

# How To Guide for Letters Against Depression Social Media

## What is Letters Against Depression?

- Letters Against Depression is many things.
  - We are a 503(c) nonprofit
  - We are letters and cards and hugs.
  - We are motivational pictures, quotes, and pics.
  - We are a team, but also strong individuals making a mark.
- Letters Against Depression is a 100% Volunteer driven cause. We rely on our Volunteers to write letters, create hugs, and are now offering the opportunity to have an impact on our social media.
- Letters Against Depression is an organization that wants to celebrate our Volunteers creativity, thoughtfulness, and caring they put into their work.
- Letters Against Depression is a force - a literal collective of like minded people who want to help others through the power of handwritten words.
- **We are a force! And we need to show this on Social Media.**
- If you are social media inclined - that includes making posts for Facebook/Instagram, TikTok, or even longer videos for YouTube - this could be the place for you to show off and display your creativity!

## How to Engage in Social Media

- We are changing our entire social media strategy to focus solely on LAD's mission - sending letters of hope and support to those in need. We want to build a community-based approach which shows all our people helping. This is your time to shine!
  - We are interested in seeing the creative side of our volunteers! We want to see and explore the process behind the scenes.
  - Pics and videos should be solely focused on content you are creating. Some examples include the following:
    - Writing a letter (no personal information revealed)
    - Creating a hug
    - Pictures and videos of the process to your creations such as set up, making, and the finished product
    - You may wish to take pics or videos of events you are putting on

- If you want to talk while you are creating to explain the process, that would be amazing
- How To Videos for your creations are very welcome
- If you send holiday cards, you can show how you decorate them and the messages you write
- If you create birthday cards, you can show your decorations and messages
- If you are unsure of what to do, please just ask!

### **What To Do After Creating Content**

- Once you have created your content, you have to complete the following steps:
  - Post it on facebook/instagram/tiktok
  - Tag LAD on that platform
  - Write a sentence or two about LAD/your creation
  - Email Kim at LADInnovationcomm@gmail.com with a link to your content to confirm your work.
  - This will earn you 1 hour of Volunteer time
- If you don't want to post it yourself and only want to show the video or design, we can post it with a shout out to you.
  - Email your content directly to us at LADInnovationComm@gmail.com.
  - This will earn you 15 minutes of Volunteer time.

### **Guidelines**

- This is a monitored activity
- If you do not use an active account you will not get credit (ie, you cannot create a dummy account)
- If you do not tag us you will not get credit.
- If you do not give a shout out/context, you will not get credit.
- If you are inappropriate, you will not get credit.
- There is no limit to the amount of content you can make, but we will not award credit for doing the same thing over and over again. You wouldn't write the same exact letter to someone, do not think you can make the same exact thing with content.
- If you accidentally don't complete the steps, we will work with you so you do get credit!