



### **RIF and Kappa Kappa Gamma Social Media Partnership**

To the sisters of Kappa:

Reading Is Fundamental is proud to serve as the Philanthropy for Kappa Kappa Gamma. RIF is excited to work together to leverage our social media channels to support your recruitment outreach, generate greater awareness of the RIF mission, and grow exposure of the RIF-Kappa partnership and our impact together. We would love to enlist your help!

**What:** A social media campaign using Instagram and Twitter to help generate exposure for RIF and the literacy crisis in America

**Who:** You! We would love to have as many sisters of Kappa as possible promoting Reading Is Fundamental on Instagram and Twitter.

**When:** Philanthropy Day (or Days!) of Recruitment week

**Where:** Instagram and Twitter

**Why:** To generate awareness about Reading Is Fundamental and the work we do to create a more literate America

**How:** It's easy! We're asking you to post pictures on Instagram and short messages on Twitter to help generate awareness for Reading Is Fundamental and its mission!

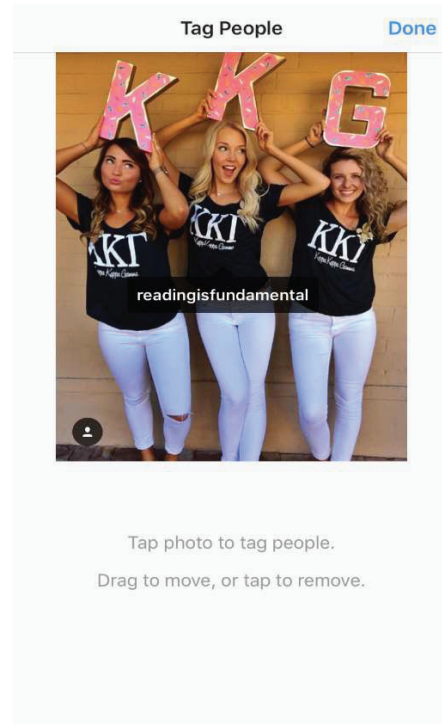
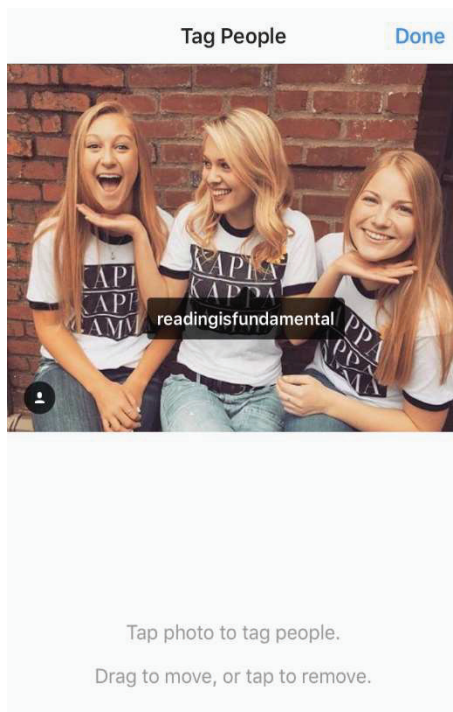
Thank you so much for your continued partnership and support and we look forward to a successful social media campaign!



**Instagram:**

Tags:

