

Spring —into— Service

Social Media
Ambassador Tool Kit



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Overview

What is Spring into Service? Spring into Service is a seasonal campaign where thousands of Team Depot volunteers complete impactful community service projects from the start of spring on March 20 to the end of May.

During this time, we are inviting associates to #CHOOSETOSERVE by bringing a fellow associate who has never volunteered before. To encourage this first-time participation, we're awarding one district from each division with the highest percentage of first-time volunteers with a \$10,000 grant to the nonprofit of its choice! That district will also be given a dedicated PR professional to help pitch the giveaway.

While Spring into Service is happening, National Volunteer Week will also take place from April 7-13. During this week especially, we'll lean on our Social Media Ambassadors to post pictures of projects and encourage other associates to do the same.

Ambassador Goals

We're here to spread the word about Team Depot's efforts in the community. We know that:

- > Over 78% of consumers want companies to address important social issues
- > And 76% of consumers say they're more likely to buy from a brand they feel emotionally connected to than from a competitor.

Knowing this we need YOUR help as Social Media Ambassadors to join us in capturing the great work being done for veterans and natural disaster victims. We are relying on you to capture images and videos while you are on a project. After the project, we need you to post them to your own social channels and share them with Chandler Hinson, Chandler_Hinson@homedepot.com.

Within this tool kit we'll:

- > Help you navigate the Ambassador position
- > Enable you to tell strong, meaningful stories
- > Provide you with a project day checklist
- > Give you tips & tricks to facilitate your content capturing
- > Remind you what accounts to tag, hashtags to use, and addresses to email after the project has ended



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Before Your Project

1. Get your social apps ready!
 - > Have you downloaded Facebook, Twitter and Instagram to your phone?
 - > Are you following @TeamDepot on each of them?
 - > Consider sending out a pre-project tweet and tagging associates that are volunteering to get people excited!
2. Does your Captain know you're a Social Media Ambassador? Make sure they do ahead of time so they can plan to make an announcement during kick off.

Project Day Checklist

1. Introduce yourself as the Social Media Ambassador and explain that you'll be taking pictures of associates in action for the Team Depot social channels.
2. Photograph the veteran, Team Depot captain and the other volunteers in action.
Make sure the veteran is okay with having their photo taken – if they're not, that's okay!
3. Ask the veteran about his/her story and ask Team Depot volunteers why they're giving back today. The more information you gather, the better story we can tell.
 - > Send photos and videos to Chandler_Hinson@homedepot.com. In the subject of the email, make sure to include the project location, the veteran or individual's name and project date. For example: "Los Angeles, California, Veteran Bob Jones, 9/10/19."
 - > In the body of your email, include project details, the veteran's name and names of family members, any background stories and interesting information you've gathered throughout the day.
5. Share photos and videos on your own social channels and tag @TeamDepot.



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Capture a Meaningful Story

- > Try to limit the number of people in the image or video.
- > Before you take the picture, tap the screen to focus on the subject. Your phone will auto-focus for you.
- > Think about natural light. If you're inside, try to stand near or in front of a window.
- > Don't zoom in. Instead, move closer to your subject.
- > Clean off your phone's lens!
- > Take lots of images. Don't snap one and stop. Instead, take lots from different angles – close up, wide angle, before, after, from up above, down low, etc.

Photo Shot List

These should be a variety of candid and posed photos.

- > Before and after images of the project site and any updates or repairs that were made. Remember photos that show a transformation resonate most!
- > Images of the veteran or recipient of the work
- > Images of the veteran interacting with the associates
- > Images of the veteran and/or family reacting to the finished project
- > Team Depot associates in action: building, painting, gardening, etc.
- > Team Depot branded gear. Is anybody wearing branded gloves, sunglasses, eye blacks?

Video Shot List

Maximum 1 minute in length

Remember when you interview someone to have them repeat the question back to you. For example, if you ask "What's your name?" they would reply back, "My name is Sarah..."

- > Interview: Ask your Captain and one other associate if you can ask them a few questions on camera. Sample questions include:
 - > What are we doing here today?
 - > Why is it important for you to give back?
 - > How do they feel being a part of this project today?
 - > How will this project help the veteran?



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Video Shot List (continued)

- > IF the veteran is comfortable being on camera, you can ask them questions like:
 - > Can you share your brief background with us? For example, when and where did you serve?
 - > How do you feel about the Team Depot project happening today?
 - > How has Team Depot impacted your and/or your family's life?
- > Scripted Answers - Ask associates to repeat a line back to you or fill in the blank of a scripted line. Sample lines include:
 - > I choose to serve!
 - > It's time to spring into service!
 - > I'm springing into service because _____.
 - > I volunteer because _____.
- > B-Roll - Take candid videos throughout the day, including:
 - > Kick off and the cheer
 - > Associates in action: hammering, painting, etc.
 - > Veteran interacting with associates
 - > Veteran reacting to the finished project

Ask Yourself

- > Would I click on this image if I saw it on Twitter?
- > Does the image or video make you want to learn more about Team Depot?
- > Without reading the caption would you understand what the image or video is about?
- > Is the image clear?
- > If it's a video, would you understand the person's answer if you didn't know the question being asked?

Final Reminders

- > Is the person you're interviewing wearing an orange shirt?
- > Did you tag @TeamDepot and use hashtag #CHOOSETOSERVE when you posted?
- > Did you tag any associates in your post?
- > Did you email Chandler_Hinson@teamdepot.com any and all relevant images, video and project background?



