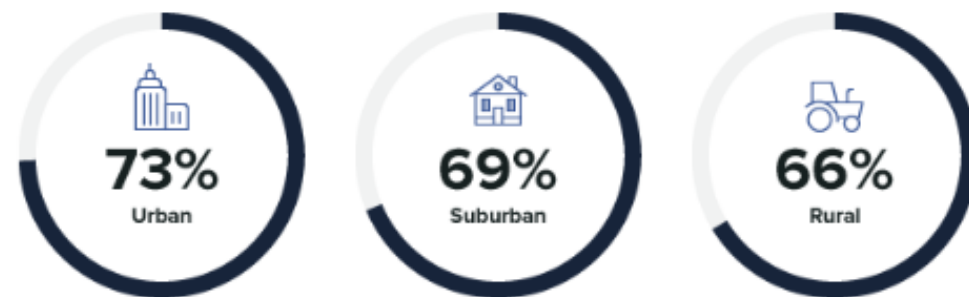


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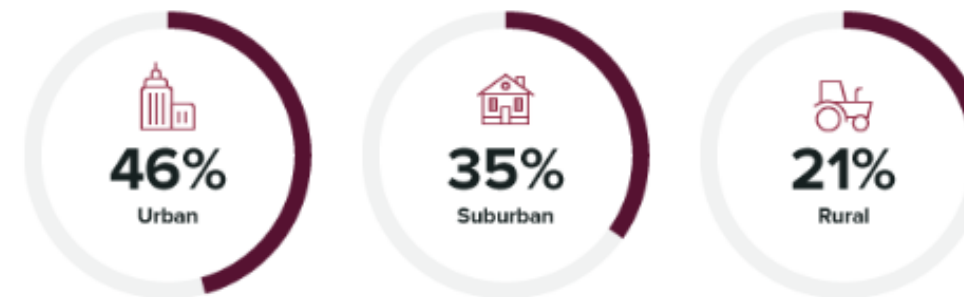
Age



