

Reasons to Use Social Media with Operation Feed

Social media is a fun, easy (and free!) way to convey the Operation Feed message to a broad audience. Using tools like Facebook and Twitter is a perfect way to ...

- ☑ **Showcase your organization’s community involvement** and leading role in the fight against hunger (among peer organizations, customers, media, etc.),
- ☑ **Motivate associates to participate** and get them excited about your drive,
- ☑ **Build buzz about Operation Feed** in the greater community (a huge benefit to Mid-Ohio Foodbank and the community-wide effort!).

How You Can Help

1. **Connect us with those who have access to post** on your organization’s Facebook and Twitter pages (if that’s not you), and give them this handout. We’ll partner with them to spread the word about your group’s involvement – *the Foodbank has over 2,500 Facebook fans* from companies and organizations throughout the community.
2. **Post updates about Operation Feed activities** – use your organization’s social media channels to announce upcoming events, thank those who donate, and announce results.
3. **Share your experience as a Campaign Coordinator** with friends and family on your own Facebook or Twitter – tell them what you’re doing to help fight hunger and why you’re involved.

Specific Strategies for Facebook & Twitter

On Facebook

- “Like” Mid-Ohio Foodbank at www.facebook.com/midohiofoodbank.
- Comment, ‘like’, or share Foodbank posts by clicking below the message.
- Post videos, photos, links or comments about your activities to your organization’s page, and tag the Foodbank by including “@Mid-Ohio Foodbank” in the message. Use your mobile to share photos real-time!

On Twitter

- Follow Mid-Ohio Foodbank at www.twitter.com/mid_ohfoodbank.
- Tweet about your activities, and retweet posts by @Mid_OHFoodbank.
- Include the hash tag #OpFeed for all Operation Feed related tweets.

Suggestions for Posting

- ☑ **Promote upcoming activities** – provide information about food drives, fundraisers, or events that help raise meals for your campaign.
 - Example: *We’re organizing _____ to support Operation Feed!*
- ☑ **Share photos of your activities** – a picture is worth a thousand words: show how engaged your associates are in helping others ... and how much fun they have doing it (see **Photo Contest Guidelines** for more info.).
- ☑ **Explain why you’re involved** – tell the community why working to fight hunger is important for your organization (see the **Need and Impact Fact Sheet** for suggestions).
 - Example: *[Organization] supports Operation Feed because over 35% of the food requests at Mid-Ohio Foodbank pantries are for children.*
- ☑ **Announce Results** – tell the community about the impact of your drive by sharing the results of your efforts.
 - Example: *Thanks to everyone who came out today to support [activity]—we raised over xxx meals to benefit Operation Feed!*
- ☑ **Challenge Peers** – encourage others to join you in the community-wide effort to help neighbors in need.
 - Example: *We’re ON THE LIST to fight hunger! Can your group join Operation Feed and help the community raise 5 million meals this spring?*

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