Friends Helping Friends:

Using Sharing Kits to Amplify Your News

Developing a Sharing Kit

Sharing news with your audience(s) is at the heart of an organization's communications efforts. A simple but often overlooked way to amplify your news is to enlist colleagues and partners to help spread the word.

Creating a 'sharing kit'—with suggested text and images—doesn't take much additional time once you've created content for yourself and makes it easier for others to share.

Here are several elements to a sharing kit, including tips for creating language your colleagues can use in their newsletters, websites, and social media.

Getting Started

Introduce Your Ask
The sharing kit should be placed in the body of an email. Start with a brief explanation of the information you're sending and a request for your colleague's help in sharing it within their networks.

Digital Sharing Kit for XYZ Foundation's Dementia Awareness Initiative:
A Call to Action

We are pleased to introduce XYZ Foundation's Call to Action on increasing awareness around dementia prevention throughout the life span. In alignment with one of its key priority areas, Brain Health at Any Age, XYZ's Call to Action invites others to partner with the foundation to develop new ways to understand and prevent dementia.

XYZ Foundation calls upon advocates, researchers, service providers and others to get involved in addressing this urgent issue.

The digital sharing kit below contains sample social media posts, website and newsletter language, and graphics that you are welcome to use or adapt to suit your organization. Please feel free to share it with colleagues, grantees, or anyone else interested in supporting brain health and preventing dementia.

If you have any questions, please contact Courtney Smith at csmith@xyz.org.

Remember Who's Talking
Always remember that the tweet/blurb/post is going to be coming from a third-party organization (not from you), so it should be framed as something THEY and THEIR followers will care about.

Create Strong Content
Write a strong opening statement of interest to the recipient, as opposed to an announcement. This should be one of your key messages, but substantive, not just "there is a new report/website/webinar..."

Key elements:
- **The news & why it matters**—Say the most important/interesting/fun/timely thing FIRST!
- **A hyperlink**—Links should point to a webpage whenever possible, rather than a PDF or other file. Learn why/how <u>at the end</u> of this document.
- **Hashtags #** (for Twitter/X)—Be sure that any hashtags you use are specific, relevant, and used by others (such as a long-standing tag for an issue or an event-specific tag).
  - Don't use too many of them in one post.
- **Tags**—Tag key organizations/individuals that have a connection to the content, don't tag people who aren't familiar with your or your work. (Be aware that some people/orgs have their accounts set to prevent others from tagging them.)
  - Account tags for the same organization can be different for Twitter/X, Facebook, LinkedIn, etc.
  - Don't forget to tag yourself! Treat your own group as a third party since another organization—not you—will be posting your information.
- **An image/graphic**—Ideally, this will be a graphic you've created especially for this purpose, but it can also be a report cover, event photo, or the like.

Example: Lead-in

(slow start) Many older adults require care, but many are also caregivers. Caregiving affects us all throughout the lifecycle. How can grantmakers support a publicly supported care infrastructure that works for all? We'll discuss at our Annual Conference w/ @UsAgainstAlz @johnahartford @FordFoundation Register today! cvent.me/Nxa5a8

(better) FUNDERS: People of all ages are caregivers, including older adults. How can grantmakers help build a publicly supported care infrastructure that works for all? At our Annual Conference we'll explore w/ @UsAgainstAlz @ johnahartford @FordFoundation cvent.me/Nxa5a8

Write for Specific Platforms
- Make it easy for your colleagues/partners to just copy and paste into their social media by organizing the posts in your sharing kit by platform (newsletters, websites, Twitter/X, Facebook, and LinkedIn).
- Be sure your tweets fit within the maximum character count. To do so, paste them (adding images and including links, tags, and hashtags) into the compose tweet interface: https://twitter.com/compose/tweet

Use Shortened URLs
To clean up long links, use a URL shortener like Bitly or TinyURL.

