



Giving Day Toolkit: Social Media Sample Posts

Instructions

Please update the highlighted text below and remove the highlighted color before posting.




Accessibility for All

SSU thinks it's important to make content accessible to all people. Please help us by using the following ALT text when sharing these images. "Sonoma State University Giving Day APR 4 2024 #AllForSonomaState givingday.sonoma.edu"




Announce Participation in Giving Day (March 1-20):

Media: Social media images on the [Giving Day toolkit website](#). Recommend Giving Day general graphic with calendar and date.

Facebook

 Save the Date!  The **[Name of Your Department/Organization]** is thrilled to be part of Sonoma State's Giving Day on April 4, 2024. Join us in making a positive impact and supporting **[Insert Why You Are Raising Money]**. Every contribution matters, and together, we can make a difference!  Learn more at [givingday.sonoma.edu](#).

Instagram Feed

 Save the Date: April 4, 2024!  We're excited to share that **[Name of Your Department/Organization]** is participating in Sonoma State's Giving Day. Help us support **[Insert Why You Are Raising Money]**. Your contribution counts, and together, we can make a lasting impact!  [#AllForSonomaState](#) [#SonomaState](#)


Instagram Story

Post story graphic




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LinkedIn


 Save the Date: April 4, 2024! **[Name of Your Department/Organization]** is participating in Sonoma State's Giving Day. ✨ Let's come together to raise funds for **[Insert Why You Are Raising Money]**. Your support makes a world of difference! 🌍 We're proud to be #AllForSonomaState! Find out more at givingday.sonoma.edu. ❤️

X (Twitter)


 Save the Date! **[Name of Your Department/Organization]** is joining Sonoma State's Giving Day on April 4, 2024. 🎉 Let's unite for a cause and raise funds to support **[Insert Why You Are Raising Money]**. #AllForSonomaState 🌐 Learn more at givingday.sonoma.edu.

Video Announcement (March 1-20)


Instagram Reel:

 Save the date! Join us on April 4, 2024, for Sonoma State's Giving Day! ✨ Let's come together to make a meaningful impact on the lives of our students, faculty, and the entire Seawolf community. Your support fuels research, inspires innovation, and empowers future leaders. 🚀 Check out our video to see the impact your generosity can make. #AllForSonomaState #SonomaState


 **Download the video and post it directly to the platform:**

 Giving Day Final with Captions.mp4

Facebook:

 Save the date! On April 4, 2024, we invite you to be a part of Sonoma State's Giving Day! ✨ Join us in making a difference in the lives of our students, faculty, and the entire Seawolf community. Your support fuels research, inspires innovation, and empowers future leaders. 🚀 Watch our video to see the impact your generosity can make. 📺

 **Download the video and post it directly to the platform:**

 Giving Day Final with Captions.mp4



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LinkedIn:



Save the date! On April 4, 2024, Sonoma State's Giving Day arrives!

☀️ Let's unite to make a significant impact on our students, faculty, and the Seawolf community. Your support is the driving force behind research, innovation, and the empowerment of future leaders. Explore our video to witness the transformative effects of your generosity. 📺

#AllForSonomaState #SonomaState

👤 **Download the video and post it directly to the platform:**

📎 Giving Day Final with Captions.mp4

X (Twitter):

📅 Save the date! Join us on April 4, 2024, for Sonoma State's Giving Day! ☀️ Your support drives research, encourages innovation, and empowers future leaders. 🚀 Mark your calendars to be a part of the positive change! 📺 Don't miss the impact your generosity can make.

#AllForSonomaState #SonomaState

👤 **Download the video and post it directly to the platform:**

📎 Giving Day Final with Captions.mp4

Two Weeks Prior (March 21)

Media: Social media images on the [Giving Day toolkit website](#). Recommend Giving Day 2 weeks until graphics.

