

# Boys & Girls Clubs of the Austin Area

## Great Futures Campaign Kickoff Event and Bell Heard 'Round the Web

### Partner Social Media Guide

Dear Partners,

This Thursday, July 31, 2014, Boys & Girls Clubs of the Austin Area will publicly launch our Great Futures Campaign, an unprecedented initiative to mobilize our country around the issues facing America's youth, raise awareness about the critical role of the Out-of-School Time, and empower the next generation on their path to a great future.

Our Campaign Launch will capture the attention of audiences nationwide through several key components, including issuing an online component. At 3 p.m., the "Bell Heard 'Round the Web" digital disruptor will engage our celebrity supporters, corporate partners and employees, Clubs and alumni to raise awareness on social media and on websites.

We want all friends of the Club to join in!

Here's how you can get involved:

- Post social media posts using the Twitter and Facebook templates provided.
- Change your social media avatar photos to the BGC logo (attached). Include the following as the photo caption/description "Open the door to a child's future at [www.greatfutures.org](http://www.greatfutures.org) and [www.bgcaustin.org](http://www.bgcaustin.org)
- Join us AND invite your friends to our special launch event at Barton Creek Mall on July 31 at 3:00 p.m. (downstairs from the food court, see invite for more details.) Club members will lead activities that highlight our awesome Club programs!
  - Giveaways by BGCAA and Coke Rewards
  - Free raffle for Barton Creek Square vendor gift cards

Social Media Posts - Please use the BGCAA twitter handle - @BGCAustin and #GreatFutures

[www.bgcaustin.org](http://www.bgcaustin.org)

[www.facebook.com/bgcaustin](http://www.facebook.com/bgcaustin)

[www.twitter.com/bgcaustin](http://www.twitter.com/bgcaustin)

FACEBOOK

Frequency (post frequency leading up to July 31st – repeat posts)

♣ 2x day on Facebook

♣ 1-3x day on Twitter

## FACEBOOK POST EXAMPLES

It's 3:00 p.m. and the school bell just rang. Did you know that 15 million kids are leaving school with no place to go? Join @BGCAustin to Open the Door for America's Kids visit GreatFutures.org #GreatFutures

Did you know that at 3 p.m. 15 million kids leave school with no place to go? No supervision, no guidance, no safety. Stand with @BGCAustin as we Open the Door at www.GreatFutures.org. Every boy and girl deserves a #GreatFutures

Join us @BartonCreekSq from 3p-6p to see The Boys & Girls Clubs of the Austin Area @BGCAustin in action. We'll have giveaways and a free raffle! #GreatFutures

Join the Boys & Girls Clubs of Austin @BartonCreekSq July 31 from 3p-6p. FREE raffle and giveaways @BGCAustin. #GreatFutures

Mobilize our country to reverse the negative trends facing America's youth by raising awareness about the critical impact that Clubs and the Out-of-School Time have on kids' lives. Join @BGCAustin at @BartonCreekSq on July 31st at 3pm to see a Club in Action!

To improve the outlook of our nation, we must redefine the opportunity equation for ALL kids: School + Out-of-School = A Great Future. Join @BGCAustin at @BartonCreekSq on July 31st at 3pm to see a Club in Action!

Our partner @BGCAustin! Join us at @BartonCreekSq on July 31st at 3pm to see a POPUP Club in Action! FREE PRIZES!

## TWITTER:

When the 3p.m. school bell rings, Boys & Girls Clubs doors open. Every child deserves a #GreatFuture @BGCAustin

Join us July 31 @BartonCreekSq from 3p-6p to see The Boys & Girls Clubs Austin @BGCAustin in action. #GreatFutures

Join our partner @BGCAustin @BartonCreekSq July 31, 3p-6p for their Great Futures Campaign Kickoff! FREE raffle & giveaways! #GreatFutures