



# Yale Alumni

## Using Social Media to Promote your Day of Service Project

Using social media is very effective in capturing the energy and enthusiasm of Yale alumni in action during the Yale Day of Service. Reading a comment in real time or seeing a photo of volunteers working captures the moment of making a difference in our communities. Immediate, exciting communication is happening all around the world. What an incredible opportunity to connect us under the Yale banner!

### Posting comments and photos

We want to hear from you! We are asking Yalies around the world to help us spread the word about the Yale Day of Service by posting comments and photographs on the following platforms:

- Your own FACEBOOK page and the Yale Day of Service page
- Your own TWITTER account and the Yale Day of Service Twitter account @YaleDayService
- Your INSTAGRAM account and @yaledayofservicet; tag @yaledayofservice and use the hashtags
- Submit comments, photographs and short videos through the “Share Your Experience” link on the Yale Day of Service website: <https://yaledayofservice.org/share-your-experience>

Use hashtags: **#YaleDayOfService** and **#YaleAlumni** to make sure your site gets included in the global day of service activities.

Questions? Contact Mara Balk at the YAA, [mara.balk@yale.edu](mailto:mara.balk@yale.edu) or by phone at 203-436-8820

**Thanks again for all you do! We look forward to seeing you and your posts about the Yale Day of Service this year!**