



| Social Media Guide |

We could not be more excited to have you at **Backstage at the USO!** This event brings together military supporters to honor and celebrate our Armed Forces.

We invite you to share your experience on social media. Please tag the USO and include the official event hashtag.

- Facebook and Instagram: **@theUSO**
- Twitter: **@the_USO**
- Hashtag: **#BackstageAtTheUSO**

USO FAST FACTS

- Our Mission: The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation.
- The USO goes where no other nonprofit can to keep members of our military connected to everything that gives meaning to their service.
- The USO currently serves 4.9 million Active Duty, Guard and Reserve and their families at more than 230 locations around the globe.

EVENT DETAILS

- At Backstage at the USO, you will get backstage look at the USO mission through multiple hands-on activations:
 1. Campaign to Connect: Military supporters have the opportunity to write a message of thanks and encouragement that will go into the care packages that were assembled earlier in the day and sent to service members around the world.
 2. #USOHolidays: Despite being far from home and loved ones, the USO helps give our nation's heroes a holiday to remember through programming, expeditionary outreach, entertainment tours and more. The USO is distributing 30,000 special holiday care packages all around the world this holiday season.
 3. Coffee Connections: Military spouses move 8 to 12 times in the span of a 20-year military career. Through USO military spouse programming, like Coffee Connections, spouses have the opportunity to connect with their social, professional and community networks.
 4. Expeditionary Support: For service members stationed in remote locations where there may not be a traditional USO center, USO expeditionary support steps in with USO2GO kits. The customizable kits include everything

from furniture and electronics to gaming and music equipment. USO2GO kits also include toiletries, snacks and other necessities that keep our men and women in uniform relaxed and revitalized.

- USO entertainment tours are perhaps the most traditional way we deliver on our mission to keep service members connected to family, home and country. Tonight, our USO community will get a backstage look at one of these tours and how they serve as an expression of our country's gratitude for the dedication and sacrifice of our Armed Forces.
 - Backstage at the USO is hosted by Wilmer Valderrama and includes performances by comedian Paula Poundstone and country superstar Brantley Gilbert.
 - Bob Hope's daughter Linda Hope will present actress, Hollywood icon and USO tour veteran Ann-Margret with the first-ever Bob Hope Legacy Award for her many contributions to the USO and our service men and women.
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SOCIAL COPY STARTERS

- Honored to join [tag USO] at #BackstageAtTheUSO tonight to honor and celebrate our Armed Forces!
 - For over 78 years, the [tag USO] has strengthened America's military by keeping them connected to family, home and country. I'm honored to be a part of that mission tonight at #BackstageAtTheUSO!
 - Thank you to [tag USO] tour veterans Wilmer Valderrama and Brantley Gilbert for entertaining more than 1,000 service members tonight at #BackstageAtTheUSO!
 - The legendary Ann-Margret received the first-ever Bob Hope Legacy Award tonight at the [tag USO]'s #BackstageAtTheUSO event!
 - At #BackstageAtTheUSO, I was able to write a personal message of gratitude to our service men and women. The [tag USO] will include my message in the care packages sent to service members across the globe this holiday season. You, too, can send a message of support with our troops at USO.org/Force.
 - Giving back to those that serve is important because [insert personal anecdote]. Grateful to join the [tag USO] at #BackstageAtTheUSO tonight to share their vital mission with my community.
 - To all the service members I met at #BackstageAtTheUSO – thank you for everything you do to keep us safe!
 - My favorite part of #BackstageAtTheUSO was [insert personal anecdote]. Thank you to [the USO] for your continuous support of our men and women in uniform. Learn more about their vital mission at USO.org!
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USO MOSIAC

- When you post a photo on Twitter or Instagram with the official event hashtag, #BackstageAtTheUSO, your photo will help build a large mosaic at the event. Also, stop by the mosaic set-up to pick up a copy of your image to take home as a souvenir.
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Thank you for being a Force Behind the Forces at **Backstage at the USO!**

