

QUICK START GUIDE

The Faces of Gratitude Project is a growing movement to celebrate the frontline heroes and essential workers in all of our lives. We can all champion the effort!

Ready to add your voice to The Faces of Gratitude Project? Help us elevate messages of gratitude and grow the movement in small, but meaningful ways.

1. Share the [video](#) on your organization's social media, use the hashtag #FacesofGratitude and tag us:



[FacesofGratitude](#)



[Faces_of_Gratitude](#)



[FacesofGratitud](#)



[faces-of-gratitude](#)



2. Add the hashtag **#FacesofGratitude** to your current social strategy.

Are you already posting about essential workers, extraordinary community activities you are involved with, or giving thanks for someone or something? Add the hashtag #FacesofGratitude and tag the Project's social pages to your current social strategy.

Consider including other high profile hashtags to boost engagement:

#Grateful #IamGrateful #ThankYou #FrontlineHeroes #FrontlineWorkers

3. Like and follow our social pages, and share the website www.facesofgratitude.com



[FacesofGratitude](#)



[FacesofGratitud](#)



[Faces_of_Gratitude](#)



[faces-of-gratitude](#)



[Faces of Gratitude](#)

Bigger Ideas & Guidance

1. Use the [Activation Guide](#) for:
 - a. guidance to integrate the #FacesofGratitude hashtag and the 7-day Gratitude Challenge into your organization's ongoing social media strategy.
 - b. A sample outreach email to activate your network.
2. Use the [Social Media Toolkit](#) to pull best practices and ideas for effective posting.
3. Embedding the launch video on your site:
to embed the Faces of Gratitude Project's video on your site use the embed code below:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/WBI08N36zI8" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Want to get involved in a bigger way? Have a big idea to share?
Want to customize the video? We want to talk to you, contact
kbarker@betterworld.coop

**THE FACES OF
GRATITUDE**.com
PROJECT