

A Social Media “How To” for Friendship Bridge

Using social media can help create an online conversation about Friendship Bridge and its mission. Your friends and family trust what you post on social media, so when you say something like, “Check out the work of one of my favorite international non-profit organizations: Friendship Bridge, which is now launching its new health program,” it can grab people’s attention. When you advocate for Friendship Bridge, you give us increased credibility and can help us grow.

Support Friendship Bridge on Facebook:



- Search: “The Friendship Bridge”
- Click the “Like” us button on the front page. This action will show up on your friends’ newsfeeds which will potentially lead them to checking out our page and liking us too.
- You can also “like” or “share” a photo, blog, or article from Friendship Bridge’s Facebook page
- Share our page along with a message such as, “spread the word about the power of microfinance and education to empower women in Guatemala!”
- You can also add hashtags such as #WomensEmpowerment, #microfinance, #GlobalDev, #Guatemala, or any other buzz words that you think relates to your post. Hashtags help people find our page when they are searching social media for different topics.

Support Friendship Bridge on Twitter



- Search: “@Friend_Bridge
- If you decide to create your own tweet make sure to add the @Friend_Bridge at the end of your message. This will automatically add a link that you followers can click on to send them directly to our page. You can also add hashtags like those listed above.
- You can “re-tweet” our stories and news feed to share with your followers.
- Browse our blogs online at <http://www.friendshipbridge.org/whats-new/whatsnew/> and share your favorite blog on your Twitter feed.

Support Friendship Bridge on SnapChat



- Download the SnapChat app. It is free to your smartphone. Once you have the camera open slide your finger down to go to your settings page and tap the “Add Friends,” next tap “Add by Username” and type in “friendbridge”
- Snapchat will allow you to view photos and videos live from the field in Guatemala

Support Friendship Bridge on Instagram



- Download the Instagram App. It’s free to your smartphone.
- Search: “@FriendshipBridge”
- Tap the “follow” button on the Friendship Bridge profile
- You can “like” images by double tapping them. Your followers can see which photos you have liked and may also like the same photos to spread our story.

Support Friendship Bridge on YouTube

- Search Friendship Bridge Org: <https://www.youtube.com/user/FriendshipBridgeOrg/videos>
- <https://www.youtube.com/channel/UCmXKOkwjuWYo1YfagqUqz9g>
- These videos make for great content to share on other social media platforms. You can choose your favorite video and tell your friends why you love it.

Support Friendship Bridge on LinkedIn

- Search: "Friendship Bridge"
- LinkedIn is best known as a professional social network. Join our group and get connected to our team. We'd love to hear from you!