



Clubs

Tips and Tricks

Send us the links to your social accounts so that we can follow you!

volunteer@unicefusa.org

Publicity and 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 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.



Students pause for a photo at the 2017 UNICEF Student Summit.

Connect

Facebook

- **Campus Initiative**
facebook.com/campusinitiative
- **High School Club**
facebook.com/unicefhighschoolclubs
- **UNICEF USA**
facebook.com/unicefusa

Connect with your National Council member on Facebook, too!

Twitter and Instagram

- **Campus Initiative**
[@UNICEFCampus](https://twitter.com/UNICEFCampus)
- **High School Club**
[@UNICEFHSC](https://twitter.com/UNICEFHSC) (Twitter)
[@UNICEFHighSchoolClubs](https://www.instagram.com/UNICEFHighSchoolClubs) (Instagram)
- **UNICEF USA**
[@UNICEFUSA](https://twitter.com/UNICEFUSA)

Email

- **General**
volunteer@unicefusa.org
- **High School National Council**
highschool@unicefclubs.org
- **Campus National Council**
campusinitiative@unicefclubs.org

Visit Our Website

- unicefusa.org/campusinitiative
- unicefusa.org/highschoolclubs

Promote

Use our hashtag:
#ChildrenFirst

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).
- Get your event/fundraiser approved:
unicefusa.org/usfmaps
- Get your materials approved.
Email: volunteer@unicefusa.org

