Best Practices
Do Some Good Posting and Social Media

You have an awesome story to share and we want to help!

Here are a few best practices on what to post on Do Some Good and how to maximize your reach and exposure as a 'Good Company'. Lets take a look at how to post your community-focused stories.

WHY post on Do Some Good?

- Be known as a 'Good Company' to customers and employees alike! All posts link back to your company's public profile, which showcases the good work you do in the community.
- We can help share your story by promoting your posts on DO Some Good, and sharing them via social media.

DON'T cross-post.   DO cross-promote.

Cross-posting: sharing the same content across multiple social platforms with the exact same message.
Cross-promotion: sharing the same content across platforms, but <u>tailoring the message for each platform</u>.

So, you might post a community-focused story on Do Some Good, then press the 'Share' button and choose to share the story to Facebook and add a tailored message.

WHAT to post on Do Some Good

You and your employees can share anything related to your local community or anything that celebrates Goodness or Acts of Kindness.

Post about:
- Your good work and community impact (donations, volunteerism, programs, events, small acts of kindness)
- Recognizing the good your employees or customers are doing (current or historical)
- Getting involved (e.g. upcoming events, volunteer positions or events)
- Celebrating partnerships or milestones with community organizations

Embed awesome content in your posts by simply copying/pasting a link to:
- YouTube or Vimeo videos, which play right within Do Some Good
- Instagram posts, which copies the picture and text and also links to your account name

Share straight from Do Some Good to your social media (personal or business):
- Your stories, stories you like, events, positions, your company profile, and public profiles of people, organizations or companies. [Here's how!](#)

HOW to post on Do Some Good

- Use images that tells a story and inspire. Here are some great [posting tips!](#)
- [Use @ mentions](#) to increase reach and exposure. This notifies the person or organization that you @ mention and displays the story on their profile.

5 Easy Ideas to
Maximize your Social Strategy

1) Use Widgets

Use the Do Some Good widgets to display information that automatically updates on your own website.

Share your company impact using our 4 widgets:

- Community Contributions: displays your company's volunteerism, donations and causes you care about
- News: displays stories your company posts and stories you are mentioned in
- Testimonials: displays testimonials written by non-profits you are impacting
- Ticker: displays the collective impact your employees are making (in realtime!)

2) Use the Do Some Good Social Icon

Use the Do Some Good social icon along side your other social media icons on your website.

Link the icon to your Company Profile and share your community giving with your employees, networks and the public. Click to access our logos and social icon. Check out how Royal LePage Kelowna is doing it!

3) Empower your Employees to Help Share your Story

Your employees are your company's greatest brand ambassadors!

Employees can help tell the story of the awesome things that are happening in your community and how your business is involved. Encourage employees to post stories and @ mention your business and the causes they care about.

4) Link Back to Do Some Good in your Social Media

Add a link to your Company Profile from your social media accounts (e.g. Facebook, Twitter).

Simply paste your Company Profile's URL in the About or Bio section on your social accounts.

5) Create a Community Email Signature

Drive traffic to your Company Profile by adding a one-liner or social icon to your email signature that is linked to your Do Some Good profile.

Try a phrase such as, "Learn how our company is engaged in the community!" or "See how [company name] gives back as a ˝Good Company."