

SOCIAL MEDIA AMBASSADOR PROGRAM

SUPPORT THE PROGRAMS & SERVICES OF RESOURCE CENTER!



SOCIAL MEDIA AMBASSADORS

Resource Center invites you to participate in extending our reach into the community by becoming a Social Media Ambassador or #RCambassador. Help raise awareness of the Center on social media and at the same time, raise the Center's awareness of you, its supporter.

ABOUT RESOURCE CENTER

Resource Center is a trusted leader that empowers the lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) communities and all people affected by HIV through improving health and wellness, strengthening families and communities and providing transformative education and advocacy.

The Center is home to a variety of programs and services for the LGBTQ and HIV communities, and serves over 62,000 people each year.

HAVE QUESTIONS OR WANT TO SIGN UP?

Contact Jennifer Collins, Marketing and Communications Manager at jcollins@myresourcecenter.org or 214-540-4411



resourcecenter®

BECOME A SOCIAL MEDIA AMBASSADOR

Ambassadorship is one way to volunteer for the Center---no application required! Simply sign up to receive #RCambassador emails by contacting the Center's Marketing and Communications Manager.

The Center is active on several social media platforms. We're organizing ambassadors across platforms through email. Throughout the year, we'll give you the scoop on Center programs, current campaigns, events and projects, and highlight relevant hashtags.

WHAT WE'RE ASKING AMBASSADORS TO DO

In addition to reading #RCambassador emails:

- Like or follow Resource Center on your favorite social media platforms.
- Share your stories and what you love about the Center – maybe an upcoming event, a volunteer experience or your favorite program or service the Center provides.
- Ask friends to consider donating to the Center, start a birthday or FUNraiser on Facebook.
- Share a post already featured on the Center's social platforms.
- Help us spread the word about the critical services and programs that are offered at the Center and to encourage the community to donate to the Center by making a financial gift.
- Have fun!

SOCIAL CHANNELS



@resourcectr



@myresourcectr



@resourcectr



www.linkedin.com/company/resource-center/

HASHTAGS

#resourcecenter
#RCambassador
#hivprevention
#LGBTQ
#philanthropy
#community
#LGBTQcommunity
#LGBTQadvocacy

IMPORTANT LINKS

myresourcecenter.org

myresourcecenter.org/give

SOCIAL MEDIA TIPS

- Utilize multiple hashtags on Instagram & Twitter; Facebook is optional.
- Please tag Resource Center in all posts.
- Share & like posts from the Center's social channels.
- Invite your friends to like the Center's social channels.
- Invite your friends to Center events.
- Create your own original content, too!
- You may also utilize video, live video, stories, Boomerang, etc. when creating posts.
- You know your friends and audience best so definitely use your individual voice when creating posts!

BRAND GUIDELINES

Resource Center may be referred to as Resource Center or the Center (not The Resource Center, The Center, AIDS Resource Center or Resource Center Dallas.)

Please use LGBTQ when referencing lesbian, gay, bisexual transgender and queer/questioning people.

Please do not use the Resource Center logo without expressed permission of the agency.