

## RDC Social Media Content

### POST EXAMPLES

<u>Pillar</u>	<u>Platform</u>	<u>Copy</u>	<u>Justification</u>
Pillar 1 — Awareness and Education	Instagram, Facebook, Twitter	Not just a community center, not just a building, but a team of passionate people dedicated to helping everyone seeking guidance and knowledge.	Quickly depicts the RDC and what it does  <b>Community, passionate, dedicated, guidance</b> are keywords
Pillar 1 — Awareness and Education	Instagram, Facebook, Twitter	The RDC is the bridge that connects newcomers to Lansing.	Opportunity to make this a recurring metaphor/imagery  Easy and memorable way to demonstrate the RDC’s mission
Pillar 2 — Advocacy and Support	Instagram, Facebook, Twitter	“The world is right here if you get to know your refugee neighbors.” -RDC Executive Director Erika Brown-Binion	Evokes a strong sense of community, important for homeless refugees  Brings all types of communities together with “world is right here”
Pillar 2 — Advocacy and Support	Instagram, Facebook, Twitter	The ESL program is open entry, open exit — students can come and go but are always welcome.	Key aspect of the RDC’s programs  Reassures the refugees of the program’s inclusiveness and

			<p>non-frightening structure</p> <p>Displays the RDC's commitment to helping anyone</p>
Pillar 1 — Awareness and Education	Instagram, Facebook, Twitter	Students can expect to get individual attention, form relationships with teachers and learn at their own pace in the RDC's ESL program.	Highlights what makes the RDC special and unique
Pillar 1 — Awareness and Education	Instagram, Facebook, Twitter	The RDC prides itself on breaking down barriers to education and will continue to offer accessible virtual services to students when they open their doors.	<p>Shows the versatile nature and many options available for learning</p> <p>Ultimately demonstrates RDCs resources and dedication to helping refugees</p>
Pillar 3- Statistics and Data	Instagram, Video insert	In 2018, the RDC dedicated 28,135 hours of direct service	<p>Great short and sweet statistic</p> <p>Showcases the RDC's work and large impact</p>
Pillar 3- Statistics and Data	Instagram, Video insert	In 2020, the RDC helped refugees from more than 48 countries and 40 different languages around the world	Great showcase of the diversity the RDC offers
Pillar 3- Statistics and Data	Instagram, Video insert	In 2020, the RDC had more than 1,643 Newcomers in programs	Another great statistic

**Open Door Community**

Anyone is welcome!

Flexible schedules

You can join or leave at any time

Try a few classes!

There is no risk!

We are here to help anyone!

**We Bridge Gaps**

We help connect “Newcomers” to East Lansing and feel at home

Our programs are unique to East Lansing

We will help you become self-sufficient and independent

**English Learning Program**

“A comprehensive approach to learning the English language”

Heavy focus on: reading, writing, listening, oral

We offer individualized help

All classes are offered virtually

Open to students over 16 years of age

Career Guidance

Helping refugees get a good education and job is our main goal

There are many different programs

Some are designed to help students prepare for college and their future career

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**SOCIAL MEDIA HOLIDAY DATES RELEVANT TO THE RDC**

Date	Holiday
February 15	Family Day #FamilyDay

February 20	World Day of Social Justice #SocialJusticeDay
February 21	International Mother Language Day #IMLD
March 4	National Grammar Day #NationalGrammarDay
March 5	Employee Appreciation Day #EmployeeAppreciationDay
March 8	International Women's Day #IWD[YEAR] #EachforEqual
March 20	World Storytelling Day #WorldStorytellingDay
April 10	National Siblings Day #NationalSiblingsDay
April 23	World Book Day #WorldBookDay
May 1	International Workers Day #IntWorkersDay
May 4	Teachers' Day #ThankATeacher
May 15	International Day of Families #FamilyDay
June 1	Global Day of Parents #GlobalDayOfParents
June 13	International Children's Day #ChildrensDay
June 20	World Refugee Day #WorldRefugeeDay
June 21	World Music Day #WorldMusicDay
July 30	International Day of Friendship #DayOfFriendship
August 12	International Youth Day #YouthDay

August 17	National Nonprofit Day: #NationalNonprofitDay
August 19	World Humanitarian Day #WorldHumanitarianDay
September 8	International Literacy Day #LiteracyDay
September 15	Online Learning Day #OnlineLearningDay
October 5	World Teachers Day #WorldTeachersDay
October 11	International Day Of The Girl #DayOfTheGirl
October 16	World Food Day #WorldFoodDay #FoodDay
November 17	International Students Day #InternationalStudentsDay
November 19	International Men's Day #InternationalMensDay
November 21	World Hello Day #WorldHelloDay
December 10	Human Rights Day #HumanRightsDay