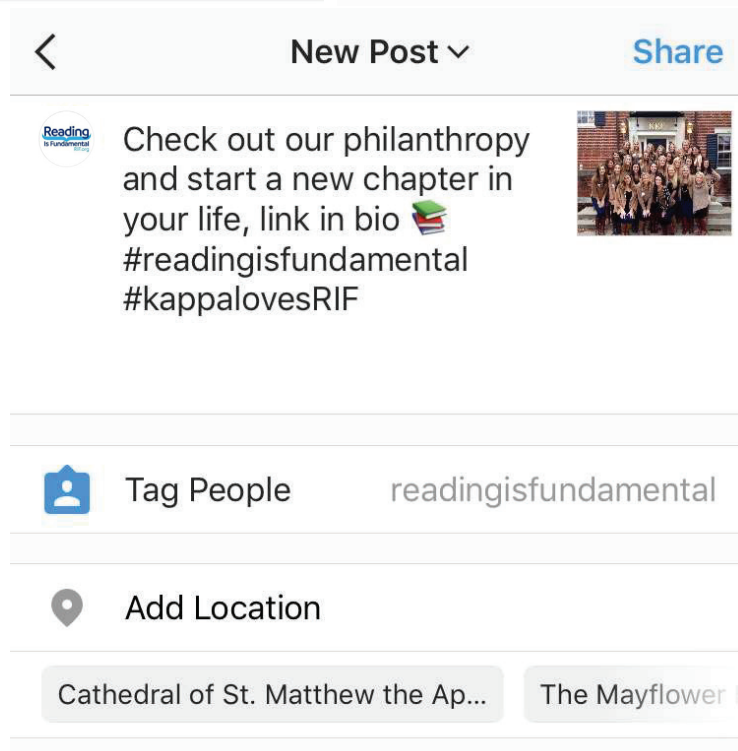
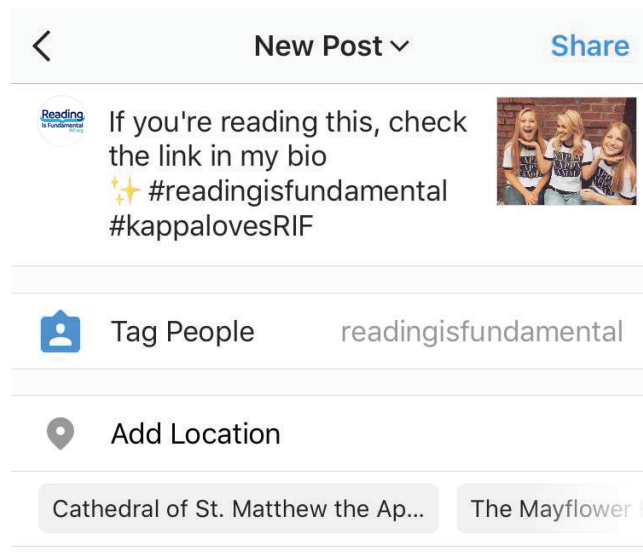
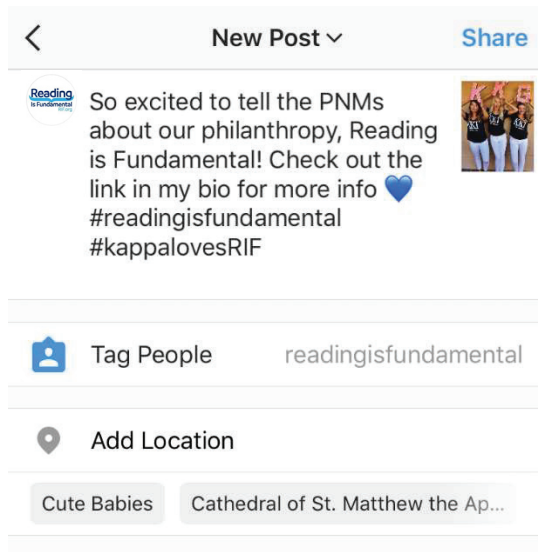
First, we ask that you simply tag us (@readingisfundamental) on any pictures you choose to post on Instagram from Philanthropy day. Below you'll see three images that show Instagram pictures with Reading Is Fundamental tagged as examples. Don't forget to give us a follow if you haven't already!





Caption:

Feel free to use creativity when you're thinking of a caption and if possible try to mention Reading Is Fundamental. Additionally, ask your followers to check out the link in your bio and post the link to our website ([www.rif.org](http://www.rif.org)) in your description on Instagram. The pictures below include some caption inspiration!



