



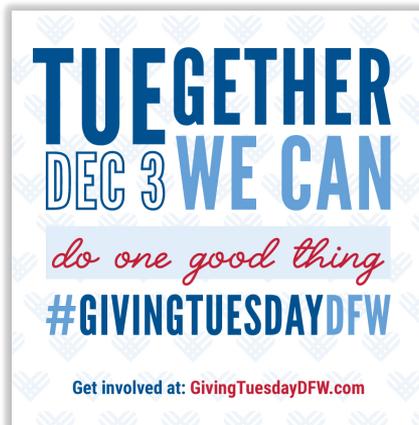
**#GIVINGTUESDAYDFW**  
**SOCIAL MEDIA**

# OUR CAMPAIGN THEME

- This year, our theme is “**Do One Good Thing**” on #GivingTuesdayDFW.
- This simplified approach allows everyone to participate by doing one simple act, big or small.
- Use the content that is linked in the next slide, and be sure to put your organization’s personal spin on it! TUEgether, we can make a difference across North Texas!

# CLICK HERE TO DOWNLOAD THE 2019 SOCIAL MEDIA TOOLKIT

Skip the hassle of writing your own social posts. Use the sample social copy that is available to you in the toolkit.



# WIN PRIZES FOR POSTING

Nonprofits will have the opportunity to **win up to \$20,000** in prizes in various social and digital challenges or drawings throughout the #GivingTuesdayDFW campaign. Prizes and the amounts will be determined by October 25.

**Make sure you're using the hashtag #GivingTuesdayDFW so we can track your results!**

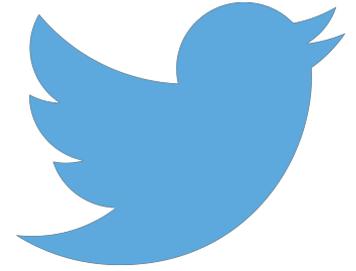
# SOCIAL MEDIA IDEAS

- Use **#GivingTuesdayDFW** – the buzz amplifies your reach by expanding your normal audience
- Make sure to direct people to your GiveGab page on the GivingTuesdayDFW.com page
- Use the content provided on [this downloads page](#), and include information about your mission. Educate people about your cause area and what your organization is doing to make our world a better place

# SOCIAL MEDIA IDEAS

- Build anticipation and keep your organization top of mind with a countdown to #GivingTuesdayDFW
- Remember that you can ask for volunteer engagement and share other ways your community can get involved
- Study your analytics to determine what times of day you see the most engagement with your social media accounts and schedule your posts accordingly

# TWITTER TIPS



- Your #GivingTuesdayDFW 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.
- Leverage Twitter threads. It allows you to say a little but more but keep similar topics threaded
- Ask your supporters to change their Twitter display names for the day to show their support
- Add alt text to your images so they're accessible to all

# FACEBOOK TIPS

- Change your cover image and a custom profile image mid-November to samples available on the [downloads page](#)
- Create a Facebook event and invite others to click “going” – they will receive a Facebook notification on #GivingTuesdayDFW
- Remember to use images that respect people’s dignity. Add alt text to your images for accessibility.

# INSTAGRAM TIPS

- Swap your usual profile bio with info on your **#GivingTuesdayDFW** campaign, including a call to action and direct link to your GiveGab page.
- Keep up the momentum by sharing images that illustrate your impact.



# INSTAGRAM TIPS



- Go live! Give supporters a tour of your space, talk about your mission, encourage people to ‘do one good thing’... Be creative!
- Use Instagram stories to generate excitement for your #GivingTuesdayDFW campaign! Give quick, fun snapshots of what you’ve got planned for the day.

# SOCIAL MEDIA TIMELINE

## Early November:

- Email a save the date for 12/3
- Make a general announcement that you are participating in #GivingTuesdayDFW
- Start regular posts about your plans

## Mid-November:

- Post 1-2 messages per week on your social media. At least one message per week should be on Tuesday
- Prepare your community to be ambassadors for your cause and ask them to share your messages

# SOCIAL MEDIA TIMELINE

## Late November:

- Focus social posts on #GivingTuesdayDFW
- Best practices are 1-2 posts on Facebook & Instagram and 3 tweets a day.
- Share impact stories about your work





**On The Big Day**  
December 3, 2019

# DAY OF SOCIAL MEDIA

- Go Big! Don't be shy about posting often throughout the day
- Don't forget to use the hashtag #GivingTuesdayDFW (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. Be creative to get extra visibility

# DAY OF POST

- Today is #GivingTuesdayDFW! Join us to ‘do one good thing’ and share what you’ve done! No matter how big or small, you can help make a difference! Learn more at: [GivingTuesdayDFW.com](http://GivingTuesdayDFW.com)
- Tell your followers how they can help you win up to \$20,000 in @UnitedWayDallas prizes on #GivingTuesdayDFW!
- This year, we’re encouraging everyone to ‘do one good thing’ for #GivingTuesdayDFW. Join us by pledging to volunteer today! We have opportunities throughout they year! Pledge today at: [unitedwaydallas.org/gt-vols/](http://unitedwaydallas.org/gt-vols/)
- **Remember to thank your community and share your results!**