

SOCIAL TOASTER – BE A VOICE FOR CASA

FAQs

What is Social Toaster?

Social Toaster is a content marketing platform that aims to engage current volunteers. It provides social content in an easily digestible format that they're more likely to see, engage with, and share with their friends.

What is *BE A VOICE FOR CASA*?

The campaign urging volunteers to spread the word is the *BE A VOICE FOR CASA* campaign. Those who champion Texas children by speaking up for them by sharing the CASA message and resources on their social channels are the people who chose to *BE A VOICE FOR CASA*.

How do I join *BE A VOICE FOR CASA*?

Through the [Social Toaster platform](#), connect one of your social profiles using the buttons on the sign-up page, and it walks you through the rest of the process.

Does someone have to connect all their social media accounts in order to participate?

No, you can use just one or any combination you would like. Of course, the more social networks you connect to, the more opportunities you will have to earn points and prizes.

How are permissions and privacy handled?

Those participating will never have content posted to their social networks without being explicitly notified.

How does someone share content?

Those signed up for the program will receive an email when new content is available to share. Each email contains a status update and link to the content to share, so a participant has the option of sharing directly from the email. Social Toaster will never auto-post content on participant networks. Once a participant presses the click to share button, the status update will automatically post to the social networks they have selected.

Will content auto-post to my social networks?

No. Social Toaster will never automatically share content on your networks without explicit approval on your end.

How does someone earn Points?

Participants earn points by sharing content and generating traffic. The more people take action (like, retweet) on links shared through the system on approved social networks, the more points someone earns. Additionally, they can earn points for recruiting their friends into program to *BE A VOICE FOR CASA*!

What prizes are being offered to participants?

iHeart Media and Punchdrunk Digital have provided gift cards for the biggest ambassadors involved in the *BE A VOICE FOR CASA* campaign. Each campaign period, we will give away a \$500 gift card and several \$100 gift cards. For official contest rules, visit <https://texascasa.socialtoaster.com/>.