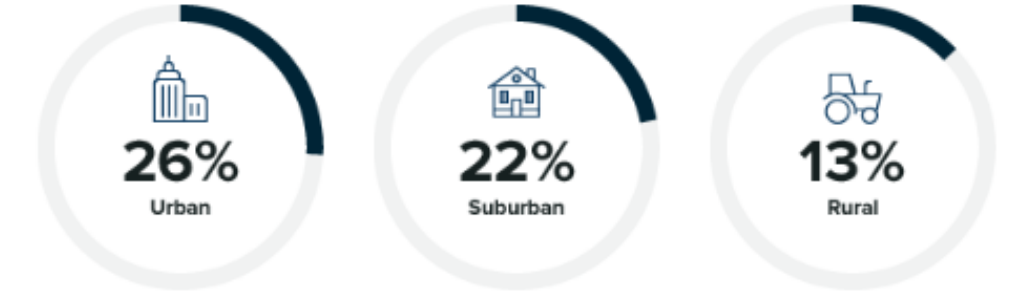
Location



Location



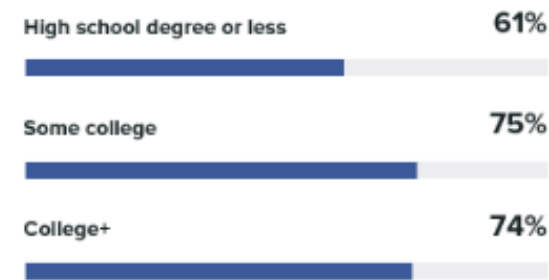
Location



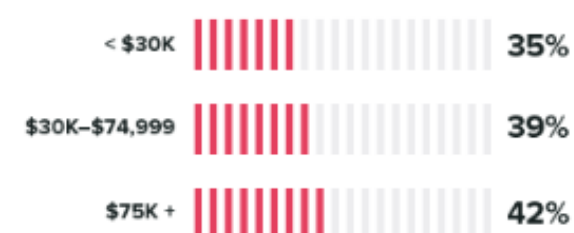
Income



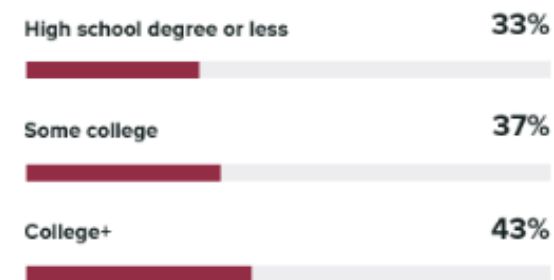
Education



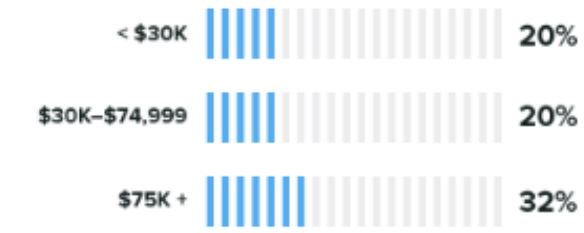
Income



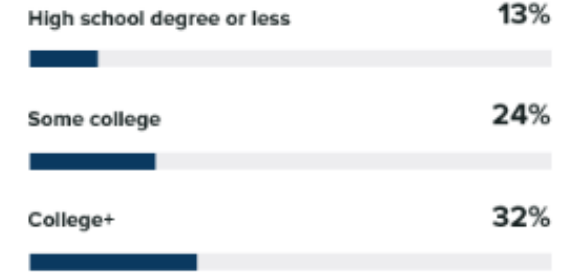
Education



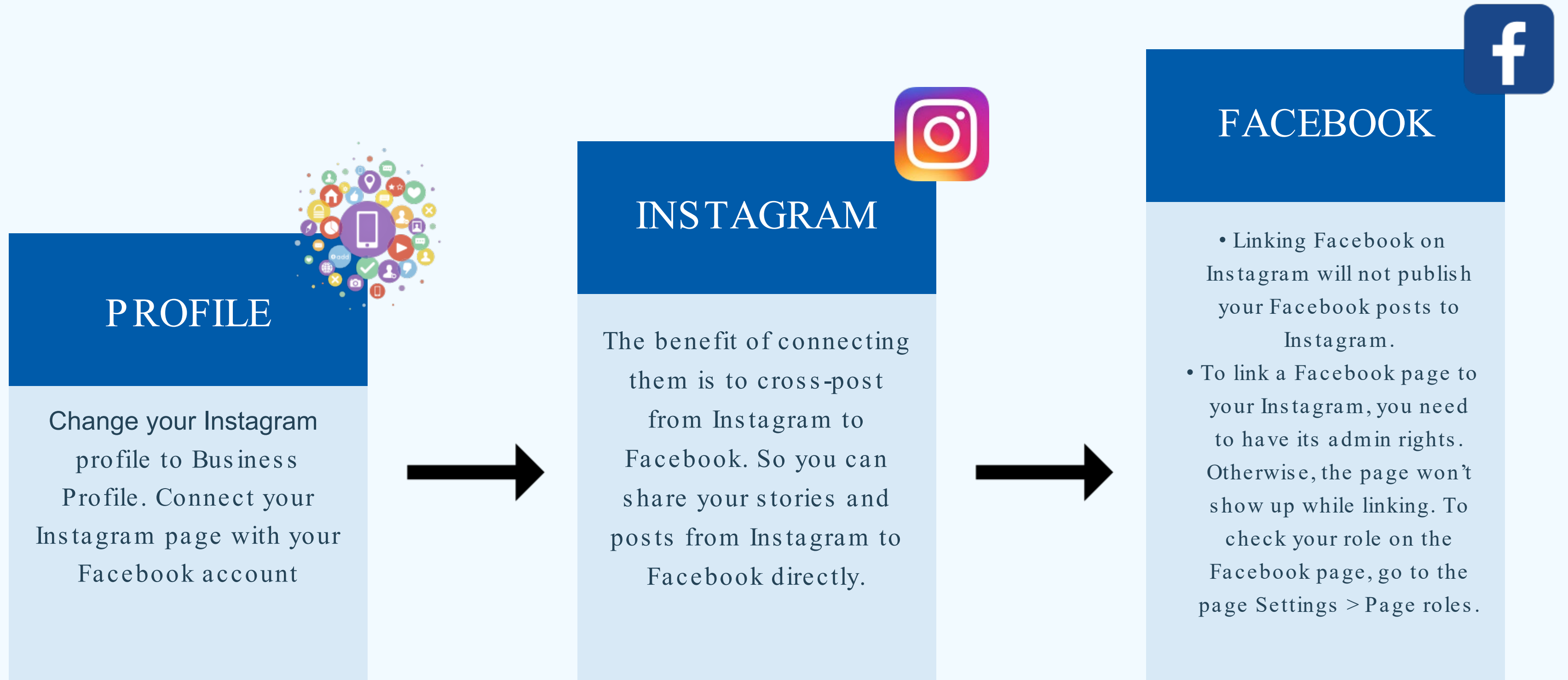
Income



Education



Connectivity on platforms





ACCOUNTS & HASHTAGS

Remember to tag us (@ServeWA; #ServeWA) so we can help you spread the word about your programs and incredible members.

Make sure to research before using an unknown hashtag in your official social media.

ACCOUNTS:

- @ServeWA (Serve Washington)
- @NationalService (Corporation for National & Community Service)
- @AmeriCorps
- @AmeriCorpsAlums

HASHTAGS:

- #ServeWA #IServeWA #WeServeWA
- #GetThingsDone #NationalService #AmeriCorps
- #AmeriCorpsAlums #MadeInAmericorps



Serve Washington @ServeWA · Jan 28

Check out how @AmeriCorps is supporting food distribution in Chelan and Douglas counties. Way to #GetThingsDone to #ServeWA



NCWLIFE Magazine: Behind the Scenes at the Food ...
Join producer Kaitlin Hetterscheidt for a look behind the scenes at the Chelan-Douglas Community Action...
ncwlife.com



Serve Washington @ServeWA · Nov 6, 2019

Apply today to host an AmeriCorps member with the Washington Reading Corps. A great way to #ServeWA and #GetThingsDone!
ow.ly/G2IQ50wZAmr



Serve Washington

January 22 at 9:31 AM · 🌐

Another example of how Washingtonians showed up to #GetThingsDone to #ServeWA on #MLKDay!



EarthCorps

January 21 at 12:22 PM · 🌐

Thank you again to our wonderful 120+ volunteers, staff, and corps members who gathered yesterday on MLK Day of Service to plant trees in Bellevue and South Sea...

[See More](#)



BELLEVUEREPORTER.COM

Planting away on MLK Day of Service | Bellevue Reporter

From top to bottom:

156
People Reached

18
Engagements

Boost Unavailable

13

GRAPHICS AND PICTURES

"A PICTURE WORTH 1,000 WORDS"

- Consider using photos of AmeriCorps members in action, having fun, and celebrating.
