



CREATING SOCIAL MEDIA POSTS

Social media gives Builders Club members a place to share their service and leadership activities. This could inspire more students to get involved while building pride and visibility for the club in the school or organization and in the community. And when you post, make sure to tag #BuildersClub to share your stories with Kiwanis International and other Builders Clubs around the world!

These Social Media Post Guidelines will help you write an engaging post in 4 sentences or less.

1. **Engage your audience (1 sentence):** Start with something that quickly hooks the reader and gets their attention.
2. **Share your key message or reason for the post (1-2 sentences):** Share the main announcement and explain what will be or has been accomplished.
3. **Call to action (1 sentence):** Ask the reader to do something. Let them know what to do to get involved.
4. **Share a photo or video:** If possible, include a photo about the project cause or theme or an image or short video if the event already happened. Remember that signed [Photograph Release Consent Forms](#) are needed for anyone pictured. For Builders Club Week posts, use branded [Builders Club Week graphics](#).

Example posts

Post for a service activity:

The Eastwood Middle School Builders Club is excited to help families in our community by collecting non-perishable food items for the Meals for All Food Pantry. Your family can help by donating canned vegetables and fruits, peanut butter, pasta, rice, beans, cereal, and boxed meals. Students can leave donations in labeled bins in the halls. *[Visual for the post: An image of boxed and canned food.]*

Post to announce Builders Club Week:

What is Builders Club about? Service! Eastwood Middle School will celebrate Builders Club Week starting Monday. You're invited to participate every day of the week. Look for posters and signs to learn about fun activities and plan to participate! *[Visual for the post: An image of your members doing service or an "Announcing Builders Club Week!" poster created by your club.]*

Post to share one day's Builders Club Week activity

Builders Club Week is here and today we're showing our club pride! Members are wearing their official Builders Club gear. They are also sharing what they love most about Builders Club with their friends. Follow our club's journey this week to learn about the impact our club has on the school and Tarrytown community. *[Visual for the post: Monday's [Builders Club Week graphic](#).]*