



American Red Cross
Massachusetts

Shelter Cape Cod: Social Media Toolkit

Suggested hashtags to add to the end of posts (especially Instagram & Twitter):

#ShelterCapeCod, #Volunteer, #RedCross, #CapeCod, #CapeStrong

Tag us:



@RedCrossMA or <https://www.facebook.com/RedCrossMA/>



@AmericanRedCross



@RedCrossMA



American Red Cross of Massachusetts or <https://www.linkedin.com/company/redcrossma/>

Short posts (150 characters or less, not counting link):

With as little as four hours of training, you can make a difference to someone in need, right here on Cape Cod. Become a Red Cross shelter volunteer: <https://rdcrss.org/3ShD7a7>

The first 48 hours of a storm are crucial. Join the Red Cross right here on the Cape – and help make your neighbors have a safe place to stay. <https://rdcrss.org/3ShD7a7>

Winter is coming. Train as a Red Cross shelter volunteer and you can help your neighbors ride out whatever the weather brings. <https://rdcrss.org/3ShD7a7>

Are you Cape strong? Join us and train as a Red Cross shelter volunteer. <https://rdcrss.org/3ShD7a7>

From fires to floods to winter storms, the Red Cross goes where we're needed. Will you join us on the Cape? <https://rdcrss.org/2M98gyY>

Longer post:

New England winters are the stuff of legend and climate change means more intense storms at a higher frequency. Are you ready to help your neighbors on Cape ride out whatever comes? The Red Cross of Massachusetts is looking for more than 200 passionate volunteers to train as shelter workers now, before the snow flies. Shelter responsibilities may include greeting and registering clients, working in the feeding area or dormitory and providing information on resources available. Training can be done in as little as four hours. Learn more: <https://rdcrss.org/2M98gyY>

As a disaster services volunteer with the American Red Cross you'll make your community stronger. We'll provide the training, you provide your time, talent and compassion. Learn more at <https://rdcrss.org/2M98gyY>

Additional graphics available here:

<https://americanredcross.sharepoint.com/teams/SocialMediaGraphics/SitePages/Volunteering.aspx>



What Disaster Volunteers Do:

 Provide **food** and **shelter**.

 Coordinate **health** and **mental health care** after disasters.

 **Prepare** communities for future disasters.

