



Social Media Toolkit – MBKCLT Local Action Plan Launch Event – 6/8/15

Thank you for being part of My Brother's Keeper Charlotte. We encourage you to join the conversation on social media, using hashtag **#MBKCLT**. See below a few sample posts that you can use from your agency's social media accounts.

Facebook

Today Charlotte Mayor Dan Clodfelter announced the launch of the My Brother's Keeper Charlotte (MBKCLT) local action plan. (MBKCLT). Insert agency name is proud to be part of MBKCLT and to support to the community-wide effort to address the many challenges facing young men of color. Learn more about how we are working collaboratively with others to improve life outcomes for Charlotte's youngest citizens. #MBKCLT

Twitter/Instagram

- 1) Insert agency handle/name proud to join @CLTMayor in announcing #MBKCLT local action plan. We commit to improving life outcomes for all #CLT youth.
- 2) #CLT can count on Insert agency handle/name to engage, lead & inspire change for children and youth through #MBKCLT.
- 3a) Insert agency handle/name will build a strong future for CLT by ensuring all children read by 3rd grade. #MBKCLT.
- 3b) Insert agency handle/name will build a strong future for #CLT by ensuring all youth out of school are employed. #MBKCLT
- 4) Be sure to follow insert agency handle/name to learn more on how we support #MBKCLT through working with the children/youth we serve.

Share additional posts with any key data points for your organization. Always use **#MBKCLT**

SPECIAL NOTE: For twitter posts, be sure to place a period (.) before any tweet that leads with a hashtag (#) or handle (@) so that it goes to all of your followers. For Instagram posts, pair with agency photo of children/youth.