



## **“Host Your Own Event” Social Media Guide**

Thank you for taking the time to host a CareVote affiliated event! We’re excited to have you take part in our mission to increase human services workers, persons served, and family members of those served, civic engagement and voter turnout. However, we do have a few rules and requests for promoting your event on social media under the CareVote brand.

### **Keep it Nonpartisan**

At CareVote, we take our nonpartisan stance seriously. This means that your event cannot endorse any specific candidate or party, including posts made on social media. Keep in mind that nonpartisanship works both ways – you also cannot use language that denounces any candidate or political party. You can tag candidates or other prominent officials who may show up at your event on social media and thank them for coming, but you cannot make any endorsements.

### **Terminology**

We’d love it if you could refer to CareVote through @ tags when posting on social media! Our @ tag is “@Providers’ Council” on Facebook and “@MassCouncil” on Twitter/X. Use the hashtag #CareVote on all posts so we can repost your content.

### **Tone**

Please refrain from using any profane or vulgar language. It’s okay to have fun with your event, but please keep it clean.

### **Confidentiality**

Only share photos and videos of persons served and employees if they approve it.

### **Helpful Tips**

1. We love seeing your photos and videos! Please share as many as possible, and don’t forget to tag us in your photos.
2. Make sure to show love to the people attending your event. Retweet them, like their photos, and start conversations.



3. Try sharing different types of posts on different social media platforms. Mixing up your content can help keep viewers engaged.
4. By spreading out your content (instead of posting all of your photos at once), you can increase the number of people who view and engage with your posts. The more people who see your posts, the better!

Thank you again for taking the time to host your own event. We truly appreciate your efforts to make a difference in your community and wish you the best of luck!