#GivingTuesday

December 2, 2014

SOCIAL MEDIA TOOLKIT
WHAT IS #GIVINGTUESDAY?

Black Friday. Cyber Monday. #GivingTuesday!

We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back.

On Tuesday, December 2, 2014, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

It’s a simple idea. Just find a way for your family, your community, your company or your organization to come together to give something more. Then tell everyone you can about how you are giving. Join us and be a part of a global celebration of a new tradition of generosity.

Watch the #GivingTuesday 2014 Video to learn more:
WHERE IS #GIVINGTUESDAY?

Ireland
@givingtuesdayie
facebook.com/givingtuesdayireland
http://givingtuesday.ie/

Latin America
@undiaparadar, #undiaparadar
http://undiaparadar.net

Mexico
@DonaConfianza
www.filantrofilia.org/DonaConConfianza

Brazil
@diadedoar
facebook.com/diadedoar
http://www.diadedoar.org.br/

Israel
http://givingtuesday.org.il/

Canada
@GivingTuesdayCa
http://givingtuesday.ca
facebook.com/givingtuesdaycanada

New Zealand
@GivingTuesdayNZ
facebook.com/Givingtuesdaynz
http://givingtuesday.co.nz/

Australia
facebook.com/GivingTuesdayAUS
http://givingtuesday.org.au

Singapore
@GivingTuesSG
http://www.givingtuesday.sg/

United Kingdom
@givingtuesdayuk
facebook.com/givingtuesdayuk
www.givingtuesday.org.uk/

ALL AROUND THE WORLD!
(and more countries are signing up all time)

WHERE IS #GIVINGTUESDAY?
HOW CAN YOU PARTICIPATE?

JOIN AS A PARTNER ORGANIZATION OR COMPANY

If you are either a registered charity (a 501(c)3 in the U.S.), or a for-profit business, school, religious or community group committed to spearhead a project benefiting a charity, then we’d love to have you as a partner!

Within this community, you will be able to connect with other partners, share tips and best practices, and access our resources to help make your campaign a success.

JOIN AS A SOCIAL MEDIA AMBASSADOR

Help us build the movement and be an ambassador for #GivingTuesday. Join an amazing team of Social Media Ambassadors who are dedicated to spreading the word about #GivingTuesday and taking collaborative action to give back.

Here, you can learn from like-minded peers, gain access to exclusive content, submit your ideas, and share those exciting messages within your networks!

BUT WHAT IF I WANT TO DO MORE?

JUST POST!

On the following pages you’ll find suggested social media language. Help us spread the word about #GivingTuesday all around the world!
BEFORE DECEMBER 2


#GivingTuesday is a day for everyone, everywhere, to GIVE in their own way! Learn more about @GivingTues: [http://bit.ly/GivTues2014](http://bit.ly/GivTues2014)

VIDEO: What #GivingTuesday is all about in under 2min: [http://bit.ly/GTvideo](http://bit.ly/GTvideo) @GivingTues


#GivingTuesday > #BlackFriday > #CyberMonday

What is #GivingTuesday?
A day TUE give!
Get it? #humor

ON DECEMBER 2

Happy #GivingTuesday!
It doesn’t matter how much you give
Or what you give
Only that you give


Help spread the word!
Share the <3


Have you taken your #GivingTuesday #UNselfie? Tell us why you’re part of this global day of giving!

Take an #UNselfie and share what you’re doing this #GivingTuesday w/ @GivingTues!
BEFORE DECEMBER 2
VIDEO: Learn what #GivingTuesday is all about in under 2 minutes: http://bit.ly/GTvideo

What is #GivingTuesday?
A day TUE give!
Get it? #humor
Learn more: http://bit.ly/GTvideo

ON DECEMBER 2
Happy #GivingTuesday!
Help spread the <3 and the message of giving around the world by sharing this video: http://bit.ly/GTvideo

TELL US: How are YOU participating in #GivingTuesday?
Take a photo, video or an #UNSelfie of your #GivingTuesday activities and share what you’re doing on Facebook, Twitter or Instagram!

Join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season!

#GivingTuesday is an international day of giving.
Anyone, anywhere, can participate!
Like @GivingTuesday on Facebook and learn more: http://bit.ly/GivTues2014

#GivingTuesday givingtuesday.org
How do I #UNselfie?

1. Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are “giving” this year.

2. Always use the hashtags #UNselfie and #GivingTuesday

3. Post it to Instagram, Facebook and/or Twitter and share with friends!

#UNselfie examples

Starting Nov. 2nd, we’re challenging you to give back for 30 days straight leading up to #GivingTuesday! Tag a photo every day with #UNselfie and tell us how you’ve given time, a smile, or a donation.

Download the #UNselfie toolkit here!
#GivingTuesday is now on Snapchat!

Follow “givingtuesday” and you’ll receive fun “Snaps” from us on a regular basis.

**WHAT IS SNAPCHAT?**

Snapchat is a smartphone-only platform that users can use to take photos, record videos, add text and drawings, and send them to a controlled list of recipients. These sent photographs and videos are known as "Snaps". Users set a time limit for how long recipients can view their Snaps after which they will be hidden from the recipient's device and deleted from Snapchat's servers.

[Click here to learn more and download the app]
We’re constantly adding new graphics for #GivingTuesday! You can find them all here.

Here are a few examples of what you will find:

- Give (thanks)
- Give (food)
- Give (money)
- Give (big)
- Give (time)
- Give (small)
- Give (love)
- (because)
- Just Give (because)
RESOURCES

#GIVINGTUESDAY ON SOCIAL MEDIA
Hashtag: #GivingTuesday | #UNselfie
Facebook: Facebook.com/GivingTuesday
Twitter: @GivingTues
Instagram: @GivingTuesday
Pinterest | Tumblr
Snapchat: givingtuesday

WEBSITES
Website: www.givingtuesday.org
Partner sign up: givingtuesday.org/partners.html

TO SHARE
Graphics: http://www.givingtuesday.org/graphics/
How to #Unselfie: #UNselfie Toolkit

2013 CONTENT
2013 Infographic, blogs, etc.
Video: The #GivingTuesday Story and 2013 Results
#UNselfie Storify
#GivingTuesday Storify

Questions? Contact us at givingtuesday@gmail.com