

Social Media Toolkit

Social media is one of the most powerful tools in advocating on behalf of FIMRC and global health issues. You have a large reach on different social media platforms, through both personal and chapter accounts, and can have a large impact in accomplishing FIMRC's mission. This toolkit is a resource and guide on how to best harness your influence and maintain FIMRC's values in articulating the importance of access to healthcare worldwide.



First Things First

FIMRC has official media platforms that are great resources to pull from throughout the year! We encourage you to share these platforms so chapter members can “like” or “follow” us and stay updated on what’s happening with the FIMRC family across the globe. There are also photos that have been created for you to use in advertising for your chapter!

Follow Us!



/officialfimrcpage



@fimrc



@fimrc



/fimrc



/fimrc

General Pro Tips:



Mention/tag us to be featured!



Use #FIMRC



Use FIMRC's Project Site Geotags - like "FIMRC Project La Merced, Peru"

Resources for Chapters:

Looking for FIMRC content to share on your platforms? Check out [this Google Drive folder!](#)



Facebook Pages

Facebook is a great way to share events that your chapter is hosting on campus, and to create albums for photos of chapter events & trips! Remember to tag chapter members featured, any local partners for the event, and [@officialfimrcpage](https://www.facebook.com/fimrc)!

Example Posts:



Instagram

Use posts and stories to show off what your chapter is up to! Promote upcoming events, share program updates, and show off your amazing chapter members. Remember to tag people featured, and [@fimrc](https://www.instagram.com/fimrc)! Share your favorite posts from FIMRC's profile to your chapter profile's story to stay active, and use the photos we've provided to make your own posts. Mention [@fimrc](https://www.instagram.com/fimrc) and www.fimrc.org in your bio!

Example Posts:



Twitter

Twitter is always a place to be loud & proud, so share your successes as a chapter and as part of the larger FIMRC family! This is a great place to post blogs, retweet posts from [@fimrc](#), and give shoutouts for chapter members.

Example Tweets:



Choose your words wisely!

When sharing experiences from your trip, use resources provided during your on-site orientation; including this checklist from Radi Aid:

- ✓ Ask Yourself, "What is my intention with sharing this post?"
- ✓ Gain informed consent from the person pictured and/or the caretaker
- ✓ Know the name and background of the people portrayed
- ✓ Offer people in the photo a copy
- ✓ Avoid simplified generalizations, include informative text with names, place, etc.
- ✓ Be respectful of different cultures and traditions
- ✓ Ask Yourself, "Would I appreciate being portrayed in the same manner?"
- ✓ Avoid sensitive vulnerable situations, especially in hospitals and health clinics
- ✓ Don't portray yourself as the hero in the story conveyed
- ✓ Challenge the perceptions, bring down harmful stereotypes!

Stay Connected

Make connections to increase your impact! Use the Facebook Chapter group to see what others are doing on their campus to support FIMRC's mission, and get new resources from HQ to help ensure your chapter remains current. Also, as an E-Board member, make sure you're signed up the chapter newsletter that is sent out monthly! You will see shoutouts for chapters who are trying new and exciting things on campus, receive a monthly social media post to use in maintaining a consistent message with HQ, and will get a special update on one of FIMRC's project sites around the world.



If you have any questions or want to share any of your chapter events, email chaptership@fimrc.org!