



Big Brothers Big Sisters Social Media Kit

Social Media Handles (please tag when posting):

Facebook: @bbbsmilwaukee

Instagram: @bbbsmke

Twitter: @bbbsmilwaukee

LinkedIn: Big Brothers Big Sisters of Metro Milwaukee

Use the below messaging when posting about BBBS on your social media pages.

Hashtags:

#BBBSMKE (primary)

#BBBS #BiggerTogether #DefendingPotential #MentoringMatters

Access and download all social media graphics at the following link:

<https://photos.app.goo.gl/bGDvP1FSoeLQmm5a6>

Program Posts Caption Options:

1. Big Brothers Big Sisters offers several program options to fit your schedule, interests and expectations. Some are based in schools and one is focused on sports and group activities. Interested in making a positive and life-changing impact on a local youth in Milwaukee and Waukesha county? To better understand the BBBS one-to-one mentoring programs, visit their website: <https://www.bbbsmilwaukee.org/programs/>. #BBBSMKE
2. Big Brothers Big Sisters provides evidence-based and successful long-term mentoring programs. BBBS focuses on strengthening relationships that endure and also yield measurable positive youth outcomes. Together, volunteers empower youth to achieve brighter futures! To learn more about the BBBS outcomes, visit their website: <https://www.bbbsmilwaukee.org/about/our-impact/>. #BBBSMKE
3. Volunteer with Big Brothers Big Sisters! The four BBBS one-to-one mentoring programs provide multiple options to get involved with mentoring a youth. Choose the program that best fits your schedule, interests and expectations. Get involved today by visiting their website: <https://www.bbbsmilwaukee.org/programs/>. #BBBSMKE

'Big' Posts Caption Options:

1. I'm a Big **Brother or Sister** at Big Brothers Big Sisters of Metro Milwaukee! Volunteering my time and being a reliable role model in my Little's life is one of the most meaningful things I am doing. There's several on-to-one mentoring programs to choose from to get involved in, and BBBS will help match you in the right youth! To learn more about the provided BBBS mentoring programs, visit their website: <https://www.bbbsmilwaukee.org/programs/>. #BBBSMKE
2. Ask me about being a Big! You have the qualifications and capability to mentor a youth, and you can impact a youth in more ways than you thought possible. Their mentoring programs produce measurable youth outcomes in educational success, social and emotional development, as well as avoidance of risky behavior. To learn more about the BBBS impact, visit their website: <https://www.bbbsmilwaukee.org/about/our-impact/>. #BBBSMKE

Match Photo Posts Caption Options:

1. #BiggerTogether Post:
At Big Brothers Big Sisters, we are #BiggerTogether! Volunteering helps create and support one-to-one mentoring relationships that ignite the power and promise of youth. To learn more about becoming a volunteer, visit the BBBS website: <https://www.bbbsmilwaukee.org/volunteer/>. #BBBSMKE
2. #DefendingPotential Post:
At Big Brothers Big Sisters, we are #DefendingPotential! BBBS programs help children achieve educational success, avoid risky behaviors and gain confidence. Volunteers like you can help BBBS defend the potential of their youth! To learn more about becoming a volunteer, visit the BBBS website: <https://www.bbbsmilwaukee.org/volunteer/>. #BBBSMKE
3. #MentoringMatters Post:
At Big Brothers Big Sisters, we know that #MentoringMatters! BBBS has been serving children facing adversity in Milwaukee and Waukesha County since 1975. Our mentoring programs develop positive relationships that have a direct and lasting effect on the lives of young people. To get involved in the mentoring movement, visit the BBBS website: <https://www.bbbsmilwaukee.org/volunteer/>. #BBBSMKE

You are also encouraged to share your personal story and unique experiences through volunteering. Be sure to include a picture of you and your Little alongside the post. Personalized posts can shed a more relatable light on our agency, as well as recruit more people like you!

Thank you for helping us with our social media exposure and reach.