

Membership Resources

Disaster Responder Program Communications Resources:

Suggested Social Media Posts

**Engage your followers and fans in your partnership.**

**Template Messages to Launch Your Partnership**

* We’ve joined the American Red Cross Disaster Responder Program ensuring the @RedCross has vital resources to prepare for and respond to disasters big and small across the country, anytime and anywhere. Learn more *[LINK TO ANNOUNCEMENT RELEASE]*
* We’re proud to join the @RedCross Disaster Responder Program, helping the Red Cross respond immediately wherever they are needed, day or night *[LINK TO ANNOUNCEMENT RELEASE]*

**Ongoing Template Messages**

* As a @RedCross annual disaster partner, we help them respond to more than 60K disasters a year. Learn more about how you can help, too: <http://rdcrss.org>
* When preparing for disasters, our partner @RedCross reminds you to make a plan! <http://rdcrss.org/prepare>
* Download the free Emergency App from our disaster partner @RedCross for instant access to storm tips and weather alerts for your area and where loved-ones live: <http://rdcrss.org/apps>
* Tips like these can help prevent home fires. Learn more from our disaster partner @RedCross: <https://www.redcross.org/fire> #EndHomeFires

**Helpful Tips**

* “Like” our American Red Cross [Facebook page](https://www.facebook.com/redcross) and “Follow” us on [Twitter](https://www.twitter.com/redcross) and [Instagram](https://www.instagram.com/americanredcross/) in order to get the most up-to-date information on American Red Cross work.
* Feel free to add your own corporate personality/language and a personal twist – make a comment about how the subject has affected your community, why you care and if your company is involved.
* You may “tag” the Red Cross and/or refer to our national Red Cross accounts below:
	+ Twitter
		- [@RedCross Twitter account](https://www.twitter.com/redcross)
		- Twitter Lists: [Red Cross people list](https://twitter.com/#!/RedCross/people)
	+ [Facebook](https://www.facebook.com/redcross)
	+ [Instagram](https://www.instagram.com/americanredcross/)
	+ [LinkedIn](http://www.linkedin.com/company/american-red-cross)
	+ [Blog](http://blog.redcross.org/)
	+ [Flickr](http://www.flickr.com/photos/americanredcross/)
	+ [YouTube](http://www.youtube.com/amredcross)
	+ [Pinterest](http://pinterest.com/amredcross/)

Please reach out to your relationship manager with any questions regarding social media strategy or best practices. If you would like, the American Red Cross can follow you on Twitter and/or Facebook; please let your Red Cross relationship manager know if you would like to take advantage of this!