

**PRO BONO WEEK 2014 – #PBW14**  
**SOCIAL MEDIA TOOLKIT**

Welcome to Pro Bono Week 2014. Pro Bono Week is a global campaign that celebrates and activates pro bono service across all professions that use their talents to make a difference. This year, we hope you'll join the international and intercultural conversation and recognize all of the pro bono heroes in your life. Social media is a great way to maximize your voice and reach. Here are some tips to help you get started.

**STRATEGIES FOR USING SOCIAL MEDIA**

Don't try and cover all the social media channels. In choosing which platform to focus on, consider the **audience**, the **desired behavior** you're trying to elicit from them, and the **bandwidth** you have to spare. Take stock of the resources at your disposal, including staff time and the social networks you already use, and develop a list of the platforms appropriate for you.



TWITTER

Twitter is an effective platform to host a virtual conversation.

- ▶ **Audience:** 100 million active users, sharing 200 million posts every day
- ▶ **When to use:** These short and sweet blasts are helpful to promote events, share news highlights or host an interactive conversation.
- ▶ **Potential Tactics** Use hashtag #PBW14 to focus the conversation, and target key influencers in your networks. Be loyal to those who share your messages. Thank them and share their messages in return.



LINKEDIN

LinkedIn is the largest network of professionals in the world.

- ▶ **Audience:** LinkedIn users are the primary audience for opportunities to become a pro bono consultant or an advocate for pro bono within a company or industry.
- ▶ **When to use:** You can use LinkedIn to thank your pro bono providers or to share educational content that can help drive adoption of the pro bono ethic within professions.
- ▶ **Potential Tactics:** Change your profile picture to the #PBW14 button, add pro bono experience, endorse and recommend pro bono providers.



FACEBOOK

Facebook is all about interaction, and can drive participation in events or campaigns.

- ▶ **Audience:** Facebook reaches a wide audience, but is specific to your networks, so relies on the user for promotion.
- ▶ **When to use:** Facebook is unique for its interactive nature and can help you manage campaigns and set specific calls to action.
- ▶ **Potential Tactics:** Share as much content as you can, and make sure friends and followers are actively sharing, reposting, and liking+all of it.



PINTEREST

Pinterest is a photo-sharing platform where pictures and campaigns can be followed and shared.

- ▶ **Audience:** Typically more savvy social media users.
- ▶ **When to use:** Pinterest is about storytelling, perfect for visual content such as images of pro bono in action.
- ▶ **Potential Tactics** Post your stories and excite a whole new cohort of pro bono heroes!



BLOG CHANNELS

If your organization keeps a blog, make sure your readers know about Pro Bono Week!

- ▶ **Audience:** Your audiences and followers
- ▶ **When to use:** Take the opportunity to promote your Pro Bono Week plans to your existing networks. Don't let them miss all the great work you're doing!



NEWSLETTERS

Consider your existing newsletters to ensure that your social media efforts don't neglect the clients and partners closest to you.

- ▶ **Audience:** Your external stakeholders
- ▶ **When to use:** Incorporate Pro Bono Week key messages into your regularly scheduled mailings. Make sure no one comes within a mile of your organization without knowing all that you do in support of pro bono!

**PRO BONO WEEK KEY MESSAGES**

**OCTOBER 19-25, 2014**

Pro bono week **celebrates** and **activates** pro bono service. Every year, thousands of people volunteer their **professional expertise**. Pro Bono Week highlights the **pro bono ethic** across all professions that use their talents to make a difference. By taking advantage of a concentrated week to create and showcase a **critical mass of pro bono service across industries, regions and program models**, the pro bono movement becomes greater than just the sum of its parts.

**QUICK WINS**

**INTERVIEW A PRO BONO HERO FOR FACEBOOK OR YOUR BLOG. SAMPLE QUESTIONS:**

- ▶ What are some of the ways that you've been able to leverage your skills and expertise for the social sector?
- ▶ As you think about your paid and pro bono work, what stands out as most impactful?
- ▶ Who were your role models early in your career, and why?
- ▶ What advice would you share with emerging leaders that want to make an impact across sector lines?

**SHOUT OUT TO YOUR CORPORATE PRO BONO PARTNERS WITH THIS TWEET:**

Thanks [@HP] for making pro bono possible #PBW14

**CUT AND PASTE TWEETS: #PBW14**

- ▶ Want to up your volunteer game? Do it like a Pro. Do it Pro Bono #PBW14
- ▶ Guess who does it pro bono? Not just lawyers anymore! Use your expertise and talents during Pro Bono Week, Oct. 19-25. #PBW14
- ▶ We salute those who have given pro bono service in 2014. Happy Pro Bono Week! #PBW14
- ▶ You don't need to quit your day job to change the world. Donate your skills with Pro Bono Week #PBW14
- ▶ HOT = #probono, NOT = getting your work clothes covered with paint while volunteering. Use your skills during #PBW14

From October 19-25, change your **LINKEDIN PROFILE**



Search **#PBW14** on all your networks and %share+