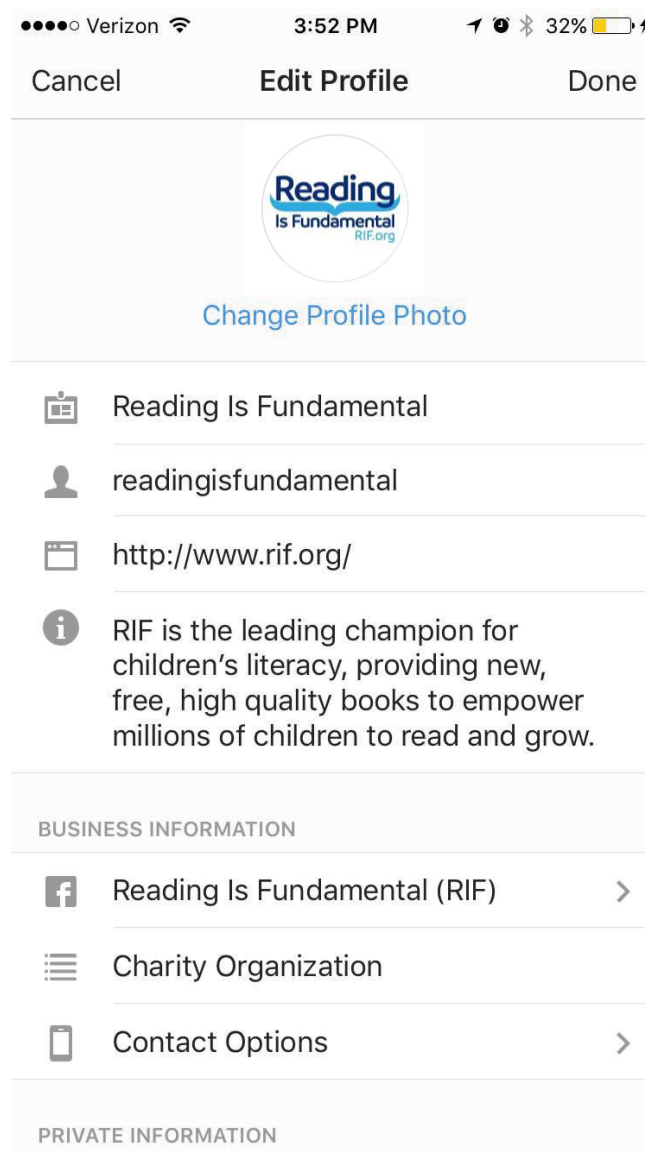


### Hashtags:

In order to keep the campaign as cohesive as possible we plan to utilize two hashtags on both Instagram and Twitter. The first is #readingisfundamental and the second is #kappalovesRIF. The sample Instagram posts above include both hashtags.

### Website Link in Description:

By adding our website link in the “website” section of your Instagram account you will help greatly increase the traffic to our website where interested users can learn more about what we do to promote literacy in the U.S. and donate if they choose. To add a website simply click “Edit Profile”, from there you can add our website ([www.rif.org](http://www.rif.org)) which will then appear on your Instagram profile. Below is a screenshot showing where to add a website link.

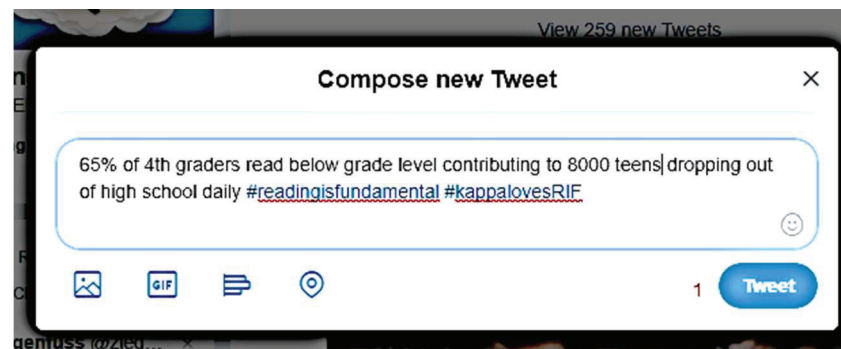
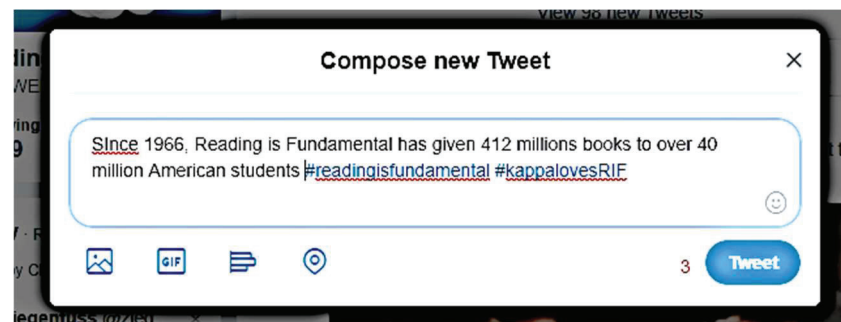
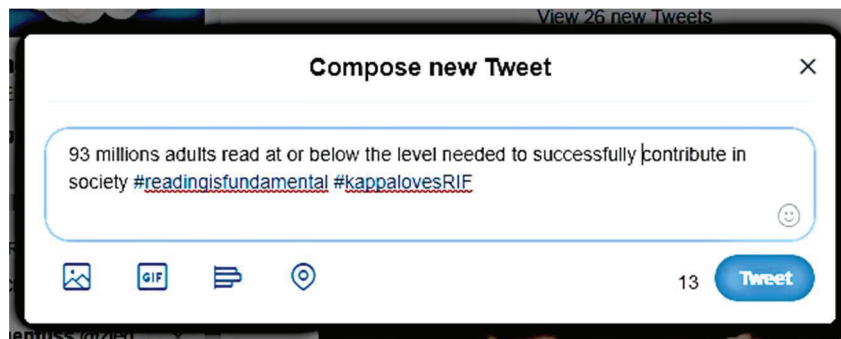




