

LYFT ON WEBSITES

- Consider adding "Proud to be a LYFT Partner" and the LYFT logo and website URL (www.lyftpathways.org) to your websites. The logo can be downloaded from the Resources page of the LYFT website: www.lyftpathways.org/resources.
- Consider linking the LYFT video to your websites and/or social media accounts.
 - **Direct link** to video on YouTube: <https://youtu.be/4UcqfcOvHtY>
 - **Embed code** to place directly on your website: `<iframe width="560" height="315" src="https://www.youtube.com/embed/4UcqfcOvHtY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

SOCIAL MEDIA TIPS AND TRICKS

Hashtags

- Please use the following hashtags in your messages:
 - #LYFTPathways
 - #SWWC
 - #CareerTechEd
- Be sure to include any hashtags you regularly use for your school (examples: #HawkPride, #GoHawks, #GoBraves)

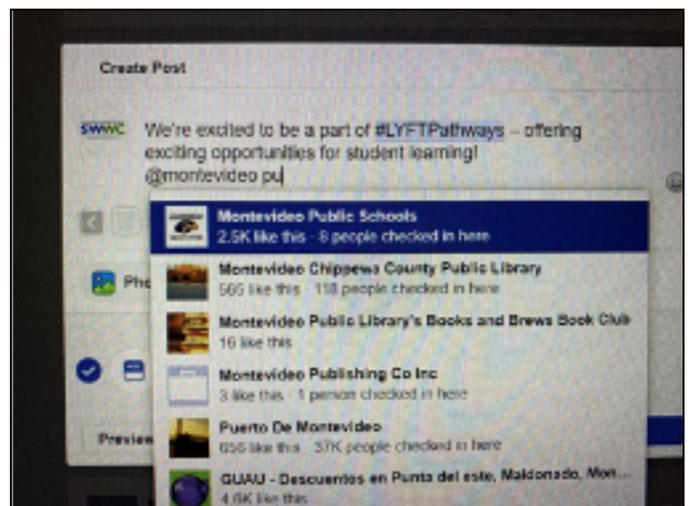
Photos

- Always include at least one photo to enhance your message.
 - You can include many pictures on Facebook, but only three photos per tweet.
- Be sure you have permission to post any pictures that include students!

Tagging Schools and Businesses

Please tag schools/businesses associated with your project, event, etc.

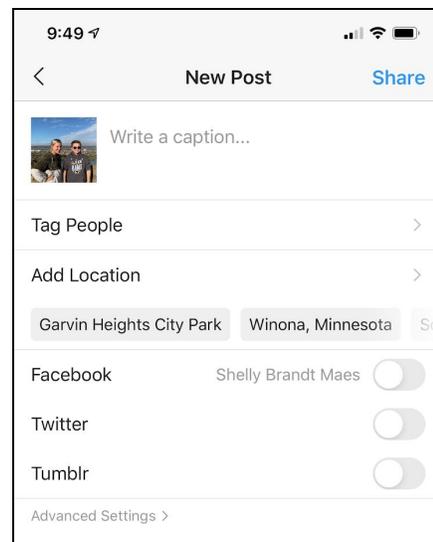
- **Facebook:** Use the '@' then start typing the school/business name or "handle" and it should pop up. Click the name to get the tag added to the post.



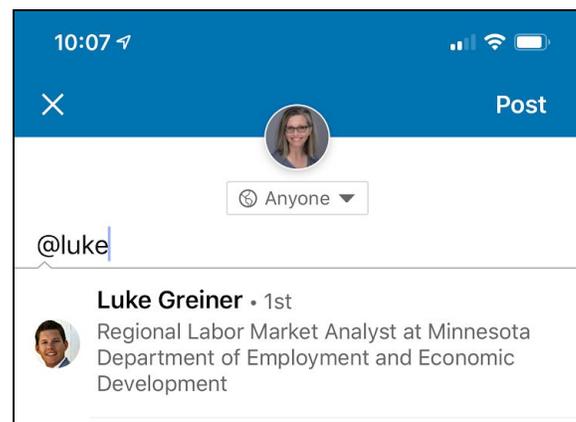
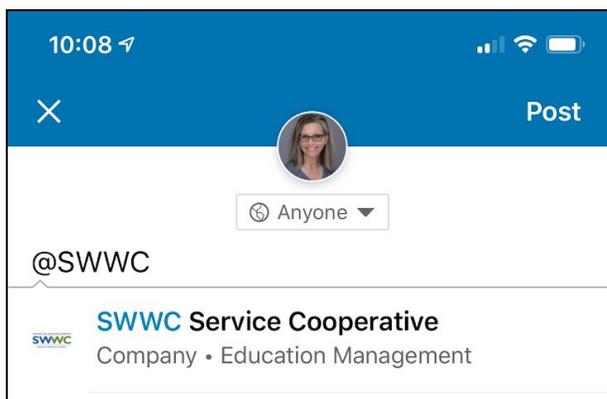
- **Twitter:** There are a couple ways to tag schools/businesses: You can include their Twitter handle in the body of the message, or using the Tag people feature (you can include ten with this option)



- **Instagram:** After you upload your photo(s), select “Tag People” and start typing the name.



- **LinkedIn:** After typing your message or link to an article, use the @ symbol and start typing in the name of the person or business you want to tag and it should pop up if you are connected to them.





Social Media & Websites

If you currently follow/like the school/business you are tagging, it is much easier to do it. If you are unsure of a school/business Facebook or Twitter handle, look at the School/Business Social Media document at www.lyftpathways.org/social.

There are also columns for Instagram and LinkedIn, but we haven't gotten "handles" added for those platforms yet. If you know of any for a school or business, please email Shelly Maes (shelly.maes@swwc.org) to get the information added to the Google Sheet.

MESSAGES

Please use these messages to help us promote LYFT Career Pathways.

- We're proud to be a part of #LYFTPathways – offering exciting opportunities for student learning!
- (Name of school) is so excited to be a part of #LYFTPathways! Here is a look into our classroom. We thank (business name) for partnering with us!
- Students are developing the skills that business need through #LYFTPathways!
- We are supporting students as they launch their future today with #LYFTPathways! Here are some pictures of us working with students from (name(s) of school).
- Have questions about #LYFTPathways? Learn more at www.lyftpathways.org.