

# Engaging your Network

Here are some of the way to help spread the word on Social Media...

Please follow, like and add us on:



Facebook: @bbbswashtenaw  
Instagram: @bbbswashtenaw  
Snapchat: bbbwashtenaw



When posting about BBBSW please tag us in your pictures with a few of the following hashtags:

- |                  |                             |
|------------------|-----------------------------|
| #matchesinaction | #LittlemomentsBigadventures |
| #goBIGS          | #bekind                     |
| #bbbswashtenaw   | #manforthejob               |
| #sistersister    | #manup                      |



## **\*\*NEW\*\***



We are starting to do Match takeovers on Snapchat! A match takeover is when you and your Little take control of the Organization's Snapchat and snap your adventures on our SnapStory! You could take selfies, show what projects you have been doing, or even where you are going to eat. Just have fun!

If you do not know how to use Snapchat, have no fear! This could be a teaching tool for the Big or the Little or something you can learn together!

**To do this please contact our Community Engagement Manager at [AnneMarie.Veneroni@bbbswashtenaw.org](mailto:AnneMarie.Veneroni@bbbswashtenaw.org) to schedule a date and time.**

Example of how to promote your match takeover:

- Post a personalized message to Twitter and Facebook: Hi guys, as some of you know I'm a BIG at Big Brothers Big Sisters of Washtenaw County. This Saturday my Little (Insert name) and I are taking over their snapchat. Add us on snapchat @bbbswashtenaw to follow our adventures and feel free to reach out to find out how you can get involved!



Friendly Reminder: Please adhere to our social media policy found in our program rules.