



Community
Environmental
Council

Social Media Guide

Help promote CEC's Earth Day Festival

Social media is a great way to get the word out about CEC's Earth Day Festival. Social media is the only way we will reach certain audiences, so we need your help. Here are the tools you need to help publicize the event. Let's get the buzz going!



Facebook: Too bad we can't "love" Earth Day

[Facebook.com/SBEarthDay](https://www.facebook.com/SBEarthDay) • [Facebook.com/CECSB](https://www.facebook.com/CECSB)

LIKE

Visit our pages, click "like" and you're ready to roll! Now you'll get all our updates in your News Feed too.

SHARE

When we post stories about the festival, "like," comment and share them with your friends. Type **@Santa Barbara Earth Day** in your status to connect back to the Santa Barbara Earth Day

RSVP

Visit our Facebook event page. Click on the Events tab and RSVP. Then click "Invite Friends".

CHECK IN

Use your mobile device to "check in" to CEC's Earth Day Festival. This feature is available in the Facebook app and on the Facebook mobile website: <http://m.facebook.com>

Twitter: A little blue bird told me

[Twitter.com/SBEarthDay](https://twitter.com/SBEarthDay) • [Twitter.com/CECSB](https://twitter.com/CECSB) • [#SBEarthDay](https://twitter.com/SBEarthDay)

FOLLOW

Visit our Twitter profiles, click "follow" and follow furiously! Now you'll get all our profile updates in your timeline too.

HASHTAG

Add the **#SBEarthDay** hashtag to your tweets to join the conversation. These tweets will show up on our live tv feeds during the festival.

RETWEET

When you see tweets from **@SBEarthDay**, click the retweet icon. Then our tweet will get sent to all

ENTER TO WIN

Post your photos to Twitter with **#SBEarthDay** and you'll be entered to win prizes during our contest

Instagram: Let your pictures do the talking

[#SBEarthDay](https://www.instagram.com/SBEarthDay) • [@SB_EarthDay](https://www.instagram.com/SB_EarthDay) • [@CEC_SB](https://www.instagram.com/CEC_SB)

HASHTAG

Add the **#SBEarthDay** and hashtag to your photos. These photos will show up on our live feeds during the festival.

ENTER TO WIN

Post your photos to Instagram with **#SBEarthDay** and you'll be entered to win prizes during our contest periods.