



Press and Social Media Guidelines

The programs supported by Share the Spirit create stronger, healthier, more client-centered communities and that is a fabulous thing - so let's talk about it! Share the Spirit is an opportunity to highlight the good work that each nonprofit is doing as well as the importance of partnering with our community for support and sustainability.

We encourage all participating organizations to consider using email, press releases, website posts, blog posts, and social media updates highlighting the great work happening in all areas of their organization during Share the Spirit activities. Below are some sample media materials that can be adapted for your organization's unique needs.

As a reminder, organizations should secure written permission prior to posting, publishing, or distributing pictures of volunteers, staff, or clients. If the photos include minor children, the legal guardian or parent must provide authorization to post the photos. A sample photo release has been included for reference.

Key Messages

- ♥ Nonprofits provide critical services that help shape our community, help those struggling - especially during the pandemic, due to fires, and because of systemic injustice - and improve holiday season for East Bay residents.
- ♥ Share the Spirit East Bay is an annual program of the Bay Area News Group - East Bay Times and supported by readers of the newspapers.
- ♥ Stories can be found at East Bay Times website <https://www.eastbaytimes.com/> and/or Share the Spirit website <https://www.sharethespiriteastbay.org> (individual story links may be shared once published)
- ♥ Share the Spirit stories feature many of the Share the Spirit grant fund recipients in order to highlight important nonprofit work in East Bay and how these programs are making a difference.

Media Kit Contents

- Press & Social Media Guidelines
- Key Messages
- Sample Social Media Posts
- Sample Press Release
- Sample Photo Release

Sample Tweets & Posts

The hashtags **#STSEastBay** and **#STSEastBay2022** have been designated as the preferred hashtag for Share the Spirit 2022. Please include the hashtags in any social media posts related to 2022 grant funded activities. Use of photos from your story is permitted, with photo credit.

Please tag the East Bay Times in your posts whenever possible, so that organizations can expand the reach of your organization’s post. Link to the EBT story, or STS story on the website when possible. Feel free to tag your reporter and photojournalist as well.

Sample tweets:

Please feel free to write your own posts, or use these samples for a starting point.

- “Excited to announce (insert organization) has received funding for our #STSEastBay (insert program)!” Add image and/or link to your program info.
- “Happy to share that (insert amount) of clients will have a brighter holiday season. Here’s how we provide help & hope: (insert image/program link) #STSEastBay @EastBayTimes

If selected for story:

- Here is some good news, and @EastBayTimes is writing about our good work as part of #STSEastBay2022! Check out our story here: (insert link)

Sample Facebook posts:

- “Excited to announce (insert organization) has received funding for our #STSEastBay (insert program)! Thanks to @EastBayTimes readers for supporting Share the Spirit so we can provide help & hope to (insert client population)!” Add images and/or link to your program info.
- “So proud to have our (insert program) featured in @EastBayTimes! Read about how we are spreading holiday help & hope though our work as part of #STSEastBay2019! Check out our story here: (insert link)” Add image.

Sample Press Release

FOR IMMEDIATE RELEASE

Contact Name, Organization, Title
Contact Phone Number and Email Address

ORGANIZATION RECEIVES GRANT FROM SHARE THE SPIRIT

City, CA (DATE) – (Organization) is pleased to announce it has received a \$XXX grant from Share the Spirit East Bay, a project of the Bay Area News Group – East Bay Times. Funds will support the *(program name; details)*.

(Briefly summarize the project. Describe who will be served by the grant, the overall goal and how it relates to your mission. Indicate any other sources of funding.)

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project.)

Share the Spirit awards annual grants through a competitive application and review process, and each year several awardees are featured in stories in the East Bay Times.

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About your organization

(insert boilerplate)

About Share the Spirit -

Share the Spirit has been helping East Bay’s most needy during the winter season for nearly three decades. The Bay Area News Group – East Bay Times is proud to bring this annual program to our community. Grants are awarded annually. At its core, Share the Spirit is created with gifts from generous people committed to local causes, many of them are East Bay Times readers. For more information, visit sharethespирiteastbay.org.

Sample Photo release (basic)

Date:

Event:

I understand that the photograph(s), video(s), or images taken of me or my minor child by staff or representatives of [NAME OF ORGANIZATION] during the event listed above may be used in print or electronic communications in support of the activities and purpose of [NAME OF ORGANIZATION].

I agree to authorize [NAME OF ORGANIZATION] and its employees or representatives to reproduce the photo(s) taken of me or my minor child for the purposes of publication, promotion or advertising in any manor or medium.

By signing this release, I am acknowledging that I am over 18 years of age and the legal guardian of minor child (as applicable).

Signature: _____

Name [printed]: _____

Name of Minor Child [one release per child]: _____

Age of child/Year of birth: _____

Relationship to Minor Child: _____