

# LOCATIONS & GROUPS

## EDUCATIONAL WEBINAR: SOCIAL MEDIA BEST PRACTICES



WREATHS *across* AMERICA

April 8, 2025

# Wreaths Across America's Social Media Team



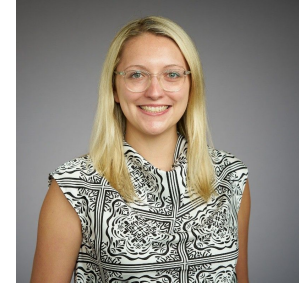
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Amie Marzen

# Social Media Platforms

## Wreaths Across America Official Pages

[Facebook](#) (Official page)

[Facebook \(Wreaths Across America Radio\)](#)

[Instagram](#)

[LinkedIn](#)

[Twitter/X](#)

[TikTok](#)

[YouTube](#)

## Opportunities for Engagement

- **Facebook:** Repost content from the Official page; comment and engage with the community – share your experience!; RSVP to events; watch and share LIVE streams. Share about your group or location in local community groups!
- **Instagram:** Share WAA posts to Stories; add “Donate” sticker to Stories; highlight local donors and partner organizations.
- **LinkedIn:** Repost content; engage with Corporate Development team; highlight major local donors and partner organizations.
- **Twitter/X:** Share brief fundraising updates/photos from events; re-post from WAA profile; monitor local media/cemeteries.
- **TikTok:** Like, comment and tag Wreaths Across America; include #WreathsAcrossAmerica in your relevant videos; repost WAA videos to your personal profile.
- **YouTube:** Watch, comment and share videos!



# General Best Practices

- **Engage, engage, engage!** If you have a location or group page, be sure to respond to comments on posts, share relevant posts, ask open-ended questions and respond to all questions posted to your page.
- Be sure to **tag Wreaths Across America** whenever possible, on all platforms.
- Ensure all content that represents the Wreaths Across America brand is **non-political, non-religious**, and includes approved messaging/logos/visuals.
- Incorporate annual theme messaging when you can – reference the **Monthly Messaging Guide!**
- **Share photos!** Especially after National Wreaths Across America Day, share photos of volunteers, and ask volunteers to share their photos with you.
- Include a link to your fundraising/sponsorship group page in all relevant posts.
- **Stay relevant:** Use the Monthly Messaging Guide for content ideas; browse local news outlets for feel-good stories about veterans and military families.
- **Share video content** via the WAA YouTube channel - a few good videos include:
  - [Keep Moving Forward - Meet the Byers Family](#)
  - [Sponsor a Wreath](#)





# Facebook

## When to set up a Location/Group page

Starting your page once you're a registered location is a great idea. Facebook is a great place to spread the mission in your community!

**Consider your capacity** - Do you have time to foster a community of your own? Page ownership requires consistent content, answering questions and more. If not, consider using your personal profile to share the mission! There are resources available to achieve both options.

## Types of content to share on your personal/location page:

**Photos** - share a photo album from Wreath Day or a fundraising event or a single, meaningful photo

**Video** - Share a link to a WAA-produced YouTube video, or create a video of your own to upload

**Media articles** - Stories about local veterans or military families

**Links** - Direct audience to the WAA website, including your personal fundraising page, blogs, news, and sponsorship.

**Share** - Posts from the WAA Official page and Radio page, including events.

## Content Examples



# Radio Facebook Page

## How to engage and support Wreaths Across America Radio on Facebook:

- Follow the page and share content.
- Showcase your location through a live or recorded interview.

