



Recipe for Unity: Using Social Media to Amplify Your Event
A Project of UnidosUS's Rise Above Initiative





Social Media Guide

Congratulations on hosting your own Recipe for Unity event! The social media guide below can be used to get the word out about your event's success, and can help your organization reinforce the message that diversity makes us stronger as a nation and inspire others to host their own Recipe for Unity dinners.

Video

While attendees are sharing their stories, use video to help these stories come to life. Before recording, be sure to ask the person being interviewed if they are comfortable with you posting their story on social media. Consider the technical tips below for recording videos.

- Test your phone or camera before recording to ensure you know how it works, the audio comes through clearly, and the lens is clean.
- Sound is incredibly important when recording videos, so make sure to record in a separate, quiet space in which the individual can clearly be heard. An indoor area without much ambient noise is ideal.
- If possible, use a tripod to keep your phone steady while recording. If a tripod is unavailable, keep your phone close to your body or rest your elbows on a nearby surface. If you'd rather not hold it, you can also place the camera on a physical support, such as a table or a chair.
- Make sure the area you're filming in is well-lit. Ask the person you are interviewing to sit facing a window so you can use the natural light. Avoid back-lit settings because your figures will show up dark. Also avoid pointing your camera directly into a source of light.
- If you're using an iPhone, use "Exposure Focus Lock" to keep the exposure and focus consistent when filming a single person.
- Record the video in "landscape" mode to avoid having two vertical black bars along both sides of your video.
- Avoid using the digital zoom. Instead, get as close as you can to your subjects in order to maintain a crisp quality to your videos.



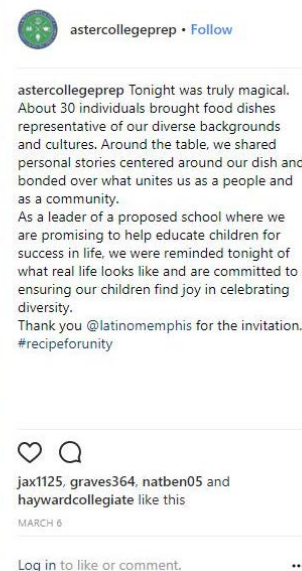


- You can use your smart phone's photos app to apply basic edits, like shortening the video or adding some filters.
- After recording, post your videos on Facebook, Twitter, Instagram and/or your website. Sample posts are included in the section below.
 - On Facebook, Twitter and Instagram keep videos your videos short – around 45 seconds – to keep your viewers engaged.
 - These videos can be featured as their own posts, with engaging captions about the event.
 - You can also incorporate videos into your website by using them as the launching point for a blog post or including them in the featured news section of your site.

Share your experiences on social media

Encouraging guests post about your Recipe for Unity event across their social platforms will help increase engagement and illustrate the impact of your event.

- Encourage attendees to take photos. These photos can be of particular dishes that catch their eye or have stories they find particularly moving, or of themselves with other people. Images of food are particularly well-suited for Instagram posts, Instagram stories or Tweets.
- Encourage attendees to Tweet or post on Facebook about specific quotes or stories they find compelling, or about how your event is making them feel. Be sure to caution them to use their best judgment so they don't Tweet anything confidential or personal.
- Ask your attendees to post photos, personal reflections and lessons learned after the meal on Facebook, Twitter or Instagram to help spread the powerful message of unity across social platforms.





- Some individuals might refrain from using social media during your event to avoid seeming rude or disengaged. To prompt social media use, take time at the beginning of the meal to clarify that you'd like for attendees to post content related to the meal on their social channels.
- Encourage your attendees to use the **#RecipeForUnity** hashtag in their posts and to tag your organization when appropriate.
- Clearly display your organization's Twitter handle and/or name on Facebook, as well as the **#RecipeForUnity** hashtag to keep it top of mind. Consider including them on materials you are planning to distribute or posted on signage around the room.
- Consider creating a designated "Photo Zone" with good lighting and signage to encourage your guests to snap photos with each other after the event to share on social media. You can also use this space to record short videos of your attendees answering short questions, such as "What was your favorite moment from the evening?" or "What was your favorite dish and why?"

Sample Posts

Below are sample social media posts which your host committee and participants can use during and after your Recipe for Unity event. Modify these posts as you see fit in order to most accurately represent your experience. When posting content on Facebook, Twitter and Instagram, be sure to use the **#RecipeForUnity** hashtag to contribute to the online community of those who've attended the Recipe for Unity events across the country.

During the event

Facebook

- Now, more than ever, our country is facing a time of unprecedented division with racial discord at its height. Despite this reality, most Americans still believe that diversity makes us stronger. We're hosting a **#RecipeForUnity** meal in [location] to bring together people from different backgrounds to explore the strength and beauty of our diversity. [Include a photo of the event.]
- We've heard many inspiring stories from and discovered unexpected similarities between the attendees of our **#RecipeForUnity** meal today in [location]. We're happy to have created a safe space for members of our community to talk about a positive vision for the future. [Include photo of everyone seated around the table.]
- [Insert name] brought [insert dish] to our **#RecipeForUnity** event today. The dish is [provide background on dish and what it means to them]. Let me tell you. It was delicious! [include photo of the dish]



Twitter

- We're currently listening to people from all walks of life share stories and a meal at today's #RecipeForUnity event in [location]. Who would've thought that bonding over a mutual love of food creates an opportunity for people to #RiseAbove their differences? [Include photo of someone holding up their dish]
- The dishes at today's #RecipeForUnity event provide a clear example of the strength and value of #diversity for communities across the country. [insert photo of Recipe for Unity dishes]
- At our #RecipeForUnity event, people from all walks of life are uniting to share a meal and conversation around #diversity. Breaking bread with people from all over [insert city here] shows me the importance of embracing the strength of our diversity. [insert photo of people eating at the same table]

After Event

Facebook

- During our #RecipeForUnity event, people from all walks of life brought dishes significant to either their families, community or culture. The meal led to a meaningful conversation on the power of diversity and how it can lead to shared positive vision for the future. Consider hosting your own #RecipeForUnity event and start connecting with more people in your community! Learn more here: [insert link] [insert group photo of attendees]
- At our #RecipeForUnity meal, we used our mutual love of food as the starting point for an important, thought-provoking and beautiful conversation on diversity. We'd like to thank all our attendees for coming together and sharing their stories over a delicious multicultural meal! [insert photo of attendees eating]
- Our Recipe for Unity event in [location] was a huge success – just ask [insert name], one of our brilliant attendees. They sat down with us to share why Recipe for Unity makes them feel more connected than ever to their community. [insert video here]

Twitter

- Our #RecipeForUnity event revealed that these [insert name for people from that city] share a lot more than a hometown. Interested in organizing your own Recipe for Unity dinner? Learn more here. [insert link] [Insert photo of participants.]
- Our #RecipeForUnity meal reflected the American mosaic – grounded in [insert city] - and allowed members of our community to spark a growing dialogue around the power of #diversity. [insert photo of attendees talking]



- It was so inspiring to see members of our [insert city] community come together to share a nice meal and stories about their families and culture. Want to host your own #RecipeForUnity potluck? Learn more here: [insert link]
- Our #RecipeForUnity guest [insert name] sat down with us after the event to talk about why diversity matters during a time when racial and political discord is at its height. Watch what she has to say now. [insert video here]