



Option 1:

Create Organic Post to Share Landing Page

1. Create a new post on your desired social media platform.
2. Copy/paste the **recommended post copy** exactly as-is to ensure accuracy.
3. Post!

Option 2:

Share Post from Trusted Choice Social Media

1. Navigate to the Trusted Choice social media platforms for Facebook, Twitter or LinkedIn.
2. Locate the post "pinned" to the top of the Trusted Choice feed, describing the Make-A-Wish campaign.
3. Click to "share" the post and copy/paste the **recommended post copy** exactly as-is to ensure accuracy.

For detailed instructions to share a post on Facebook, Twitter or LinkedIn, please see page 5.

Recommended Post Copy:



We like it when wishes come true.

We bet you do too. @TrustedChoice, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2MczOSO> @Make-A-Wish America #EnsureHope



One click to show you care. @Trusted_Choice needs your help to ensure that the wishes of kids nationwide come true. That's why they want to donate \$10 on your behalf to Make-A-Wish®. It's that easy. <http://bit.ly/2MczOSO> @MakeAWish #EnsureHope



We like it when wishes come true.

We bet you do too. @trusted-choice-inc, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2MczOSO> @Make-A-Wish America #EnsureHope

Facebook Post Sharing - Detailed Instructions



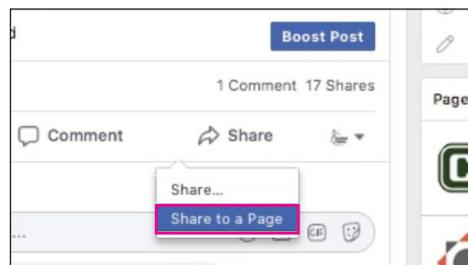
1. Visit the Trusted Choice [Facebook page](#).

2. A **"Pinned Post"** for this campaign will appear at the top of the feed.

Note: This pinned post won't be available until campaign launch (week of 8/13/18). We'll use this post as an example.



3. First, click the like button to **"like"** the post. Next, on the bottom right corner, click **"Share"**, then **"Share to a Page"**.



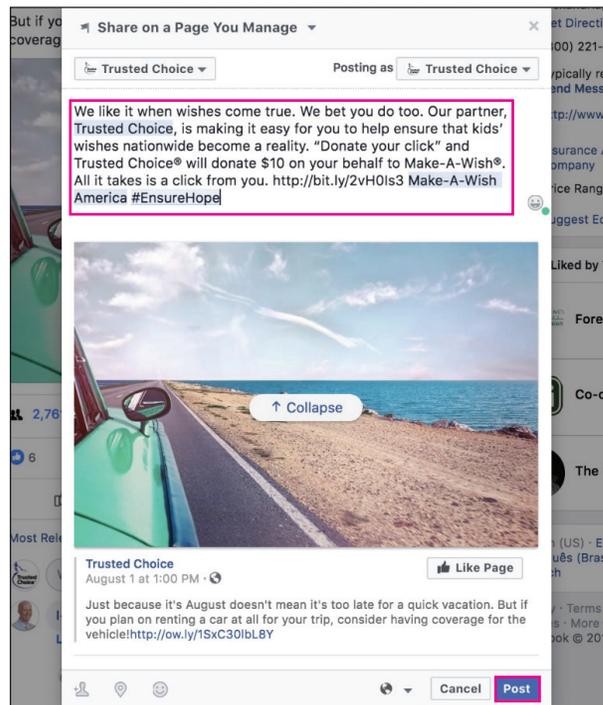
4. A new post window will appear. Keep the **"Include Original Post"** box checked. Copy and paste the recommended message copy provided below into the post.

Note: Ensure you've selected your own correct Facebook business page to post on, and that you've properly tagged @TrustedChoice and @MakeAWish. There are a few similar profiles for each. When tagged correctly, the names will be highlighted blue without the "@" sign.

