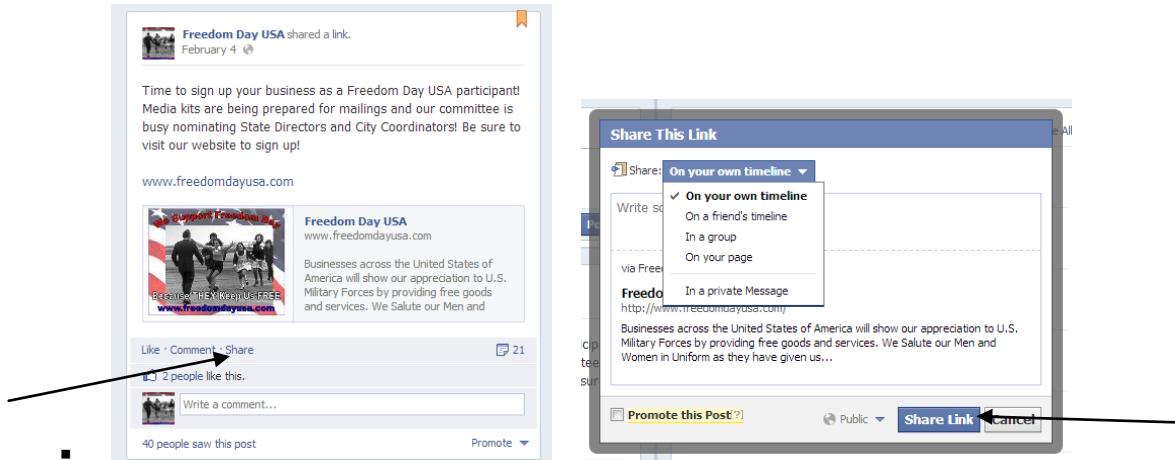


# Freedom Day USA - Social Media Tips

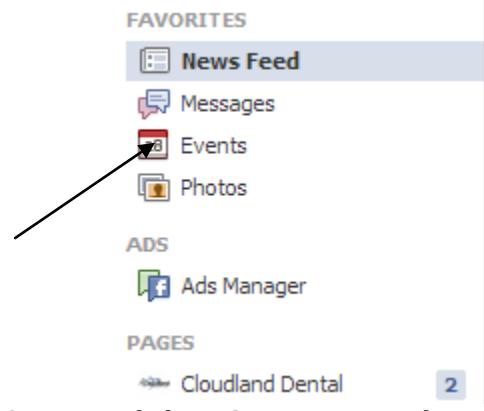
## For FACEBOOK

- As soon as your business participant form is completed and sent in, be sure to “LIKE” the Freedom Day USA official Facebook page.
- Share the Freedom Day USA official Facebook page on your own business page, personal page and with friends.
  - Invite them to like the Freedom Day USA Page by posting the link on their wall.
  - SHARE photos and information from Freedom Day USA by clicking the SHARE button on individual posts and then choose the correct friend/business from your list. Then write them a message and click “SHARE LINK”.

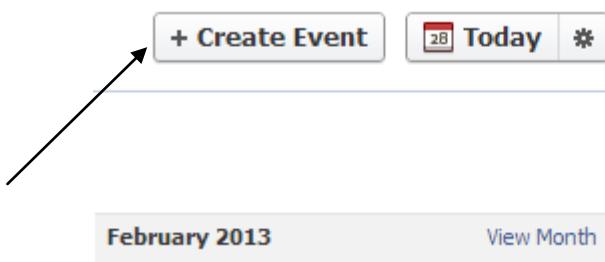


- Create a status update on your personal page, note that you've joined the movement and what you will be offering our Military and their families along with Veterans on Freedom Day.
- Post status updates and reminders about the event weekly on your page.
- Share your participation and the official Freedom Day USA Facebook page by posting the link on local group pages, civic organizations, and your local military recruitment page and with friends who own local businesses.
  - Join the group, and then invite others by posting on their pages.
  - Watch not to post too many at once, Facebook will block you if they believe you are sending spam – which is indicated by mass posts/messages in a single time period.
- Be sure to become a fan of these local groups and businesses by clicking “like” on their page before posting anything about Freedom Day or your business on their page. Failure to do so could result in your post being marked as spam, removed or you could be reported for utilizing features of Facebook incorrectly.
- Post photos of Military Homecomings, Local Military Families (get a photo release first if you do this) who are clients, Patriotic Symbols, etc... this connects emotion with your post and will create a lasting impression on the individuals who visit your page.
- Be sure each post on your own social media page has the “share” button available, so that visitors of your page will be able to share your status.
  - Check your account’s privacy features and security settings to make sure visitors to your page have permission to share your posts.
- Encourage your teams (staff, business partners, etc...) to like the official Freedom Day USA page, share your business page and post status updates on your participation in the event.
- Each time you accept a new friend request, or have a new fan on your business page – invite them to like the Freedom Day USA page.
- Become a member of local group pages and encourage their participation and attendance at your event, examples of these pages include:
  - Local Chamber of Commerce
  - Business Registration Pages
  - City or Community Pages

- All local radio, television and news pages (many times you can post to the community calendar from here).
- Place a link on your business website to both your Facebook Page and the Freedom Day USA page and website.
- Create an event and send invitations to all of your friends and business page fans.
  1. Click on EVENTS – this is located on the left side of your facebook page, under your name/profile photo:



2. Next, click on Create Event – this will be on the upper right side of your events page.



3. Fill in all of the appropriate information and then invite all of your friends, by clicking "SEND INVITATIONS".
4. Next you can monitor who is attending and who is not, just by looking at the event under your events section – see step 1 above.