- Add Logos to the pictures and graphics.
- You can create graphics through sites like Canva.com (free). Creating your own graphics allows for you to share specific information about your programs

Programs are responsible to ensure all photos sent to Serve Washington and used in all marketing materials have the proper photo releases and permissions.

PICTURES

Diversity

Candid pictures

Staged pictures

High quality





Depiction of your program
Where are you located?
Your logos in clothing items
Use of AmeriCorps logo



GRAPHICS

www.canva.com



Canva is a tool that makes it possible to design anything and publish anywhere. With its user-friendly drag and drop tool and thousands of customizable templates, over 400 million designs

SAVE THE DATE!

AMERICORPS SWEARING-IN CEREMONY

Celebrate the 25th anniversary of AmeriCorps and the beginning of your service journey!

October 25, 2019
9 AM - 3 PM
Fisher Pavilion
Seattle Center

- Networking
- Swearing-in ceremony
- Facilitated discussion with alumni
- Training
- Outdoor service project

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Changing Communities. Changing Lives.

RSVP required. For more information reach out to your program director.

WASHINGTON STATE 2020

THE SEAL OF THE STATE OF WASHINGTON
1889

Governor's Volunteer Service Awards

Help us honor a volunteer you know with Washington's most prestigious volunteer service award.

Nominate...

- ~ an outstanding volunteer - someone who devotes incredible energy to making your community and our state a better place to live.
- ~ a national service member whose volunteer service goes above and beyond the requirements of the designated program.
- ~ a well-run volunteer program at an organization, business or corporation.

Submit online today!
Visit servewashington.wa.gov

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SERVE OUR STATE CAMPAIGN

SHARE YOUR SERVICE STORY!

WHY DO YOU SERVE? WHO DO YOU SERVE WITH?
WHAT DO YOU DO?

TELL US ABOUT YOUR SERVICE EXPERIENCE AND WHY EVERYONE SHOULD JOIN YOUR PROGRAM.