Facebook

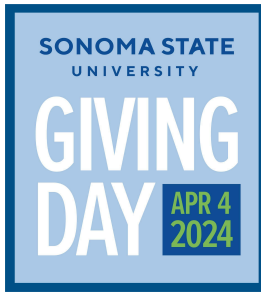
📅🌟 Two weeks to go until Sonoma State's Giving Day on April 4, 2024! Join us for 24 hours of impact as we come together to create brighter futures for our Seawolf community. Help support **[Name of Your Department/Organization]** on Giving Day!

Instagram Feed

🌟 Two weeks until Sonoma State's Giving Day on April 4, 2024! For 24 hours, let's come together to create brighter futures for our Seawolf community. Get ready to support **[Name of Your Department/Organization]** on Giving Day! 💙 #AllForSonomaState #SonomaState


Instagram Story

Post story graphic




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 ✨ Two weeks until Sonoma State's Giving Day on April 4, 2024! ✨ Join us for 24 hours of collective impact as we come together to create brighter futures for our Seawolf community. Help support [\[Name of Your Department/Organization\]](#) on Giving Day! ❤️


X (Twitter)

☀️  Sonoma State's Giving Day is just two weeks away on April 4, 2024. Let's unite for 24 hours to make a difference in our Seawolf community. Your generosity transforms dreams into realities. Get ready to support [\[Name of Your Department/Organization\]](#) on April 4th!


One Week Prior (March 28)

Media: Social media images on the [Giving Day toolkit website](#). Recommend Giving Day 1 week until graphics.

Facebook

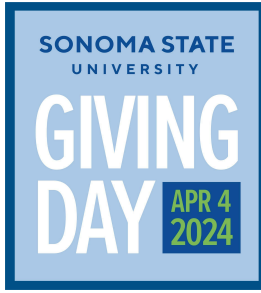
Just one week until Sonoma State's Giving Day on April 4, 2024.  Support what you love at SSU! Join [\[Name of Your Department/Organization\]](#) in making a positive impact on our Seawolf community. ❤️

Instagram Feed

 Just one week until Sonoma State's Giving Day on April 4, 2024! Support what you love at SSU! Your contribution makes a meaningful impact. Join [\[Name of Your Department/Organization\]](#) in standing strong for our Seawolf community. ❤️
#AllForSonomaState #SonomaState



Instagram Story

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 Just one week until Sonoma State's Giving Day on April 4, 2024! Support what you love at SSU! Your contribution matters. Stand strong with **[Name of Your Department/Organization]** and make a positive impact on our Seawolf community. 
#AllForSonomaState #SonomaState



X (Twitter)

 Just one week until Sonoma State's Giving Day on April 4, 2024! Support the heart of SSU and make a difference in what you love. Your contribution matters! Get ready to stand with **[Name of Your Department/Organization]** and show your Seawolf pride! 
#AllForSonomaState #SonomaState



One Day Prior (April 3)

Media: Social media images on the [Giving Day toolkit website](#). Recommend Giving Day 1 day until graphics.

Facebook

 Tomorrow is the day we've been waiting for! Sonoma State's Giving Day is happening on April 4, 2024. Join us in supporting **[Name of Your Department/Organization]** and make a positive impact on the future of our Seawolf community. Your generosity matters! 

Instagram Feed

 Tomorrow is the day we've all been waiting for! Sonoma State's Giving Day is on April 4, 2024. Join us in supporting **[Name of Your Department/Organization]** and make a difference in our Seawolf community. Your generosity shapes the future! 
#AllForSonomaState #SonomaState

Instagram Story

Post story graphic



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LinkedIn

🌟📅 Tomorrow is the big day! Sonoma State's Giving Day is happening on April 4, 2024. Stand with us and support [\[Name of Your Department/Organization\]](#) to make a lasting impact on our Seawolf community. Every contribution makes a difference! 💙
#AllForSonomaState #SonomaState

X (Twitter)

🌟📅 Tomorrow is the big day! Sonoma State's Giving Day is just around the corner on April 4, 2024. Show your support for [\[Name of Your Department/Organization\]](#) and make a difference in our Seawolf community. Every contribution counts! 💙
#AllForSonomaState #SonomaState

Day of Giving (April 4)

Media: Social media images on the [Giving Day toolkit website](#). Recommend Giving Day branding or I Gave depending on the post.

