



**American
Red Cross**

Youth & Young Adults

ACTIVITY GUIDE

Impact Starts Here

The American Red Cross has developed fun activity guides for youth volunteers to use to help spread the word about the Red Cross and its mission: to prevent and alleviate human suffering in the face of emergencies, by mobilizing the power of volunteers and the generosity of donors.

Activity Guides can be used by Red Cross Clubs, general youth groups or any other students who want to organize Red Cross mission-related activities. No matter which activity you choose, get in touch with your local Red Cross region or Service to the Armed Forces (SAF) station. With these helpful resources and guidelines, you can definitely make your activity a success!

Measles & Rubella Awareness Social Media Campaign

About

The Measles & Rubella Partnership (M&RP) is led by the American Red Cross, the Bill & Melinda Gates Foundation, Gavi the Vaccine Alliance, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

The M&RP aims to achieve a world without measles and rubella by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate outbreaks and provide technical and financial support for effective outbreak response, propose and participate in solutions to strengthen immunization delivery; and support a global laboratory network for measles and rubella.

Purpose

By organizing an awareness campaign, you will support the Red Cross mission by not only educating others about the Measles & Rubella Partnership but also helping save children from these diseases.

How to Get Started

Step 1: Set Clear Goals and Objectives

- Define what you want to achieve through the activity and create measurable goals (e.g., number of impressions, number of posts) and objectives to guide the planning process.
- We encourage you to integrate Environmental, Social and Governance (ESG) considerations into your activity and here are some tips:
 - Environmental considerations: Incorporate environmentally friendly practices, such as providing digital copies instead of printing, into the activity.
 - Social considerations: Engage with the community in a respectful and culturally appropriate manner.
 - Governance considerations: Define roles and responsibilities and facilitate a transparent decision-making process.

Step 2: Plan the Key Logistics

- Review the social media guidelines
 - Review the [Red Cross Social Media Guidelines](#) for tips to advocate for the Red Cross using personal social media accounts. Remember, Red Cross Clubs are **not permitted** to have separate “Red Cross” social media pages., but you can use your personal account to tell your Red Cross story.
 - In addition, you can email youthinvolvement@redcross.org to have your story featured on the American Red Cross Youth Network Facebook Group or by tagging [@americanredcrossyouth](#) on Instagram.
- Learn about M&RP
 - These resources go more into depth about M&RP so you and your Red Cross Club as you prepare to host this activity.
 - MeaslesRubellaPartnership.org
 - [Measles and Rubella Fact Sheet](#) (last updated in 2024)
 - [Measles and Rubella Photo Gallery](#)
 - [Measles and Rubella Video Gallery](#)
- Build your M&RP awareness campaign
 - Choose the social media platform(s) for your campaign. Facebook, Instagram, and X are the approved platforms for this campaign.
 - Decide how long your team wants to run your campaign (e.g., four weeks), the number of posts per week, and the topics/content you want to educate others on. You should also identify those responsible for creating, reviewing, and posting the posts.
 - Create content. You can create infographics, social media posts, videos, or host Q&A sessions. Be creative!

- Select which images you want to use to promote M&RP. Only the images and graphics found in [this folder](#) are approved for this activity so please use them when making your plan.
- (Optional) Come up a unique hashtag for your campaign (e.g., #TexasGulfCoastMRP). The purpose of this hashtag is to show that your posts are being made on behalf of your Red Cross Club and to track your audience's engagement
- (Optional) Research current social media trends to maximize engagement.

Step 3: Prepare for the Activity

- Assign roles and responsibilities
 - This activity requires at least 3 volunteers to create the content and 1 volunteer to post the content. Make sure they had a chance to review the M&RP material. Proofread the content and do not forget to give credit to the original sources.
 - Communicate the plan for this campaign (Step 2) to all club members so they can reshare the content to reach a bigger audience.
- Spread the Word
 - Through various channels such as social media, email, and school announcements.

Step 4: Launch your Campaign

- Start sharing your posts on social media and spreading awareness about M&RI with your team!
- Engage with your audience by responding to comments, answering questions, or giving shoutouts.

Step 5: Debrief and Thank Your Volunteers

- Invite volunteers to discuss their experiences and capture any lessons learned, you can also create a post-activity survey to gather feedback from participants.
- Thank everyone who participated and helped plan the activity.
- **Remind volunteers to record their volunteer hours through Volunteer Connection.**

Red Cross Club Toolkits:

Review youth volunteer resources on [Red Cross Youth](#). Share the [Red Cross Club Toolkits](#) with students at the event who may be interested in learning about Red Cross Clubs.

Share with Us

Share pictures and videos of your activity by posting them in the [American Red Cross Youth Network Facebook Group](#) or posting on Instagram and tagging [@americanredcrossyouth](#).

Looking for More Information?

If you're interested in organizing another activity, visit our Activity Guides Archive [here](#).

Have more questions about volunteering with the American Red Cross as a youth volunteer?
Email youthinvolvement@redcross.org!