USE ANY OF THESE HASHTAGS AS THEY BEST FIT YOUR STORY AND REMEMBER TO TAG @SERVEWA

#SERVEWA #ISERVEWA #WESERVEWA

@SERVEWA

SERVEWASHINGTON.WA.GOV

Source: about.canva.com

MADE IN Canva

SERVE WASHINGTON



Planning Strategy

We're all busy and when we're busy without a plan in place for the tasks we have to get done, things inevitably slip through the cracks. Social media content is no exception.

PLAN AHEAD

SUCCESSFUL SOCIAL MEDIA STRATEGY REQUIRES PUBLISHING AND ENGAGING WITH FOLLOWERS TO SEE POSITIVE RESULTS.

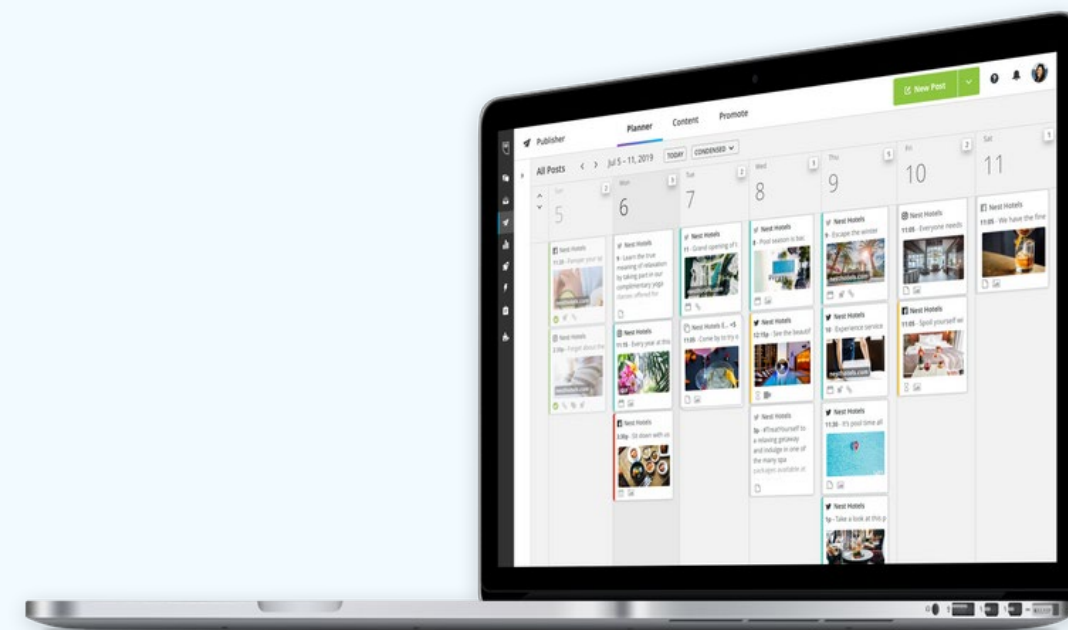
IN-HOUSE

Calendars help you get organized to avoid the dreaded scramble when things come up. With a social media calendar

