SOCIAL MEDIA TOOLKIT
"Mark your calendars! 11/27 is #GivingTuesday. How will you give? @GivingTues"

"#GivingTuesday is a global movement where anyone, anywhere can make a difference! Learn how you can have an impact this November 27th & join the global movement at givingtuesday.org @GivingTues"

"Give your time, skills, voice, goods, dollars - give whatever you can to help others on 11/27 - #GivingTuesday! @GivingTues"

"#GivingTuesday is a global giving movement that celebrates all types of generosity. Join organizations, individuals, and communities around the world in giving back this Nov 27 - givingtuesday.org @GivingTues"
"#GivingTuesday is a global giving movement. Anyone, anywhere, can participate! Join at givingtuesday.org and share how you will give this November 27!"

"Save the date: #GivingTuesday 2018 is November 27th. We’re proud to be a part of the global celebration of giving. Visit givingtuesday.org to find out more!"

"Everyone can have an impact on #GivingTuesday! Join us on November 27 by giving your time, skills, voice, dollars, and goods to charity. For more ideas on how to get involved visit givingtuesday.org."
POST ON INSTAGRAM

"This year's @givingtuesday is November 27th! I'm excited to give back and support my community. Join me in sharing how you will give back this #GivingTuesday and beyond! #GivingTuesday #philanthropy #UNselfie #givingback #greatgiving #generosity"

BIG TIP: USE OUR #Unselfie TOOLKIT TO BOOST YOUR POSTS!
• Make a PSA about your campaign. We recommend recording :30 and :90 videos. Post on your YouTube channel, website, and share with local media.
• Film the impact of your work! All you need is your phone to get footage of your team volunteering, giving back, or helping others. Share on social media to spread the word about what you do!
• Use Facebook Live to share updates and interviews with your community and the people you serve.
Snapchat can be a great way to get your community involved in #GivingTuesday. Share a story around your campaign.

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!

You can also make their own Snapchat filter to get people engaged your campaign: https://www.snapchat.com/create
BLOG & LINKEDIN

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.
#UNSELFIE

- Take a “selfie” with a caption or use our template (next page) to explain how or why you 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!
ADDITIONAL IDEAS

- 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.
- Ask followers to vote on your campaign slogan, logo, hashtag, or theme, or 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 partners in your community.
- 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 11/27.
- 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 1-9, message at least 3 times each week. This is a great time to announce your goal & plans.

- After November 12, 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!
DAY OF SOCIAL MEDIA

Day of - November 27

• Go big! Don't be shy about posting and sharing updates throughout the day! Aim to post 3-4 messages on Facebook and Instagram, and every 2 hours on Twitter. Focus on lunch time 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 campaign and have fun with your campaign!
#THANKYOU
WEDNESDAY

over $3,000

Raised thanks to YOU on
#GivingTuesday!

REMEMBER TO
THANK
YOUR COMMUNITY
& SHARE YOUR
RESULTS!
For logos, graphics, and more tools visit www.givingtuesday.org.

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