
From: DCF BWF Work Programs Help Desk

Sent: Wednesday, December 8, 2021 9:13 AM

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Subject: BWF Social Media Process - Partner Content

Hello Partners,

The Bureau of Working Families (BWF) is excited to announce a process for partners to share successes and updates with BWF to submit to the Department of Children and Families' (DCF) social media.

You do a lot of work at your agencies; we want to hear about it! BWF created a new mailbox DCFDLDFESBWFMediaSubmissions@wisconsin.gov to collect monthly content from agencies. Submissions may be focused on a variety of topics, such as:

- Success stories of program participants
- Announcements
 - Agency news and updates
 - Community events your agency participates in
 - Initiatives and innovations
 - Insights, tips, and resources
- Staff recognition
- Requests to repost your agency's social media posts

At the end of each month, BWF will submit social media posts to the DCF Communication Office to post on DCF's [Twitter](#) and [Facebook](#) throughout the following month. Based on the quantity of submissions, not all content shared with BWF may be posted to DCF social media.

Please identify someone at your agency to send any social media submissions each month to the [BWF Media Submissions mailbox](#) and **submit any successes and updates by the third Friday of each month.**

If your agency is sharing content using participant or staff names, please inform BWF in your email submission if individuals would like to keep their name anonymous, to maintain confidentiality, or if we have permission to use their name on social media.

This email will be posted to the [BWF Work Programs Help Desk Home Page](#).