

# UNICEF Clubs Publicity & Social Media Guide

## Community Oriented

### Create

Create club accounts for your school on a variety of social networks. *This is not required, but highly encouraged.*

### Administrative Rights

- Give administrative rights to your executive board so that you can all share and make edits if necessary.

- Send [volunteer@unicefusa.org](mailto:volunteer@unicefusa.org) the links to your pages so that we can follow you!

### Photos and Video

- When posting to your club's Facebook wall, use the post image/video option and add a caption. Facebook gives preference to photos and videos, so more people will see your posts this way.
- Try to use photos that are high resolution, and always choose photos that depict children in a positive light.
- Be sure to credit the source and photographer.

### Share Broadly

- Create a Facebook event invitation for meetings and events and send reminders to the whole group in the days leading up to the event.

### Connect

#### Facebook

##### ■ Campus Initiative

[facebook.com/campusinitiative](https://facebook.com/campusinitiative)

##### ■ High School Club

[facebook.com/unicefhighschoolclubs](https://facebook.com/unicefhighschoolclubs)

##### ■ UNICEF USA

[facebook.com/unicefusa](https://facebook.com/unicefusa)

Connect with your National Council Member on Facebook, too!



UNICEF supporters sharing their passion with others at Tulane University.

## Twitter and Instagram

### ■ Campus Initiative

[@UNICEFCampus](#)

### ■ High School Club

[@UNICEFHSC](#) (Twitter)

[@UNICEFHighSchoolClubs](#) (Instagram)

### ■ UNICEF USA

[@UNICEFUSA](#)

## Email

### ■ General

[volunteer@unicefusa.org](mailto:volunteer@unicefusa.org)

### ■ High School National Council

[highschool@unicefclubs.org](mailto:highschool@unicefclubs.org)

### ■ Campus National Council

[campusinitiative@unicefclubs.org](mailto:campusinitiative@unicefclubs.org)

## Visit Our Website

[unicefusa.org/campusinitiative](http://unicefusa.org/campusinitiative)

[unicefusa.org/highschoolclubs](http://unicefusa.org/highschoolclubs)

## Promote

Use our Hashtags:

[#ChildrenFirst](#)

[#UNICEFie](#)

## Be Featured

Submit your photos and an event blurb via email to get the chance to be featured on our social media outlets and newsletter.

## Best Practices and Values

### Best Practices

- Send out recruitment emails to discussion groups, blogs and other listservs.
- Advertise via the campus radio or TV station, campus bus service and school newspaper.
- Hop on a campus bus and make an announcement; take advantage of the captive audience!
- Hold a dorm storm to get new people interested.
- Use the Student Affairs calendar and Club Recruitment Fairs.
- Plug a story about UNICEF to your student newspaper, local newspaper and campus newsletters.

### Uphold Our Values

- Remember to uphold our impartiality policy. Check our Policies, Rules and Regulations one-pager.

- Use the Brand Book to uphold the standards of our Brand Specifications for any flyer, T-shirt, partnership, etc. This can be found under Leader Resources ([unicefusa.org/clubresources](http://unicefusa.org/clubresources)).
- Get Your Event/ Fundraiser approved: [unicefusa.org/usfmaps](http://unicefusa.org/usfmaps)
- Get Your Materials Approved. Email: [volunteer@unicefusa.org](mailto:volunteer@unicefusa.org)

