

# ***Sound the Alarm***

## **Social Media Toolkit**

### **2019 Campaign Social Information**

<b>Timeframe</b>	Year-round installation events, with a special emphasis on Spring 2019 March 2019: Recruit volunteers and donors to take action April 27 – May 12, 2019: Promote installation events
<b>Hashtag:</b>	#EndHomeFires
<b>Websites:</b>	<a href="http://www.soundthealarm.org">www.soundthealarm.org</a> <a href="http://www.activatualarma.org">www.activatualarma.org</a> (For use when posting in Spanish) <a href="https://www.crowdrise.com/sound-the-alarm">https://www.crowdrise.com/sound-the-alarm</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!

- Help promote the campaign by sharing local and national home fire content including videos, photos and stories. Key dates/timeframes include:
  - **March 7:** Promote Volunteer Recruitment Press Release + Turn and Test for Daylight Saving Time
  - **April 11:** Promote Survey Research Press Release
  - **Week of April 15:** Highlight your region’s CrowdRise page on social media. Call out that a \$15 financial gift could help install one smoke alarm.
  - **April 23:** Promote Kickoff Press Release and your local *Sound the Alarm* events
  - **May 21:** Promote Results Press Release. Thank your local donors and partners.
- Other social media content ideas:
  - Highlight individuals who are rockstar CrowdRise fundraisers from your region. Consider featuring your top fundraiser in a blog post on why they are passionate about the Red Cross. Challenge another region on social media to see who can raise the most donations through CrowdRise.
  - *Sound the Alarm*-specific graphics can be found in the [Sound the Alarm Toolkit](#) and in the [Social Media Graphics Collection](#). Additional approved photos can be found on [pg. 18 of the campaign style guide](#).
  - Use our new *Sound the Alarm* printable photo booth at your local installation events.
  - Share your best original content with [socialmedia@redcross.org](mailto:socialmedia@redcross.org) so that our national accounts can share your content as well.
  - Make sure to use the hashtag **#EndHomeFires** for tracking purposes.

## 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](http://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

### Regional CrowdRise Page

#### Twitter

Help us raise money to Sound the Alarm! Just \$15 can provide one smoke alarm. [\[Link to Regional Fundraiser\]](#) #EndHomeFires

Help us Sound the Alarm. Set up your own CrowdRise page to help us provide smoke alarms and fire safety training to those in need. Get started here: <https://www.crowdrise.com/sound-the-alarm>

Wow [\[Fundraiser's Twitter @handle\]](#)! [\[First Name\]](#) is the top fundraiser in [\[Region Name\]](#). Thanks for helping us Sound the Alarm to #EndHomeFires.

Can [\[Region Name\]](#) raise the most money to #EndHomeFires? See how we stack up against the rest of the country, and make a donation here: <https://www.crowdrise.com/sound-the-alarm>

#### Facebook

Help us raise money to Sound the Alarm! Smoke alarms cut the risk of death from a home fire in half. And just \$15 can help provide 1 smoke alarm. Donate here: [\[Link to Regional Fundraiser\]](#)

Way to go, [\[Fundraiser Name\]](#)! [\[First Name\]](#) is the top fundraiser in our region. It's because of supporters like you that we're able to continue to help prepare, respond and help families recover from home fires.

## Local Event Coverage

### Twitter

Sound the Alarm with us on [Event Date] to install free smoke alarms: [soundthealarm.org](https://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](https://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

## Financial Donations on RedCross.org

### Twitter

Help us Sound the Alarm. Donate to help save lives from home fires. [soundthealarm.org](https://soundthealarm.org)  
#EndHomeFires

\$15 can cover fire safety training & 1 smoke alarm install. Sound the Alarm. Donate now:  
[soundthealarm.org](https://soundthealarm.org) #EndHomeFires

### Facebook

Help us Sound the Alarm. Your donation will help reduce death & injuries from home fires:  
[soundthealarm.org](https://soundthealarm.org) #EndHomeFires

### Instagram

You can help save lives from home fires. Sound the Alarm with us! Click the link in our bio to donate. #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