

Fact Sheet: Promising Practices for Social Media Use A Communications Resource for Medical Reserve Corps Units

Effective use of social media can help your Medical Reserve Corps unit strengthen community partnerships, recruit new volunteers, and recognize the accomplishments of existing volunteers - which are three of the twelve MRC Factors for Success.

Connecting with Your Partners

Connecting with partners online can help you broaden your audience. A [recent study](#) found that some of the most common MRC partnerships are: emergency management agencies; fire and EMS; hospitals and health systems; health care coalitions; National Disaster Medical System Units; pharmacies; state, local and tribal health departments; Red Cross; and animal health agencies/veterinarians. If you partner with any of these groups, encourage them to follow you online and work together to showcase the good work that your MRC unit is doing with your partners.

Don't forget the people who are in your unit! Encourage them to follow you on social media so they can see the good work you are doing in your community, congratulate other volunteers on their accomplishments (or see themselves featured), and more.

Planning for Social Media Success

Here are actions you can take before, during, and after a community event or disaster response mission to increase engagement online.



Before

- Post about your upcoming event
- Coordinate posting with partners

During

- Take pictures that show MRC volunteers helping people
- Make sure all photos are appropriate & positive

After

- Consider a wrap up post with your best pictures
- Say thank you - both to your contact and online!

Always

- Tag your partners
- Share their posts and positive media posts with comments
- Have a plan for clearance
- Show your unit in your best light