

# Focal. SOCIAL MEDIA TIPS

## A Guide to Help Encourage New Hosts and Super Hosts

On the Table is a one-of-a-kind initiative, organized by Akron Community Foundation, where thousands of diverse residents from all walks of life and socio-economic backgrounds gather to share a meal and discuss meaningful ideas to strengthen our community. It's an opportunity to shape our region into a strong, vibrant, safe and dynamic place to live and work.

### Sharing Our Initiative Through Social Media

We are constantly expressing that big ideas can spring from small conversations. As planning committee members, it is our job to encourage as many conversations as possible. What better way to spread the word about our initiative than through social media? Our community deserves to be heard and it is up to us to inform them how they can. Over the next month it is our goal to inform and gain as many registered hosts as possible. The group effort to addressing the issues in our community starts here! Together we can drive awareness, excitement, and make this year's On The Table initiative a success.

#### Social Media Techniques:

- Tag your friends and family letting them know about the event.
  - Share the benefits that their voice can make and encourage them to be hosts.
- Post about the event on all of your social media platforms linking people back to the On The Table website.
  - Reference the sample posts provided in the social media tool kit.
- Make a short video expressing why you are excited about the initiative and why others should help too!
- Tag the location of where your conversation is going to be held saying how excited you are to host your conversation there.
- Capture a powerful quote, topic, idea, or problem that you are planning to discuss the day of the event. Your friends will want to be a part of it too!
- Share what steps you plan to take to make Akron a better place. Link to the host application expressing that together we can make a difference.
- Include #OnTheTableAkron with all of your social media posts.
- Remember...Your voice matters and as members of the planning committee it's our job to remind others that their voice matters too.

 **facebook:** @AkronCommunityFoundation

 **twitter:** @AkronCF