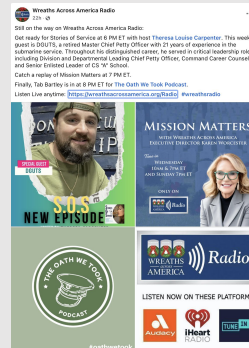
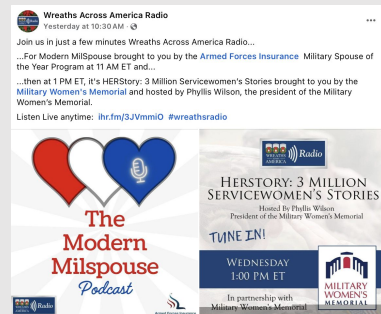
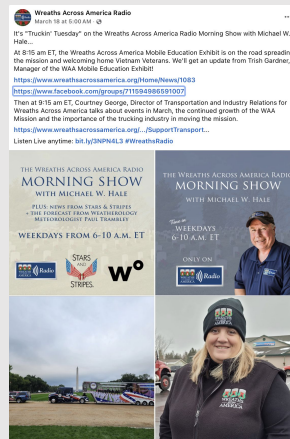
Each segment during the Wreaths Across America Morning Show takes 10-15 minutes, and covers topics such as best fundraising practices, upcoming local events, and volunteer shout-outs. Your segment will be featured on WAA Radio Facebook page and you will receive a SoundCloud link with your interview that can be shared to further engage with your sponsors, volunteers, and donors.

Email Chris at [cchapman@wreathsaacrossamerica.org](mailto:cchapman@wreathsaacrossamerica.org) to schedule your interview.

## Tune in!

Download the iHeart Radio App, the Audacy App, the TuneIn App, or listen live at [wreathsaacrossamerica.org/radio](http://wreathsaacrossamerica.org/radio).

## Content Examples




# Instagram

Your personal Instagram profile is a great platform to share the more personal aspect of your support for the mission!

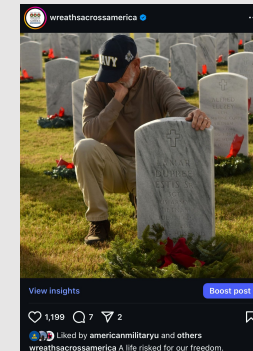
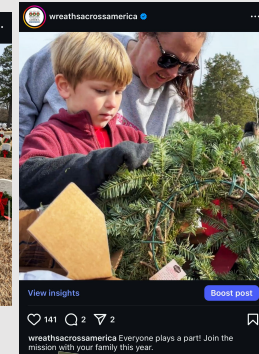
## Types of content to share on your personal profile:

- **Posts/carousels** - Photos from Wreath Day or fundraising events can be shared year-round.
- **Videos (Reels)** - Create simple videos from your local Wreath Day. Shoot vertically, add music and keep it brief!
- **Stories** - Share frequently! Stickers allow the user to add links or a donate button.

## Best Practices



- Always tag @WreathsAcrossAmerica
- Share content from the @WreathsAcrossAmerica page - click the  then “Add to Story”
- Do not include links in post captions.

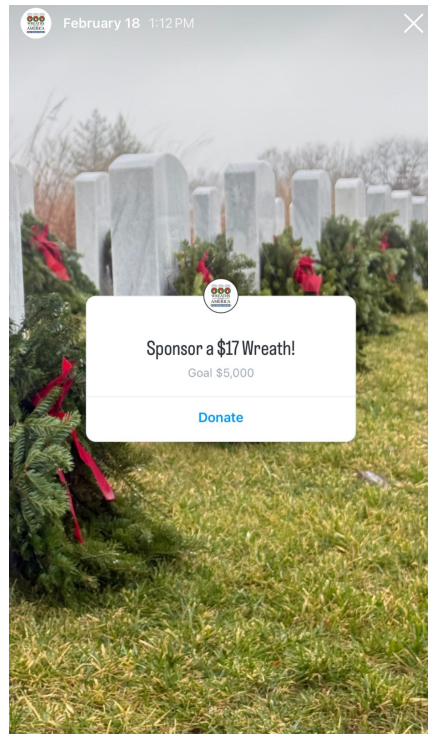
## Content Examples



# Fundraising on Meta Platforms

Meta platforms (Facebook and Instagram) offer easy-to-use features that allow users to host fundraisers benefiting an organization of their choice. These fundraisers can be set-up on your personal Facebook or Instagram profile!

