



## Sound the Alarm — Social Media Toolkit

### Campaign Social Information

<b>Timeframe</b>	Year-round installation events, with a special emphasis on Fall 2017 July – August 2017: Recruit volunteers and donors to take action September 23 – October 15, 2017: Promote installation events
<b>Hashtag:</b>	#EndHomeFires
<b>Website:</b>	<a href="http://www.redcross.org/homefires">www.redcross.org/homefires</a> <a href="http://www.soundthealarm.org">www.soundthealarm.org</a>

Below are sample social media posts that can be used or modified for regional social media accounts, as well as partners and advocates, to help promote the *Sound the Alarm* component of the Home Fire Campaign. Consider this a starting point on how you might talk about the campaign on social media. We encourage localization, as you know your audiences best!

- From now until October, help promote the campaign by sharing home fire content including videos, photos and stories.
- Share your best original content with [media3@redcross.org](mailto:media3@redcross.org) so that our national accounts can share your content as well.
- We encourage you to personalize these messages, just make sure to use the hashtag **#EndHomeFires** for tracking purposes. Check out the [Communications and Content Guide](#) for ideas.
- Consider using a Facebook Event to promote your local *Sound the Alarm* events.
- Sample messaging for October will be provided in early fall.
- Make sure to thank your local donors and partners who are supporting the campaign.

### SAMPLE POSTS

#### **Awareness and Volunteer Recruitment**

##### **Twitter**

7x a day someone in the U.S. dies in a home fire. It's time to Sound the Alarm. Learn more: [soundthealarm.org](http://soundthealarm.org) #EndHomeFires

Join us as we Sound the Alarm to install free smoke alarms. Sign up here: [soundthealarm.org](http://soundthealarm.org) #EndHomeFires



### **Facebook**

Seven times a day, someone in this country dies in a home fire. Countless others suffer injuries. Join us as we Sound the Alarm and combat these tragic statistics. Learn how:  
soundthealarm.org #EndHomeFires

### **Instagram**

Seven times a day, someone in this country dies in a home fire. Most occur in homes that lack working smoke alarms, which can cut the risk of death by half. That's why we're hitting the pavement to Sound the Alarm and install free smoke alarms in [\[Your local community\]](#). Click the link in our bio to learn more. #EndHomeFires

## **Local Event Coverage**

### **Twitter**

Sound the Alarm with us on [\[Event Date\]](#) to install free smoke alarms: soundthealarm.org #EndHomeFires

### **Facebook**

Want to make an impact in the community? Join us on [\[Event Date\]](#) as we Sound the Alarm to install free smoke alarms. Together we can help save lives: soundthealarm.org #EndHomeFires

### **Instagram**

Will we see you on [\[Event Date\]](#)? We need volunteers to help Sound the Alarm to install free smoke alarms in our community. Click the link in our bio to learn more. #EndHomeFires

## **Thank Donors**

### **Twitter**

Thanks [\[Donor\]](#) for your support of Sound the Alarm in [\[Your local community\]](#). Together we're working to #EndHomeFires.

Thanks [\[Donor\]](#)! Your support of Sound the Alarm helps keep our community safer from home fires. #EndHomeFires

### **Facebook**

Thanks to [\[Donor\]](#), we've been able to Sound the Alarm and help ensure our neighbors have working smoke alarms. #EndHomeFires

Thanks to partners like [\[Donor\]](#), Sound the Alarm in [\[Your local community\]](#) was a success! Together we're making our communities safer from home fires. #EndHomeFires