



## HOMEcoming SOCIAL MEDIA & MARKETING TOOL KIT

This Tool Kit contains language, graphic elements, and sample social media posts to promote Federation's Homecoming.

### HOW TO BE A GREAT RECRUITER

- 1) Organizational outreach:** Send information about HOMECOMING to your networks. Be sure to include the registration link ([shalomdc.org/homecoming](http://shalomdc.org/homecoming)) and attach graphic elements in your email. (See links below to access graphics.)
- 2) Post on social media:** Share one post on social media every two weeks.
- 3) Flyer distribution:** Drop off flyers at community organizations and local businesses.

### SAMPLE SOCIAL MEDIA LANGUAGE

#### Facebook:

On June 6, picture yourself at #Federation's Homecoming. Reunite with Jewish Greater Washington to celebrate the leaders who have built this community, including a tribute to community leader Paul S. Berger. Toast our past, revel in our present, and connect with our future as this very special annual meeting: [\*\*shalomdc.org/homecoming\*\*](http://shalomdc.org/homecoming)

#### Twitter:

On June 6, reunite with Jewish Greater Washington at #Federation's Homecoming to celebrate the leaders who have built this community. Toast our past, revel in our present, and connect with our future as this very special annual meeting: [\*\*shalomdc.org/homecoming\*\*](http://shalomdc.org/homecoming)

#### Instagram:

On June 6, picture yourself at #Federation's Homecoming. Reunite with Jewish Greater Washington to celebrate the leaders who have built this community, including a tribute to community leader Paul S. Berger. Toast our past, revel in our present, and connect with our future as this very special annual meeting: [\*\*shalomdc.org/homecoming\*\*](http://shalomdc.org/homecoming)



## GRAPHIC ELEMENTS

[Facebook banner](#) (828x315)

[Instagram](#) (1080x1080)

[Twitter banner](#) (1500x500)

[Square graphic](#) (200x200)

[Email banner](#) (700x300)

[Flyer](#) (8.5" x 11")