

# Promote Your Shred Day!

With some smart marketing tips to help spread the word

Wherever you promote your shred day, make sure to emphasize the value of shredding. Fraud cost Americans millions of dollars a year, and your shredding event helps protect against it.

1

## Social Media

Use social channels like LinkedIn, Facebook, and Twitter.

2

## Volunteer Network

Ask volunteers to leverage their networks.

3

## Flyers

If this is a public event, post flyers in libraries, stores, community centers, or schools.

4

## Email Reminders

To spread the word internally, send event reminders.

### Sample Promotion Schedule

2 weeks prior	Post flyers & send out an internal communication announcing the event
1 week prior	Send a save the date
1 day prior	Send an event reminder

## Do you know what you are supposed to be shredding?

Download your free "What to Shred" poster and include it with your promotions so that your audience can be prepared for your shred day!

Get it at [corodata.com/what-to-shred](http://corodata.com/what-to-shred) »

