

## How to Share Habitat for Humanity Content on Social Media

**Instagram:** @habitatforisu

**Twitter:** @habitatforisu

**Facebook:** @habitatforisu

### Rules of thumb:

- Use the hashtags as much as possible
- Use known active hashtags
- Talk collectively like “follow us”
- Tag sponsors, affiliates, places, people, US, that have to do with the post
- Include as much technical/specific info you can like place, event title, what happened, amounts raised, people, date, instructions, recognition, @habitatforisu
- Encourage following @habitatforisu account on social media
- Positivity is key
- Post appropriate pictures
- Share Location
- Give Photo Creds
- Give credit where credit is due
- Make it about Habitat for Humanity

### Hashtags to use always:

- #25yearsofhabitat
- #habitatforhumanity
- #letsmakeadifference
- #habitatforhumanityisu

### Standard Email:

Message

Message

Message

Message

Don't forget to post your pictures from \_\_\_\_\_ and use the hashtag #\_\_\_\_\_.

Don't forget to tag and follow us at @habitatforisu on Facebook, Instagram, and Twitter!

### Instagram post already posted on Habitat for Humanity ISU Instagram:

- 1) Go to post on your phone
- 2) Click the small mail/arrow button next to the comment button below the post on the left.
- 3) A list of people that you can send the post to will appear. The top option should be “Add post to your story” click on that

- 4) You will be directed to a new page where you can build a post for your story involving Habitat's post. Treat it like snapchat. Caption it with something like "Check out Habitat for Humanity ISU's new post!" or "Here is the Habitat for Humanity team at Welcome week!" or "Have you been wondering what I do on Wednesday nights? Here you go!" anything that has to do with the post. You can also add colors and emojis. Try to keep it neat and not too cluttered. Do not add any of the extras like polls, location, questions, music, etc.
- 5) Add the hashtag for that event, or the hashtag of the week, or #25yearsofhabitat
- 6) Make sure text is legible and the post can be seen
- 7) Send the post to friends by clicking the "send to" button on the bottom of the screen and selecting people and your story and/or add the post to your story by clicking the "your story" button at the bottom of the screen

### **Posts on Twitter:**

- 1) Click retweet on the post
- 2) You may comment things like "Check out @habitatforisu!" or a light description or comment you can personalize that is appropriate.
- 3) Make sure you comment the active hashtag that is on the original post and then retweet

### **Liking and Sharing Facebook:**

- 1) Hit like on all posts
- 2) Hit share and share to other pages, groups, or your profile
- 3) Make sure to comment with something like "Look at what the Habitat for Humanity college chapter is up to!" or lightly personalize
- 4) Write the active hashtag/hashtag that is on the original post at the end of your post and hit share

### **Sharing Habitat for Humanity Information in general:**

- 1) Check out what Habitat for Humanity ISU is up to by following us at @habitatforisu on Facebook, Instagram, and Twitter

### **Highlighting Sponsors:**

- 1) Either thank or give a shout out to account that we collaborated with that has to do with the post. "Had so much fun at @habitatforisu's color run on the @illinoisstateu campus today!" or "Join @habitatforisu for lunch at @noodlesandcompany\_"

## Examples:

1)

\*Using my own photo I took\*

Location: Field House

@mollydolly and I at @habitatforisu's Volley for Volunteers! We dominated!  
#dominatefordonations #habitatforhumanityisu #habitatforhumanity #25yearsofhabitat #girlsday!  
#rollbirds

2)



Location: 124 House Street

I had so much fun today building a house! We made so much progress. The new family is working so hard, and I am so proud of them! Little Charlie even hammered some nails in! Best Saturday morning in a while! I love being a volunteer at Habitat for Humanity at Illinois State University! Make sure to follow us at @habitatforisu!  
#ihelpedbuildahouse #25yearsofhabitat #habitatforhumanityisu #habitatforhumanity  
#hammeringforhope

Mentioned:

Illinois State University: @illinoisstateu

Charlie: @charlie

Habitat for Humanity ISU: @habitatforisu

## WHAT NOT TO DO



Me and bae at the Habitat for Humanity build site today! What a wonderful alternative date! I didn't like waking up so early but it was worth it because you were there! Love you forever! (We didn't even lift a finger! We were staring into each other's eyes!) Thanks for the ride @zoethegummybear! #loveyou #dateday #habitatforhumanity #hammeringhearts #isu @mdornink18



Us not knowing what to do while volunteering this morning. @luke @jerry @zAcefron #hungover #iwannagohome #DeltaPsiBeta #rollbirds #habitatforhumanity



Location: Funnest place on earth!

Had such a good day building a house with @habitatforisu through @illinoisstateu! Best Build day yet! Our volunteer meetings are on Wednesdays at the isu campus. We rased a 25, 000000 dollars last year! Today was our build site neighbor's birthday! @harold had so much fun with @zoe @luke @zach other @zach @alexis @mrswhite @johnny @yolanda @drake @josh Today we presented @zach with an award called the imadeupanaward award! Presented by @zoe from @upbboard at @illinoisstateu #fundaysunday #habitatforisu #thanksjimmyjohnsforlunch #25yearsof habitat #blueshirts #hashtagsforhabitat #somuchfun #cloudy #makingadifference #birthday #house #build #hammer #hardhat #withyouwerehere