



- **FOLLOW** all the ONV Accounts:
FACEBOOK: facebook.com/OurVoicesCA
INSTAGRAM: instagram.com/OurVoicesca
TWITTER “X”: twitter.com/OurVoicesCA
- **LIKE** all the posts
- **COMMENT** on posts
 - You can respond to one of our posts OR comments on other posts.
- **SHARE** posts and add your own message
- **NEXTDOOR**: This is hyper local and goes a long way.
- **JOIN** Wednesday evening ZOOM calls
 - Share this ZOOM link on social media [**https://zoom.us/j/3588018061**](https://zoom.us/j/3588018061)
- **BE PROACTIVE**
 - YES, joining in on a thread is needed, but so is creating new posts (from scratch or sharing)



POSTS SHOULD INCLUDE

- **VISUALS**
 - Posts with visuals do get the most engagement. If you're posting an article, take a screen shot of the headline and picture
- **TAG:**
 - use @ to share the ONV accounts in every platform
 - use #OurNeighborhoodVoices or #ONV or #OurVoicesCA
 - mention the URL ourneighborhoodvoices.com
 - This can all be done in both POSTS and COMMENTS
- **ENGAGE**
 - Sometimes the conversations are not comfortable, but we must create dialogue. There is not way to educate on why we support the initiative if we don't talk about it
- **CALL TO ACTION**
 - What would you like your reader to do next? Ask them to **JOIN, FOLLOW, DONATE, READ....**
- **BE AUTHENTIC**
 - Your social media "friends" know you, and you should use your own voice.