



AMCP Champion Month Social Media Toolkit

Word-of-mouth marketing is the most important way AMCP's membership community grows. As part of the new AMCP Champion program, we're asking you to share your experience on social media and ask your colleagues and network join AMCP. To make it easier for you to share, we developed this social media toolkit, with sample posts and graphics that you can use on your personal social media to promote AMCP membership and earn your way to new champion levels (with fun rewards!)

Please feel free to customize these posts and put them in your own voice. We've included graphics to go with your posts, if you prefer to use them instead of a personal photo. And, add the hashtag, #IAmAMCP to connect with other members.

You can find AMCP(@amcporg) on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#). If you prefer, you can also share AMCP's social media posts.

Sample Facebook or LinkedIn Posts:

Where possible, tag AMCP (@amcporg) in your post. Share one of the copy options below by simply copying and pasting them (or create your own). Don't forget to include a professional photo to personalize your posts, or use the graphics below.

Joining AMCP has been an amazing boost for my career. Whether it's networking with peers or connecting with experts, membership has been so valuable to me. I want to personally invite you to join AMCP and give your career the support it needs: <https://www.amcp.org/become-member> #IAmAMCP

Joining AMCP has been like finding a professional family to support and encourage my career growth. If you're looking for a great network, I'd encourage you to join: <https://www.amcp.org/become-member> #IAmAMCP

I've been an AMCP member for ___ years and it has paid dividends for both my career and the people we serve. If you want to take your professional life to the next level, join: <https://www.amcp.org/become-member> #IAmAMCP

Sample Twitter Posts:

Where possible, share with a professional photo of you to personalize, or use the sample graphics below.

Grow your career and support your industry with a membership to @AMCPorg: <https://www.amcp.org/become-member> I've been a member for ___ years and have found the relationships are so valuable. #IAmAMCP

I've been an @AMCPorg member for ___ years and it has paid dividends for both my career and the people we serve. If you want to take your professional life to the next level, join:
<https://www.amcp.org/become-member> #IAmAMCP

Sample Instagram Post:

Where possible, share with a professional photo of you to personalize, or use the sample graphics below.

I've been an @AMCPorg member for ___ years and it has paid dividends for both my career and the people we serve. If you want to take your professional life to the next level, click the link in my bio to join AMCP. #IAmAMCP <https://www.amcp.org/become-member>

INSTAGRAM TIP

This Instagram post directs your followers to the link in your bio to make it easier for them to click on the URL.

To change the link in your bio:

- Go to your **profile**
- Tap the **edit profile** option
- Place the URL in the **Website** field

If you don't wish to include the URL in your bio, you can simply copy and paste the captions. The URL in your caption won't be clickable, meaning your followers need to copy and paste the URL to visit the website you're directing them to. This is because Instagram captions don't allow for clickable URLs.

Sample Graphics:

To share the graphics, right click it and select Save as Picture. Save the graphic to your computer and then insert the picture in your post.

INSTAGRAM TIP

To post graphics to Instagram from your computer follow [these simple tricks](#).

Otherwise, save the graphics to your phone and post them through the Instagram mobile app as usual.



