



2012 MYFREETAXES.COM SOCIAL MEDIA HOW- TO KIT

OVERVIEW

Like last year, MyFreeTaxes National Partners (Walmart, United Way Worldwide, One Economy and National Disability Institute's Real Economic Impact Tour) will be promoting the 2012 MyFreeTaxes.com campaign from our respective Twitter and Facebook accounts. And again, we are asking for *your* help.

Thanks to you, last year's campaign saw a 127% increase over 2010 in web traffic to MyFreeTaxes.com.

Your 2012 MyFreeTaxes.com Social Media How-To Kit includes:

- Sample Twitter and Facebook messages you can publish on your own respective accounts.
- A list of National and Local Partner Twitter and Facebook online properties to connect with.

TIP: Use the provided list of National and Local Partner Twitter and Facebook online properties to follow/like others participating in this campaign as soon as possible.

FYI, later in the season, we will be providing:

- Spanish-Language social media messages.
- A sample E-Mail Blast message to promote awareness via e-mail.

TIP: While you are welcome to simply copy and paste the prewritten messages on your Twitter and Facebook accounts, we encourage you to additionally publish your own messages that highlight your local story.

You can highlight your local story by sharing additional social media messages emphasizing:

- Upcoming Tax Events (location, date, time)
- The Mobile Van Arrival (if applicable)
- Quotes from Your Team (VITA site participants, community leaders, etc.)
- Local Community Statistics (re: tax filing, EITC credit, returns, refunds, etc.)
- Real-Time Commentary on Events
- Photos and Video (as available)

TIP: Social Media runs on social... the more you can highlight your local story, the better it works.

Sample local story messages we encourage you to create on your own:

TWITTER

Join the @MyFreeTaxes van when it visits UW 2/23 to get help filing ur #taxes 4 #FREE!
Details: <http://www.myfreetaxes.com/alabama>

Volunteers are in #Jacksonville TODAY 2 help you prepare your taxes for FREE! Details:
<http://www.myfreetaxes.com/alabama> #freetaxes

FACEBOOK

Join the MyFreeTaxes van when it visits United Way of Alabama on February 23 to get help filing your taxes for FREE! More details here: <http://www.myfreetaxes.com/alabama> --- and it really is FREE :-).

Volunteers are in Jacksonville today to help you prepare your taxes for FREE! More details here: <http://www.myfreetaxes.com/alabama> --- be sure to stop by!

TIP: Ideally, a conversation on Facebook should be different than on Twitter. Facebook messages should generally be more casual, with more personal language. You should *not* include hash tags or truncated language on Facebook (i.e, "4" in place of "for," "u" in place of "you"). However, while it's not a best practice, we know that time management is important to many of you. To save time, you can link your Twitter account to automatically republish on your Facebook Page.

LINKING TWITTER TO YOUR FACEBOOK PAGE

1. Click here: <http://apps.facebook.com/twitter/>
2. Click the big orange button that says "Go to Your Twitter Profile Settings to Start"
3. At the bottom of the page where it says "Facebook" click the button that says "Post Your Tweets to Facebook"
4. In the pop-up box, click "Connect to Facebook"
5. Click "Allow"
6. Check the box next to the Facebook Page you want to connect to
7. Click "Allow"

FYI, the above steps may vary a bit depending upon what Internet browser you're using and what version it is but you can always Google "connect Twitter to my Facebook page" and find lots of tips.

TIP: If you are pre-writing Twitter messages in an Excel file or on a Google Docs spreadsheet, the function for a character count is =LEN(COLUMNROW), i.e. =LEN(B2). If you are pre-writing Twitter messages in a Word document, use the word counter (under "Tools") to count characters.

BIT.LY

<http://bit.ly/> is a free website that allows users to shorten a long URL, share it, and then track the resulting usage.

For example, you can turn this link:

<http://maps.google.com/maps?f=d&saddr=New+York+Penn+Station&daddr=9th+Ave+%26+14th+St,+New+York,+NY&hl=en&geocode=&mra=ls&dirflg=r&date=11%2F12%2F08&time=4:13pm&ttype=dep&noexp=0&noal=0&sort=&sl=40.746175,-73.998395&sspn=0.014468,0.036392&ie=UTF8&z=14>

Into this link:

<http://bit.ly/CUjV>

It's much easier to include a shorter link in a Twitter or Facebook message to avoid exceeding character limits or taking up too much space.

TIP: To shorten your localized MyFreeTaxes.com URL, visit <http://bit.ly>.

Once you've shortened your localized MyFreeTaxes.com URL, swap it out for the National MyFreeTaxes short link that appears throughout much of the Twitter and Facebook prewritten content (<http://bit.ly/myfreetaxes>). This will allow you to track your ability to drive traffic to the site. Note: Any message marked in the "Topic" column on the Excel file with "MFT" contains this link that you'll want to swap out for your own.

For example:

Don't waste \$ filing your #taxes. File #FREE! It's safe, secure & fast, so you can get your #money back quickly! <http://bit.ly/myfreetaxes>

Don't waste \$ filing your #taxes. File #FREE! It's safe, secure & fast, so you can get your #money back quickly! <http://bit.ly/DrkBmy>

HOOTSUITE

<http://hootsuite.com> is a free website that allows you to pre-schedule publication of Facebook and Twitter content, simultaneously --- an incredible timesaver and we highly encourage you to use it.

GOOGLE DOCS

<https://docs.google.com/> is a free website that allows you to share and update documents in real-time as opposed to sending multiple attachments via e-mails which can be hard to keep track of. It's a great way to collaborate with others and organize any additional messages you wish to create in advance and then scheduled later on HootSuite.

TIP: You can upload the Excel document we've provided to your own Google Docs spreadsheet to share, edit, and add to the content with others in your organization.

BEST PRACTICES

- Be sure to adhere to the dates corresponding with each prewritten Twitter and Facebook message we've provided.
- Post a minimum of one message a day but no more than three (you don't want to overwhelm your audience).
- Take the time to respond to questions or comments addressed to you.
- Retweet or like others' messages. People often appreciate the sharing and amplification of their ideas and are likely to reciprocate.
- Whenever possible, post links, photos or videos along with your messages for maximum impact into amplified the likelihood that others will share your message.
- Learn from each other. By using the provided list of National and Local Partner Twitter and Facebook properties, not only will you be able to connect with each other but also witness useful techniques from others.