

A CAUSE FOR CARING



Brand Ambassador Social Media

Share your Cause for Caring

The *A Cause for Caring* campaign puts you at the center of helping our communities.

With your generosity, and pride for the communities where we live and work, together we're helping to provide relief for those most impacted by COVID-19.

We know how much our communities mean to you. That's why the campaign creates opportunities for you to give where you live, and in ways that are most meaningful to you.

We want to know about the causes in your communities that you care about most.

As a supporter of your community, you have a lot to be proud of. And we hope you'll want to share your pride.

How to share your cause for caring in four simple steps:

1. Select one of the graphics to post on LinkedIn, Facebook Twitter or Instagram. Graphics are located here:
<https://www.causeforcaring.com/resources/>
2. Write a short message about the cause you care about.
Here are sample messages to help you get started:
 - *#MyCauseForCaring is **United Way of the Alberta Capital Region**. They're supporting seniors, helping families meet their basic needs, and providing mental health support for people most impacted by COVID-19. Thank you for all you do United Way.*
 - *I'm proud to support the GIVE2SF – City of San Francisco's COVID-19 Response Fund, providing critical facilities and supplies needed to protect the health of all San Franciscans in the face of COVID-19. #MyCauseForCaring*
 - *Thank you Brookfield Properties for matching my donation 2:1 and directing the match portion of my donation to people in our community most impacted by COVID-19. #MyCauseForCaring #BrookfieldCares*
3. Use the hashtag **#MyCauseForCaring** and **#BrookfieldCares**
On LinkedIn, tag **@Brookfield Properties**
Tag your regional social media accounts
4. **Also tag the cause you care about.** Then post, and watch the likes start rolling in!



Examples

 Seyi Oyewumi, MBA • 1st
Manager, Sustainability at Brookfield Properties
6d • 🌐

#MyCauseForCaring is the [United Way of Calgary and Area](#) an organization that tackles the #UNIGNORABLE issues in our community like poverty, domestic violence, and kids' mental health. They work hard to improve local lives in Calgary and the surrounding area by bringing people together to solve complex issues which is why I'm proud to support them every chance I get. Thank you [Brookfield Properties](#) for matching my donation 2:1 and helping my support of a great organization!



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 Krista Ellingson • 1st
Connecting the dots, delivering with agility and making an exact impact through strategic integrated communications.
4d • Edited • 🌐

#MyCauseForCaring is [Inn from the Cold](#). This Calgary organization offers shelter, sanctuary, and healing to assist homeless children and their families achieve independence. I also donated to [Calgary Meals on Wheels](#) and [www.habitatsouthernab.ca](#) where my husband and son were volunteering some time this winter. So proud to be a part of [@Brookfield Properties](#) who matched all of my personal donations 2:1 and contributed these funds into our community's overall recovery efforts. #BrookfieldCares #calgarylife



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 Allan J. Klassen • 1st
Chief Experience Officer (CXO) at Brookfield Properties Development
6d • 🌐

#MyCauseForCaring is the [Gordie Howe Center for Alzheimer's Research and Education Society](#) a not for profits that provides much needed funding for programs and support for Caregivers of those living with Alzheimer's and dementia related diseases. I'm proud that our amazing company [@BrookfieldProperties](#) is matching my donation to support local efforts supporting COVID 19 pandemic relief#BrookfieldCares @gordiehowecares #Alzheimer's #YYC



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The Do's and Don'ts

Your Social Media Policy, the Code of Business Conduct and Ethics, Positive Work Environment Policy, and Disclosure Policy will provide the rules of social media conduct.

Most ground rules for social media are common sense. Here are a few best practices to keep top of mind:

Do

- Snap photos of your engagement with your favorite cause, and share fun moments from your company community initiatives.
- Download and use the prepared #MyCauseForCaring campaign graphics for an easy way to share your cause for caring.
- Like and share company social media posts.
- Think before your post. Only post things your colleagues, customers, and leaders are comfortable seeing.
- Remember that what is on the internet is forever, so stay away from providing personal information.
- Consider the impact a post may have on yourself or our brand.
- Keep confidential information confidential.
- Update your bio to state that opinions are your own.

Don't

- Disclose confidential information.
- Do or say anything you wouldn't do or say at the office.
- Let your opinions and the opinions of the company get mixed up.
- Respond to customer questions on social media.

Most importantly, have fun sharing your pride!

If you have questions about the *A Cause for Caring* Brand Ambassador initiative, contact [Seyi Oyewumi](#), Manager Sustainability, People & Culture, Brookfield Properties Development