

# CQL Accreditation Social Media Promotion

Social media is a great way to connect with colleagues, employees, board members, donors, community members, and other stakeholders. It's also a wonderful medium for promoting your achievement of CQL Accreditation and demonstrating how it strengthens your commitment to improving the quality of your services and the quality of people's lives. The information included below shares guidance for promoting your CQL Accreditation on various social media channels.



## Facebook

### Accreditation Cover Photo

A Facebook cover photo is included in the Box folder for you to download and use on your organization's Facebook business page.



### Accreditation Post Image

A social media post image is included in the Box folder for you to download and post as a Facebook status update.



## Twitter

### Create A Twitter Profile

If you are not on Twitter you can [sign up here](#) to join and promote your CQL Accreditation.

### Sample Text For Your Tweet

We just achieved accreditation through @TheCQL! It's a great journey in our commitment to quality!

### Accreditation Post Image

A social media post image is included in the Box folder for you to download and use in your tweet.





## YouTube

1. Record videos about how CQL Accreditation has improved your organization
  - Success stories from staff
  - Positive experiences from people you support
  - Effect on other stakeholders
2. Upload them to YouTube
3. Post them to your website, share them on social media, send them to CQL



## LinkedIn

### Sample Text For Your Post

We've recently achieved accreditation from CQL | The Council on Quality and Leadership! This latest accomplishment is part of our ongoing commitment to quality supports and services.

### Accreditation Post Image

A social media post image is included in the Box folder for you to download and use in your LinkedIn post.

