

## HOW TO USE THIS TOOLKIT

Thank you for volunteering to help the Brigade's vision of eliminating health disparities experienced by the underserved!

Social media is a powerful tool that not only helps educate the public about the Brigade's work but also helps us to:

- increase donations
- appeal to volunteers around the globe
- build relationships to achieve our mission

In this kit, you will find our social media outlets, sample posts and helpful links. Share and tag us to your heart's content. We can't wait to see you online!

# VHC Medical Brigade Social Media Ambassador Toolkit




## SUGGESTED HASHTAGS

#Healthcare #Honduras #CaringAcrossBorders  
#Nonprofit #Volunteer #DoGood #Donate  
#GlobalHealth #InternationalHealth  
#InternationalDevelopment #Honduras  
#MotivationMonday #GivingTuesday  
#WellnessWednesday

## HOW YOU CAN HELP


### Facebook

- Like  our page @VHCMedicalBrigade and share it with others.
- Like, comment and share Brigade posts that you find compelling.
- Share posts about your work with the Brigade on Facebook and tag us.
- Share articles or resources related to international health and tag us.


### Sample Posts:

- Want to #volunteer in the Washington, DC area? Visit @VHCMedicalBrigade - [bit.ly/vhcmb-volunteer-opps](http://bit.ly/vhcmb-volunteer-opps)
- Save the Date: #GivingTuesday is December 3! I'm proudly supporting @VHCMedicalBrigade. join me!

### Instagram

- Follow us @vhcmedicalbrigade.
- Like  Brigade posts that you like.
- Share posts of your work with the Brigade on your Instagram feed and be sure to tag us.

### Twitter

- Follow us @MedicalBrigade.
- Retweet and  tweets as you see fit.
- Tag us in your posts about the Brigade.

### Sample Posts:

- Want to #volunteer in the #WashingtonDC area? The nonprofit @MedicalBrigade has opportunities: [bit.ly/vhcmb-volunteer-opps](http://bit.ly/vhcmb-volunteer-opps)
- Mark your calendar! Dec 3 is #GivingTuesday. Please join me in supporting @MedicalBrigade!

### LinkedIn

- Like our page @vhcmedicalbrigade.
- Be sure to like, comment, and share specific Brigade posts that you find compelling on our LinkedIn page.
- Share articles or resources related to international health and tag us.

### Find Images to Share:

<https://www.vhcmedicalbrigade.org/stories>

## HELPFUL LINKS

**Our website:** <https://www.vhcmedicalbrigade.org>

**Inspiring stories:** <https://www.vhcmedicalbrigade.org/stories>

**Current volunteer opportunities:** [bit.ly/vhcmb-volunteer-opps](http://bit.ly/vhcmb-volunteer-opps)

**Donate:** <https://www.vhcmedicalbrigade.org/donate>

**Free e-newsletter signup:** <http://bit.ly/brigadenewslettersignup>

**Newsletter archive:** <http://bit.ly/brigadenewsletterarchive>



Virginia Hospital Center  
**MEDICAL BRIGADE**

# VHC Medical Brigade

## Social Media Ambassador Toolkit



### HOW TO USE THIS TOOLKIT

Social media is a powerful tool that not only helps educate the public about the Brigade's work but also keeps our work going! Through our efforts on social media, we are able to:

- increase donations,
- appeal to potential volunteers around the globe, and
- continue to build relationships to successfully grow our mission.

Thank you for volunteering to help the Brigade's vision of eliminating health disparities experienced by the underserved!

### Hashtags

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Free e-newsletter signup: <http://bit.ly/brigadenewslettersignup>  
Newsletter archive: <http://bit.ly/brigadenewsletterarchive>

### HOW YOU CAN HELP


#### Facebook

- Like  our page @vhcmedicalbrigade.
- Share our page with friends, followers, and others.
- Be sure to like , comment, and share Brigade posts that you find compelling on our Facebook feed.
- Share posts about the Brigade and your work with the Brigade on your Facebook page. Please remember to tag us!
- Share articles or resources related to international health and tag us.

#### Sample Posts:

- Want to volunteer in the Washington, DC area? The nonprofit Virginia Hospital Center Medical Brigade has a list of opportunities: [bit.ly/vhcmb-volunteer-opps](http://bit.ly/vhcmb-volunteer-opps)
- Save the Date: #GivingTuesday is December 3! I'm proudly supporting Virginia Hospital Center Medical Brigade. Please join me!


#### Twitter

- Follow us @MedicalBrigade.
- Retweet and  tweets as you see fit.
- Tag us in your posts about the Brigade.




#### Sample Posts:

- Want to #volunteer in the #WashingtonDC area? The nonprofit @MedicalBrigade has a list of opportunities: [bit.ly/vhcmb-volunteer-opps](http://bit.ly/vhcmb-volunteer-opps)
- Mark your calendar! Dec 3 is #GivingTuesday. Please join me in supporting @MedicalBrigade!

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- Be sure to like , comment, and share specific Brigade posts that you find compelling on our LinkedIn page.
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Images to share: <http://bit.ly/BrigadeImages>



Virginia Hospital Center  
**MEDICAL BRIGADE**