UNICEF UNITE CLUBS: PRESS & SOCIAL MEDIA

COMMUNITY ORIENTED

Create

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

- Join our UNICEF UNITE National Facebook Group.

Administrative Rights

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

- Email **volunteer@unicefusa.org** the links to your pages so that we can follow you and include your links on your club registration form!

Social Media Tips

Whether you use social media to stay up to date with current events or to share your passion to put children first with others, social media can help extend UNICEF USA's online footprint. And don't forget to stay safe online! Here are some tips for how you can use social media for your UNITE group or club!

Instagram

- Dynamic visuals always work best on Instagram. Prioritize photos with action, movement and emotion.

- Stories offer a fun, fleeting alternative, but they also require a different creative approach. Use portrait orientation when taking photos and reels and think about how to use text to tell the story.

- Stories are easy for people to repost and share so think about how you can use them to help your club!

- Instagram culture is all about hashtags, so feel free to include any you feel are relevant.

- Share your photos with us by tagging **@UNICEFClubs** or **@UNICEFUSA** or DM us your favorite posts.

Facebook

- Facebook is a great way to engage with our larger volunteer community. Join our **UNICEF UNITE Facebook Group** to start conversations, interact and share content with fellow UNITERs.

- One of Facebook's greatest strengths is as an organizing tool, like their event listing capability.

- Facebook's Share function is a great way to amplify UNICEF USA and UNITE messaging and events.

Twitter

- Tweets tend to stick out and get more attention when they include a photo. When possible, aim for vibrant interaction versus standing group shots.

- Twitter can be a great place to engage with your government officials to either bring a certain issue to their attention or thank them for specific actions or policies.

TikTok

- TikTok is a fantastic place to post original, funny, and quirky content and to build community.

- Engage your club members and community in online challenges, which can be found on the discover tab or follow our lead and do a @UNICEFClubs challenge with your club or UNITE team.

- Make sure your videos are vertical and between 15 and 60 seconds — they can now be up to 10 minutes long!

Visit our **Social Media Press Kit**. UNICEF USA will post its latest social media messaging and imagery here with sample posts!

Promote
Use our hashtags:
#UNICEFClubs #ForEveryChild #WeWontStop

Be Featured
Submit your photos and an event blurb through our **online story form** to get the chance to be featured on our social media outlets and newsletter.

SPEAK UP! SPEAK OUT!

Best Practices

- Build a listserv or create a group chat so you can email or text all of your club members and interested people.

- Send out recruitment emails to discussion groups, blogs, your school's social media and other listservs.

- Advertise via the campus radio or TV station, campus bus service and school newspaper.

- Do a coordinated social media blast with your club or fellow UNITERs to all promote a meeting or event at the same time.

- Plug a story about UNICEF to your student newspaper, local newspaper and campus newsletters. Interested in plugging a story about UNICEF in your student or local newspaper? Contact our PR team to get talking points at **pr@unicefusa.org**.

Uphold Our Values

- Remember to uphold our impartiality policy. Check our **Policies and Best Practices** resource.

- Find our UNICEF USA Brand Book on our resource page to uphold the standards of our brand specifications for any flyer, T-shirt, partnership, etc.

- Get your materials approved. Email them to **volunteer@unicefusa.org**.