



100th ANNIVERSARY SOCIAL MEDIA TOOLKIT

INTRODUCTION

Thank you for participating in the **Child Welfare League of America's (CWLA) 100th Anniversary social media outreach**. We greatly appreciate it! We've created this social media toolkit to get you started with everything you need.

Your online help is important in spreading the word about our 100th anniversary, our 2020 National Conference, and the work that CWLA has done since 1920 to support children, families, and communities. Please share information with your personal and professional networks online.

SHARING YOUR OWN WORK

In the lead-up to our 100th anniversary and throughout 2020, we will be sharing the accomplishments and contributions of our members, partners, and others through our social media platforms. We want to spread the word about the good work you've been doing. Send us information about **programs, publications, partnerships, and more**.

For example, you could **send photographs** from events or (with permission) of the children and families with whom you work. You could **tell us about publications, a conference that your colleagues attended, or a local partnership** that you would like to highlight.

We ask that you send us this information by **November 22, 2019**. Contact Rachel Adams at radams@cwla.org with your information and/or questions.

SOCIAL MEDIA PROFILES, TAGGING, AND HASHTAG

Follow CWLA's official social media profiles:

Facebook: @CWLAUupdates | Instagram: @CWLAOfficial | Twitter: @CWLAUupdates

When posting pertaining to our 100th anniversary, conference, and history, always tag your social media posts with **#100YearsofCWLA**.

CWLA SOCIAL MEDIA DAY OF ACTION – DECEMBER 16, 2019 (1pm-2pm, ET)

Join us on December 16, 2019 – 100 days from the start of our National Conference – for a social media day of action.

Suggested posts:

- 2020 Marks the 100th anniversary of the Child Welfare League of America. [Your organization] is a proud member of CWLA! #100yearsofCWLA <https://tinyurl.com/y3l4cc7u>
- [Your organization] is a member of CWLA because we are committed to improving the lives and well-being of children who are vulnerable. #100yearsofCWLA <https://tinyurl.com/y3l4cc7u>
- I have been a member of CWLA since [year] because I am committed to improving the lives and well-being of children who are vulnerable. #100yearsofCWLA <https://tinyurl.com/y3l4cc7u>
- Join [your organization] at CWLA's 100th anniversary National Conference in Washington, DC, in March! We're proud to attend this event in support of children and families. #100yearsofCWLA <https://tinyurl.com/y3l4cc7u>
- SAVE THE DATE: CWLA's 2020 National Conference is March 25-29, 2020 in Washington, DC! We're excited to be part of the 100th Anniversary Year and hope you'll join us! #100yearsofCWLA <https://tinyurl.com/y3l4cc7u>

GRAPHICS

Download our **100th Anniversary logo** and share on your social media pages!

