

Hope for Heroes Neighborhood Party: Tips for Social Networking

Facebook

NOTE: Tag ESA in your post at any time by typing one of the following in your status:

@Epsilon Sigma Alpha (ESA) Community Chapters

@Epsilon Sigma Alpha (ESA) Collegiate Chapters

@Epsilon Sigma Alpha International

- 1. Create a Facebook event. From your Facebook home page, click the "events" link below your profile picture. When the new page opens, click "create an event." Fill in the boxes, choose whether to make the event public and click "create event."
- 2. When mentioning the party on your Facebook status, be sure to tag any contacts for the event by using the @ symbol, and then the contact's Facebook name. For example:
 - Be sure to stop by Main Street Park this weekend at 3 p.m. for the Hope For Heroes Block Party! Contact @Mary Miller or @Bill Jones for more info!
 - Join us at 123 Main Street in Fort Collins this Saturday from 12-4 p.m. for the block party of the year! We'll be supporting Hope4Heroes, so bring a small gift for a soldier! Message @Kate Wilson for more details!
 - Support our troops and meet your neighbors! Join us at the Hope4Heroes block party this
 Sunday 1-4 p.m. at 1234 Main Street. @Kate Wilson for details
- 3. Post a link to the ESA website with your status update by clicking "link" and typing or pasting www.epsilonsigmaalpha.org.

Twitter

NOTE: Tag ESA by typing **#ESA** and Hope For Heroes by typing **#Hope4Heroes** in your tweet. Refer to ESA in your tweets as **@ESAtweets**.

- 1. Here's a few examples:
 - Block party this Saturday in Denver! Support our troops! #Hope4Heroes
 - Follow **@ESAtweets** for more on how to support our troops through **#Hope4Heroes** and other good works!
 - Wanna support our troops? Join us for a block party! Washington Park Pavilion Denver
 1-4pm Saturday #Hope4Heroes #ESA
 - Throwing a **#Hope4Heroes** block party this Sunday! Help collect items for our troops and join the fun! Message me for info. **#ESA**