



Share a Meal

Social Media Toolkit



Thank you for being a part of the Share a Meal program at JoeAnna's House. Your time and effort will truly make the difference in our guests' day. A home-cooked meal is a wonderful gift to give someone after a long day at the hospital.

Included with this toolkit are some best practices and copy for you to share over your social media channels, should you see fit.

Authenticity and words from the heart are at the center of everything we do, so we encourage you to add personal comments, images from the meal you shared, and/or a story from your experience at the House, to your social posts!

About the Share a Meal Program

The program is an opportunity for volunteers to roll up their sleeves and gather in the JoeAnna's House kitchen to help prepare a delicious, simple and nutritious meal for families staying at the House.

We encourage Service Groups, Organizations, Individuals and Companies to volunteer. It helps lessen the stress on our guests of having to prepare a meal, but it also helps with some of the costs that they are faced with when they are away from home.

You choose your team members, the menu, and shop for the ingredients. Day of, your team will arrive and be at the house for about four to six hours (typically from 4 pm – 8 pm, depending upon the complexity of your meal) to cook and serve your meal. Your team will have full access to our very well-stocked kitchen with every type of cookware and equipment you are likely to need.

Social Media Guidelines & Things to Consider

Groups coming into the house are encouraged to post photos of their team, the meal prepared, and the fun they are having on their corporate and/or personal social media platforms.

With that said, for confidentiality reasons, Volunteers are not permitted to post photos from within or outside on the property **of JoeAnna's House on any social media platform that includes images of Guests** unless prior permission has been granted. See our [Confidentiality Statement](#) on our website for more information.

Social Media Best Practises

Social media can be an intimidating world, so that's why we want to make it as easy as possible for you! Here are a few best practices we would suggest employing when you want to share your experience volunteering.

1. **MOST IMPORTANT FIRST -> don't forget to tag us** (see chart below for our tags on the different social media platforms)! Whether that be a post on a feed, or on stories, please tag us so we are alerted and in the loop with what you're up to! **This will also ensure that we are able to repost all your content on our social media pages, broadening your reach too.**
2. Include a variety of both photos and video content. Your audience will love to see you in action!
3. When possible, include interactive pieces in your content – include polls, question boxes, music, etc. This includes your audience in your Share a Meal experience too!
4. Tell a story – share your experience from beginning to end. Share everything from your grocery shopping to serving of your meal, night of.
5. Be choosy with your hashtags. No one likes a whole list of hashtags in a caption. Although we don't have official hashtags we use, if you're looking to include some in your copy we suggest using #JAHShareMeal
#JoeAnnasHouse #KGHfoundation
6. Don't ignore your followers' comments. We encourage you to respond and answer any questions your followers have. If you need our support at all, please do reach out to us directly. We are happy to answer any questions you (and your followers) may have.

Social Media Copy

Need a starting point or some inspiration? Below are some options for post copy & media. Keep in mind, you are more than welcome to tailor the content to fit your personal/brand voice.

Option 1: Promote the Share a Meal Program

Social Media Platform	Copy	Notes (*FYI: JoeAnna's House has different tags on different platforms)
Facebook	<p>It's said that the people who give you their food, give you their heart, and after a long day at the hospital that, in itself, can make all the difference. This is why we are supporting the @joeannashouse Share a Meal program.</p> <p>JoeAnna's House provides accommodations for out-of-town families with loved ones receiving care at KGH. It provides families with a safe and comfortable place to call home when they need it most.</p> <p>We will be preparing and serving a meal to the guests of JoeAnna's House on [insert date here]. By volunteering our time and efforts, we are helping to lessen the stress of having to prepare a meal, and offset some of the costs JoeAnna's House guests' face, when they are away from home.</p> <p>A home-cooked meal is a wonderful gift to give someone after a long day at the hospital. Proving that we truly are Better Together.</p> <p>You can support JoeAnna's House by signing up to participate in your own Share a Meal evening at the house. Simply visit https://joeannashouse.com/share-a-meal and fill out the Share a Meal online application.</p> <p>#JAHshareameal #JoeAnnasHouse #KGHfoundation</p>	Remember to tag @joeannashouse
Instagram	<p>It's said that the people who give you their food, give you their heart, and after a long day at the hospital that, in itself, can make all the difference. This is why we are supporting the JoeAnna's House Share a Meal program.</p>	Remember to tag @kgh_foundation

	<p>JoeAnna's House provides accommodations for out-of-town families with loved ones receiving care at KGH. It provides families have a safe and comfortable place to call home when they need it most.</p> <p>We will be preparing and serving a meal to the guests of JoeAnna's House on [insert date here]. By volunteering our time and efforts, we are helping to lessen the stress of having to prepare a meal, and offset some of the costs JoeAnna's House guests' face, when they are away from home.</p> <p>A home-cooked meal is a wonderful gift to give someone after a long day at the hospital. Proving that we truly are Better Together.</p> <p>You can support JoeAnna's House by signing up to participate in your own Share a Meal evening at the house. Simply visit the JoeAnna's House website and fill out the Share a Meal online application.</p> <p>@kgh_foundation #JAHshareameal #JoeAnnasHouse #KGHfoundation</p>	
Twitter	<p>After a long day at the hospital, a home-cooked meal can make all the difference. This is why we are participating in the Share a Meal program at JoeAnna's House. Join the program too -> joeannashouse.com/share-a-meal/ @kgh_foundation #JAHshareameal #JoeAnnasHouse #KGHfoundation</p>	Remember to tag @kgh_foundation

Option 2: Share Your Experience

Social Media Platform	Copy	Notes (*FYI: JoeAnna's House has different tags on different platforms)
Facebook	<p>We truly are Better Together! The [insert your business name here] team at @joeannashouse sharing a home-cooked meal with their guests. #JAHshareameal #JoeAnnasHouse #KGHfoundation</p> <p>-----</p>	Remember to tag @joeannashouse

	<p>All you need is love and home-cooked food.</p> <p>Our team participated in the Share a Meal program at @joeannashouse and served Gran's Famous Lasagna [<-insert your own meal] to a kitchen full of guests. #JAHshareameal #JoeAnnasHouse #KGHfoundation</p> <p>-----</p> <p>[Share your own experience in your own words. Share how the experience made you feel. What you served. Who participated? Share your story!] @joeannashouse</p>	
Instagram	<p>We truly are Better Together! The [insert your business name here] team at JoeAnna's House sharing a home-cooked meal with their guests. @kgh_foundation #JAHshareameal #JoeAnnasHouse #KGHfoundation</p> <p>-----</p> <p>All you need is love and home-cooked food.</p> <p>Our team participated in the Share a Meal program at JoeAnna's House and served Gran's Famous Lasagna [<-insert your own meal] to a kitchen full of guests. @kgh_foundation #JAHshareameal #JoeAnnasHouse #KGHfoundation</p> <p>-----</p> <p>[Share your own experience in your own words. Share how the experience made you feel. What you served. Who participated? Share your story!] @kgh_foundation</p>	Remember to tag @kgh_foundation
Twitter	<p>We truly are #BetterTogether! Our team cooked and served a meal to the guests at JoeAnna's House as part of the Share a Meal program! @kgh_foundation #JAHshareameal #JoeAnnasHouse #KGHfoundation</p>	Remember to tag @kgh_foundation