



How to be a voice for Second Story on social media

As a nonprofit, we need as many voices as possible to help spread the word about Second Story's programs, needs, and volunteer opportunities. And while we can use our organization's official voice to promote our work to key audiences, **it means so much more coming from you.**

As a friend of Second Story, you can educate and inspire others. With just a few likes, clicks, or shares, you never know who you might reach. By taking a few simple steps on social media, you can make a big impact.

How to Get Started

- ☐ Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#), and [Twitter @SecondStoryorg](#).
- ☐ Refresh your profile on platforms such as LinkedIn by adding Second Story's logo to your profile. Email communications@second-story.org to request the logo.
- ☐ Like and share your favorite Second Story posts—only posts that speak to you.
- ☐ Recommend your favorite podcast episode from [Second Stories](#).
- ☐ Invite friends and family to join fundraising/donation drives that you helped provide advice for or plan. Share links with a personal note about your role.
- ☐ Forward your favorite story or news from Second Story's e-newsletter to friends and colleagues.

A Few Tips...

- **Make it personal.** Only share what truly speaks to you.
- **Tell your own story.** How did you learn about Second Story? What inspired you to get involved—and stay involved? Which Second Story programs connect with you?
- **Consider all channels.** Outside of mainstream social media platforms, neighborhood chats/groups, work forums, book clubs, and interest groups all present very personal, targeted channels for you to consider.

Quick Links You Can Share

- Invite someone to an Open Door: <https://www.second-story.org/get-involved/open-door/>
- Donate items: <https://www.second-story.org/news/our-immediate-covid-19-needs/>
- Give monetarily: <https://www.second-story.org/givenow/>
- Share our podcast: <https://www.second-story.org/podcast/>

Our Language

Speaking about your individual connection to Second Story in your own voice is always best. However sometimes we're all at a loss for words. For those instances, we've included the language we use to describe Second Story.

- **Mission:** Second Story transforms the lives of children, youth, and their families by providing safe havens and opportunities for them to grow and thrive. Our programs provide critical support at critical turning points in their lives.
- **Vision:** Second Story's vision is of a community in which all young people are safe, live in a nurturing environment and have the opportunity to reach their full potential.
- **Word Choice:** Rather than "at-risk youth" or "homeless youth," we like to say "youth in crisis" or "youth experiencing homelessness." Rather than "the shelter," we prefer to say "Second Story for Teens in Crisis" or "safe haven."

When We Need You the Most

These are the opportunities when we need to leverage as many voices as possible:

- Invite people to an Open Door session.
- Look for outreach opportunities for Second Story staff to engage directly with the community.
- Invite people to upcoming events.
- Generate an invite list for the Ask event.
- Introduce potential individual supporters to our Development staff.

Stay In Touch

Thank you for considering adding your voice to our chorus! We could not do our work without people like you. If you have ideas, need resources, or are looking for some sample posts to share, contact us at communications@second-story.org.