

Social Media Guide: Amplifying our Media

After you receive of media hits for the story about your event, you must amplify these stories to help counter misinformation about Ukraine and to build the case that supporting Ukraine is the right thing to do. Stories like these are hard to argue against. These stories must be shared widely to maximize their impact. Our work is not done. Below are the next steps.

Go directly to the news story. From there, you should:

1. Comment on the story, if possible. Some news outlets allow comments. Scroll to the bottom of the article. (Oftentimes you have to click on “More” or “Comments.”) Some outlets require that you are a subscriber. Others don’t. Leave a positive comment about the story to make sure that the overwhelming comments are positive. Encourage friends and family to comment.
2. Post the story to Facebook and ask friends to share it widely.
3. Tweet about it. Tag and thank or compliment the reporter if they’re on Twitter. Include the hashtag #StandWithUkraine. #ScoutsforUkraine. Let’s keep it trending.

Examples

Washington Post

[‘Our hearts are with them’: Ukrainian scouts make first-aid kits to ship overseas](#)

1. Comment. 2. Post to Facebook. 3. Tweet the story tagging the reporter @SusanSvrluga and including the hashtag #StandWithUkraine. For instance, “Important story from @SusanSvrluga about Ukrainian and American Scouts helping Ukraine. #StandWithUkraine. #ScoutsforUkraine. ”

Washington Times

[Ukrainian, American Scouts send medical kits to Lviv amid war](#)

1. Comment. 2. Post to Facebook. 3. Tweet the story tagging the reporter @SeanSalai and including the hashtag #StandWithUkraine. For instance, “Great piece from @SeanSalai Plast Ukrainian Scouts sending supplies to Ukraine. #StandWithUkraine. #ScoutsforUkraine.”

Fox 5

[DC community collects medical supplies for Ukraine](#)

1. Post to Facebook. 2. Tweet the story tagging the reporter @Ama_A_Asmah and including the hashtags #StandWithUkraine. #ScoutsforUkraine.

WDVM

[Ukrainian boy and girl scouts pack medical kits](#)

1. Post to Facebook. 2. Tweet the story and include the hashtags #StandWithUkraine. #ScoutsforUkraine.

WUSA9

[‘This is kind of our small contribution’: Maryland group sends medical kits to help people in need in Ukraine](#)

1. Post to Facebook.
2. Tweet the story tagging the reporter @KCTomDempsey and include the hashtags #StandWithUkraine. #ScoutsforUkraine.

Montgomery Community Media

[Ukrainian Girl and Boy Scouts Make Emergency Medical Kits in Bethesda](#)

1. Post to Facebook.
2. Tweet the story tagging the reporter @maryam_mcm and include the hashtags #StandWithUkraine. #ScoutsforUkraine.