

Trust Associations Social Media Toolkit



Trust Associations Campaign

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Trust Associations Campaign

Background



What is the Trust Associations Campaign?	The Trust Associations campaign is a coordinated social media campaign to highlight associations as trusted entities in advancing the public good.
Why is this campaign necessary?	Public polling demonstrates declining trust in institutions. Artificial Intelligence (AI) and social media are increasingly becoming tools for the spread of false information that can further erode trust in expertise and factual information.
What is the audience for this campaign?	This campaign emphasizes policymakers as the audience while also speaking to the general public.

Trust Associations Campaign

How to Participate



Review our posting calendar:	Each campaign theme is assigned a week Nov. 10th - Dec. 22
Craft a post using our suggested prompts:	Each theme has a posting prompt with questions about how your organization's work is represented by these themes.
Use template graphics with the Trust Associations logo:	Fill in the template graphics with your logo and an image. Pair image with text and post to social media channels.
Add a video to each post and submit the video to our Gather Voices platform:	Consider answering the prompt in the form of a 60 second video. Add that video to your social media post. Submit the video to Gather Voices to be aggregated by ASAE.
Fill Out Campaign Participation Form	Share feedback on activities you participated in an feedback from policymakers regarding campaign messages.

Trust Associations Campaign

Measuring Success



“Trust Associations” is a messaging frame for communicating with policymakers.

- How are the activities my organization participates in helping cultivate and maintain trust in my profession/sector/product?
- Why is that trust important?
- What harm results if that trust degrades or disappears entirely?
- Why is that important to policymakers?

We encourage you to share this message with policymakers. **Once your campaign activities begin, fill out our [campaign participation form](#) to share how you are elevating this message for policymakers.**

Trust Associations Campaign

Weekly Themes and Posting Calendar



Campaign Kick Off Call	Tuesday November 4th, 11am	Campaign Introduction
Posting Week #1	November 10 - 14	Theme: Trusted Conveners
Posting Week #2	November 17-21	Theme: Trusted Innovators
Posting Week #3	December 1 - 5	Theme: Trusted Standard Setters
Posting Week #4	December 8-12	Theme: Trusted Educators
Posting Week #5	December 15-19	Theme: Trusted Advocates
Posting Week #6	December 22-23	Theme: Trusted Neighbors

Associations: Where Professionals Become a Profession

- Social media and artificial intelligence reduce incentives for people to gather together.
Associations counter this trend.
- We build community across a profession by convening our members to facilitate the exchange of trusted information and strengthen relationships.
- The face-to-face exchanges we convene promote clearer understanding and drive stronger commitments.

Posting Prompt: What are the benefits your organization delivers to your community by convening your members (i.e. conferences, workshops, committees, etc.)? How do these benefits extend to the broader public? How does convening your members deepen trust within your community?

Associations: Community That Fuels Innovation

- Associations play a unique role in providing **foresight** that fuels innovation in the industries they represent.
- We act as **futurists**, identifying and analyzing emerging disruptive forces and trends.
- The communities we foster address the challenges created by disruption and lay the groundwork for scientific breakthroughs.

Posting Prompt: In what ways does your association advance innovation in your sector? How are you anticipating change and convening members of your community to solve problems created by disruption? Why should your support of innovation deepen the trust policymakers and the public have in your organization and profession?

Trusted Standard Setters

Theme #3



Associations: Where Expertise Becomes the Standard

- Associations are central to the development consensus-based product and service standards.
- Our standards ensure products and services are safe, interoperable, and can be accessed in robust marketplaces.
- Creating of these standards allow industries to step up where government can't or shouldn't - solving problems without the need for government intervention.

Posting Prompt: In what ways does your association provide standards for your profession? What is the importance of trustworthy information and consensus in creating these standards? How do these standards contribute to building trust in your profession with policymakers and the public?

Association-Certified: Elevating Our Profession

- Associations set rigorous, field-owned certifications that ensure qualified practice, build trust, and professionalize their industries.
- Our credentials recognize core and specialty competencies, serve as career benchmarks, and help workers upskill to meet evolving market needs.
- Certification enables self-regulation (reducing government intervention), differentiates members and the association, boosts visibility and engagement, and generates nondues revenue.

Posting Prompt: What are the standards, peer review, or safeguards in place to ensure that the holders of your credential meet a standard for performance within your sector? How does having those quality controls contribute to building trust with policymakers and the public?

Associations: Trusted Voices for Positive Change

- Associations aggregate member expertise to influence public policy, providing data-driven input that shapes how laws are written and interpreted.
- We mobilize grassroots stories, educate lawmakers and staff, and build broad coalitions.
- Continuous, vigilant advocacy amid shifting policy threats produces better-informed policies that protect missions and strengthen the communities we serve.

Posting Prompt: How does your organization aggregate member expertise and build durable, trusting relationships with policymakers? What are the positive impacts of that work?

Associations: Beyond Membership, We Serve.

- Associations have an opportunity to produce a positive impact beyond their core membership, embracing a responsibility to their communities and offering avenues for volunteering and social impact
- Our generosity is exhibited through fundraisers, directing a portion of dues to community/industry needs, and visible service projects, often alongside private-sector partners.
- Charitable work connects like-minded members, demonstrates societal value, strengthens public understanding of the profession, and attracts/retains members motivated to make a difference.

Posting Prompt: Beyond the day-to-day activities of your association, what are ways in which your organization and membership serve communities?

**Share
Your Story**



Video Testimony Prompts

How to record your story



- One way to share your story is through ASAE's Gather Voices platform, where you can record a virtual testimony about your association's story.
- The following slide contains video recording links and prompts for each theme in the six-week schedule.
- Remember to record your video in a **well-lit space** and **speak directly to the camera** on your phone or laptop.
- ASAE will gather these videos and use snippets in a campaign roundup for each theme.

Video Testimony Prompts

How to record your story



Gather Voices Prompt #1

Gather Voices Prompt #4

Gather Voices Prompt #2

Gather Voices Prompt #5

Gather Voices Prompt #3

Gather Voices Prompt #6

Branding

DOWNLOAD LOGOS

 **TRUST**
ASSOCIATIONS

Canva Templates

The graphics below are examples of how to populate the Canva templates that follow.
You will use **your organization's** unique image and logo.



Canva Template Instructions

In the following slides you will find **editable Canva templates**. Below are the instructions to customize them for your organization.

1. Click each template button on the following slides to open the social media graphic template in Canva.
2. Click the **EDIT TEMPLATE** button. Open the template in your own Canva editor signed into your own account.
3. Upload your organization's logo and a picture to your Canva account.
4. **Add Your Logo:** Drag and drop your organization's logo on top of ASAE's logo. (Delete "Your Logo Here" text)
5. Replace the template image with your image. (Template images are sample photos of ASAE events).
6. Adjust the text size and crop the photo as needed.
7. Download the graphic as a PNG.
8. Post to your organization's social channels with your answer to the prompt for each week's theme.

Template Graphics

Templates for Each Posting Theme



Template - Trusted Conveners

Template - Trusted Educators

Template - Trusted Innovators

Template - Trusted Advocates

Template - Standard Setters

Template - Trusted Neighbors

Template Graphics

Additional Templates: Quotes and Photo



Template - Headshot Quote #1

Template - Quote Photo

Template - Headshot Quote #2

Template - Quote Basic

Template - Headshot Quote #3