



COMMUNICATION GUIDELINES

(BEFORE, DURING, and AFTER THE EVENT)

SOCIAL FRIDAY

LET'S REINVENT FRIDAYS TOGETHER!

Social Friday's Communication Guidelines provide a plan of promotional activities to be implemented by all Social Friday participants.

Presented as a global happening, it is important that You as a participants and role model, communicate your Social Friday event in the same direction and at the same time like all the other community heroes around the world.

By spreading the word, You will be able to gain the most out your commitment and inspire others to do good.



MAKE YOUR SOCIAL MEDIA POST CREATE MORE IMPACT

Suggested hashtags

- #SocialFriday
- #ReinventFridays
- #ChallengeStatusQuo
- #CelebrateTogetherness
- #SocialFridayActivity
- #GivingBackToTheCommunity
- #partnership
- #collaboration
- #CSR
- #DoingGoodTogether
- #CommunityEngagement

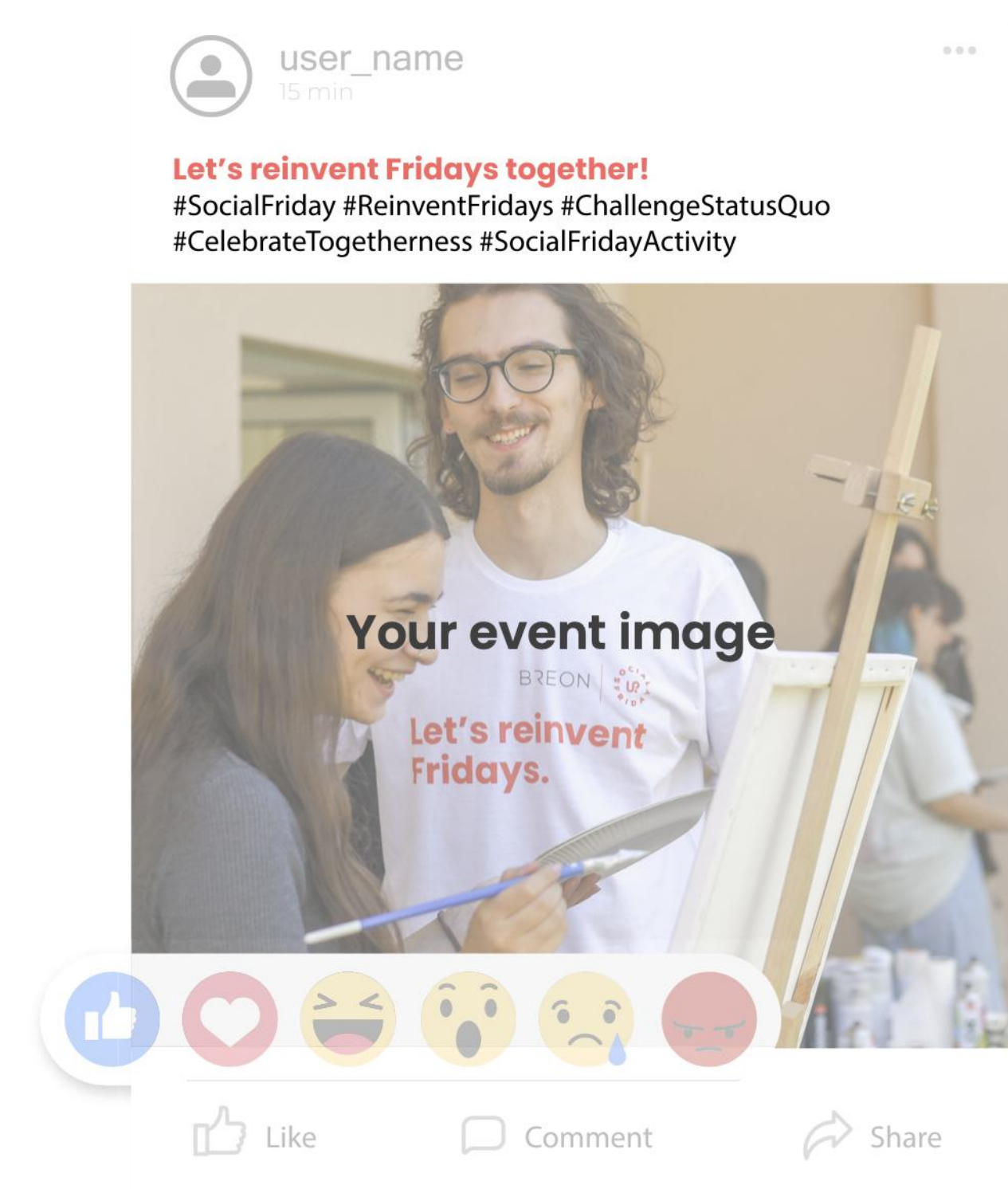
Add more hashtags, specific to your event and activity.

