**Suggested Social Media Posts**

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

**Template Messages for Twitter**

* 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]*
* As a @RedCross Disaster Responder partner, we help them respond to nearly 64K 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 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 partner @RedCross: <http://rdcrss.org/2t9wa09> #EndHomeFires

**Template Messages for Facebook**

* To customize the above Twitter messages for Facebook posts, simply use the same messages as the tweets, except with “Red Cross” written out instead of “@RedCross.”

**Helpful Tips**

* “Like” our American Red Cross Facebook page and “Follow” us on Twitter in order to get the most up-to-date information on American Red Cross work. You can use “@AmericanRedCross” to link to our page via Facebook as well!
* 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!