**Power of Community Week Sample Social Media Posts**

Social media is a great and easy way to spread the word about your community activities and bring awareness to the WBA Power of Community Week initiative.

The following are some sample social media posts to use before and during Power of Community Week, as well as some tips and reminders about the platforms.

Please use *#BanksPowerWI* in any of your posts about Power of Community Week, this will allow people to track the unified efforts of the Wisconsin banking community.

**Before Power of Community Week**

We are excited to participate in WBA *[or @wisbank on Twitter]*'s Power of Community Week, April 16-20, joining with other banks throughout WI celebrating our commitment to the communities we serve! #BanksPowerWI

On *[date]* we will be fundraising for/volunteering with *[organization, tag or include Twitter handle if the organization has social media]*, a great organization that *[brief explanation of cause]*, as a part of WBA's*[or @wisbank on Twitter]* Power of Community Week #BanksPowerWI

**During Power of Community Week/While Volunteering**

Thanks to *[organization, tag or include Twitter handle if the organization has social media]* for hosting our staff volunteers for Power of Community Week today, we had a great time *[activity done by volunteers]*! #BanksPowerWI

For WBA *[or @wisbank on Twitter]*'s Power of Community Week, *[bank name]* employees volunteered with *[organization, tag or include Twitter handle if the organization has social media]* today, *[activity done by volunteers]* #BanksPowerWI

We are proud to support *[organization, tag or include Twitter handle if the organization has social media]* in furthering their mission to *[brief explanation of cause]* for WBA *[or @wisbank on Twitter]*'s Power of Community Week! #BanksPowerWI

As part of our Power of Community Week activities, *[bank name]* staff participated in Teach Children to Save Day by speaking to students at *[school/school district]* #BanksPowerWI

**Things to Consider When Posting on Social Media**

It is a good idea to include a photo with your posts, don't just tell people that you are doing something, show them! Make sure you check with the organization that you are working with first to find out if you are able to take photos while you are doing your community activity.

Be mindful of character limits.

* Twitter: 280 characters
* LinkedIn: 700 characters
* Facebook: 5,000 characters
* Instagram: 2,200 characters

If you are volunteering with or donating to an organization, check out the organization's social media. You will be able to find the organization's handles to tag them, and find out if they use any hashtags that you can incorporate into your post.