

SOCIAL MEDIA PLATFORM OVERVIEW

facebook

Audience: Primarily older demographics, including veterans and their families.

Strengths: Great for sharing event information, articles, and longer-form posts. Community engagement through comments and shares.

Best Uses: Event promotions, veteran success stories, and volunteer spotlights, increasing chapter membership and awareness.

Tip: Use 2-3 hashtags per post for optimal reach and engagement.

twitch

Audience: A younger, tech-savvy demographic, including veteran gamers.

Strengths: Live interaction during streams, perfect for virtual events, gaming fundraisers, and real-time chats.

Best Uses: Virtual fundraisers, charity gaming streams, or discussions on veterans' topics.

Tip: Use Twitch tags like: #VeteransSupport or #CharityStreams to engage viewers who care about giving back.

Snapchat



Audience: Primarily Gen Z and Millennials, focused on short, engaging visuals.

Strengths: Quick, visual storytelling with photos and videos. Great for behind-the-scenes event coverage.

Best Uses: Event recaps, volunteer highlights, and encouraging community engagement with geotags. Snapchat is also a great platform to showcase videos.

Tip: Use Snap Stories to highlight upcoming events or show clips of previous events to encourage involvement.

GENERAL TIPS FOR ALL PLATFORMS

- **Visuals Matter:** Use strong visuals that tell stories and grab attention. Photos of veterans, families, service animals, and community events work well.
- **Engage Your Audience:** Reply to comments, ask questions, and create polls or quizzes.
- **Share Real Stories:** Highlight local veterans and the difference DAV makes.
- **By staying focused on building community, sharing success stories, and raising awareness, you can keep engagement high without breaking solicitation rules.**



1. EVENTS: Build Excitement Around What's Happening

- Highlight Upcoming Events: Keep your local community informed of upcoming chapter meetings, veteran support events, or virtual or in-person gatherings.
 - Example Post for Facebook:
 - 🎉 Join us for [Event Name]! Let's come together to support Minnesota's veterans. 🤝 Veterans and families are welcome! Learn more here: [Event Link]. #VeteransSupport #DAVMN"
 - Twitch Idea:
 - Host live streams to showcase veteran success stories or "virtual events" like gaming tournaments to engage younger veterans. Engage in real-time conversations with viewers to create a sense of connection.
- Post-Event Recaps: Show appreciation to attendees and volunteers by sharing highlights or photos/videos of past events.
 - Example Post for Snapchat:
 - "Thanks to everyone who joined us at [Event]! Here's a look back at all the fun and support we shared. 📸 Swipe up to see more!"

2. USING HASHTAGS: EXPAND OUR REACH

Hashtags are key to expanding the visibility of our posts and connecting with a larger audience.

- Always include relevant hashtags: Stick to veteran-related and regional hashtags, which will help people interested in our cause discover us.
 - Examples:
 - #MNDAV #SupportVeterans #VeteransInMinnesota #VetCareMN #DAVStrongerTogether
- Platform-specific tips:
 - Facebook: Use 2-3 hashtags for each post. Keep them general yet specific enough to gain attention (e.g., #VeteranCare).
 - Twitch: Use tags in your stream description to highlight content like #VeteransSupport, #GamingForGood, and #CharityStreams.
 - Snapchat: Use keywords relevant to veterans and location-based geotags to capture local attention.

3. FUNDRAISING CAUTION: Encourage Support Without Soliciting

Instead of asking for donations directly, focus on storytelling and encouraging people to learn more or get involved.

To ensure compliance with the DAV Constitution and Bylaws while conducting successful fundraising activities, consider the following strategies:

- Indirect Fundraising: Focus on storytelling and engagement rather than direct solicitation. Share impactful stories of veterans helped by DAV programs, encouraging community involvement without asking for money.
- Volunteer Promotion: Offer volunteer opportunities, showcasing the value of contributing time and effort rather than monetary donations.
- Approval and Reporting: For fundraisers exceeding \$5,000, obtain approval from the Department Executive Committee (DEC), and ensure all financial reporting follows the standards set in Article IX, Section 7 of the bylaws.
- Transparency and Alignment: Keep all fundraising efforts transparent and aligned with the national DAV bylaws. Avoid direct financial requests unless proper authorization is granted.
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These strategies not only respect organizational guidelines but also foster deeper community engagement and support.



RECAP: These strategies not only respect organizational guidelines but also foster deeper community engagement and support.

- Highlight Impact, Not Solicitation: Share stories of veterans whose lives have improved through DAV programs and camaraderie.
 - Example for Facebook:
 - "Meet [Veteran Name], whose life changed thanks to your support of the Minnesota DAV. Want to learn more about how we help veterans like him? Visit [Link]. #DAVMission #VeteranSupport"
- Promote Volunteer Opportunities: Encourage people to give back by donating their time.
 - Example for Snapchat:
 - "Be a part of something bigger. Volunteer with us at the MN DAV and help our veterans thrive. Learn how you can get involved! Swipe up. #SupportVets"
- Twitch: Host virtual fundraisers where proceeds from live streams go toward DAV events or support services (without directly asking for money).
 - Idea: Create fun, engaging streams, like a "Charity Speedrun" or a "Veterans Gaming Day," encouraging viewers to learn more about how they can help.
 - Example Chat Message:
 - "All proceeds from today's event go to supporting our Minnesota veterans. Want to learn more? Visit our page [Link]."

