**Social Media Toolkit**

The American Red Cross would like to engage with you on social media! Below you will find information regarding our social media accounts and ways to engage your followers. Please contact your relationship manager with any questions.

**Engage with Us!**

* Like our American Red Cross Facebook and Instagram pages and follow us on X in order to get the most up-to-date information on our work.
* You may tag the Red Cross and/or refer to our accounts below:
  + Regional Accounts
    - X: twitter.com/CTRedCross or twitter.com/RIRedCross
    - Facebook: facebook.com/CTRedCross or facebook.com/RIRedCross
    - Instagram: instagram.com/RedCrossCT or instagram.com/RIRedCross
  + National Accounts:
    - [X](https://twitter.com/redcross): twitter.com/redcross
    - [Facebook](https://www.facebook.com/redcross): facebook.com/redcross
    - [Instagram](https://www.instagram.com/americanredcross/): instagram.com/americanredcross
    - [TikTok](https://www.tiktok.com/@americanredcross): https://www.tiktok.com/@americanredcross
    - [LinkedIn](https://www.linkedin.com/company/american-red-cross/mycompany/): linkedin.com/company/american-red-cross/mycompany/
    - [Blog](http://blog.redcross.org/): redcrosschat.org
* Please give your social media information to your relationship manager so that our local accounts can follow your organization as well.

**Template Messages**

* **New Partnership**

|  |  |
| --- | --- |
| **A couple of people wearing red vests walking on a dirt road  Description automatically generated** | We’re proud to support @RedCross, helping them respond immediately wherever they are needed. |
| **A person handing out food to a person  Description automatically generated** | Did you know that we partner with @RedCross to help \_\_\_\_\_\_\_ in our local community? |

* **Disaster**

|  |  |
| --- | --- |
| ***Please contact your relationship manager for images from a specific disaster relief operation.*** | Our thoughts are with the families affected by \_\_\_\_\_. We are partnering with @RedCross to help. |
|  | With our help, @RedCross responds to 60K disasters a year. Join us in helping at redcross.org |
|  | We’re a @RedCross disaster partner, helping them bring comfort and hope. You can get involved too at redcross.org |

* **Home Fire Campaign**

|  |  |
| --- | --- |
|  | 7 people die every day from a home fire in the U.S. We’ve partnered with @RedCross to #EndHomeFires. Learn more: redcross.org/homefires |
|  | More lives are lost to home fires than all major disasters combined. We are proud to support @RedCross in their mission to #EndHomeFires. |

* **Employee Engagement** 
  + Every 2 seconds someone in America needs blood. (“We”/Company name) hosted a blood drive to help the lifesaving mission of the @RedCross.
  + We are committed to employee education and safety! \_\_\_ of our employees participated in a @RedCross Citizen CPR training program.
  + In partnership with @RedCross, \_\_\_ of our employees volunteered to \_\_\_\_!

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

**Suggested Hashtags**

* #GiveBloodSaveLives
* #DisasterResponse
* #Preparedness
* #SafetyTips
* #EndHomeFires

**Helpful Tips!**

* Feel free to add your organization’s personality/language and a personal twist.
* When posting about your involvement with the Red Cross, address how the subject has affected your community and why your organization is involved.
* Include pictures and graphics. Your relationship manager can provide Red Cross images.

Please reach out to your relationship manager with any questions regarding social media strategy or best practices. If you would like, your local Red Cross can follow you on X, Instagram and/or Facebook; please let your Red Cross relationship manager know if you’d like us to do so. Please let us know when you share Red Cross content on your social media pages so we can be sure to engage!