

## SOCIAL MEDIA KIT

Social media can be a great way to stay in touch with your speech and debate team members, their parents/guardians, and the surrounding community! From organizing logistic details for tournaments to celebrating student success, read on for just a few of the ways you can use social media to promote your speech and debate team. Make sure to get everything set up so you can celebrate **National Speech and Debate Education Day online with us on March 1!**

### CHOOSING YOUR SOCIAL MEDIA NETWORK

Facebook, Twitter, and Instagram offer the best opportunities for speech and debate teams to share information, depending on what information you're focused on sharing. For example, if you mostly want to celebrate students and share achievements from tournaments, Instagram may be a good choice for showing photos. However, if you're hoping to communicate information about tournaments or organize team events, you would likely be better off choosing a text-based social network like Facebook or Twitter.

Most importantly, ask the people you're hoping to communicate with! If your goal is to share information with students, ask them what method they would prefer. However, if your goal is to show success to the school community or your district, perhaps consider choosing the social network that your district is most active on.

### INCREASE YOUR FOLLOWERS

Once you've chosen your social media network and set up your account, the next step is to make sure the people you care about are following! Consider asking students to follow your account during class, sending an email to parents with information on the new account, or even posting something in your school's announcements.

### TIPS ON POSTING

Social media works best when it's social! Tag relevant people like the team of the school you're competing at, the students who you're celebrating (if they're comfortable with it), or even your school principal. And of course, don't forget to tag **@speechanddebate!**

Hashtags can also be a great way to increase your audience and gain attention. We recommend using **#WeAreSpeechAndDebate** to celebrate with us!

### ON NSDE DAY, JOIN OUR SOCIAL MEDIA MOVEMENT!

We are encouraging all teams to share student, coach, educator, and alumni stories of why speech and debate is important to them, using the hashtag **#WeAreSpeechAndDebate**. Additionally, download free graphics to share celebrating National Speech and Debate Education Day on March 1! Visit [www.SpeechAndDebateDay.org](http://www.SpeechAndDebateDay.org)

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Additional free resources, including posters, fundraising tips, templates, and more are available at [www.SpeechAndDebateDay.org](http://www.SpeechAndDebateDay.org).