

Social media guide — community action

Social media is a powerful way to reach your activist community and build new connections. This guide will walk you through sample prompts and ideas to amplify your community action online. You can post on whatever platforms are the best fit for you and your group.

Social media 101

Formula for a social media post

[Call to action] + [What you're doing] + [The why] + [Link or photo]

The "why" could be citing a statistic, urgent timing, or brief personal testimony

Hashtags

#Voices4RESULTS #EndPoverty

Tag RESULTS

Tag [@voices4results](#) in your posts on Instagram. If you tag RESULTS, you might be featured on our social media accounts!

Fast facts

Use these in your social media posts to connect the issues to your community action

- Each year, 5 million children die before their fifth birthday, including 2.3 million newborns. Many children die from vaccine-preventable diseases such as pneumonia, rotavirus, and measles.
- In 2023, 10.2 million children did not receive a single childhood vaccine dose.
- Seventeen million households in the U.S. are food insecure, including one in six children.
- One in seven seniors were living in poverty in 2022, and 10 million seniors report worrying about having sufficient food.
- The Supplemental Nutrition Assistance Program (SNAP) ensures all Americans have access to basic nutrition. Benefits are modest, averaging \$7 per day per person.

Before your action

Get the word out and show up visibly online with your community. Promote your community action on Facebook, Instagram, and even LinkedIn. You can use your personal page and accounts your RESULTS group has set up. Don't forget to share a sign-up link!

RSVP options

It is important to have a way for interested attendees to sign up for your community action. We recommend setting up a [Google Form](#) to collect RSVPs and gather the following information about your attendees:

- First and last name
- Email
- Phone number
- Address (so you can find out their congressional district)
- How did you hear about this event?

Check out [our sample form](#) and email Alicia Stromberg for a copy of the template. Please share the event RSVPs with Alicia Stromberg (astromberg@results.org) after your event.

Sample captions

- We're getting our **(city or state)** community on the record and calling on Congress to end poverty! Our group is hosting a community action meeting coming up on **(date)** at **(time)**. Can you join us? [\[Add RSVP link\]](#)
- We have an opportunity for you to make a difference on poverty issues! Join our RESULTS group on **(date)** at **(time)**, and take action with us. We are getting our communities on the record and calling on Congress to act. Will you be there? [\[Add RSVP link\]](#)



During your action

Have someone in your group assigned to take pictures during the action so you can share with your online community and members of Congress afterwards. Make sure that people are okay with their photo being shared on social media.

Photos to take

- People filling out their postcards
- People holding up their postcards
- Groups of people holding up their postcards
- Group photo



After your action

Post photos of your group in action online and tag your members of Congress. Social media users engage with posts that highlight people and stories. Sharing photos of your community action is a great way to connect online activists and in-person organizing.

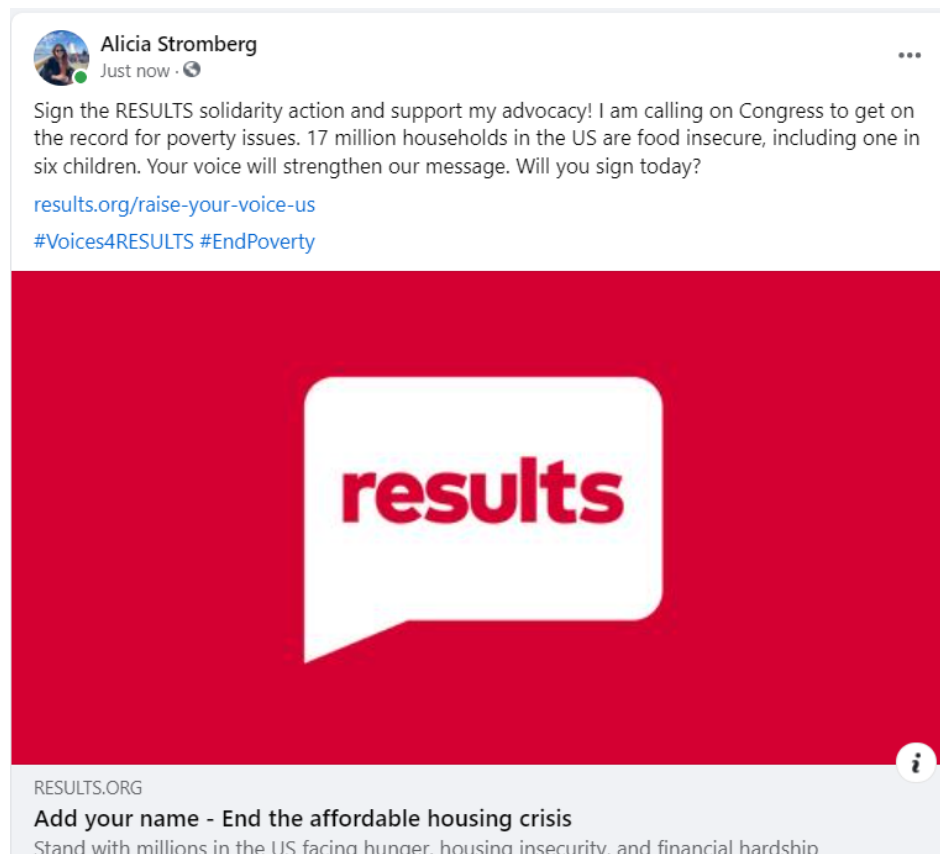
Solidarity action

Ask your online community to support your advocacy by signing the solidarity action:

- [U.S. Poverty](#)
- [Global Poverty](#)

Sample captions

- Sign the RESULTS solidarity action and support my advocacy! I am calling on Congress to enact solutions to poverty because I don't want kids in my community going to bed hungry. Will you support my advocacy by adding your name?
results.org/raise-your-voice-us @voices4RESULTS
- Add your name! RESULTS Minnesota was together this week to call on Congress to take action against poverty. You can support us too! Sign the RESULTS solidarity action. results.org/raise-your-voice-global @voices4RESULTS



1101 15th St. NW, Suite 1200 | Washington, DC 20005

P: (202) 783-4800 | www.results.org | @RESULTS_Tweets