



Social Media Strategy

Thank you for your willingness to share campaign content on your organization's Facebook and Twitter accounts. As you know, the Downtown Spokane Partnership and City of Spokane's #GiveRealChange campaign is aimed at encouraging people to stop giving money to Spokane panhandlers and instead, to give their heartfelt dollars to nonprofits with a track record of changing lives. We recommend sharing at least three pieces of content on the subject per week, while also maintaining a strong amount of non-related content so as not to saturate your page with panhandling-related posts.

Responding to Online Debate

This is an inherently sensitive subject that could fuel passionate debate. With that in mind, the best strategy to respond to passionate debates online is a single, high-level response that does not call out any specific commenters but rather encourages social media users to freely express their thoughts while remaining civil. Don't feel the need to respond to every challenging comment, but feel free to ask people to reach out to DSP with questions and concerns if a negative debate sparks. It could be a response like this:

We appreciate the passionate discussion on this topic. [Insert organization here] supports the Downtown Spokane Partnership and City of Spokane's view on how best to support panhandlers who genuinely want to work toward recovery and self-sufficiency. We encourage you to continue the discussion but ask that you remain civil and respectful to your fellow users and their opinions. If you have a question, please contact Elisabeth Hooker at 509.456.0580 ext. 102 or lizh@downtownspokane.net.

Remember not to delete negative comments/ban users unless they violate your organization's social media policy (i.e., if they contain profanity, viciously attack other commenters or contain other malicious content). Screening negative comments destroys online organizational credibility.

Tagging

Please utilize the hashtag #GiveRealChange to increase awareness and discussion of the campaign on Facebook and Twitter. Also, when referencing either the City of Spokane or the Downtown Spokane Partnership, be sure to "tag" them in the post to increase visibility.

7/27 - 8/2		
WEEK ONE	FACEBOOK	TWITTER
MONDAY	Change is coming. Stay tuned to find out how you can join the City of Spokane, DSP, and other local partners in giving real change to our community. #GiveRealChange	Change is coming. Stay tuned to find out how you can join the @CityofSpokane, @DowntownSpokane, and others. #GiveRealChange
WEDNESDAY	What does it mean to #GiveRealChange? Stay tuned, and on Friday we'll tell you how you can use your spare change to make real change in the community.	What does it mean to #GiveRealChange? Stay tuned on Friday.
FRIDAY	Throughout August, DSP and City of Spokane, with help from several local partners, are launching an awareness campaign to encourage people to stop giving money to panhandlers. Find out how you can #GiveRealChange here: realchangespokane.org	<p>Tweet 1: This August is about curbing panhandling in #Spokane.</p> <p>Tweet 2: Join @CityofSpokane, @DowntownSpokane and local partners to curb anhandling but help needy in our community.</p> <p>Tweet 3: Find out how you can #GiveRealChange here: realchangespokane.org</p>





8/3 - 8/9		
WEEK TWO	FACEBOOK	TWITTER
MONDAY	Stop giving to panhandlers. Your money is likely enabling destructive behavior. To #GiveRealChange, consider giving to local organizations working to help.	Giving to panhandlers enables destructive behavior. Give to realchangespokane.org to #GiveRealChange
WEDNESDAY	#GiveRealChange by donating to local organizations that make a measurable difference and change lives every day. @YWCA of Spokane @Transitions @Catholic Charities and more!	#GiveRealChange donating to local orgs that make a difference and change lives every day. realchangespokane.org
FRIDAY	Want to create real change in your community? Spread this message or donate online at realchangespokane.org to contribute. Get involved. #GiveRealChange	Want to create real change in your community? realchangespokane.org #GiveRealChange

8/10 - 8/16		
WEEK THREE	FACEBOOK	TWITTER
MONDAY	Help us stop panhandling at the supply. Encourage your friends and family to stop giving money to panhandlers who are likely using your money to fuel bad habits. To #GiveRealChange, consider donating to local organizations doing the most good.	<p>Tweet 1: Help us stop panhandling at the supply.</p> <p>Tweet 2: Encourage your friends and family to stop giving money to panhandlers using your money to fuel bad habits.</p> <p>Tweet 3: To #GiveRealChange, considering donating to local organizations doing the most good.</p>
WEDNESDAY	When you give to local organizations, people who genuinely want to work toward recovery and self-sufficiency will receive tools they need to succeed. Donate online at realchangespokane.org . #GiveRealChange	<p>Tweet 1: When you give to local orgs, people who genuinely want to recover and be self-sufficient will receive tools they need.</p> <p>Tweet 2: Donate online at realchangespokane.org to #GiveRealChange in #Spokane</p>
FRIDAY	If you or someone you know needs help finding food, housing or a job, learn more online at realchangespokane.org . #GiveRealChange	If you or someone you know needs help finding food, housing or a job, learn more online at realchangespokane.org . #GiveRealChange

