

#GIINGTUESDAY

December 2, 2014

Digital & Social Media Toolkit

GivingTuesday.org

#GIINGTUESDAY

@GivingTues

facebook.com/GivingTuesday

#GivingTuesday

www.givingtuesday.org

#GIVINGTUESDAY

Resources

Website: www.givingtuesday.org

Partner sign up: givingtuesday.org/partners.html

[#UNselfie Toolkit](#)

[#UNselfie Storify](#)

Hashtag: #GivingTuesday

Facebook: Facebook.com/GivingTuesday

Twitter: @GivingTues

Instagram: @GivingTuesday

Pinterest: <http://www.pinterest.com/givingtuesday/>

Tumblr: <http://givingtuesday.tumblr.com/>

#GIVINGTUESDAY

Sample Tweets

- Are you part of #GivingTuesday? It's global day of giving for everyone! @GivingTues
- Have you taken your #GivingTuesday #UNselfie? Share why you're part of this global day of giving!
- #GivingTuesday is a day for everyone, everywhere, to GIVE! @GivingTues
- Get ready to celebrate #GivingTuesday- sign up at www.givingtuesday.org
- Join the world for #GivingTuesday, a global day of giving www.givingtuesday.org
- How are you giving back to your community? Join @GivingTues! #GivingTuesday
- #GivingTuesday is Dec 2 – join the movement at www.givingtuesday.org
- The 3rd annual international day of giving is Dec 2 – be part of #GivingTuesday!
- Dec 2: Join the giving movement and be part of #GivingTuesday
www.givingtuesday.org

#GIVINGTUESDAY

Sample Facebook Posts

- It's not too early to get ready for #GivingTuesday! Share what you're doing for this international day of giving by taking an #UNselfie and share on Facebook, Twitter or Instagram!
- #GivingTuesday is an international day of giving. Everyone, anywhere, can participate! Join us at facebook.com/GivingTuesday
- Save the date: #GivingTuesday 2014 is Dec 2. You can be part of the celebration by giving back to the community. Visit givingtuesday.org to find out more!
- #GivingTuesday is a day for everyone, everywhere, to GIVE! Find out how you can be part of the movement at www.givingtuesday.org
- Join the worldwide #GivingTuesday movement – visit www.givingtuesday.org and sign up today!
- Tell us how YOU are participating in #GivingTuesday. Take a video of your #GivingTuesday activities or take an #UNSelfie, and share what you're doing on Facebook. Twitter or Instagram!

#GI♥INGTUESDAY

Sample Instagram Captions

DECEMBER 2

JOIN THE GLOBAL MOVEMENT

#un·sel·fie

noun [uhn-sell-fee]

1. A show of support for Giving Tuesday. Take a pic, tag it **#unselfie** and **#givingtuesday**, and upload to your Instagram, Twitter, or Facebook from now till December 2nd.

#GI♥INGTUESDAY

GIVINGTUESDAY.ORG

Join the global giving movement known as Giving Tuesday. Upload a selfless selfie to your Instagram account and use the hashtags **#UNselfie** and **#GivingTuesday** to let us know how **YOU'RE** giving this year! For more info on Giving Tuesday go to: www.givingtuesday.org **#giving** **#philanthropy** **#socialgood** **#selfie**

Jump on the **#UNselfie** bandwagon for **#GivingTuesday** this year. Upload **YOUR** selfie and why you are planning on giving this year. **#selfie** **#unselfishselfie** **#GT**

KEEP
CALM
AND
#UNSELFIE
#GI♥INGTUESDAY

#GI  ING TUESDAY

VISUALS

#GIVINGTUESDAY

The #UNSelfie

DECEMBER 2

JOIN THE GLOBAL MOVEMENT

#un·sel·fie

noun [uhn-sell-fee]

1. A show of support for Giving Tuesday. Take a pic, tag it **#unselfie** and **#givingtuesday**, and upload to your Instagram, Twitter, or Facebook from now till December 2nd.

#GIVINGTUESDAY

GIVINGTUESDAY.ORG

Download the #UNSelfie toolkit [here!](#)

#GI[♥]INGTUESDAY

Some #UNselfie examples:



#GI♥INGTUESDAY

#GivingTuesday Graphics



*Use these graphics on Facebook, Twitter or Instagram to promote #GivingTuesday

#GIINGTUESDAY

Questions? Contact us at
givingtuesday@gmail.com