

# HASHTAG OF PROMISE: #CommunityAction | 2012

## CELEBRATING COMMUNITY ACTION MONTH 2012

In May 2012 we celebrate National Community Action Month. As part of your organization's plans to honor, exhibit, and promote your efforts to *Make America a Better Place to Live*, we invite you to join 'HASHTAG OF PROMISE: #CommunityAction', a united social media campaign, on **May 8, 2012**. Our goal that day is to make #CommunityAction a trending Twitter topic with the hope to make thousands aware of your amazing work, 140 characters at a time.

If you have little, to NO, familiarity with Twitter, and/or your organization has no designated Social Media Professional, [register today for our webinar](#):  
**TWITTER 99: When you're not Ready for the 101 Level**  
**Friday, April 13<sup>th</sup>, 2012 from 3-4pm EST/ 12-1pm PST**

### BEFORE MAY 8th:

- ☺ If you haven't already, sign up at [www.twitter.com](http://www.twitter.com), THEN
- ☺ Start following fellow Community Action tweeps, THEN
- ☺ Commit to 'Hashtag of Promise: #CommunityAction' HERE: <http://www.surveymonkey.com/s/J3DW82C>. THEN
- ☺ Actively encourage members of your network to participate in 'Hashtag of Promise: #CommunityAction' on May 8th, 2012. We suggest you
  - ☺ **Mark the Day on your Calendar**, Outlook, Smart Phone etc.
  - ☺ Mention the Day, Hashtag and Link in your Email Signature
  - ☺ Mention the Day, Hashtag and Link on your organization's Facebook Page
  - ☺ Mention the Day, Hashtag and Link on your Website

### ON MAY 8th:

TWEET AWAY! To be effective, it doesn't matter how many followers you have, but instead how many individual people send unique tweets with the Hashtag, #CommunityAction. Below are some sample tweets that you can use to start the discussion. Quote them directly or use them as inspiration. It's always best to personalize your tweets when possible. Use slogans, outcomes, or news, but use #CommunityAction!

- ☺ The Promise of #CommunityAction is we make America a better place to live.
- ☺ Ending Poverty one Promise at a time. Celebrate #CommunityAction month with us.
- ☺ If you've seen one #CommunityAction agency, you've only seen ONE. Local solutions to local problems. Keeping the Promise.
- ☺ Helping People Help Themselves and Each Other. We're proud to help keep the #CommunityAction Promise.
- ☺ #CommunityAction works. Learn more today.
- ☺ Embodying the Spirit of Hope everyday as we fight poverty and improve communities. #CommunityAction works. Learn how today.