



Social Media Guidelines

We want to hear from you and your organization on social media! Spread the word of your grant award and organization's good work through the Foundation's social channels. Following are some steps you can take to share publicity about your grant with the Wayne County Foundation.



Facebook

Be sure to 'Like' the Foundation's Facebook page at www.facebook.com/WayneCountyFoundation

To tag the Foundation on your personal page or your organization's page, type the "@" symbol and then start typing 'Wayne County Foundation'. Select the Foundation's profile from the dropdown menu that appears.



Twitter

Be sure to 'Follow' the Foundation's Twitter page at <https://twitter.com/waynecountyfdtn>

To tag the Foundation on your personal page or your organization's page, type the "@" symbol and then type 'waynecountyfdtn'. Select the Foundation's profile from the dropdown menu that appears.

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Advanced User Tips

As the algorithms across social media platforms continue to change, and organic reach becomes more difficult to obtain, you can employ more advanced techniques to help improve your audience reach. These techniques include:

*Use video. Share it on your channels. Live stream videos are also engaging. Consider a livestream with a quick Q&A with a user of your program/services or executive director, or even your services in action. If you can't create a live video, post your recorded videos and encourage your fans to make and share a donor video.

*Use the advertise feature in the platform. Whether this means "boosting" a successful post you've had on Facebook or creating an ad for Twitter, many organizations use the pay-to-play method of social media to increase their reach.

*Employ GIFs (an image format that allows for both animated and static images). GIFs are becoming more mainstream across platforms as a way to draw attention and convey emotions. Depending on your audience, they can be a fun way to grab donors' attention.