

# Sharing Your Platform:

## A Guide for Spreading the Word





## Social Media

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Share your platform on your social channels! Keep your audience connected on Facebook, Twitter, and LinkedIn. Here's how:

### Example Posts

#### Facebook

Introducing, [Customer]'s brand new website, [Platform Name]. [Platform Name] was created to help people in need find and connect with the vast (but sometimes hard to navigate) social service programs in your area (or anywhere in the U.S.!)—just enter your ZIP Code and you'll immediately see programs in your area. Best of all, it's free. Click this [link] to check it out!

#### Twitter

Have you heard of our new website, [Platform Name]? Find social services, in seconds, all across the U.S. All you need to start is a ZIP Code. [Short code URL to your Aunt Bertha Platform]

#### LinkedIn

Introducing, [Customer]'s brand new website, [Platform Name]. [Platform Name] was created to help people in need find and connect with the vast (but sometimes hard to navigate) social service programs in [city/county/etc]—just enter your ZIP Code and you'll immediately see programs in your area. Best of all, it's free. Click this [link] to check it out!

### Pro Tip

- If you haven't already: like and follow social care providers you'd like to get claimed on your platform! You can tag them in posts to start the conversation.



## Email

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Share your platform with those in your network via email! Whether you speak all the time, or haven't touched base in awhile, sharing your launch is a great way to connect.

### Example

Hi there, [Name],

[Personal anecdote, if appropriate]. I'm writing today to introduce you to [Customer]'s brand new website, [Platform Name]. [Platform Name] was created to help people in need find and connect with the vast (but sometimes hard to navigate) social service programs in [city/county/etc]—just enter your ZIP Code and you're immediately off and running. Best of all, it's free.

Because of the great work [Provider name] is doing, I wanted to suggest that you claim your program listings on [Platform name] by clicking here [Platform URL/claims]. You can also watch this video for step-by-step instructions.

Claiming your programs will allow our organizations to seamlessly work together to help people in need access your services. Once claimed, you can update your programs' details and contact information at any time to make sure [Customer name] [clients/patients/users] can access your most up-to-date services, and those in need can connect to you with ease. Additionally, there are other, free tools you'll unlock once you claim—click here to learn more about those now. Please don't hesitate to reach out with any questions. Thank you again for the work you do, every day.

### Pro Tips

- Make the email subject line compelling or intriguing. Try a question like "Social services in seconds?"
- Make it personal! Rather than sending mass emails, try a handful of smaller groups and add personal notes to them. Tell people why you're sharing your platform with them. Use the opportunity as a chance to reconnect and grow your own network.



## Professional or Alumni Groups

Share your platform with professional or other membership groups you belong to—specifically those with connections to direct service providers in your area. Think broadly and feel free to reach out to your Aunt Bertha team for support as you brainstorm!

### Example Posts

- Conferences
- Networking Events
- Professional Membership Associations
- Alumni Groups (school, Greek life, sports teams). Share with current members, too!
- Neighborhood Associations
- City or Town Meetings
- Book Clubs
- Parent–Teacher Association (PTA)

### Pro Tip

- Ask the Aunt Bertha team for [editable postcards](#) and other easy ways to pass along branded collateral. Keep it on hand and ready to give out when you strike up a conversation!

**Need a little help?**

Find the community resources you need quickly and easily

[Find Programs](#) | [Connect to Services](#) | [Apply for Benefits](#) | [View Hours and Locations](#)

Food Goods Housing Work Education Transit Legal Money Health

> Because everyone needs a little help sometimes.

Bertha Health ab

**With Bertha Health, you can:**

- Find local programs, resources, and support
- Search anonymously and for free
- Connect with social programs based on your unique needs and preferences

Get started in these three steps:

- > Visit [berthahealth.com](http://berthahealth.com)
- > Enter your ZIP Code
- > Get connected to local services!

Bertha Health  
Powered by Aunt Bertha.

