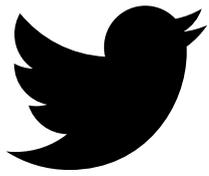


SOCIAL MEDIA TOOLKIT



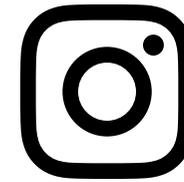
#GIVINGTUESDAY™



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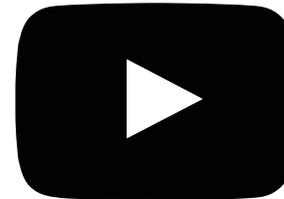
FOLLOW US



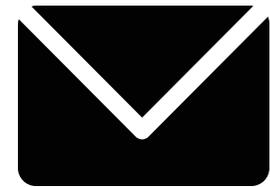
linkedin.com/
givingtuesday.org



snapchat.com/add
/givingtuesday



youtube.com/
givingtuesday



givingtuesday.org
- click Join the
Movement



Tweet

"Mark your calendars!
11/28 is #GivingTuesday.
How will you give?
@GivingTues"

"#GivingTuesday is a day
for everyone, everywhere
to GIVE! Learn more &
join the movement at
givingtuesday.org
@GivingTues"

"Give your time, skills,
voice, goods, dollars - give
whatever you can to help
others on 11/28 -
#GivingTuesday!
@GivingTues"

"On #GivingTuesday,
everyone can have an
impact! Join us on 11/28
by giving back to your
community!"



Post on Facebook

- #GivingTuesday is a global day of giving. Everyone, anywhere, can participate! Join us at givingtuesday.org and share how you will give this November 28!
- Save the date: #GivingTuesday 2017 is November 28th. We're proud to be a part of the global celebration of giving. Visit givingtuesday.org to find out more!
- #GivingTuesday is a day for everyone, everywhere, to GIVE! Find out how you can be part of the movement at www.givingtuesday.org
- Everyone has the capacity to give. Join us on November 28 to celebrate #GivingTuesday. You can give your time, skills, voice, dollars, and goods to charity or #payitforward and help others. For more ideas or to join the global movement visit givingtuesday.org.



Post on Instagram

"I've joined the global giving movement #GivingTuesday! Join me by uploading #UNselfies and sharing how you plan to give this year! For more info follow @givingtuesday #GivingTuesday #philanthropy #UNselfie #givingback #greatgiving #generosity"

*Every gift counts
this #givingtuesday
Support TC!*

*tc.edu/givingtuesday
@teacherscollege #tcfund #giveback*

#GI♥INGTUESDAY 11.29.2016

BIG TIP: Use the #UNselfie template in this toolkit to start sharing today!



Film

#GivingTuesday is a great day to tell your story and some of the most powerful storytelling is done on film. Here's a few tips to share your #GivingTuesday message:

- Make a PSA about your campaign. We recommend recording :30 and :90 videos to share. Post on your YouTube channel, website, and share with local media. Feel free to share our video as part of your messaging!
- Film your team at work! All you need is your phone to get footage of your team volunteering, giving back, or helping others.
- Use Facebook Live to share updates and announcements about your campaign. Take your show on the road and do short interviews with your community and the people you serve.



Snap

Snapchat can be a great way to get your community involved in #GivingTuesday. Share a story around your campaign.

DC Scores used Snapchat to go to the fields and thank their coaches. Simiyu House shared stories from students giving back on #GivingTuesday. You can also send an image or video of you giving back directly to a friend and encourage them to give and share with another friend. Create a Snapchat Chain Letter for good!

Hosting a live event or meeting for #GivingTuesday? This is the best time to go on Snapchat and keep your audience informed about your campaign and goals. Use this tool to invite them into the planning process and encourage them to share!



Gi♥ing
Tuesday

on

snapchat



#GI♥INGTUESDAY

Blog

- Write about your #GivingTuesday campaign on your organization's blog or LinkedIn page. We suggest blog pieces run around 250 words and include photos, videos, and hyperlinks so people can learn more.
- Make sure to include images and impact stories - don't just ask for support, explain why the reader's support matters to your mission.
- You can also get your post featured on the #GivingTuesday website by uploading it at givingtuesday.org/blog.

LinkedIn

LinkedIn is also a great tool to share updates with your contacts and colleagues. Post your article to your news feed and look at what influencers you may have in your network to help amplify and share.



#UNselfie

The #UNselfie, or the selfless selfie, is a powerful way to show how and why you are giving. Here's 3 quick steps to becoming an #UNselfie master:

- Take a “selfie” with a caption or use our template (next page) to explain how or why you and/or your friends are giving.
- Add the hashtags #UNselfie and #GivingTuesday.
- Post it to Instagram, Facebook, Twitter, Snapchat - share far and wide & get your friends to join you!



#UNselfie

Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 28, 2017

Ideas

Get creative and experiment with new ideas, especially on social media. Here's a few ways to get started:

- Invite a member (or members) of your community to takeover your social media account for an hour.
- Host a contest or giveaway for people to get involved with your campaign. You could drip out clues in the weeks leading up to your campaign launch to build excitement, ask followers to vote on your campaign slogan, logo, hashtag, or theme, or a create a quiz about your organization. Use the built in Facebook polls and other tools to engage your followers.
- Organize a Twitter Chat or Ask Me Anything with an amplifier or partners in your community. Invite people to participate to learn about your plans.
- Create your own #givingTuesday hashtag. From #GivingBlueDay to #GivingShoesDay to #GivingZooDay, we encourage you to make #GivingTuesday your own!



Suggested Timeline



August

- Create your graphics & editorial calendar for the fall, leading up to #GivingTuesday

September

- Send out a save the date for 11/28
- Make a general announcement that your organization is participating in #GivingTuesday
- Send a dedicated social media message at least 1 per week to inform people about your campaign.

