



## Social Media Templates for Grow the Movement

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Thank you for joining Grow the Movement, MEDLIFE's program to increase our impact both at home and abroad! In this document, we have included social media templates for all stages of the Grow the Movement process. There is a series for you to use on your Chapter & Society social profiles to recruit members for the webinar, as well as templates for you and members to use when encouraging students to start a Chapter at their school.

### **Please note:**

All graphics and a selection of photos to accompany social media posts can be found here: [DOWNLOAD GRAPHICS & PHOTOS](#)

Click below to skip ahead to relevant posts based on what phase of Grow the Movement you are in:

- [Recruiting for the Grow the Movement Webinar](#): Use these posts on your Chapter social media profiles to share with Chapter members about the Grow the Movement meeting with HQ.
- [Encouraging Your Network to Join the Movement](#): After your Grow the Movement meeting with HQ, use these posts to find new students who might be interested in starting or joining a MEDLIFE Chapter at their school.
- [Inviting Your Network to the Intro to MEDLIFE Meeting](#): Use these posts to invite your network and friends who do not know about MEDLIFE to the Intro to MEDLIFE meeting with HQ.



## **Recruiting for the Grow the Movement Webinar:**

**Use these posts on your Chapter social media profiles to recruit Chapter members for the Grow the Movement Webinar**

### **Post #1**

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Our Chapter is working with @MEDLIFEMovement HQ to increase our impact both at home and abroad. All MEDLIFE XXXX (CHAPTER NAME) members are invited to a special training on XXX date to learn how we can Grow the Movement! For more information, feel free to send us a DM!

### **Post #2**

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As you know, we have been fundraising for families in Peru, Ecuador, and Tanzania disproportionately impacted by COVID-19. We are so proud that we raised XXXX (INSERT \$ AMOUNT), and we know there is more we can do. That is why everyone in our Chapter is invited to join our Grow the Movement meeting with @MEDLIFEMovement HQ on XXXX at XXXX time. We will discuss the power of movements and how our Chapter can increase our impact exponentially. DM us for more information.

### **Post #3**

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Our Chapter can increase our impact by 5 times by Growing the Movement. Join us on XXX date at XXXX time to learn how. All attending members will receive X points or volunteer hours.

[Graphics can be found for download here.](#)



## **Encouraging Your Network to Join the Movement:**

### **Use these posts to find new students who might be interested in starting a MEDLIFE Chapter at their school.**

- Please share the posts on all of your social networks (Facebook, Instagram, Twitter, etc). Similar to Moving Mountains, we also encourage you to get creative and share content related to Grow the Movement on your other platforms such as Tik Tok or Pinterest.
- We recommend you add this [URL to the link in your texts and social media bio](#) and refer to it on platforms like Instagram, where it is harder to share a link in your post.

#### **Post #1**

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As you may know, I work with an organization called @MEDLIFEMovement to bring medicine, education, and development to low-income communities around the world. We are a student-led organization @XXXX (INSERT CHAPTER HANDLE) that does local volunteering, travels to volunteer in Peru, Ecuador, and Tanzania, and also hosts educational events (CUSTOMIZE BASED ON YOUR CHAPTER ACTIVITIES). We are looking to grow onto new campuses in the US, Canada, and the UK so that we can reach new communities abroad. Would you be interested in starting or joining a MEDLIFE Chapter? DM me for more information or click the link in my bio to learn more.

#### **Post #2 (Customize based on your SLT experience)**

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In 2019 I traveled to Lima, Peru with @MEDLIFEMovement to volunteer on a Mobile Clinic that brought healthcare to low-income communities. I saw firsthand the need in the areas where MEDLIFE works, and the direct impact that student organizations have. Now more than ever impoverished families need our help to make it through the pandemic, so we are working to start new Chapters and Societies at universities and high schools. New Chapters mean MEDLIFE can reach new communities with medicine, education, and development. If you are interested in getting involved, DM me or check out the link in my bio!

#### **Post #3**

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You may have seen me posting over the past few months about @MEDLIFEMovement and the great work we are doing to feed families through COVID-19. I am excited to share that we have a new initiative that could increase our impact by 5 times! The organization is looking for passionate student leaders to start a Chapter or Society at their school.



MEDLIFE has been a pivotal part of my university (OR HIGH SCHOOL) career, and I highly encourage you to consider joining. If you are interested in getting involved, DM me or check out the link in my bio!

