

AmeriStates/AmeriCities Social Media Toolkit



This social media toolkit provides strategies and tools for state commissions, lawmakers, grantees, members, alumni, and other stakeholders to amplify this year's AmeriStates and AmeriCities rankings.

See the rankings at nationalservice.gov/ameristates.



#AmeriStates
#AmeriCities



@AmeriCorps (lead)
@NationalService



@AmeriCorps (lead)
@NationalService



@AmeriCorps



GRAPHICS

There are graphics for each of the top 10 AmeriStates, and for the top 10 large and small AmeriCities. There are also graphics with the complete top 10 listings for each category.

Graphics can be used across all social media platforms and on the web.

STRATEGY

- Connect social media content to your mayor/governor's service goals or other priorities in your state/city.
- Tweet directly at elected officials and media organizations to highlight a ranking.
- ALWAYS include the hashtag #AmeriStates or #AmeriCities.

QUESTIONS?

If you have questions about this toolkit or social media, please contact socialmedia@cns.gov. Thank you for amplifying the 2019 AmeriStates/AmeriCities rankings!

SAMPLE SOCIAL MEDIA POSTS

STATES

Congratulations to [STATE NAME]'s @AmeriCorps programs like [PROGRAM NAME] who made our state #[RANKING] among those that @AmeriCorps members call home. Thank you for continuing to #GetThingsDone! #AmeriStates

What makes [STATE NAME] a top 10 #AmeriState? Its dedication to service and strong commitment to build stronger, healthier communities! Learn more: nationalservice.gov/AmeriStates #AmeriStates

Hey, [STATE NAME], #DYK we're #[RANKING] among 2019's #AmeriStates? That means we're one of the top states producing @AmeriCorps members! Let's keep up the great work! #AmeriCorpsWorks #GetThingsDone #Service

LARGE CITIES

[CITY NAME] is ranked #[RANKING] among large cities producing @AmeriCorps members! Thank you [CITY NAME] for setting the bar high and inspiring others to pursue service statewide and nationwide! #AmeriCities

Kudos to all the @AmeriCorps members and alumni from [CITY NAME] whose commitment to service helped make our city #[RANKING] on this year's top 10 list of large #AmeriCities! Way to #GetThingsDone!

Service is a priority for [CITY NAME]s and this year's #AmeriCities rankings are proof! [CITY NAME] is #[RANKING] on this year's list of large cities that produce the most @AmeriCorps members. Learn more: NationalService.gov/AmeriStates.

SMALL CITIES

I'm so proud that [CITY NAME] is one of the top #AmeriCities, ranking [RANKING]th nationally among small cities that @AmeriCorps members call home!

[CITY NAME] is home to some of the most committed and energetic @AmeriCorps members in [STATE NAME]. I'm thrilled to learn that we're one of the top-ranking small #AmeriCities for 2019: NationalService.gov/AmeriStates.

Although [CITY NAME] is considered small, we pack a big punch when it comes to service: Among small cities that @AmeriCorps members call home, we're ranked #[RANKING] nationally! #AmeriCities #AmeriCorpsWorks

See the rankings at nationalservice.gov/ameristates