

Your Social Media Toolkit

This toolkit is designed to help you and your team:

- Capture your experiences as a Youth Ambassador or Book Drive Organizer
- Utilize social media platforms as powerful community engagement tools
- Gain access to tools to design social media posts, flyers, and other marketing material.



How can you use social media as a Youth Ambassador or Book Drive Organizer?





Social media is a great way to attract support for your book drives including getting money and book donations.

Showing your book drive experience and utilizing various platforms to increase the visibility of your efforts help to get people involved in what you're doing. Over 30% of all of our book drives are done by people who were referred or inspired by another book drive organizer. 8% of our book drives come from social media alone!

Use #VolunteerALP to help the ALP team see posts from your personal accounts. We'll be sure to re-share! To share content that you'd like us to promote from our social media channels, email marketing@africanlibraryproject.org and be sure to include your handle so we can tag you.

Most used platforms

Click the icons below to follow our social media pages. Be sure to tag us when you post!

	<p>Largest social media platform in the world. 66% of Facebook users check Facebook daily. Highest traffic occurs mid-week between 1 to 3 pm. You can set up a fundraiser on Facebook.</p>
	<p>63% of users check Instagram daily. Authenticity is a key trend for IG. Share book drive updates via Stories and save to your highlights. 71% of IG users are under the age of 35.</p>
	<p>TikTok is the fastest growing platform of 2019! Use humor or dance to share news of your book drive. Send downloaded videos to marketing@africanlibraryproject.org.</p>
	<p>Make regular videos on your book drive to bring supporters into the process. You can also reach out to influencers to see if they will spread the word.</p>

[Twitter](#) & Whatsapp are also great for creating some buzz!



Tapping into Your Creativity

Your Story Matters

As stated above, we want YOU to share your story! Some platforms you can use to do this include: ALP's Facebook, Twitter, or Instagram. Our website is also a great way to display your experiences through guest blogging. Email marketing@africanlibraryproject.org if you are interested in writing a guest blog.

Make your stories personal and authentic. Share the impact doing a book drive has had on you, in addition to how you hope to help others. There isn't one way to share your story. Get creative!

Presenting the African Library Project

To date, ALP has shipped almost 3 million books and helped create over 2,800 libraries. You are part of a movement not only to help increase literacy in a part of the world where many lack access to education and reading materials, but also to spread cultural awareness of Africa.

As you talk about your book drive, refer to the specific country you're doing a library for instead of just saying "Africa". Africa is a BIG continent with 54 countries. It's unfair to lump it altogether!

Be careful to not fall into stereotypes about African countries or African people. While many people in Africa live in poverty, there are many rich and middle class people as well. There are big cities as well as small towns and rural villages. Try to share the specific story of the community you're helping. You can read the application from your school match to learn more about that community.

The most important part of sharing your story is to celebrate your role as a youth ambassador or book drive organizer. More fun stats about ALP that you can use:

- We partner with over 7 African countries
- In 2020, we want to create over 400 libraries.
- ALP was founded in 2005.

News Outlets

Another cool way to share your story is by contacting local news agencies. Use the press release template in our resources center as a guide. You can also contact your school's paper or your organization's marketing team. Many book

drivers have already gotten media coverage, and you can too!

- Here's an example - [Sajni Shah, Book Drive Organizer](#)

Use Your Own Networks!

Think of different communities you are a part of. Really - write it down! Then find the most suitable way to spread the word in each community. Let them know what you are doing and most importantly, *why*.



Let's Brainstorm!

What different communities are you a part of?
Which of these networks do you think would be most interested in your work as a Youth Ambassador?

Finding the Right Resources

Social Media Tools

There are numerous online tools you can use to create flyers, social media content, and anything else you may want to display.

Some of the tools we use include for content creation are:

- Canva.com
- ALP Flyers
- Over (Available on Android and iOS)
- Pixlr
- Stencil
- Piktochart
- Buffer - Social Media Scheduler

Increasing Your Engagement

If you do decide to share your story online, don't forget to use popular ALP hashtags to increase the chance of your post getting more engagement. Our favorite hashtags include:

- #literacyheroes
- #africanlibraryproject
- #nonprofit
- #continuetheprogress
- #givingtuesday
- #communityengagement
- #literacy
- #VolunteerALP

There are plenty more hashtags you can use, but these are some of the most popular. If you come up with your own, we'd love you to share it.

We're Here to Help

Find the perfect way to display your involvement, whether that is through a social media post, a Snapchat video, a guest blog on African Library Project's website, or all of the above. Pick what works most naturally for you.

Remember, the ALP Marketing team is always here to answer any questions you may have.

Contact us at:

marketing@africanlibraryproject.org.