- **FACEBOOK:** Click to “Create a Post” and choose  Raise money  
> Search for Wreaths Across America > Add a personal story about why the mission means so much to you > Post!
  - \*\*Option to create a Birthday Fundraiser!
- **INSTAGRAM:** Donate button in story/sticker: Share a WAA-related photo to your Instagram Story > Navigate to stickers > Choose  Donation > Search for Wreaths Across America> Add a custom phrase, for example “Sponsor a wreath!”> Post your Story!





# LinkedIn

LinkedIn is a professionally-focused platform, best for interacting with corporate donors, transportation partners, and sharing the mission with organizations who are interested in getting involved!

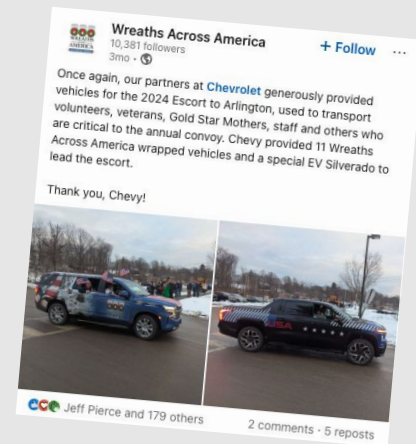
## Types of content to share on your personal/location page:

- Annual recap - share numbers from your most recent Wreath Day! How many volunteers / how many wreaths - include photos and a link to your fundraising page!
- Video - If you have a video from Wreath Day or a local fundraiser, share it with your fundraising link.
- Highlight partners
- Share posts from fellow location/group coordinators, or WAA staff.

## Best Practices for Location/Group Coordinators:

- Follow the Wreaths Across America profile and connect with the Corporate Development team: Renee Worcester. Chris Stout, Carlo Aragoncillo, Courtney George; and Executive Director Karen Worcester
- Add your volunteer role to your personal profile "Experience" section.
- Do you have a profile for your own business? Be sure to follow the WAA page, share your support of WAA, and tag WAA as appropriate.
- Thank your local sponsors and supporters.

## Content Examples



# TikTok

TikTok is a video-focused platform that is great for storytelling and sharing inspirational and interactive content. If you have a personal TikTok profile, you are encouraged to share your support of WAA!

## Types of content to share on your personal profile:

- **Videos** - Create simple videos from your local Wreath Day. Shoot vertically, add music.
- **Stories** - Share vertical images and videos. You can add links or donation stickers to your Stories.

## Best Practices:

- Tag **@WreathsAcross** in your videos so we can see them.
- Use the Wreaths Across America donation sticker by clicking on “Stickers,” click “Donation,” and then search for “Wreaths Across America” to add our donation sticker.
- Like and comment on **@WreathsAcross** videos to share your involvement.

## How to share @WreathsAcross content on your profile:

- Tap the Share button, then tap Repost.
- Press and hold on the video, then tap Repost.

## Content Examples



# X (Formerly known as Twitter)

X, formerly known as Twitter, best used to share a content and information that is current, relevant and brief. This is the least frequently used channel, but can be good for reaching media and communicating with local organizations or cemeteries.

## Types of content to share on your personal/location page:

- Retweet posts from the WAA page
- Recognize milestones, holidays and observances
- Share photos from local fundraising events or National Wreaths Across America events.

## Best Practices:

- Tag @WreathsAcross in all relevant content.
- Include a “call to action,” for example: Learn more about our location and sponsor a wreath at this link [your fundraising page]”
- Include hashtags when character limit allows: #RememberHonorTeach #KeepMovingForward + region or city/town name, i.e. #PortlandMaine
- Engage with local media! Establish relationships and invite them to your local Wreath Day events.

## Content Examples





# WREATHS *across* AMERICA

## Regional Map

### Region 1 Liaison Team

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# Meet the WAA Locations & Groups Team!



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Director of Locations & Groups



**Meagan Erickson**  
Asst. Director of Locations & Groups



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# THANK YOU!



WREATHS *across* AMERICA  
LOCATIONS & GROUPS TEAM