Content for
Linkedin/Facebook/Twitter/X/Instagram

Text
- It bears repeating...say the most important/interesting/fun/timely thing FIRST!
- Since success means getting your news onto someone else's social media, strive for short and punchy.
- Create 2-3 different posts to choose from.
- If you include more than one image/graphic in your sharing kit, indicate which one goes with which post.
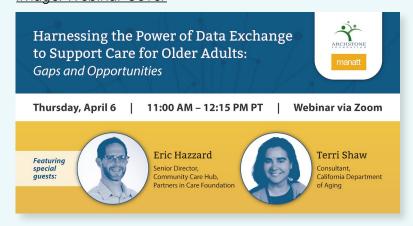
Images/Graphics
- Provide an image appropriately sized for social media. (Using a service such as Canva makes this easy to do.) Get more info on image sizes here. Note: An image is required for Instagram but optional for other platforms; however, posts that include an image generally get more engagement.
- Place images directly in your sharing kit and provide a link to the image where the recipient can download it. (Images can get wonky in Word documents so having the link increases the likelihood of them being able to include your image.)

Example: Tweet

Want to improve health outcomes for California's #olderadults? Join @ArchstoneFdn and @ManattHealth for a webinar on April 6 to discuss how data exchange can be a part of this goal! Register: https://bit.ly/4-6WebinarReg #agetech #healthequity

Image: Webinar Cover

Harnessing the Power of Data Exchange to Support Care for Older Adults:
Gaps and Opportunities

ARCHSTONE FOUNDATION
manatt

Thursday, April 6 | **11:00 AM – 12:15 PM PT** | **Webinar via Zoom**

Featuring special guests:

Eric Hazzard
Senior Director, Community Care Hub, Partners in Care Foundation

Terri Shaw
Consultant, California Department of Aging

Content for
Newsletters, Blogs and Websites

Text
- Start with the most important/interesting/fun/timely thing FIRST!
- Text for newsletters and websites can include more background than social media posts but should still be very short (3-4 sentences).
- Always include a headline and a link to the item being promoted.
- The blurb should be ready to cut and paste; it should not require editing.
- Links should point to a webpage whenever possible, rather than a PDF. Learn why/how at the end of this document.

Example: Language for your newsletter, blog, or website

The Hidden Burden of Older Adult Debt

Millions of older adults hold high-risk debt, and despite efforts by many to save for retirement the numbers and level of debt are growing.

The pernicious consequences of debt threaten to further undermine the already fragile financial security of many older people. In fact, the share of older people who have incurred "high risk" debt—credit cards, medical bills, and student loans— has soared 50 percent in two decades. The current economy, and a pandemic that accelerated the drain on retirement accounts, is making matters worse.

In a new Call to Action, RRF Foundation for Aging illuminates a problem hidden for too long and calls on advocates, researchers, service providers, funders, and others to partner with the foundation to develop new ways to prevent, manage, and mitigate debt among older adults. Read the Call to Action and learn more.

Image: Call to Action Cover Graphic

Images/Graphics

- Provide an image that is appropriately sized for social media and that is easy to access. (A service such as Canva makes this easy to do.)
- Place the image directly in your sharing kit and provide a link to the image where the recipient can download it. See example above. (Images can get wonky in Word documents so having the link increases the likelihood of them being able to include your image.)

Important Note About Sharing Documents (.PDF, .PPTX, etc.)

If possible, do not link directly to a PDF or other file. Links to files end in a file extension (e.g., .pdf) like this: https://exampleurl.com/sampledocument.pdf. Avoid links like these. Instead, create a page on your website to feature that document, link to that page, and let users download it from there. Why?

- Linking to a page on your website gives readers more context about you and your work.
- Webpage links should pre-populate a thumbnail and page title on social media platforms. File links don't populate these fields properly.
- Google Analytics cannot track downloads if you link directly to a file.

Tracking Your Efforts

Knowing the impact of your campaign helps inform future efforts. There are a variety of ways to use Google Analytics and/or URL shorteners to measure performance. Get in touch with SCP to learn about the best way to do this.