

# 65<sup>th</sup> Anniversary Social Media Toolkit

## Goal:

The goal of this social media toolkit is to help promote and celebrate the 65th Anniversary of Fellowship Square. The aim is to increase awareness for Fellowship Square and our mission as well as our community partners, volunteers and supporters.

## *Table of Contents*

<i><b>Fellowship Square Social Media.....</b></i>	<i><b>1</b></i>
<i><b>Logos for Social Media .....</b></i>	<i><b>1</b></i>
<i><b>Graphics, pictures, and videos .....</b></i>	<i><b>2</b></i>
<i><b>Delivery Instructions .....</b></i>	<i><b>2</b></i>
<i><b>Additional Tips.....</b></i>	<i><b>3</b></i>
<i><b>Sample Posts .....</b></i>	<i><b>3</b></i>
<i><b>Hashtags .....</b></i>	<i><b>3</b></i>

## Fellowship Square Social Media

Fellowship Square maintains a presence on various social media platforms

- <https://www.facebook.com/FellowshipSquareFoundation>
- <https://www.linkedin.com/company/fellowship-square-foundation>
- <https://www.youtube.com/@fellowshipsquare1960>

## Logos for Social Media

- **File Format:** Ensure logos are provided in high-resolution formats such as JPEG and PNG. PNG files are preferred for social media due to their scalability and transparency options.
- **Color Variations:** Include logos in different color schemes (e.g., full-color, black-and-white, and transparent backgrounds) to suit various platforms and backgrounds.

- **Size and Dimensions:** Provide logos optimized for social media platforms. This includes specific dimensions for profile pictures, cover photos, and posts to ensure clarity and alignment across devices.
- **Usage Guidelines:** Specify how the logo should be used, including minimum size requirements, spacing, and any restrictions on modifications (e.g., no stretching or recoloring).
- **Delivery Instructions:** Please email the logo to Zach as a high-resolution jpeg.

## Graphics, pictures, and videos

Here's how you can contribute:

### **Option 1: Post on Your Social Media**

- Share a congratulatory photo, graphic, or video on your own social media channels.
- Tag our official accounts so we can see and engage with your post:
  - [Facebook: FellowshipSquareFoundation](#)
  - [LinkedIn: Fellowship-Square-foundation](#)
  - [YouTube: @fellowshipsquare1960](#)
- Use the official event hashtags: **#FellowshipSquare65** and **#DrivingHousingForward** to join the conversation and increase visibility.

### **Option 2: Submit Content for Us to Share**

- Send us a high-quality photo, graphics, or video that we can post on our platforms.
- Guidelines for submissions:
  - **Photos/Graphics:** High-resolution JPEG or PNG files.
  - **Videos:** MP4 format preferred, with a maximum length of 60 seconds
  - Include any captions or messages you'd like us to share with your content.

## Delivery Instructions

- Please email your content to [Zach Cummings](#). Be sure to include your organization's name and any relevant details you'd like highlighted in the post.

## **Additional Tips**

- Keep your message positive and celebratory.
- Feel free to incorporate your own branding alongside ours (logos, colors, etc.).
- If you need help creating graphics or videos, let us know—we're happy to assist!

## **Sample Posts**

### **1. Highlighting Partnership Impact:**

Happy 65th Anniversary, Fellowship Square! [Partner Organization Name] is proud to partner with you in enriching the lives of your residents. Together, we're making a difference in the lives of vulnerable older adults in our community!

### **2. Sharing Volunteer Experience:**

Celebrating 65 years of Fellowship Square! As volunteers with [Partner Organization Name], we're honored to bring joy and connection to the residents through [mention specific activity, e.g., music, crafts]. Here's to many more years of serving together!

### **3. Focusing on Health Initiatives (For Health Partners):**

Happy 65th Anniversary to Fellowship Square! [Partner Organization Name] is delighted to work with you on vital health initiatives, like the [type of program/ initiative] program, benefiting the residents of [Fellowship House Name]. To a healthy future together!

### **4. Expressing Gratitude:**

Happy 65th Anniversary, Fellowship Square! [Partner Organization Name] is so grateful to be part of your community. Thank you for providing a supportive and engaging environment for seniors to thrive.

### **5. Highlighting Specific Programs:**

Happy 65th Anniversary to Fellowship Square! [Partner Organization Name] is proud to bring smiles to Fellowship Square residents through our [initiative]. Here's to many more years of partnership and service!

## **Hashtags**

**#FellowshipSquare65** and **#DrivingHousingForward**