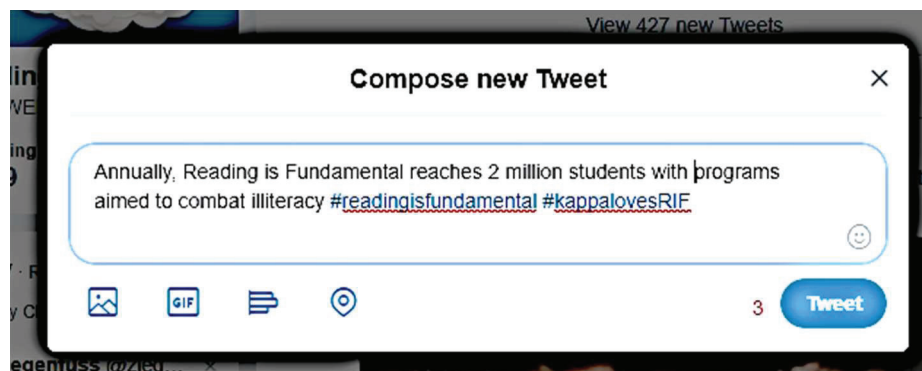
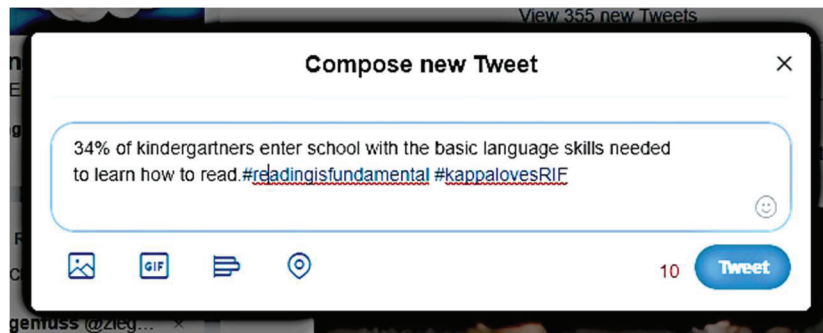
Twitter:

### Tweets:

On Twitter we are asking you to post facts relating to the literacy crisis in the U.S. followed by a link to the Reading Is Fundamental website with the hope that we will generate increased traffic to our website from people who want to know more about what we do and get involved. Five examples of literacy facts written as tweets are included below as guides. Feel free to select any of the following literacy facts to tweet!



# Reading Is Fundamental



## Hashtags:

We plan to utilize the same two hashtags on Instagram and Twitter. The hashtags #readingisfundamental and #kappalovesRIF will help to provide unity across the campaign. The sample tweets above use both hashtags to help give you an idea of how the tweets should look.