



# Social Media Guidelines

## Official Handles:



/ PFFWCF



@PFFWCF



@PFFWCF

#WIBurnCamp

#PFFWCF

#FireSafeBurnFreeWI

## Social Media Tips

### TAG US!

- By tagging PFFWCF in your social media posts, we'll be able to engage with those posts, which will increase the number of people who see them. It also makes it even easier for people to check out who we are, leading them to learn more about us and exposing them to your brand.

### CATCH EVERYONE'S ATTENTION!

- Include a link, photo or video with every post. Traditionally, posts on Facebook that are only text do not reach as many people or receive as much engagement as posts with media attached to them. We've included a few images you can use to make this even easier.

### USE OUR HASHTAGS!

- Hashtags are a great way to find new followers on Instagram and Twitter. They actually reduce engagement and reach on Facebook, so use them sparingly there. Our favorite hashtags are listed above.

### SHARE AWAY!

- Like us on Facebook ([www.facebook.com/pffwcf](http://www.facebook.com/pffwcf)) or follow us on Twitter (@pffwcf). Share or retweet our posts to your followers to spread the word. Also share your FB event with us.



Working to create a

**FIRE SAFE and BURN FREE Wisconsin**

