

Community Partners Social Media Guide

Global Community Day June 2017



Join the Global Community Day conversation on and around June 10th, 2017 with Citi employees, alumni, partners & friends by using the hashtag #CitiVolunteers

Tips for Posting:

- Tag @Citi across channels & use hashtag #CitiVolunteers in posts
- Tell us how #CitiVolunteers are making a difference in your community
- Tell us where you are located; mention or geo-tag your city or country
- Include a great photo!

Sample Posts for Your Social Media Channels:

Before Global Community Day

Looking forward to working with #CitiVolunteers during @Citi's 12th annual Global Community Day to help improve our local community!

During your Global Community Day Event

Today we're working with **#CitiVolunteers #Singapore** to teach young people about smart saving & financial literacy.



#CitiVolunteers in #NYC help sort food for families in need

Today #CitiVolunteers in #London helped refurbish a playground at a local park. More than 30 volunteers

helped clean, paint and repair the playground, providing students with a clean, safe place to play.



And don't forget to... Search for @Citi and #CitiVolunteers across social networks to like, favorite, share, retweet and comment!

Twitter: <u>@Citi</u>
Instagram: <u>occupation</u>

Facebook: Citi LinkedIn: Citi