



# GIC SOCIAL MEDIA GUIDE

We encourage all our participating businesses to use social media to shine a light on the commitment and the steps they're taking to be a local, sustainable business! Follow the guide below to engage followers and broadcast your efforts.

## STEP 1: CONNECT WITH GREEN IMPACT CAMPAIGN ON THESE SOCIAL NETWORKS

We love telling everyone why our participating businesses are so amazing. And in order for us to do that, connect with the Campaign on these social media outlets so we can include you in tweets and posts:



## STEP 2: SPREAD THE WORD ABOUT YOUR COMMITMENT AND EFFORTS

Tell your social media followers about your commitment to being a local, sustainable business, protecting the environment, supporting local students, and saving energy and water.

Need a little help getting started? Here are a few example tweets to get the ball rolling!

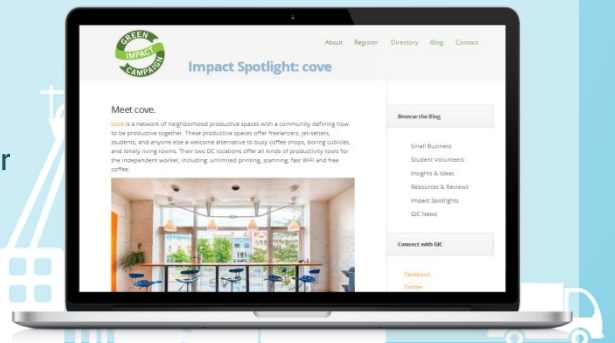
- We're thrilled to be a member of @GICorg and show our commitment to local, sustainable business!
- We're working to save energy and water with the help of [SCHOOL NAME] students and @GICorg!
- Excited to join in on @GICorg's efforts by making our space more sustainable!
- Thanks to [SCHOOL NAME] students and @GICorg for helping us learn how we can save energy and water!



## STEP 3: SHARE YOUR STORY WITH US AND THE REST OF THE WORLD

You can use Twitter and Facebook to share pictures or videos that help illustrate your actions and progress towards becoming a more sustainable business. Here are some different types of impactful moments that you can capture and share:

- **UPGRADES:** Take before and after photos of energy-efficient and water-saving upgrades.
- **BEHAVIORS:** Capture behaviors and actions that promote sustainable business like signage for recycling or ride-your-bike-to-work-day.
- **EVENTS AND CULTURE:** Post pictures of special green events or posters that illustrate your commitment to protecting the planet.



Think you've got a really great story to share? Email us at [info@greenimpactcampaign.org](mailto:info@greenimpactcampaign.org) and we might feature you on our blog in an Impact Spotlight like the one pictured above.