Social Media Calendar (Sample) Serve Washington						This is a sample for you to tailor! Make sure to adjust times and dates to best fit your needs.	
Week 1	Day	Time	Content	Picture	Link	Tip!	
Facebook	Oct 28th	9:00 AM	Need help building experiences for your resume? Look no further than gaining real-world experience through a service year. Guess what? We are looking for YOU to join our team! #ServeWA	Picture Code *Example* (X1) (Ocean 2)	https://serviceyear.org/serve/washington/	When saving your pictures give them a code. Create your own code that will help you identify them easily in your archives or drives.	Always tag @serveWA or use #ServeWA #WeServeWA #ServeWA
		12:00 PM	Happy Monday! Even in the rain our members serve our communities. #WeServeWA	(Member serving in the rain)		You can post the same content across your social media platforms but keep in mind that the sizing for pictures may need to be adjusted depending on the platform. Also Twitter has a limit in characters. Tailor each post on the needs of the social media account.	The only post size that fits across all social media platforms is 4 x 4.
Instagram	Oct 28th	9:00 AM	Need help building experiences for your resume? Look no further than gaining real-world experience through a service year. Guess what? We are looking for YOU to join our team! #ServeWA	Picture Code *Example* (X1) (Ocean 2)	https://serviceyear.org/serve/washington/	Even though it is not necessary to post more than once per day neither to post every day, make sure to have a constant flow of content in your social media.	Our suggestion is posting at least three (3) times per week on different days.
		12:00 PM	Happy Monday! Even in the rain our members serve our communities. #WeServeWA	(Member serving in the rain)		Save stories and pictures for the future! If you have posted too much about an event or a member, save that content and use it in the future as #TB (throwback) or just a normal post.	You don't have to use all your content right away! Collect as much content as you can and save it for the future.
Twitter	Oct 28th	9:00 AM	Need help building experiences for your resume? Look no further than gaining real-world experience through a service year. Guess what? We are looking for YOU to join our team! #ServeWA	Picture Code *Example* (X1) (Ocean 2)	https://serviceyear.org/serve/washington/	Engage with your follower! Reply to comments, re-post your member posts, like pictures, etc.	Create a culture of engagement with your followers; engagement will help you expand your network
		12:00 PM	Happy Monday! Even in the rain our members serve our communities. #WeServeWA	(Member serving in the rain)		Be organized with the location and order of your content. Find an organization style that works best for your team.	
Facebook	Oct 31st	10:00 AM	Need help building experiences for your resume? Look no further than gaining real-world experience through a service year. Guess what? We are looking for YOU to join our team! #ServeWA	Picture Code *Example* (X1) (Ocean 2)	https://serviceyear.org/serve/washington/		
		3:00 PM	Happy Monday! Even in the rain our members serve our communities. #WeServeWA	(Member serving in the rain)			

THIRD-PARTY

You can easily find free management tools (like Hootsuite for example) where you can consider what you would like to share on social media, and then schedule it in advance.





Branding

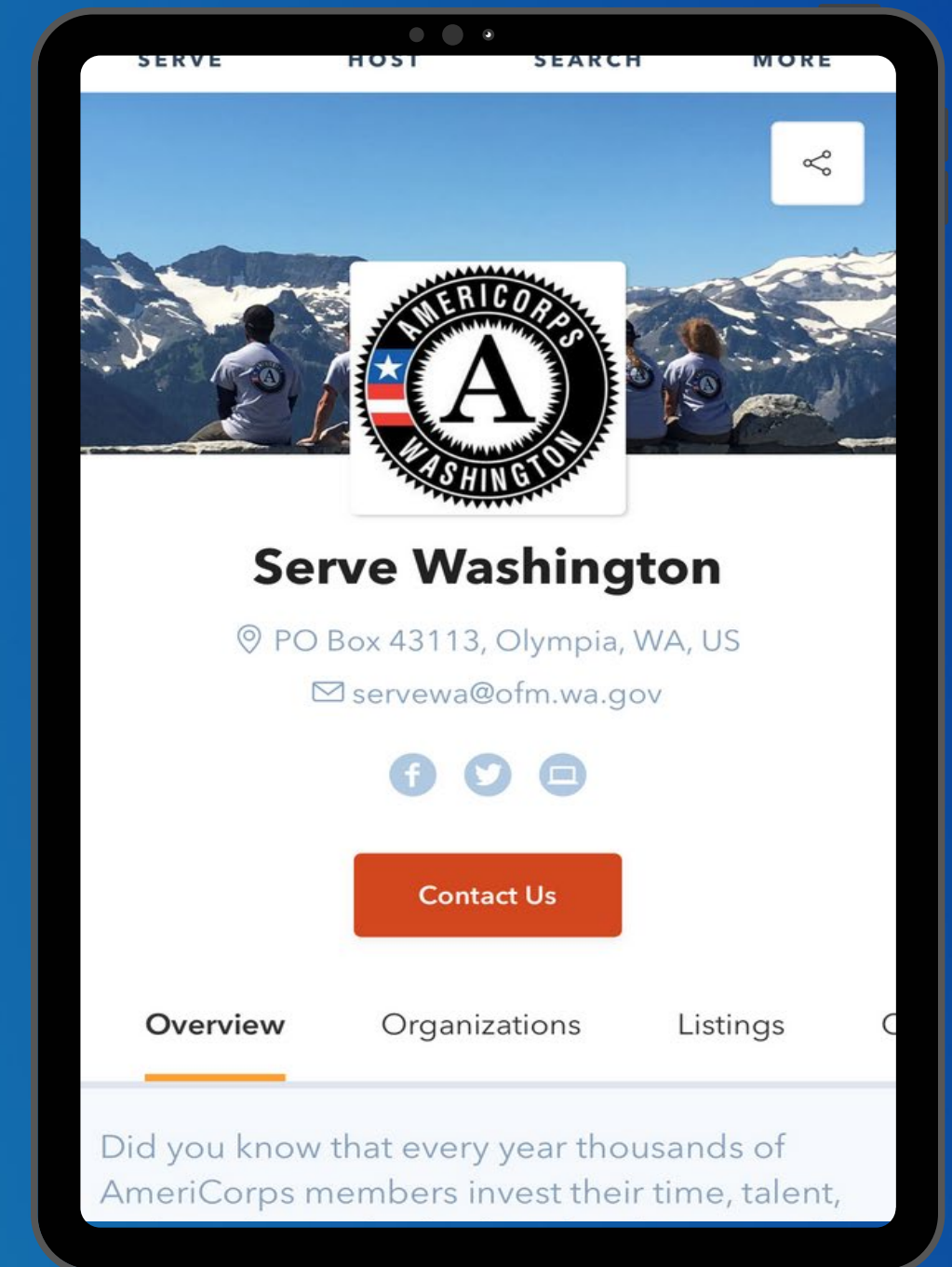
It's incredibly important in today's world of marketing to have a strong brand.

