

Community Shred Events - Host Package

Overview

Identity theft affects about [1 in 20 Americans each year](#). According to Javelin's 2020 Identity Fraud Survey, 13 million consumers in the U.S. were affected by identity fraud in 2019 with total fraud losses of nearly \$17 billion. A Community Shred-it® Event can help raise awareness about identity theft and remind residents about the importance of securely destroying personal documents. As a member of the community, your business can build goodwill and improve your organization's reputation by hosting a Community Shred-it Event.

This guide will assist you in leveraging your event to bring positive attention to your organization. Helpful posters are located at the end of the package.

Promoting Your Company Sponsored Shred Event To The Public

1. Add Content to the Web

Once you have booked your shred event, we will support promoting your event by making it accessible on our webpage. Be sure to leverage your company's website to promote your shred event by adding it to your site's home page, calendar, and/or blog.

2. Develop a Social Media Plan

As soon as you have booked your event, you can begin to promote it via your company's social media channels. Creating a Facebook event is a great way to generate interest, encourage attendance, and promote your business. Be sure to tag Shred-it in any social media posts to increase your audience reach. See below for suggestions to help you create your social media content.

a. Facebook

Sample Post: Join us for an upcoming Community Shred-it Event to have your unneeded confidential documents destroyed by @Shred-it. This event is sponsored by @[YourCompanyFacebookHandler] to assist our community in protecting their documents from identity theft and fraud. The event will be held on [date/time] at [location]. For any other questions please contact us at [contact information].

Event Photo/Video Aspect Ratio/Size:

- Ratio: 1.9:1 or 1200x628 Pixel
- Video Length: 30 seconds to 5 minutes

b. Twitter

Sample Post: Don't miss the chance to have your unneeded confidential documents securely destroyed by @Shredit on [date/time] at [location]: [link to local site / Event link]. This event is sponsored by @[YourCompanyTwitterHandler]

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 **Shred-it®**
A Stericycle® Solution

c. Instagram

Sample Post: Join us for an upcoming Community Shred-it Event to have your unneeded confidential documents destroyed by @Shred-it. This event is sponsored by @ [YourCompanyInstagramHandler] to assist our community in protecting their documents from identity theft and fraud. The event will be held on [date/time] at [location]. For any other questions please contact us at [contact information].

d. LinkedIn

Sample Post: [@Company name] will be hosting a Community Shred-it Event on [date/time] at [location]: [link to local site/ Event link]. Come on out to have your unneeded confidential documents securely destroyed by @Shred-it.

3. Print/In-Person Announcements

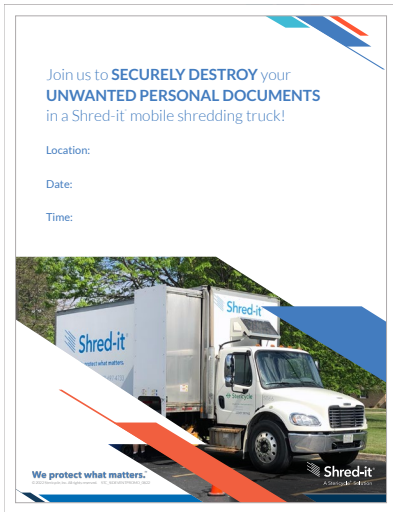
Posters can help inform local businesses and community associations of your event. We will provide you with poster templates to customize with your specific event details.

Complete the poster template provided by your Shred-it representative and share them with your businesses and community associations (i.e., Rotary Club, Chamber of Commerce, Better Business Bureau), existing customers, prospects, and local law enforcement.

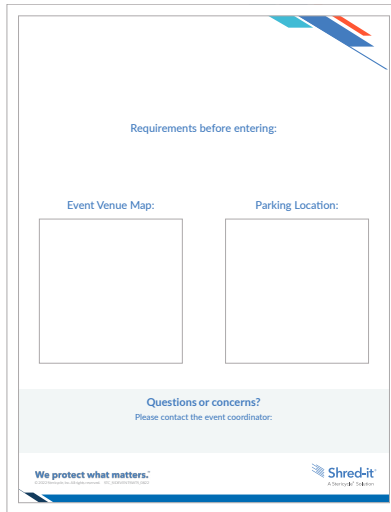
If possible, email the poster to your contacts with a short cover note explaining the event. This is a great way to build your business’s goodwill and strengthen the relationship with your community members.

Sample Flyers

Host Package includes access to poster templates.



Promotional Flyer (customizable)



Event Logistics Flyer (customizable)



Fire Hazard/ What to Shred Poster