5. Click **"Post"**!

Recommended Message Copy (Copy and paste exactly as written):

We like it when wishes come true. We bet you do too. @TrustedChoice, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2vH0Is3> @Make-A-Wish America #EnsureHope



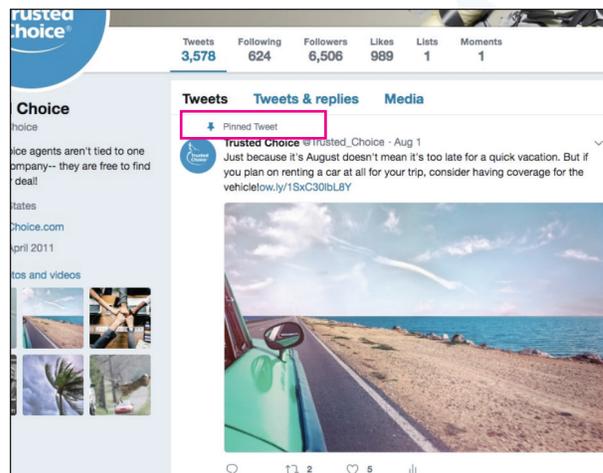
Twitter Post Sharing - Detailed Instructions



1. Visit the Trusted Choice [Twitter page](#).

2. A **"Pinned Tweet"** for this campaign will appear at the top of the feed.

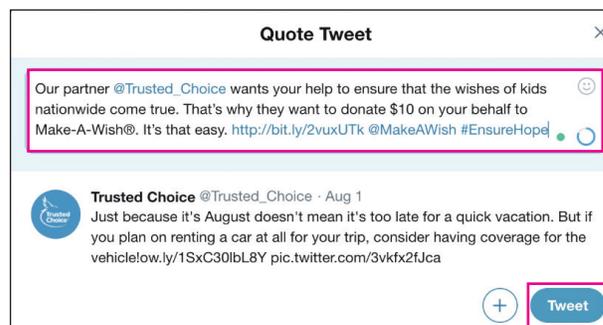
Note: This pinned tweet won't be available until campaign launch (week of 8/13/18). We'll use this tweet as an example.



3. First, click the heart icon to **"like"** the tweet. Next, click the **"Retweet"** icon.

4. A new tweet window will appear. Copy and paste the recommended message copy provided below into the post.

Note: Ensure you've properly tagged @Trusted_Choice and @MakeAWish. There are a few similar profiles for each. When tagged correctly, the text will be blue.



5. Click **"Tweet"**!

Recommended Message Copy (Copy and paste exactly as written):

One click to show you care. @Trusted_Choice wants your help to ensure that the wishes of kids nationwide come true. That's why they want to donate \$10 on your behalf to Make-A-Wish®. It's that easy. <http://bit.ly/2vuxUTk> @MakeAWish #EnsureHope

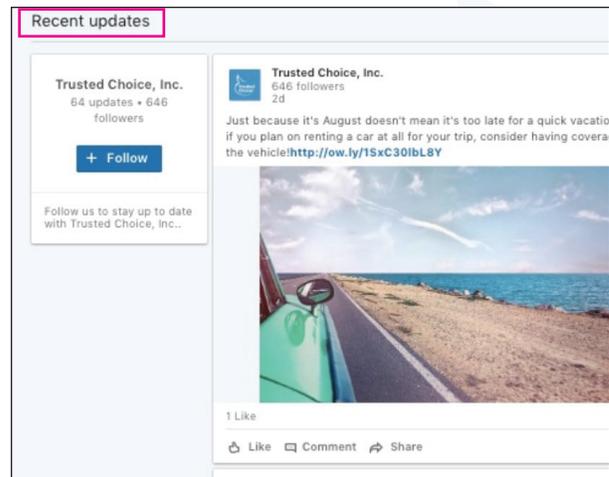
LinkedIn Post Sharing - Detailed Instructions



1. Visit the Trusted Choice [LinkedIn page](#).

2. A campaign post will appear at the top of the Trusted Choice LinkedIn profile under **"Recent Updates"**.

Note: This LinkedIn post won't be available until campaign launch (week of 8/13/18). We'll use this post as an example.



3. Click to **"like"** the post. Next, click **"Share"**.

4. A new post window will appear. Copy and paste the recommended message copy provided below into the post.

Note: Ensure you've properly tagged the @Trusted Choice, Inc. and @Make-A-Wish America. There are a few similar profiles for each. When tagged correctly, the names will be highlighted blue without the "@" sign.

5. Click **"Post"**!

Recommended Message Copy (Copy and paste exactly as written):

We like it when wishes come true. We bet you do too. @trusted-choice-inc, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2vhfIND> @Make-A-Wish America #EnsureHope

