Social Media Tips to Spread Generosity

Update your profiles and use hashtags across all social platforms

- Brand your personal and nonprofit’s social media accounts with GivingTuesday graphics and be an ambassador for the movement. You can use any and all GivingTuesday social media share graphics for your own channels!
- Use the hashtag #GivingTuesday – the buzz amplifies your reach by expanding your normal audience + encouraging new donors + volunteers to get involved with your nonprofit!

Create a landing page on your website

- Create a landing page on your website that introduces your plans for GivingTuesday and the various ways people can give back to your cause. Link to this page in all social posts and communication efforts.

Serve as an inspiration for your community to be generous

- Create content that shows your mission is something people want to get behind. Educate people about your cause area + what your organization is doing to make our world a better place.
  - Don’t just ask for funds. Motivate your supporters with a reason to give beyond the fact that it’s GivingTuesday. Also share other ways your community can get involved in helping you support your work. Highlight the opportunity to make the world a better place.
- Build anticipation and keep your organization top of mind with a countdown to GivingTuesday!
- Celebrate generosity in your local community by highlighting heroes and service leaders on social media.
  - **Sample Twitter post:** Give your voice, your time, your stuff, or your money. Generosity is one of the most powerful ways you can have an impact in the world. Tell us how you’re making a difference on #GivingTuesday in [local city], and we may retweet!
  - Ask your supporters to leverage their social networks by posting #Unselfies + challenging five friends to do the same. “Nominating” friends to participate can exponentially increase the reach of a campaign + it makes people more willing to participate when they see their family + friends did too.
Create a GivingTuesday video with your family, community or staff. Share it on YouTube, Facebook, and/or any other social media platform using the hashtag #GivingTuesday.

- **Sample Facebook/Twitter post:** When so much attention is given to what makes us different, generosity is what brings people together. We’re proud to be part of the #GivingTuesday global movement for generosity. [insert TBD campaign details or link to your website or specific call-to-action]

- Generosity is contagious. When you participate in GivingTuesday you’re participating in a global movement for generosity and can inspire others to join in.

- GivingTuesday is an opportunity for you to stand up for the causes that matter most to you and participate in the change you want to see in the world.

- **Sample Facebook/Twitter post:** It’s #GivingTuesday, and we’re celebrating by _____! Watch this short video, and help spread generosity this giving season. [upload the video clip directly to Facebook / Twitter]

**Use GivingTuesday as a tool to engage your existing followers and attract new ones**

- Activate your social media followers by asking them to share stories of why they support your organization. Retweet their replies!

  - **Sample Twitter post:** Our mission is [insert mission], and we’re so grateful to our donors and supporters who help make that possible. This #GivingTuesday, help spread the word by sharing why you support [name of org]!

- Pass the baton! Challenge your partners and friends to spread generosity on social media by tagging them in your social media posts and encouraging them to pass the baton.

  - **Sample Facebook post:** You’re up next, @partnerorghandle! Tell us how you’re celebrating #GivingTuesday and then challenge someone else to do the same.

**Use P2P Fundraising**

- Leverage the power of peer-to-peer (p2p) fundraising for GivingTuesday. Asking your supporters to fundraise on your behalf with their own p2p campaigns for GivingTuesday can have a ripple effect: once these ambassadors start posting about their own campaigns on social media, their content can provide social proof that inspires others to give back too.

- Prepare your p2p fundraising team with all the tools they need to be successful. Create sample social posts and email for them to copy/paste and a Google Drive with all of
your assets in it, a suggested posting calendar, and information about your campaign and mission. Cheer them on along the way.

**Twitter Tips**

- Your GivingTuesday campaign should say what you need to say in the amount of time it takes for a donor to scroll on past your post in their Twitter feed. Prep before so you can practice saying a lot with less text.
- Leverage Twitter threads. It allows you to say a little bit more but keep similar topics threaded. You can use it to tell a story and encourage conversation.
- Organize a Twitter chat about your issues area or Ask Me Anything with your team members.
- Ask your supporters to change their Twitter display names for the day to show their support (see example to the right).
- Add alt text to your images so they’re accessible to all.

**Sample Tweets**

Mark your calendar! Dec 3 is #GivingTuesday. How will you give?
Leave a ❤️ if you’ll join the #GivingTuesday movement on Dec 3 and tag a kind-hearted person to help spread the word. 🙌

#GivingTuesday here we come! This year, we want to [your goal] to give [impact of reaching your goal]. Are you in? LINK

It’s #GivingTuesday! Join millions of people around the 🌍 to show up, give back, and change your community. LINK

Throughout today we’re sharing how [@orghandle] is working to [your work] and ways that you can help us achieve [your vision]. LINK #GivingTuesday

**Facebook Tips**

- Change your cover image and a custom profile image mid-November to share that you’re participating in GivingTuesday.
- Use the GivingTuesday Facebook profile frame on both your nonprofit page and personal profiles to help amplify the day.
Create a Facebook event and invite others to click “going” - they will receive a Facebook notification on GivingTuesday.