> [www.berthahealth.com](http://www.berthahealth.com)



## Newsletters

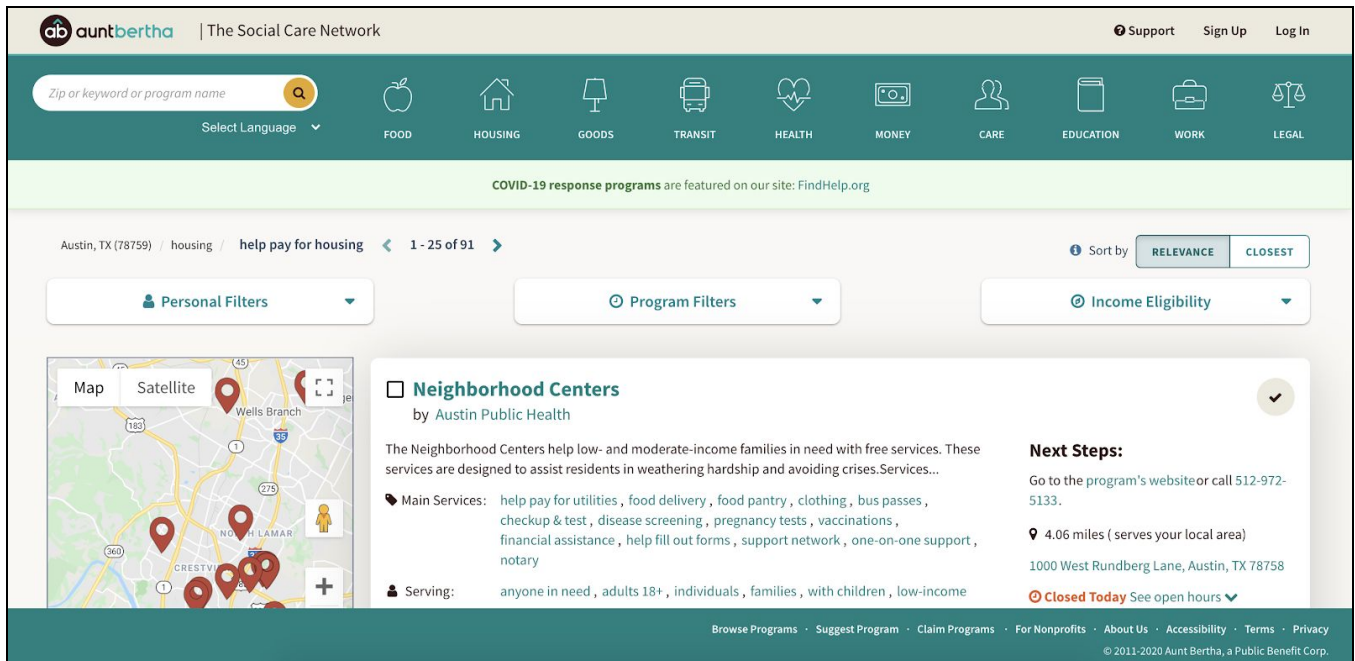
Does your organization have a weekly, monthly, or quarterly newsletter? Consider adding a section on your platform to let everyone know about your platform’s launch!

### Example Text

Finding help just got easier. [Platform Name] is a referral platform for social services that exists to connect all people in need and the programs that serve them (with dignity and ease). [Platform Name] makes it easy for people facing social needs—and those who help others—to find and make referrals to appropriate programs and services for food, shelter, health care, work, financial assistance, and more. Try it out today at [Platform URL] and create an account for access to free tools and features!

### Pro Tip

- Consider adding a screenshot of an example search on the platform, so readers get a better idea. You can also embed a video showing a basic search on AuntBertha.com, by using this link: <https://auntbertha-2.wistia.com/medias/5m2gs6710n>





## Need Help Spreading the Word?

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If you need additional support with spreading the word about your platform, feel free to reach out to your Aunt Bertha Customer Success Manager. They can help you with brainstorming, ideating and sharing best practices and learnings from their work with partners across the country!