

# 12 WEEKS OF GIVINGTUESDAY

*social media tips*



## MIX UP YOUR CREATIVE ASSETS

Try different things like countdowns, stats, and testimonials... all of which should be consistent with your campaign branding, of course.

## BOOST ENGAGEMENT WITH VIDEO

Educate people about your cause in a more memorable way with videos that highlight your beneficiaries, live streams of behind-the-scenes work, and informational flipbooks à la platforms like Canva and Animoto.



## ALWAYS INCLUDE YOUR CAMPAIGN LINK

Your ultimate goal is to move people to support your cause, so make sure every post has a direct call-to-action to donate with a link that brings supporters to exactly where they can do so.



## BE STRATEGIC WITH YOUR HASHTAGS

In addition to using the #GivingTuesday hashtag in all posts, include other hashtags that are relevant to your campaign. And if you're creating a new hashtag, be sure to do so early on to build traction.



## CREATE A MEDIA KIT FOR YOUR SUPPORTERS

Make it simple for your supporters to promote your campaign by creating graphics and sample captions that they can easily drop in their own social media posts.

