Kids’ Chance of America
Social Media Guidelines

These guidelines outline the expectations of social media use and representation for Kids’ Chance of America and have been created to support state organizations, national partners, our board and volunteer community members both nationally and across the states.

Please always keep in mind the social media guidelines set forth by your own company or state organization, and refrain from posting any confidential or personal information. All content related to Kids’ Chance should maintain proper spelling, grammar, capitalization, and brand name representation.
Accounts to Follow

All state organizations, partners and other members of our community are encouraged to have accounts on social networks. Social media has become an essential tool to share the Kids’ Chance mission, as well as our events and initiatives. If you plan on sharing information about Kids’ Chance, you are encouraged to mention in your profile or bio your affiliation with Kids’ Chance of America or individual state chapter – board member, volunteer, partner, supporter, etc.

Kids’ Chance of America has the following accounts which we recommend you follow so that you can easily like, retweet, and comment on what the national posts.

- Facebook
- LinkedIn
- Twitter
- YouTube

We also use the following hashtags and encourage you to do so as well:

- #KidsChance
- #giveback
- #scholarships
- #MoreMoneyforMoreKids
- #FacesofKidsChance

It is recommended to include #KidsChance in all posts in an effort to create consistency and improve search results for the organization.
Sharing Your News

If you have updates to share that pertain to Kids’ Chance, you are encouraged to tweet from your account and mention @KidsChanceInc. You may also encourage your company’s social media to mention and interact with Kids’ Chance. Kids’ Chance will retweet or share your content when applicable.

If there is content you would like Kids’ Chance to share, you should send that content to admin@kidschance.org for inclusion in our monthly Chronicle, the biggest hub of Kids’ Chance news. We release the Chronicle the second Thursday of every month, which means we would need the content five business days in advance. The Chronicle gets published to social media each time it is release. Kids’ Chance will have final say on what constitutes relevant content.
Standards

We are a community working together to bring greater visibility to our shared mission. That means that what you do reflects on Kids’ Chance. Please keep these few standards in mind when creating your content:

- **Disclose your affiliation**: If you use social media to post about industry-related news and topics, you should disclose your company affiliation in your social media profile.
- **Own your opinions**: State when your post is YOUR opinion when commenting on the industry.
- **Act responsibly and ethically**: When participating in online communities, do not misrepresent yourself.
- **Honor our differences**: You should never post discriminating content (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other basis).

And most importantly, remember our guiding principle of **More Money for More Kids**. Social media posts made to bring awareness to Kids’ Chance should focus on identifying applicants, securing funding, and supporting what matters most: the kids.
Community Accounts

In addition to the Kids’ Chance of America accounts, we recommend sharing Kids’ Chance related posts made by our partners. A list of our partners can be found here.

We also have over 40 organizations across the country. Take a look at our map and follow their channels as well. By working together, we can have a bigger voice!
Logo and Seal Usage

The Kids’ Chance brand is reserved for our state organizations and national partners, but we have a seal that can be used by anyone in our community to show their support for Kids’ Chance.

Visit our website for more information and to download the seal.

Resources

Kids’ Chance of America has created a variety of resources for our state organizations, partners and community of supporters. These resources include videos, student stories, and other marketing collateral.

Visit our resources page for the full list.