

FOUNDATIONS ON THE HILL

MARCH 21-22, 2012 • Washington, D.C.

COUNCIL *on* FOUNDATIONS

FORUM
OF REGIONAL
ASSOCIATIONS
OF GRANTMAKERS

“Get the Word Out with Social Media”

Foundations on the Hill will be here before you know it and we need to do an outstanding job promoting it. This is where social media comes into play.

At next year's FOTH we are planning to have a strong social media presence. This means blogging, tweeting and getting the word out on Facebook. To help you prepare your FOTH social media campaign, here are some guidelines on how to streamline our social media efforts to be most effective.

Facebook

If you have not already done so, become friends with the Council on Foundations and the Forum of Regional Associations of Grantmakers on Facebook. Visit the Foundations on the Hill page under the Council's "Events" tab and let us know if you plan to attend!

Update your Facebook (FB) status and spread the word about FOTH. Here are sample FB status updates:

- _____ (foundation name here) is attending Foundations on the Hill on March 21-22, 2012 in Washington, D.C. You should join us!
- Getting the word out about philanthropy and impacting public policy at Foundations on the Hill in Washington, D.C. on March 21-22, 2012.
- Taking our message to Capitol Hill at Foundations on the Hill on March 21-22, 2012.
- Lets stand together on the issues. Visit www.foundationsonthehill.org and register today!

(Note: The FB statuses above may also serve as tweets on Twitter.)

Twitter

The hashtag for Foundations on the Hill will be #FOTH. We welcome you to tweet about FOTH or retweet the Council's tweets. Either way, remember to always include the #FOTH hashtag. Here are some sample FOTH tweets:

- Help us influence public policy on Capitol Hill. Register for Foundations on the Hill #FOTH today at www.foundationsonthehill.org
- Let your voice be heard at #FOTH
- Spreading the word about philanthropy and our role in society at www.foundationsonthehill.org #FOTH
- It's simple. Register for #FOTH, meet with your legislator in Washington, D.C., help grow philanthropy!

Blogging

When it comes to blogging about FOTH we are looking for bloggers to blog before FOTH, live during the FOTH event, and after FOTH. Please contact Courtney Moore (703/879-0809) at the Forum of Regional Associations of Grantmakers or Tim Huber (703/879-0693) at the Council on Foundations if you are interested in blogging.