#### **Post #4**

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I am working on growing @MEDLIFEMovement to new universities and high schools so that we can transform communities in Peru, Ecuador, and Tanzania. I would like to introduce you to one today. On the outskirts of Lima, Peru lies Laderas de Amancaes. MEDLIFE, with the support of newly created Chapters, hopes to help lift this community out of poverty. The young families in Laderas de Amancaes, with MEDLIFE and Chapters, hope to create a mini MED Center that would create a safe space for children, and a physical home base for community development project planning, healthcare services, and more. This is because the closest nursery, health center, markets, etc are very far away. Additionally, the creation of new Chapters could support other projects like retention walls that take community members closer to obtaining land title. Without legal rights to their land, families are unable to apply for formal loans and do not receive many government benefits. The lack of land title brings insecurity and inhibits personal development. Would you be interested in helping me transform this community? DM me for more info or check out the link in my bio!

#### **DM to People Who Might Be Interested**

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Hey XXX - You may have seen my posts about the opportunity to get involved with MEDLIFE, but I wanted to reach out to you specifically because I think you would be a great leader of the Movement. MEDLIFE has been a huge part of my life, and I know you would be just as passionate about the XXXX work that the organization does. Would you be interested in learning more?

#### **DM to people you haven't spoken to in a while**

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Hey XXX - I know we haven't spoken in a while, but I am reaching out to friends and family that might be interested in service work and virtual leadership opportunities through the pandemic. I am involved in an organization called MEDLIFE that brings medicine, education, and development to low-income families in Latin America and Africa. If we could get a Chapter started at XXXX (UNIV OR HS) we could double our impact. I thought you might be interested - could I send you more information? Let me know your email if so!



## **Inviting Your Network to the Intro to MEDLIFE Meeting:**

**Use these posts to invite your network and friends who do not know about MEDLIFE to the Intro to MEDLIFE meeting with HQ.**

### **Post #1**

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You have probably seen me posting about @MEDLIFEMovement the past few weeks and the effort we are making to increase our impact in low-income communities. Now more than ever the poorest families in the world need our help, and starting a new Chapter at your university or high school could transform an entire community. If you are even a little bit interested, I would love talk to you about an Intro to MEDLIFE meeting that HQ is holding on XXXX at XXXX time. Please message me for the invite or check the link in my bio for more information.

### **Post #2**

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Are you looking for ways to stay involved on your campus, gain leadership experience, and help out all while practicing social distancing? @MEDLIFEMovement is hosting a meeting that will share how to do that and more. Message me for the invite or check the link in my bio for more information.

### **Post #3**

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Bored at home? I know a great way to spend an hour on XXXX DATE AND TIME. All you need to do is show up, and you will be one step closer to changing the world. Message me for the invite or check the link in my bio for more information.

### **Post #4**

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I am working on growing @MEDLIFEMovement to new universities and high schools so that we can transform communities in Peru, Ecuador, and Tanzania. Join us on XXX DATE AND TIME to learn how you can help communities like Laderas de Amancaes (more details below!)

On the outskirts of Lima, Peru lies Laderas de Amancaes. MEDLIFE, with the support of newly created Chapters, hopes to help lift this community out of poverty. The young families in Laderas de Amancaes, with MEDLIFE and Chapters, hope to create a mini MED



Center that would create a safe space for children, and a physical home base for community development project planning, healthcare services, and more. This is because the closest nursery, health center, markets, etc are very far away. Additionally, the creation of new Chapters could support other projects like retention walls that take community members closer to obtaining land title. Without legal rights to their land, families are unable to apply for formal loans and do not receive many government benefits. The lack of land title brings insecurity and inhibits personal development.

Link in my bio to learn more or DM me for more info!

### **DM to People Who Might Be Interested**

Hey XXX - I want to invite you to join a meeting with MEDLIFE, the organization I am always posting about. I think you would love the cause and be a great campus leader. Here is the link XXXXXX it starts at XXX TIME on XXXX DATE. Are you able to join?

### **DM to people you haven't spoken to in a while**

Hey XXX - I know we haven't spoken in a while, but I am reaching out to friends and family that might be interested in service work and virtual leadership opportunities through the pandemic. MEDLIFE (you may know them as the organization I am always posting about haha) is hosting an introduction meeting to share about their work and how we can help people through the pandemic and beyond. I think you would love the cause and be a great campus leader. Here is the link XXXXXX it starts at XXX TIME on XXXX DATE. Are you able to join?

[Graphics can be found for download here.](#)