

TIPS FOR AFFILIATE SOCIAL MEDIA

- Create unique content for each channel – don't just link all platforms together
- Separate your personal voice and your brand voice
- Sign up for Canva and ask volunteers/followers to help create content
- If you have volunteers that help with programs, ask them, "Why is this work important to you? Why do you volunteer?" to create content using stories.
- **Localization is your strength!** Talk about things that are unique to your area to let your followers know that you are on the ground. Where are your favorite parks to take mindfulness walks? Are there any local health fairs coming up people might be interested in or you are participating in?
- What does your email series look like? An easy ask after someone signs up is to ask them to connect on social media.
- Use pictures, tag relevant partners/pages/orgs. Use hashtags to reach audiences that might not follow you
- Check out how your favorite for-profits use social media
- Who are you trying to reach? Who are you reaching already? Make sure you check your audiences through each platform's analytics data to see who you are reaching and where they live.