WHAT IS YOUR BRAND?

- How does your brand relate to your target audience?
- Will they understand your message right away without too much ‘thought’?
- Are you communicating who you are, what you do?
- Are you sharing why your story/event/service opportunity is unique?
- Are you being consistent?

Be true to your brand and design templates, brand standards, taglines and ‘voice’ for your brand – use with everything you do (even email signatures!). Integrate!

The foundation of your brand is your logo, and your logo helps communicate your brand. It’s critical that you have your own branding guidelines and are considerate of the guidelines of others as well.



CO-BRANDING

It is important to consider your own branding guidelines and develop co-branding principles before you start creating imagery or randomly placing another logo with your own. You also need to know the branding guidelines of the other you are wanting to co-brand with, as you need to be approaching this relationship with the best interests of both parties in mind.

ACKNOWLEDGING

SERVE WASHINGTON AND CNCS

Per the Special Terms & Conditions, programs must acknowledge AmeriCorps in all communication, marketing and media materials, including, but not limited to, publications, press releases, newsletters, emails, websites, and brochures. Continue to use “CNCS” when referencing the Corporation for National and Community Service. Websites must post the program logo (AC, VGF, etc.) and we suggest use the Serve Washington logos.



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See you on Social Media



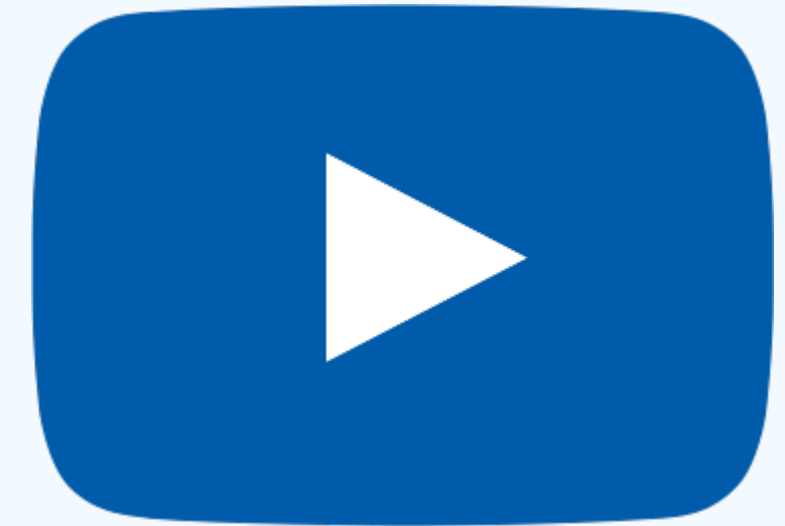
FACEBOOK

@SERVEWASHINGTON



TWITTER

@SERVEWA



YOUTUBE

@WCNCS

#SERVEWA

#ISERVEWA

#WESERVEWA