**Ideas and Resources for Shared Media Posts**

 To successfully raise awareness about your organization, it is important that you post consistently on MEF’s blog and Facebook page.

 On the first and third week of each month, post on the blog about one of the programs you help fund and then post a sponsored link to it on Facebook.

 On the second and fourth week of each month, post a link or a bit of news on Facebook. The following list has a plethora of ideas followed by a list of resources.

 An important part of raising awareness on social media is inviting local Facebook friends to visit and “like” MEF’s page. When new people join the board, ask them to do the same.

 Lastly, always be sure to hashtag the Yamhill County’s News-Register (#News-Register) when you post about a MEF fundraising event, learning experience or program. Doing so may catch an editor’s eye and lead to a news article, which will bring more awareness to the community about what your organization does. See more on hashtags in the Online Writing and Style Guide.

**Post Ideas**

 The following ideas can be used for a one or two sentence Facebook post with a photo or link to more information about the topic—or be the subject of an extra blogpost on the second or fourth week of the month, which you can then link to on Facebook.

 Always add a caption or comment when you share a link. If the link does not generate a photo and you do not have one you can use, download a stock photo from Pixabay.com, unsplash.com or pexels.com and use that.

1. A list of locations where people can pick up a free seed packet
2. Upcoming fundraisers
3. Request for volunteers
4. Photos from teachers, MEF classes, activities or events
5. The preparation process for an event to build up excitement about it
6. Results/follow up of/on a fundraising event
7. Thank community for support
8. If MEF is mentioned in the news, post about it
9. An Artist-In-Residence lesson
10. Ask people to share their favorite school memory (Board members should take the lead in this.)
11. Science Experience lessons
12. Teacher Features about individual teachers in the district
13. Library events for children
14. Upcoming school and community events, such as students’ concerts, awards, wins
15. Awards a school or educator in the district receives
16. Congratulations to student(s), teams, clubs for achievements
17. Local PTAs and what they are up to
18. The History of MEF
19. Parks and Recreation events
20. Community Center events
21. Articles on your website
22. Ask a teacher for a fun learning experiences children can do at home
23. Ask a teacher to serve as a guest blogger or send you a photo you can post on Facebook
24. Ask each board member for a couple of sentences about why they got involved with MEF, what their role is with the organization, what line of work they are/were in
25. Post board member’s answers with a photo of their own children when they were small
26. School concerts
27. Local educational enrichment activities
28. A thank you to a business or individual that has made a substantial donation with a link to their website or Facebook page with #businessname
29. A paragraph from your newsletter about Mini Grants, Artist-In-Residence, Science Experiences or Battle of the Books
30. A paragraph from the brochure
31. Introduce a new member of the board
32. A goodbye to a board member who is stepping down after years of faithful service
33. Tell about a donor’s business and why the owner supports MEF and include link to their website or social media page
34. Post Teacher Feature stories about a teacher in the district w/photo
35. Links to articles on why art, science or reading is important for children’s development
36. List of Oregon museums or link to lists with a comment on what the post is
37. Links to your updated website
38. List of grants awarded during the 2022/2023 school year
39. New article on your website
40. Info about local educational activities that the city or another organization in town is doing
41. MEF mentions in the newspaper or district publications on social media or elsewhere
42. When school is not in session, post links to websites with simple science experiments and art or other activities that readers can do with children at home
43. Links to articles or virtual seminars about living trusts
44. Art galleries
45. Museums

Please see the next page for a list of resources.

**Resources**

1. School liaison for MEF
2. MEF documents including copies of science and art lesson plans and photos
3. MEF annual report
4. MEF website
5. School social media pages
6. Yamhill County’s News-Register
7. Tip: Google school names, mascot names, club names weekly or have a board member who subscribes to the paper check it weekly for mention of anything that would be great for a post
8. If the story is not behind a paywall, post a comment with a link to it. If it is behind a paywall, just post a brief summary, such as “The News-Register reports that Mac High’s graduation rate is one of the highest in the state Kudos to the teachers and administrators that create an environment where students can soar.”
9. News-Register Facebook page
10. McMinnville School District’s Facebook page
11. Individual McMinnville Schools’ Facebook pages
12. McMinnville School District website
13. Individual schools’ websites
14. McMinnville Public Library’s Facebook page
15. McMinnville Public Library’s website
16. School Superintendent’s “Brockett Bulletin”
17. McMinnville’s Parks and Recreation web page
18. PTA social media pages
19. Bulletin boards in public buildings
20. Teachers who received grants in the past
21. Grant Completion forms

**School Break Ideas**

During school breaks, consider making a few extra posts on Facebook to a specific family friendly activity on one of the following websites. While such posts are not directly related to MEF, that’s okay. Social media as a public relations tool is about connecting with people. It’s about starting a two-way conversation with your target audience and providing them with content that is important to them. Such posts will be helpful to parents who do not want their kids playing on electronics all day. Encourage people to try out an activity and post a picture of it in the comment section.

1. Link to a [Family Fun Magazine](https://www.parents.com/familyfun-magazine/) article about various activities to do at home
2. Link to a [Science Fun for Everyone](https://www.sciencefun.org/kidszone/experiments/) article about a simple at-home science idea
3. Link to [Artful Parent](https://artfulparent.com/creative-activities-for-kids/) activity