Social Media Guide for ESF Give Day

Social Media Tips

☐ *Tip #1 - Share your story*
Share the story of why the Eudora Schools Foundation matters to you and why you are passionate about our mission. People respond better to someone's personal experience than a generic ask. Pull at their heartstrings and show them why this is a cause worth caring about.

☐ *Tip #2 - Use money as a motivator*
Put your money where your mouth is! If you are already planning on donating to the Foundation on ESF Give Day, consider setting some of that money aside to motivate your network to take part in the fun. Offer to donate $5 for every share one of your social media posts gets - or for every new donor that makes a donation! Get creative and have fun!

☐ *Tip #3 - Like and share*
Whenever the Foundation posts content on our social media pages, you can help to make that post go the extra mile by liking it or sharing it with your own friends. It's a quick and easy way to make sure more people are seeing those messages and learning how they can support our mission.

☐ *Tip #4 - Collaborate*
Collaborate with other Social Media Champions! Interacting with other board members or supporters on social media can be a great way to have an organic conversation about our organization that also promotes our cause and your participation in give day! Don't be afraid to use that @mention to promote a little friendly competition either!

☐ *Tip #5 - Set small goals*
Set a quota for yourself to make sure that you're staying connected and helping the Foundation reach their goals. We recommend at least one original post every 3-4 hours as well as several likes and shares to make sure that no one misses a beat this ESF Giving Day!

☐ *Tip #6 - Use Donation Link: bit.ly/ESFGIVEDAY*
Don't forget to use the donation link in all of your posts!
Copy and paste this link: **bit.ly/ESFGIVEDAY**

Sample Facebook Posts

- Save the date: Eudora Schools Foundation's Giving Day will be March 5th. You can be part of the celebration by donating here: bit.ly/ESFGIVEDAY
- Today's the day! Help me kickoff ESF Giving Day by making a donation here: bit.ly/ESFGIVEDAY
- The real success of ESF Give Day will not be how much money we raise but the tremendous impact those dollars will have when the Eudora Schools Foundation puts them to work! Join the giving at bit.ly/ESFGIVEDAY
- Let's show the Eudora Schools Foundation that we are full of generosity! Help me celebrate ESF Give Day and help the Foundation continue to enrich student experience and reward teacher excellence. Give here: bit.ly/ESFGIVEDAY

Sample X/Twitter Posts

- I follow @491Foundation on X/twitter for updates throughout ESF Give day. Donate: bit.ly/ESFGIVEDAY
- I am a proud to support @491Foundation on give day to help them make a difference in our Eudora Schools! Join me: bit.ly/ESFGIVEDAY
- Do you care about our Eudora kids? Support @491Foundation on give day! Donate: bit.ly/ESFGIVEDAY
- Help @491Foundation reach their goal of $65,000 by giving today! Donate: bit.ly/ESFGIVEDAY
- How much good can a community do in 24 hours? Find out March 5 for @491Foundation ESF Give Day! Donate: bit.ly/ESFGIVEDAY

Instagram Tips

- Follow @eudoraschoolsfoundation on Instagram use hashtag #ESFGiveDay
- Socialize! Like and comment on other supporters' posts. Share posts that stand out.
- Use #ESFGiveDay, in addition to other creative hashtags. 2-3 hashtags per post is the sweet spot.
- Share how to donate: bit.ly/ESFGIVEDAY

Change Profile Picture & Cover Photos

- Prior to ESF Give Day, take time to change your profile picture and cover photos on your social media platforms. Here is the link to all the ESF Give Day social media graphics: https://www.eudoraschoolsfoundation.org/esf-give-day/get-inovolved.html

- Choose the social media and communication opportunity below that is right for you. Using these tips, sample messages, and media images help us have an even greater impact on ESF Give Day!

- Directions to Save Image: Place cursor on image, Right Click to "Save Image As" to your computer.