

SOCIAL MEDIA ADVOCATE GUIDANCE AND TIPS

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WELCOME

As a Social Media Advocate for the Trussell Trust, you'll play a vital role in helping food banks support people in crisis during these unprecedented times.

The current pandemic is placing huge additional pressure on food banks' already overstretched resources, and soon we might see fewer food donations and fewer volunteers able to support food banks if they're at risk or self-isolating.

The government's latest advice explains that food banks can legally continue operating and buildings that host food banks can continue to open for those sessions, provided that we follow social distancing rules, because this work qualifies volunteers and staff as key workers 'caring for the vulnerable.'

And you can help too by raising awareness of the essential community service food banks provide to people in crisis, and by advocating on behalf of food banks and people living in poverty. By using your voice online to stand alongside us, you can inspire your community to come together to support food banks for as long as they're needed.

Ultimately, we want to see a UK without the need for food banks and your support makes a real difference as we campaign for change. We're hugely grateful to you for offering your time as a Social Media Advocate.

In this pack, you'll find some basic social media guidance and some template post ideas and graphics to help you get started online, as well as information on how to keep us up to date with your activities. If you have any further questions, please get in touch with our team via press@trusselltrust.org. You'll receive new social media resources each month from the Trussell Trust too.



Best wishes,

Garry Lemon

Director of Policy, External Affairs & Research, The Trussell Trust

INTRODUCTION

The Trussell Trust uses [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) to communicate with our supporters, and many food banks also have their own individual social media accounts. You can find your nearest food bank's website here using our map www.trusselltrust.org/find-a-foodbank, and their website should link you to their social media channels. Don't forget to tag the Trussell Trust or your local food bank in your posts!

As a Social Media Advocate, we're asking you to:

- **Engage with and share posts from the Trussell Trust and local food banks via your own accounts.** This might be a retweet on Twitter, sharing an article on Facebook, or commenting on a good news story on LinkedIn.
- **Use our template posts and graphics to post on your own accounts directly,** inspiring your followers and your community to come together to support food banks. This might include asking people to donate particular food items to your local food bank or encouraging people to join a campaign.
- **Post updates in local/private social media groups you might be part of, where appropriate.** For example, if you're a member of a local school group on Facebook or a mutual aid WhatsApp group, there might be important information you could share with others there.
- **Let the Trussell Trust know about your social media activity via press@trusselltrust.org.** This could include telling us how many people you've helped reach, details of any comments you might have received, or what posts have really engaged people. This will help us develop future content packs for volunteers.



GENERAL GUIDANCE

Your first step should be following the Trussell Trust's social media accounts, and those used by your local food bank if they have them.

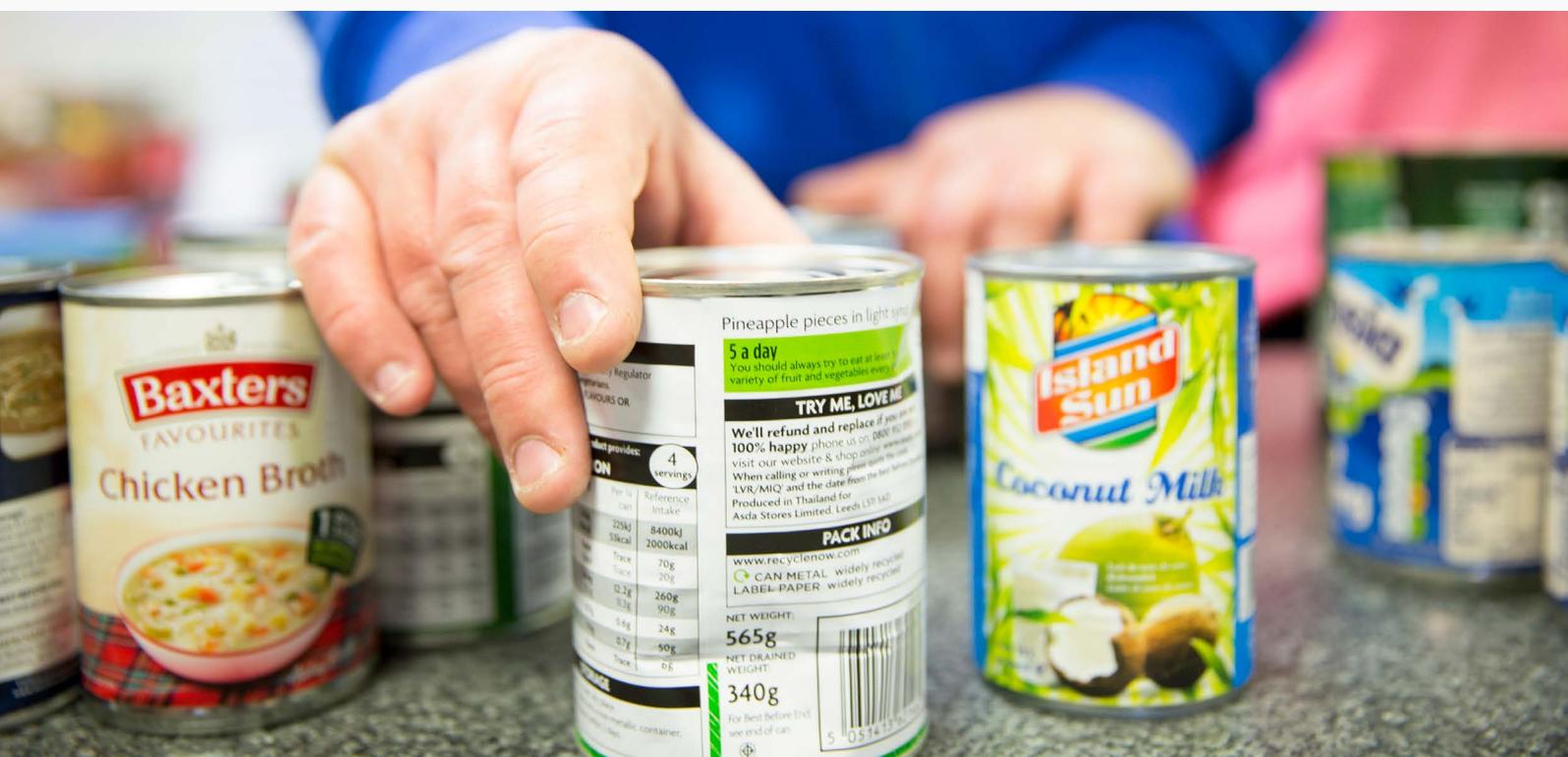
One of the most important things to remember about all of these platforms is that **social media is meant to be social: so get talking!** Every day people scroll past hundreds of posts on social media, and you can bring yours to people's attention by engaging with them, tagging them in posts, and answering their questions.