8/17 - 8/23		
WEEK FOUR	FACEBOOK	TWITTER
MONDAY	Just because a sign says "homeless" or "retired vet" doesn't mean it's true. Don't be fooled. Don't give money to panhandlers. #GiveRealChange at realchangespokane.org	When a sign says "homeless" or "retired vet" it can be untrue. #GiveRealChange at realchangespokane.org
WEDNESDAY	When you give to local organizations, trained professionals can match needs with services and empower people to build a better life. #GiveRealChange	Give to local orgs to curb panhandling. They help people build better lives. #GiveRealChange realchangespokane.org
FRIDAY	Connect people who need help with the resources that can make a real difference. Donate online at realchangespokane.org to contribute to the downtown initiatives. #GiveRealChange	Connect people who need help with the resources that make a real difference. Donate at realchangespokane.org to #GiveRealChange





8/24 - 8/30		
WEEK FIVE	FACEBOOK	TWITTER
MONDAY	Panhandlers make good money. As long as they do, they'll keep asking for more. Don't be their supply. #GiveRealChange at realchangespokane.org	When panhandlers make good money, they keep asking for more. Don't be their supply. #GiveRealChange at realchangespokane.org
WEDNESDAY	Curbing panhandling improves the downtown experience for everyone and contributes to the economic vitality and overall appearance of our city. #GiveRealChange	Curbing panhandling improves the downtown experience for everyone. #GiveRealChange realchangespokane.org
FRIDAY	We want people to be eager to live, work and play downtown. Part of that is ensuring it's safe. Curb panhandling by donating here realchangespokane.org #GiveRealChange	We want people to live, work and play downtown. It has to be safe. Help us curb panhandling. #GiveRealChange at realchangespokane.org

9/1 - 9/6		
WEEK SIX	FACEBOOK	TWITTER
MONDAY	Sometimes it's hard not to offer help when you see someone in need, but when you give to panhandlers, you are making it difficult for local organizations to help them. #GiveRealChange by donating to realchangespokane.org	It's hard not to offer help, but don't give to panhandlers. #GiveRealChange by donating to realchangespokane.org
FRIDAY	Tips for dealing with panhandlers: Walk with confidence. If a panhandler asks for money, acknowledge with a nod but reply, "No," and keep walking. #GiveRealChange by donating to local charities. realchangespokane.org	<p>Tweet 1: Tips for dealing with panhandlers: Walk with confidence. If they ask, acknowledge with a nod but reply, "No," and keep walking.</p> <p>Tweet 2: #GiveRealChange by donating to local charities: realchangespokane.org</p>

9/7 - 9/13		
WEEK SEVEN	FACEBOOK	TWITTER
MONDAY	You're giving with good intentions—for a meal or roof over their head—but in reality you could be fueling bad habits. Instead #GiveRealChange by donating to organizations helping to empower those at risk here realchangespokane.org	<p>Tweet 1: Help us stop panhandling at the supply.</p> <p>Tweet 2: Encourage your friends and family to stop giving money to panhandlers using your money to fuel bad habits.</p> <p>Tweet 3: To #GiveRealChange, considering donating to local organizations doing the most good.</p>
FRIDAY	The City of Spokane has a number of public safety initiatives downtown. Find out how you can get involved! realchangespokane.org #GiveRealChange	@City of Spokane has public safety initiatives. Find out how you can get involved! realchangespokane.org #GiveRealChange





9/14 - 9/20		
WEEK EIGHT	FACEBOOK	TWITTER
MONDAY	<p>Spread the word about #GiveRealChange. Educate people you know who give to panhandlers that their money is likely enabling destructive behaviors</p>	<p>Spread the word about #GiveRealChange to curb panhandling and make a difference in lives. realchangespokane.org</p>
FRIDAY	<p>Panhandling won't go away in a month. Help us create a steady effort around #GiveRealChange. We can change our behavior to change the behavior of panhandlers.</p>	<p>Tweet 1: Panhandling won't go away in a month. Help us create a steady effort around #GiveRealChange.</p> <p>Tweet 2: We can change our behavior to change the behavior of panhandlers. Give at realchangespokane.org</p>

