

Use Twitter and Help
Vallejo High School
WIN \$5,000!



2017 Kaiser Permanente MLK Day of Service Twitter Challenge

Vallejo High School has been selected by **Kaiser Permanente** as a project site for this year's Martin Luther King Jr. Day of Service!

Kaiser Permanente volunteers, in partnership with **Rebuilding Together**, will be working on beautification projects at your school on **Monday, January 16**.

You can help by using **Twitter** to spread the word!
Kaiser Permanente is sponsoring a social media challenge at more than 20 school sites throughout northern California.
The school with the most tweet impressions will win \$5,000!
Second and third place schools will get \$2,500 and \$1,000!

Here is how to participate:

- Your Twitter account must be public for your tweets to count
 - Your tweets **MUST** include **BOTH** of these hashtags:
#KPCares20 and **#MLKDay**
- To maximize your tweet's impressions, ask others to re-tweet it, include **@KPNapaSolano** or any other Twitter users you want to re-tweet it.
You can also include a photo or video
- All tweets between **Fri., Jan. 13 and Tues., Jan. 17 (midnight)** will be counted.
 - **Sample tweet:**

RT to help @VHSRedHawks win 5k for #MLKDay! Thanks @KPNapaSolano ! #KPCares20

Thank you for your support!