

MAKE THE MOST OUT OF #GIVINGTUESDAY

# PWI Social Media Strategy

#GIVINGTUESDAY GUIDE

## #GIVING TUESDAY

### When is #GivingTuesday?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on December 3, 2019. The global celebration runs for 24 hours and begins at midnight local time.

### Why participate in #GivingTuesday?

#GivingTuesday offers a number of benefits for your organization. It is an opportunity to raise awareness and fundraising for your organization through engaging new and current donors. People are looking to support a cause on #GivingTuesday, so make sure your organization is the one they chose!

### Why create a social media strategy this #GivingTuesday?

More than ever before, social media is a key driver of traffic and donations for your #GivingTuesday campaign. Creating a social media strategy for #GivingTuesday will help your organization increase awareness and donations for this global day of giving.

*Amplify your organizations reach this #GivingTuesday!*



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### Strategize and Set a Specific Goal

When you are strategizing for your #GivingTuesday social media posts, it is important to have a specific goal in mind. This may sound simple and obvious, but you would be surprised how often an organization just posts general content with no set goal. What is the goal of your #GivingTuesday social posts? A few examples of strong goals would be: donate to a project, drive supporters to your website, or increase your followers.

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### Create Custom Content

As you translate your #GivingTuesday goals into actual images and text, it is crucial to cater your content to the platform you are posting. We've got you covered with #GivingTuesday Social Images for you to use on your social platforms.

**Some general best practices for Facebook, Instagram, and Twitter:**

**Instagram:** The main focus of a post is the image attached to it. Centralize efforts around finding a very powerful or strong image that aligns with your organization's mission or #GivingTuesday goal. For text, keep it straightforward and concise.

**Facebook:** With Facebook, there is a dual focus between image and text. The text can be longer than IG or TW, but character count should still remain under 280. Use a strong image or video alongside the text for increased reach.

**Twitter:** The main focus of Twitter is the quick readability of the post. Keep the character on the lower end: we recommend aiming for a count between 70-110. Similar to FB, use a strong image or video alongside the text for increased reach.

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### Share with your Audience

Don't wait until December to share about #GivingTuesday. We recommend sharing about #GivingTuesday on social as early as October to engage your supporters in the #GivingTuesday movement. For the week of Giving Tuesday (December 3rd) we suggest increasing the number the number of posts. Be sure to checkout our [#GivingTuesday Social Images](#) for you to use on your social platforms.