



2011
MAKE A WORLD OF DIFFERENCE

GIVE TODAY AT WWW.CFCOVERSEAS.ORG

2011 CFC-O Social Media/Advertising Guidelines

This document is designed to help you get the word out about the CFC-O using social media (Facebook, Twitter, Blogs, websites) and advertising (local newspapers, AFN television and radio). The calendar below offers suggestions regarding what you can do during various points during the campaign. Additional helpful tools are included in our Publicity Kit which can be found at: www.cfcoverseas.org/publicity_kit.

CAMPAIGN PERIOD	DATES	SOCIAL MEDIA/ADVERTISING SUGGESTIONS
1 Month before Campaign	September 1 – 30	<ul style="list-style-type: none"> -Submit pre-campaign Press Release to PAO or local newspaper and/or post on installation website -Provide PSA Talking Points and scripts to leadership -Vote on your favorite CFC-O/DoDDS PSA on YouTube and encourage other to vote by sharing links on Twitter and Facebook -Publicize kickoff event information on local television and radio stations -Establish a Twitter account and Facebook page for your local campaign -Build campaign thermometer to track campaign progress
Week One	October 3 – 7	<ul style="list-style-type: none"> -Host a kickoff event (don't forget to involve PAO, leadership and the CFC-O office) -Publicize the event via Tweets and Facebook posts -Have local AFN channel begin airing leadership PSA (if filmed) -Post campaign thermometer in prominent location -Ensure campaign posters are posted in Units -Ensure e-Giving posters are posted in computer areas
Weeks Two - Seven	October 10 – November 18	<ul style="list-style-type: none"> -Tweet and post on Facebook at least once a week – see the Publicity Kit for suggested tweets, personal stories and DoDDS art contest winners you can use for inspiration in addition to your campaign updates -Update your weekly progress on the campaign thermometer -Plan and execute fundraisers -Submit mid-campaign press release to PAO or local newspaper and/or post on installation website
Week Eight	November 21 - 25	<ul style="list-style-type: none"> -Submit final push press release to PAO or local newspaper and/or post on installation website to run during the final week of the campaign -Begin Final Push on Twitter and Facebook
Week Nine	November 28 – December 2	<ul style="list-style-type: none"> -Continue Final Push on Twitter, Facebook, websites and blogs -Remind everyone there is still time to “Make a World of Difference” -Remember, completed pledges can still be collected and counted after the official solicitation period ends

Twitter Best Practices

1. **Create a bio and include links** to cfcoverseas.org, your Facebook page or the Combined Federal Campaign-Overseas Facebook page.
2. **Tweet on a regular basis.** Let people know what is going on, what events are happening, how close you are to achieving goals.
3. **Pose questions.** Find out what people think. Get them involved.
4. **Re-tweet.** If someone else tweets something interesting and relevant to the campaign, re-tweet it.
5. **Capitalize on trends.** Trends are a great way to connect people to a cause. Try #WorldofDifference at the end of your tweets to connect to the campaign.
6. **Use the suggested twitter messages** in the Publicity Kit as a starting point.

Facebook Best Practices

1. **Create a bio and include links** to cfcoverseas.org and other relevant campaign sites.
2. **Update your status on a regular basis.** Give people something to see when they visit your page. Let people know what is going on, what events are happening, how close you are to achieving goals.
3. **Ask questions** to spark conversation and activity on your page.
4. **Post** on the Combined Federal Campaign-Overseas Facebook page. This helps link your specific campaign page to the CFC-O page and increase traffic to both pages.
5. **Add a YouTube Tab** to your page. Post videos related to the campaign and then invite people via your status to check them out. The CFC-O also posts to which you can link.
6. **Include pictures** whenever possible. Status updates and posts are always more interesting with photos. Be sure to take lots of shots at all campaign events.
7. **Utilize** the personal stories and DoDDS Elementary School Art Contest winners as interesting posts interspersed with your campaign specific progress and announcement posts.