- Post photos of your offer – especially if you are offering merchandise, a photo package, etc... or post a photo relevant to your business offer (someone having their hair cut, teeth cleaned, car washed, etc...)
- Tell all of your clients about your page and the Freedom Day USA page.
- During event day, post photos of those who come in to claim your offer (get a photo release). Tag Freedom Day USA in the photos and/or email them to your City Representative.
- Become Facebook Friends with your City and State Representative and the Freedom Day USA National Committee Members.
- Create ads or promote posts using your current social media budget or create a special budget for Freedom Day.
- Following the event, post thank you messages for everyone who attended and remind them to stop by for next year's Freedom Day!

## For TWITTER

- Link your business Twitter account to your business Facebook account, any Facebook posts will automatically “tweet” to your followers.
- Send weekly reminders about the event.
- Encourage your staff to “Tweet” about the event.
- Tag **#FreedomDayUSA** in your posts.
- Include your Twitter link on your website, any printed materials you create and on your event flyers.
- You only have 140 characters, so make them count.
- Remember that automated “tweets” are not known to draw attention! It’s OK to schedule tweets, but don’t automate anything.
- Despite what you think or what other people will tell you, you *will* be judged by your ability to write, which includes (but is not limited to) spelling, grammar and punctuation. Take a moment to write the perfect tweet. It’s *always* worth the effort.
- There’s an important difference between crediting others for their work (courtesy) and thanking for re-tweets (noise/egotism).
- Avoid text speak – if you can’t squeeze a proper sentence into 140 characters (or, ideally, less), try, try again.
- On event day – send out reminders hourly for people to stop by.
- Tweet what you are offering to participants.
- Following the event, thank everyone who attended and remind them to stop by for next year’s Freedom Day!

## For LinkedIn

- **Promote your event on LinkedIn, Twitter and Facebook** - On your LinkedIn Events Page, you will have the ability to share your event and promote it on LinkedIn, Twitter and Facebook. By the way, what are you going to say? Make sure you keep your target audience and their goals in mind. Remember the importance of a creative event title? If you are active on other social media, next to LinkedIn, Twitter and Facebook, share your event there as well! You can easily use the same link and attractive title to promote it.
- **Talk about your event in the right LinkedIn groups** - It is key to become a member of the LinkedIn Groups where your target audience already is a member. In designated groups you can then start talking about your event, or even better: ask someone in your network to do it for you. Remember that it is always better to be introduced than to introduce yourself! Your job then is to comment or to add stuff to it and encourage others to do the same. If you do this regularly (without exaggerating), your discussion or promotion might end up as a more popular one in the group, gaining even more visibility. Some members receive weekly (or even daily) digests of the group discussions. This way, you can profit from it as well! You can even set up a LinkedIn group for your own event. Then, people who are interested can find more details and ask questions about your event. Facilitate the discussion by answering and letting other (previous) participants help you.
- **Promote your event by posting Status Updates** - You can post status updates on your profile easily. Your 1st degree network will be well informed. People who are still hesitant to register might get the right gentle reminder this way to do so. On top of that, with your LinkedIn Company Page, you can now add status updates that will be visible to all of your Company Page followers.
- **Leverage your personal network and attendees** - Another great way to leverage your network is to stimulate attendees and others in your contact group to promote the event for you. When you choose to share an event on LinkedIn, you can send a direct message about it to any of your connections. Please create a personalized message for everyone!

- **Start asking people** in your network to send a message to their connections or to post a status update about your event. Imagine the multiplying effect! Of course, you could ask the registered attendees to do the same. By the way, suggest them to incorporate your event through the LinkedIn Events Application on their profile as well. At least encourage (potential) attendees to click the “I’m Attending” button on your LinkedIn Events Page in order for it to show up as a status update in their respective LinkedIn connections.
- **Run ads on LinkedIn to promote your event** - Running targeted ads on LinkedIn might be effective to promote your event. Decide which budget you want to allocate first and use the LinkedIn Ads Tool (or collaborate with LinkedIn on a special project, see <http://marketing.linkedin.com>, to create a targeted campaign to drive attendance to your event.

### **For YOUR WEBSITE**

- Add a link to the Freedom Day USA website and official Facebook Page:
  - <http://www.freedomdayusa.org>
  - <http://www.facebook.com/FreedomDayUsa>
- Add a banner, slide in your flash video, or note on your header letting people know you are participating.
- Create an announcement on your upcoming events page.
- Include your participation on your community pages, event calendar, or announcement section.
- Add photos of event day (get your signed photo release first!) in your albums.
- Following the event, add a Thank You message to everyone who attended and include how many individuals were presented with your offer.

### **Media in Your Community**

- Send your press release out to all local Television Stations, News Reporters, Newspapers, Online Community News services and City/County officials.
- Visit local media websites and place your Freedom Day USA event information on their community calendars.
- Make announcements during your Rotary Club, Chamber of Commerce, Business Professionals, etc... meetings.
- Involve your local Boy or Girl Scout troops; send flyers home with students (get permission from your local school superintendent/principals first).
- Talk to those companies/organizations that you currently purchase advertising from or have a relationship with:
  - ask for a PSA announcement (each station offers a certain number of public service announcements Free of Charge quarterly, it is usually first come/first serve)
  - talk with your billboard company and partner for a new board
  - ask your local banks or the City offices to put announcements on their message boards
  - Ask your Church to post an announcement in their weekly bulletin.

**Work and communicate with your CITY COORDINATOR and STATE DIRECTOR to promote the Freedom Day USA event. We only get one day to say Thank You – let's make sure our Military and their families, our Veterans and our communities hear us! Give them a DAY OF FREE!!!**