

Annual Capital Area Rally for Recovery

Presented By Recovery Communities of North Carolina, Inc.

Social Media and Website Mutual Promotion Information

The Annual Capital Area Rally for Recovery is held in order to raise the profile of recovery by demonstrating to our friends and neighbors, communities, policy makers, and the media that we can and do recover from alcohol and other drug problems and that when we get well, it benefits our families, communities and nation.

A key element in starting this conversation with those in our community is the website promotion and social media visibility of our event. The Rally focuses on recovery as a whole, not on a particular pathway or style. All pathways and styles are cause for celebration.

Community Partners must make a financial contribution to the Rally but also must tell others about the Rally through various means such as in newsletters, conversation, on organization websites, and social media. To assist our Community Partners in this requirement we are providing mutual promotion information for websites and Facebook to better direct traffic and online participation for both our event and for each organization that contributes.

Mutual promotion is an effective means of communicating the Rally to the public and to followers, from both our accounts and from yours, and in return we include individual Community Partners in Facebook and website posts. In addition, Community Partners are encouraged to include news and updates through our News Submission Portal on our website. Please follow appropriate guidelines when submitting news and when listing RCNC or the Rally on social media posts:

- Please include a direct URL to our account or page.
- Please do not create a new Facebook Page or Event on our behalf; instead direct all traffic to these official pages listed below.
- We encourage Community Partners to not post directly on our Facebook Wall, these posts are auto-archived on the left sidebar and are not uniquely visible.
- When submitting news to our website please include a link or attachment of a logo or picture you would like us to use. If you do not include one, we will use your organization logo found on your website. All news posts follow a specific formatting and layout that can be viewed on our News Carousel, found cycling on our front page.
- Please do not copy and paste our 2014 Rally URL found when searching our website, instead use our branding link found below.
- When you do make a post including our information, please email us at rally4recovery@rcnc.org so we can make a note and reply back.
- If you have any further questions or would like more information, please email our admin at rlawson@rcnc.org

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RCNC/Rally Facebook Page

www.facebook.com/RecoveryCommunitiesOfNorthCarolina

Official 2014 Capital Area Rally for Recovery Facebook Event

<https://www.facebook.com/events/567742123346126/>

RCNC Website

<http://www.rcnc.org>

2014 Capital Area Rally for Recovery Branding URL

<http://www.capitalarearallyforrecovery.com>

2014 Capital Area Rally for Recovery Eventbrite Sign-Up

<https://www.eventbrite.com/e/3rd-annual-capital-area-rally-for-recovery-tickets-12291633607>