



## DRIVE ACCELERATOR SOCIAL MEDIA STRATEGY

### LinkedIn:

- **GUIDANCE FOR ACTIVITIES**
  - Follow BARDA <https://www.linkedin.com/showcase/barda/>
  - DRIVE posts will come out under this BARDA page, please make sure to “like” all DRIVE posts
  - Re-post all DRIVE-centric posts (they will all include the DRIVE logo and the color green, so can be easily visually scanned for)
  - If commenting on one of the DRIVE posts, please include minimal and neutral (non-political, non-inflammatory, non-sexual) language, but center it around your engagement with DRIVE as an Accelerator.
  - Include #DRIVEInnovation in all re-posts
  - As appropriate, please include the link to the DRIVE website: <http://drive.hhs.gov>
- **REPORTING**
  - Total # of active followers to Accelerator LinkedIn page (please update monthly, if no change, no problem)
  - Total # of cumulative views of DRIVE centric posts and re-posts (monthly)
  - Total # of cumulative likes of DRIVE centric posts re-posts (monthly)

### Facebook:

- **GUIDANCE FOR ACTIVITIES**
  - Follow PHE.gov facebook page
  - DRIVE posts will come out under this page, please make sure to “like” all DRIVE posts
  - Share all DRIVE-centric posts
  - If commenting on one of the DRIVE posts, please include minimal and neutral (non-political, non-inflammatory, non-sexual) language, but center it around your engagement with DRIVE as an Accelerator.
  - Include #DRIVEInnovation in all re-posts
  - If conducting independent (including Accelerator activity, awards, etc) posts, please include the DRIVE logo or DRIVE favicon in your post
  - As appropriate, please include the link to the DRIVE website: <http://drive.hhs.gov>



- **REPORTING**

- Total # of active followers to Accelerator Facebook page (please update monthly, if no change, no problem)
- Total # of cumulative shares of DRIVE centric posts and re-posts (monthly)
- Total # of cumulative likes of DRIVE centric posts re-posts (monthly)
- Total # of comments on the DRIVE centric re-posts
  - Any comments of note (positive or negative)

## Twitter:

- **GUIDANCE FOR ACTIVITIES**

- Follow @BARDA twitter handle
- DRIVE posts will come out under this page, please make sure to heart all DRIVE posts
- Re-tweet all DRIVE-centric tweets
- If commenting on one of the DRIVE tweets, please include minimal and neutral (non-political, non-inflammatory, non-sexual) language, but center it around your engagement with DRIVE as an Accelerator.
- Include #DRIVEAccelerator, #DRIVEInnovation and if possible #HealthSecurity in all re-tweets
- If conducting independent (including Accelerator activity, awards, etc) tweets, please include the #DRIVEAccelerator and #DRIVEInnovation in the tweet

- **REPORTING**

- Total # of active followers to Accelerator twitter page (please update monthly, if no change, no problem)
- Total # of cumulative tweets and re-tweets that feature either/both #DRIVEAccelerator and #DRIVEInnovation
- Total # of cumulative shares of DRIVE centric tweets (including the hashtag) and re-tweets (monthly)
- Total # of cumulative likes of DRIVE centric tweets re-tweets (monthly)
- Total # of comments on the DRIVE centric tweets and re-tweets
  - Any comments of note (positive or negative)

## Instagram:

- **GUIDANCE FOR ACTIVITIES**

- When creating DRIVE related Instagram posts please include minimal and neutral (non-political, non-inflammatory, non-sexual) language, but center it around your engagement



with DRIVE as an Accelerator and any interesting and related accomplishments/milestones.

- Include #DRIVEInnovation, #DRIVEAccelerator, and #HealthSecurity in all posts and shares
- When posting original content, please include the DRIVE logo or DRIVE favicon in your post as appropriate

- **REPORTING**

- Total # of active followers to Accelerator Facebook page (please update monthly, if no change, no problem)
- Total # of cumulative shares of DRIVE centric posts and re-posts (monthly)
- Total # of cumulative likes of DRIVE centric posts re-posts (monthly)
- Total # of comments on the DRIVE centric re-posts
  - Any comments of note (positive or negative)

## Snapchat:

- **INSTRUCTIONS FOR ACTIVITIES**

- When creating DRIVE related Snapchat videos please include minimal and neutral (non-political, non-inflammatory, non-sexual) language, but center it around your engagement with DRIVE as an Accelerator and any interesting and related accomplishments/milestones.
- When posting original content, please include the DRIVE logo or DRIVE favicon in your post as appropriate

- **REPORTING**

- Total # of Snapchat friends
- Total # of cumulative shares of DRIVE centric posts and re-posts (monthly)
- Total # of cumulative likes of DRIVE centric posts re-posts (monthly)
- Total # of comments on the DRIVE centric re-posts
  - Any comments of note (positive or negative)