You should also **make sure that your posts are fully accessible.** This means using plain English, putting links and hashtags (not too many!) at the end of posts or tweets, and using alt text features or captions to describe any images you're sharing. This [guide](#) from the RNIB offers some more advice.

Using **hashtags** and tagging other accounts and individuals will help make sure as many people as possible see your content, connecting them to a wider online community. **Sharing a link** at the end of the post and asking people to do something like visit a website or make a donation is also a good idea!

On Twitter, you're limited to 280 characters; on other platforms, you'll have more space but **it's important to be succinct.** People scroll through social media quickly and are more likely to stop if your post is short and engaging. Using photos, GIFs, or video can also be a good way to grab attention.

Finally, don't forget that **different platforms work well for different things.** For example, LinkedIn is a professional network, while Facebook often has stronger community groups and fosters personal connection. If you have lots of photos to share then Instagram is the place for you, and Twitter can work really well for campaigning and sharing news.



TEMPLATE POSTS

*These posts are written with Twitter in mind but can be adapted for different platforms or audiences. Remember that on Instagram your hashtags should all go at the end of your caption and you can't share any links except in your bio (or in your Stories if you're verified). Check hashtags before you use them to see what's trending and what else is being said about them. **Our template graphics are available to [download here](#)**. You can also check out our social media accounts for inspiration and up to date news.*

- Until we're sure that adequate government protection against poverty is in place, #foodbanks are an essential community service. As #covid19 spreads, more and more people are going to need their help. I'm supporting @TrussellTrust and you can too www.trusselltrust.org/get-involved/volunteer
- The services of #foodbanks like @[tag your local food bank here] have never been more needed. With our support they can make sure they can keep providing emergency support to people in crisis [add link to local food bank's website or donate food list]
- .@TrussellTrust supports thousands of #foodbanks across the country to help people in crisis in communities like ours. @[tag your local food bank here] does amazing work and we should be supporting them now [link to local food bank's website]
- In the coming weeks, more and more people are likely to need emergency food, and we need to help #foodbanks make sure people can get the support they need. Will you join me? [link to local food bank's donate food list]
- The volunteers at @[tag your local food bank here] do amazing work supporting our community, particularly in these unprecedented times. Join me in saying thank you and helping make sure they can continue their work [link to local food bank's donate food list]
- No one should need to use a #foodbank - it simply isn't right. I'm supporting @TrussellTrust to make sure that in the future, #foodbanks are no longer needed www.trusselltrust.org

OTHER IDEAS

- Share good news from your local community - has a business donated to your food bank? Or has someone completed a fundraising challenge? Let people know and get them involved too!
- Say thank you to the volunteers who are keeping your food bank running during these unprecedented times, and to all those who have donated.
- Tell people why you're supporting the Trussell Trust and your local food bank - let people know why it matters and share your story to encourage people to join you.
- Consider sharing posts from other relevant organisations - like charities, Trussell Trust referral partners like Citizens Advice, or food bank supporters (whether that's big businesses like Asda or individuals in your community)
- Hold your own virtual fundraising event and get your followers involved!
- Encourage your friends, family, and colleagues to support the Trussell Trust as Social Media Advocates too! Together, we can make change happen.

