Get the Word Out

The most successful campaigns advertise well before it kicks off and continue to use visible reminders throughout the campaign and year-round. Make sure to get the word out early to maximize participation and clearly communicate your campaign goal. You can use a variety of mediums to communicate your campaign (e.g. emails, newsletters, poster, intranet announcements).

The Power of Storytelling

Leading up to your campaign launch date, you want to make sure you have a plan on what types of stories you want to share and how to create great shareable content.

Here are some tips on how to create great content as you prepare for your launch:

- focus on how you want readers to feel by making an emotional connection
- show what employees are doing using photos / videos
- share how it is helping; people want to know the impact that is being made

You may want to designate a social media team or have your champions help take photos and share stories. Make sure you assign these roles early and that these people know what their role is and how to do it properly.

Empower Others to Share your Story

Encourage employees to post all community-focused stories on Do Some Good:

- make your post visual by adding a photo (of yourself, of others, of a group)
- show recognition using @ mentions in the post (e.g. co-workers, charities, your company's name)
- share the impact of the volunteerism and how others can help or get involved

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ⓘ Did you know?

Do Some Good makes it easy to communicate with all employees or send specific communications to smaller groups (e.g. by volunteer position or for all that volunteered at an event) using our messaging features.

Here are some ideas on what types of stories to post. You can post stories publicly or you can post privately to employees only. You can also embed a news widget on your website, so that all stories shared during your campaign automatically update on your site.

We have also created some best practices for social media, so you have a strategy that is both easy to implement and successful.