

Tips:

1. Understand your audience, their demographics and how they communicate – even if you have to ask them directly.
2. Match your communication channels to the way your audience communicates.
3. Use existing MOW PSA's and toolkit, and have items customized when needed before starting from scratch.
4. If you don't do your own social media internally, go to a local college or post an announcement electronically to another college (anywhere nationwide – it's all electronic!)
5. Have whoever is managing the social media to “follow” (Twitter) and “like” (Facebook) like-minded organizations and community and business leaders. This will raise awareness to these audiences that you exist, and it will encourage them to follow you back.
6. Redistribute national MOW Facebook and Twitter posts that are relevant to your own community and objective(s).
7. Use Google News and Email Alerts to access and redistribute up-to-date content on your social media sites. You can tag subjects that are most relevant to your audience and communications objectives.
8. Contact studio@mowaa.org for a free webpage or build a free website of your own with free platforms, such as Weebly, iWeb or Wordpress (blog too).
9. GoDaddy charges nominal fees for web hosting and domain names.
10. Mailchimp and Constant Contact offer a limited free email newsletter platform (larger recipient list requires a monthly fee).

Resources:

1. MOW media materials:
<http://www.mowaa.org/studio>
2. 30-sec. MOW video PSA's, posters, promotional goods, stories, and radio spot:
<http://studiostore.thenextmeal.org/>
3. MOW photos: <http://www.mowaastudio.org/>
4. Order MOW PSAs, photos and collateral at Studio@mowaa.org or Lindsay Garrett at 703-548-5558
5. MOW Membership:
membership@mowaa.org or Emily Persson and Logan Goulett at 703-548-5558
6. MOW LinkedIn community group:
<http://www.linkedin.com/groups?gid=4304589>
7. For a free custom webpage, first contact studio@mowaa.org.
8. Media FAQ:
http://www.studiostore.thenextmeal.org/index.php?main_page=page&id=2&zenid=2qciiprd9ofr1bjiid4pg3lr6 or <http://www.mowaa.org/studio> > click on FAQ tab.
9. MOW member blog: <http://mowaablog.org/> with the ability to share the stories immediately on your Facebook page:
<https://www.facebook.com/mowaa>
10. MOW Twitter page:
<https://twitter.com/#!/mealsonwheels>
11. MOW YouTube:
www.youtube.com/user/mowaausa
12. Sign up for your own Vimeo account:
<http://vimeo.com>
13. Your own YouTube account:
<http://www.youtube.com>
14. Your own Facebook account:
<https://www.facebook.com>
15. Your own Twitter account: <https://twitter.com>
16. Sign up for Google Email and News Alerts:
<http://www.google.com/alerts>