Use Calls To Action such as:

"Let's reinvent Fridays together"
or **"Challenge the status quo"**



During and after the event, regularly check the #SocialFriday hashtag. Share on your channels what other members are doing as part of the global happening. You can expect that they will do the same after you do it.





TIMELINE OF PROMOTION

Organize your event from the timeline we suggest and your organization will have the best Friday ever!

Before the Event

Let all mediums, friends and collaborators hear you are hosting Social Friday event

Interviews

Interviews are a great way to share your first-person experience of hosting a Social Friday event.

Social Media

Create a post with a brief introduction to your upcoming Social Friday event. Share behind the scenes as a sneak peek for the upcoming event.

During the Event

Share your event on all social media, and help the community to understand how you are already changing Fridays!

Use your social media channels

Share photo of the event, images from your activity, team members, and partners.

Share and raise the voice

#SocialFriday
#ReinventFridays
#ChallengeStatusQuo #CelebrateTogetherness
#SocialFridayActivity

After the Event

With the event behind you, your team or partner organization is ready to share their experiences.

Share Testimonials

Share testimonials on social media from your team or partner organization.

Share Video

1 week after the event, share your video on all your social media accounts.

Send Newsletter

Create a newsletter for your contacts to raise the voice for reinventing Fridays.



MORE DETAILED INFOS FOR ALL SOCIAL MEDIA CHANNELS

For more infos feel free to check the
following pages of this document.





BEFORE THE EVENT

Interviews

Reach out to at least 2 media outlets in your country. Interviews are a great way to share your first- person experience of hosting a Social Friday event.

Press release

Send a press release to media outlets 3 days before the event.

On all social media channels

On Tuesday, before the event, share a post or story announcing your excitement for the upcoming Social Friday event. Tag Social Friday and invite your friends and colleagues to join and support the cause. Your post will help spread the word and encourage others to get involved!



DURING THE EVENT

Facebook

Post a photo of the event with a short description.

Instagram

Post a photo of the event with a short description.

Create several reels with people from your team.

Share the reels in stories.

LinkedIn

Post a photo of the event with a short description.

Twitter

Tweet about everything that happens, including images from your activity, team members, and partners. On the event create content for your live updates.



AFTER THE EVENT

Facebook

- Share a **gallery** with event images and description.
- **Three days later**, post a **testimonial** in a thread.
- **Ten days after**, share the **event video** and tag everyone involved.

Instagram

- Create a **carousel** with event images and descriptions.
- **Three days later**, post a teammate's **testimonial**.
- **Ten days after**, share the **event video** and tag everyone involved.

LinkedIn

- Share a **gallery** with event images and description.
- **Three days later**, post a teammate's **testimonial**.
- **Ten days after**, share the **event video** and tag everyone involved.

Twitter

- Post several **images** with a description in a thread.
- **Three days later**, post a **testimonial** in a thread.
- **Ten days after**, share the **event video** and tag everyone involved.

Youtube

- **Ten days after**, promote the event by posting your **event video** and tag everyone involved.

Newsletter

- One week after the event send out a **newsletter**. Include engaging images and essential information on the crucial moments that happened. Use a storytelling style of writing to increase interest in your audience.



**LET'S REINVENT
FRIDAYS AND CELEBRATE
TOGETHERNESS**

SOCIAL FRIDAY