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Social Media Toolkit Writing Sample

Subject: Social media toolkit for non-profit partners of XYZ Company

Below are communications resources that can be used in support of XYZ Company, including suggested digital and social media resources. Please remember to use our hashtag **#XYZCompany** in all your posts.

Where to Follow Us

- **XYZCompany is on Twitter** sharing content related to our commitment to economic mobility and helping local non-profits:
<https://www.twitter.com/xyzcompany>
- **XYZ Company is on LinkedIn** at
<https://www.linkedin.com/company/xyzcompany/>
- **XYZ Company is on Facebook** at <https://www.facebook.com/xyzcompany>
- **XYZ Company is on Instagram** at [@xyzcompany](#)

Best Practices For Posting

- Please tag us in your content so we can amplify.
- Posts with visuals typically perform better than those without. We encourage you to take photos at site visits, panels and grant announcement events, especially if XYZ Company employees are present. Photos taken with smart phones or with digital cameras are best quality.



Sample tweets

- **Non-profit A** - We're excited to share we've been named one of @XYZCompany's #nonprofit grant award winners here in #Seattle! The funding and #leadership training through this award will help us to advance economic mobility and create stable employment opportunities
- **Non-profit B** - We're excited to share we've been named one of @XYZCompany's #nonprofit grant award winners here in #Seattle! The funding and leadership training through this award will help us build a vibrant neighborhood & promote #economicmobility



Sample Facebook posts

- **Non-profit A** - We're telling all our friends – we've been named one of @XYZCompany's #nonprofit grant award winners! It's a great program which includes a grant and leadership training for our executives – can't wait to see how this will help us expand our work to help create stable employment opportunities and economic mobility.

- **Non-profit B** - We're telling all our friends – we've been named one of @XYZCompany's #nonprofit grant award winners! It's a great program which includes a grant and leadership training for our executives – we can't wait to see how this will help us to continue building and expanding a vibrant, economically diverse community in Seattle.



Sample LinkedIn posts

- **Non-profit A** - We're thrilled to share that we are one of @XYZCompany's #nonprofit award winners here in #Seattle. This award is a unique opportunity for funding and leadership training – we can't wait to build on our work to help create stable employment opportunities and economic mobility.
- **Non-profit B** - We're thrilled to share that we are one of @XYZCompany's #nonprofit award winners here in #Seattle. This award is a unique opportunity for funding and leadership training – we can't wait to build on our work to promote a vibrant community and support opportunities to advance social and economic progress.