



Take Action

Follow us @UNICEFClubs on Facebook, Instagram, YouTube and Twitter, and visit us at unicefclubs.org.

Publicity and Social Media Guide

Community Oriented

Create

Create club accounts for your school on a variety of social networks. **This is not required, but highly encouraged.**

Administrative Rights

- Give administrative rights to your executive board and advisor so that you can all share and make edits if necessary.
- Send volunteer@unicefusa.org the links to your pages so that we can follow you and include your links on your club registration form!

Social Media Tips

Whether you use social media to stay up-to-date with current events or to share your passion to put children first with others, social media can help extend UNICEF USA's online footprint. Here are some tips for how you can use social media for your club!

Instagram

- Dynamic visuals always work best on Instagram. Prioritize photos with action, movement and emotion.
- Stories offer a fun, fleeting alternative, but they also require a different creative approach. Use portrait orientation when taking photos and think about how to use text to tell the story.



- Instagram culture is all about hashtags, so feel free to include any you feel are relevant.
- Share your photos with us by tagging @UNICEFClubs or DM us your favorite posts.

Facebook

- Take advantage of videos on Facebook, but try to keep your videos short and sweet since more than half of all video views are 30 seconds or less
- Because of Facebook's algorithms, not all the content you post is seen by your friends, so don't be afraid to post a couple of times.
- One of Facebook's greatest strengths is as an organizing tool. Event listings and Groups are great for starting conversations.

Twitter

- Tweets tend to stick out and get more attention when they include a photo. When possible, aim for vibrant interaction versus standing group shots.
- Twitter can be a great place to engage with your government officials to either bring a certain issue to their attention or thank them for specific actions or policies.

Visit our [Social Media Press Kit](#). UNICEF USA will post its latest social media messaging and imagery here with sample posts!

Promote

Use our hashtags:

[#ChildrenFirst](#) [#UNICEFClubs](#) [#ForEveryChild](#)
[#WhyUNICEF](#)

Be Featured

Submit your photos and an event blurb via email to get the chance to be featured on our social media outlets and newsletter.

Speak Up! Speak Out!

Best Practices

- Build a listserv or create a group chat so you can email or text all of your club members and interested people.
- Send out recruitment emails to discussion groups, blogs, your school's social media, and other listservs.
- Advertise via the campus radio or TV station, campus bus service and school newspaper.

- Hop on a campus bus and make an announcement; take advantage of the captive audience!
- Hold a dorm storm or classroom takeover to get new people interested.
- Use the Student Affairs calendar and club recruitment fairs.
- Plug a story about UNICEF to your student newspaper, local newspaper and campus newsletters.

Uphold Our Values

- Remember to uphold our impartiality policy. Check our [Policies and Best Practices](#) resource.
- Use the Brand Book to uphold the standards of our Brand Specifications for any flyer, T-shirt, partnership, etc. This can be found under [Leader Resources](#).
- Get your event/fundraiser approved:
unicefusa.org/usfmaps
- Get your materials approved.
Email: volunteer@unicefusa.org



UNICEF Club members
from George Mason
University at our 2018
Annual Student Summit.

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