

Social media is a fun, easy and free way to convey the message of your food drive to a broad audience. It's a great way to generate a buzz and motivate people to participate. Using tools like Facebook, Twitter, Instagram and LinkedIn is a perfect way to showcase your organization's community involvement and leading role in the fight against hunger.

Get Connected

We encourage you to begin your social media promotion efforts by directly connecting with the Greater Chicago Food Depository. You should also get your employees, members, friends, and other food drive supporters involved by asking them to like and share your organization's social media activity.

Here are a few specific social media strategies that we recommend:

Facebook

- Like the Food Depository's fan page at facebook.com/fooddepository
- Comment, like, or share the Food Depository's posts by clicking below the message
- Post photos, videos, links and comments about your food drive activities to your organization's Facebook page and tag the Food Depository by including "@FoodDepository" in the message
- Include pictures and video with your posts to boost engagement.

Twitter

- Follow the Food Depository at @FoodDepository
- Tweet about your food drive activities and retweet posts by the Food Depository
- Consider using the following hashtags when posting to help people better search for your posts: #No1ShouldGoHungry
- Include pictures and video with your posts to boost engagement.

Instagram

- Follow the Food Depository at @FoodDepository
- Tag the Food Depository in photos of your food drive by including @FoodDepository in the caption or using the "Tag People" option when posting your photo
- Consider using the hashtags #No1ShouldGoHungry and #FoodDrive when posting

Sample Social Media Posts

Promote Food Drive Activities

Provide information about your food drive and fundraising efforts. Announce your goals and encourage people to help support you. Make sure to let people know when and where they can donate.

- Example: We're organizing (event description) to support the Greater Chicago Food Depository, Chicago's foodbank. We're proud to be supporting the Greater Chicago Food Depository and challenge other (your field/industry) to participate too!! Please help us reach our goal of collecting enough to serve (X number of meals). Donations can be dropped off to (collection location) between (dates).
- Add #No1ShouldGoHungry to some of the shorter posts

Explain Why You're Hosting a Food Drive

Make an announcement about why fighting hunger is important to your organization.

- Example: Hunger is closer than you think.....we are proud to be part of the solution by supporting the Greater Chicago Food Depository by hosting a food drive. (Organization name) is hosting a food drive benefiting the Greater Chicago Food Depository because 1 out of every 6 Chicagoans is food insecure, not knowing when or where their next meal will be. (Organization name) supports the Greater Chicago Food Depository because for every \$1 donated to our food drive, the Food Depository can provide 3 meals for those in need.

Announce Your Success

Tell the community about the impact of your drive by sharing the results of your efforts.

Examples: Thanks to everyone who came out to support (event description). We collected a total of (X pounds) and (X dollars). Our donation will help the Greater Chicago Food Depository serve a total of (X number of meals)! Thank you to all of our friends (employees/members/ etc.) for supporting (organization's name) food drive. We raised (X measurement) to benefit the Greater Chicago Food Depository. (Organizations name) had so much fun organizing (event description) to support the Greater Chicago Food Depository. We can't wait to do it again next year! Save the date (future event date).

Other Ideas

Tell the community about the impact of your drive by sharing the results of your efforts.

- Post a picture of staff members with the food they've collected
- Post a picture of specific items (from our Most Needed Items list) that your food drive has collected. Encourage your social media followers to add these items to their shopping list and donate them to your food drive.
- Periodically post the number of boxes that your food drive has filled, including pictures.