If you’re planning on using Facebook’s fundraising tools + donate button, you can learn more about those tools here. Alternatively, you can simply link out in your Facebook posts to the donate form on your website.

Remember to use images that respect people’s dignity. Add alt text to your images for accessibility.

Sample Facebook Posts

Save the Date: #GivingTuesday is December 3! We’re proud to be a part of this global celebration of giving. Visit [LINK] to find out more.

Everyone can have an impact on #GivingTuesday! Join ORG on December 3 by pledging your time, skills, voice, dollars to support [mission]. Learn more at [LINK].

Giving is not just about making a donation. It is about making a difference. Throughout #GivingTuesday today, we’re sharing the many different ways you can support [ORG] as we [mission].

Instagram Tips

Swap your usual profile bio with info on your GivingTuesday campaign, including a strong call to action and a direct link to your campaign URL. Use [Linktree] if you want to be able to share multiple links.

Keep up campaign momentum by sharing images that illustrate your impact. Remember to use images that respect people’s dignity. Add alt text to your images for accessibility.

Go live! Give supporters a tour of your space, an AMA with your ED… Be creative!

Share real-time photos on Instagram Stories, Snapchat, or Twitter that illustrate your impact and show your followers (and everyone else following the #GivingTuesday hashtag) about how you serve the community.

Sample Instagram Story / Snapchat Posts:

- Share videos, boomerangs, or photos of people in your network or local community demonstrating generosity.
- Create a 10-page story on Instagram highlighting the top 10 ways you or your organization are participating in #GivingTuesday.
Ask someone influential to take over your Instagram or Snapchat for the day, and share #GivingTuesday moments from their unique perspective (did you know we also have #GivingTuesdayKids?! Share stories of young people expressing generosity, as well!)

Don’t forget to use the GivingTuesday Stickers (search “GivingTuesday”)

- **New this year:** [Instagram Donate Stickers](#) and the [profile donate button](#). You can use the stickers in Instagram Stories and donors can give directly to your organization through Instagram.

**LinkedIn**

- Use LinkedIn to elevate your thought-leadership profile on #GivingTuesday. You or a member of your leadership team could write a long-form article to publish on LinkedIn that explains why your organization believes in the power of generosity to change the world, or to offer op-ed style opinions on the power of giving time and/or money for the causes we care about. This could also be shared as a natively uploaded video clip, as LinkedIn now supports this type of content, as well.

- Find more tips and ideas for leveraging LinkedIn in [this webinar recording](#).

**Video and Livestreaming Tips**

- Give supporters a “behind-the-scenes” look at your work or talk about important issues in real time, or offer a window into your work – show supporters what you do.

- Where to stream: Twitch, YouTube, Facebook, Instagram, and Twitter all have great livestream functionality.

- Film the impact of your work! All you need is your phone to get footage.

**More Resources on Live Streaming**

- [Working With Twitch Creators for GivingTuesday](#)
- [How to Livestream on GivingTuesday](#)
#MyGivingStory Ask Your Supporters to Share Their Giving Story

Your Organization Could Win Up to $10,000 For Your Mission

#MyGivingStory is a turnkey social media campaign you can use gather shareable testimonials about your nonprofit’s impact and inspire more generosity!

1. Ask your community to share how and why they give back. Their story does not have to be about your nonprofit.
2. Have them upload their story (with photos, video, or text) to mygivingstory.givingtuesday.org

The winning storytellers’ receive grants up to $10,000, which they can use to give to their favorite nonprofits.

Sample #MyGivingStory messages
Giving is good for the soul and when we share our generosity, it inspires more of it! Tell @GivingTuesday why you give and @YourORG could win $10,000. #MyGivingStory

Why do you give? @GivingTuesday wants to know. Share your story and you could win $10,000 to give to a nonprofit of your choice (ours perhaps!) mygivingstory.givingtuesday.org #MyGivingStory

Social Media for The Big Day - December 3

- Go BIG! Don’t be shy about posting often throughout the day.
- Don’t forget to use the hashtag #GivingTuesday (and any others you may have created for your campaign)
- Monitor your social media mentions throughout the day and interact with your supporters!
- Send updates about your goal and thank donors along the way.
- Use lots of images, videos, GIFs to get your messages to stand out. #GivingTuesday trends every year, be creative to get extra visibility.
Thank You Wednesday

- Remember to thank your community & share your results!
- GivingTuesday is on a mission to increase generosity all year, December 3, just happens to be our anniversary! Participate in our #52Tuesdays campaign, #DoGoodCalendar, and #MyGivingStory throughout the year.
- Thank you for joining us in building a more just + generous world!

More Ways to Say Thank You

Creative Ways to Say Thank You After GivingTuesday
GivingTuesday Was a Hit – Now What?