October

- Start ramping up your social media with 2 messages a week. Aim for at least one message on Tuesdays.
- Ask your community to be Ambassadors and share your messages.

Suggested Timeline



November

- From November 1-10, message at least 3 times each week. This is a great time to announce your goal & plans.
- After November 13, start focusing your messaging on #GivingTuesday, posting daily if possible. Best practices are 1-2 posts on Facebook and Instagram, with 3+ Tweets a day. This is a great way to share impact stories about your organization.
- Make sure to connect your messages with the holidays (Thanksgiving, Black Friday, and Cyber Monday) - remind people to give back on #GivingTuesday!

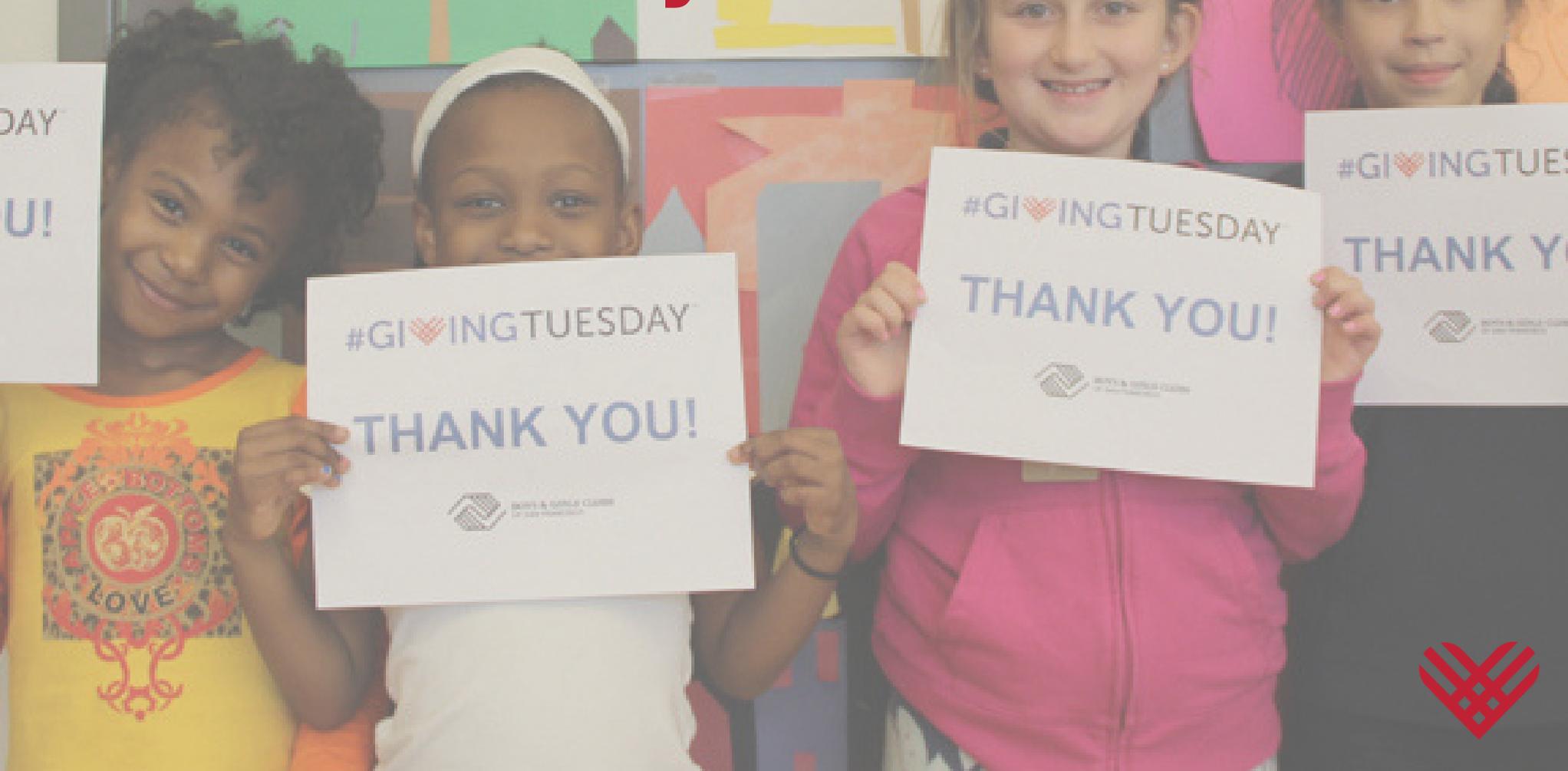
A close-up photograph of a person's hands holding a lit sparkler. The sparkler is a long, thin metal rod with a bright, starburst of sparks emanating from the tip. The person's hands are visible at the bottom, with one hand holding the rod and the other near the base. The background is dark and out of focus, suggesting an indoor event at night.

Day of Social Media

Day of - November 28

- GO BIG! Don't be shy about posting and sharing updates throughout the day! Aim to post 4-5 times on Facebook and Instagram, and every 2 hours on Twitter. Focus on lunchtime and after work - data tells us these are peak times for people to give.
- Make sure to send updates about your goal and how your community can get involved. Highlight the opportunity!
- Use lots of images, GIFs, videos, and materials to get your messages to stand out. #GivingTuesday has trended every year - be creative to get extra visibility.
- Don't just ask for funds. Be creative with your messaging and have fun with your campaign!

**Remember to thank
your donors and
community!**



For logos, graphics, and more tools visit www.givingtuesday.org.

To speak with a member of our team, email us at info@givingtuesday.org.