Facebook

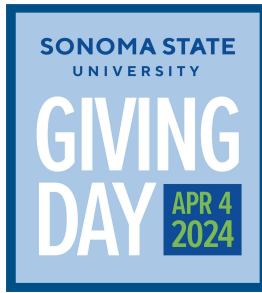
🌟📅 Today is the day! Sonoma State's Giving Day is here, and your support can build a brighter future. Donations of all sizes can make a significant impact. Give now [→ givingday.sonoma.edu](#)

🕒 Seawolves, the countdown is over! Dive into hourly challenges during Sonoma State's Giving Day today and maximize the power of your gift today. Join us [→ givingday.sonoma.edu](#)

🐾 Once a Seawolf, always a Seawolf! Stand with [\[Name of Your Department/Organization\]](#) on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Donate now [→ givingday.sonoma.edu](#)

🎓 Sonoma State paved the way for my success. Today, let's pay it forward. Join me in making a gift, big or small, to support the next generation. Give now [→ givingday.sonoma.edu](#)

🕒 The clock is ticking! Sonoma State's Giving Day concludes at midnight. Don't forget to tell a friend and make your gift today. Let's finish strong! Give now [→ givingday.sonoma.edu](#)



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Instagram Feed

🎉 Today is the day! Sonoma State's Giving Day is here, and your support can build a brighter future. Donations of all sizes can make a significant impact. Give now → givingday.sonoma.edu
#AllForSonomaState #SonomaState

🕒 Seawolves, the countdown is over! Dive into hourly challenges during Sonoma State's Giving Day today and maximize the impact of your contribution. Join → givingday.sonoma.edu
#AllForSonomaState #SonomaState

🐾 Once a Seawolf, always a Seawolf! Stand with **[Name of Your Department/Organization]** on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Donate → givingday.sonoma.edu
#AllForSonomaState #SonomaState

🎓 Sonoma State laid the foundation for my success. Today, let's pay it forward. Join me in making a gift, big or small, to support the next generation. Give now → givingday.sonoma.edu
#AllForSonomaState #SonomaState

🕒 Time is of the essence! Sonoma State's Giving Day concludes at midnight. Don't forget to tell a friend and make your gift today. Let's finish strong! Give now → givingday.sonoma.edu

Instagram Story

Post story graphic

Instagram Story

Post Bingo card. Once people direct message your account with the amount they donated, then cross off and repost the bingo card. Recommend deleting the previous bingo card every time you post an update.

LinkedIn

🎉 Today is the day! Sonoma State's Giving Day is live, and your support can build a brighter future. Donations of all sizes can make a significant impact. Make your gift now → givingday.sonoma.edu #AllForSonomaState #SonomaState



Giving Day Toolkit: Social Media Sample Posts

🕒 The countdown is over and Giving Day is here! Engage in hourly challenges during Giving Day today and maximize the impact of your contribution. Join us [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🐾 Once a Seawolf, always a Seawolf! Stand with **[Name of Your Department/Organization]** on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Contribute now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🎓 Sonoma State laid the foundation for my success. Today, let's pay it forward. Join me in making a gift, big or small, to support the next generation. Give now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #SSUGivingDay #AllForSonomaState #SonomaState

🕒 Don't forget, Seawolves! Sonoma State's Giving Day concludes at midnight. Remind your network and make a lasting impact with your gift. Every contribution matters! Give before it's too late [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

X (Twitter)

🎉 Today marks the kickoff of Sonoma State's Giving Day! Help us build a brighter future. Every donation makes an impact. Make your gift now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🕒 Seawolves, the clock is ticking! Participate in hourly challenges throughout Sonoma State's Giving Day today and amplify the impact of your generosity. Join us now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🐾 Once a Seawolf, always a Seawolf! Support **[Name of Your Department/Organization]** on Sonoma State's Giving Day today. Your contribution helps shape the future of our community. Give now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🎓 Sonoma State gave me the skills to succeed. Today, let's pay it forward. Join me in making a gift, big or small, to support the next generation of leaders. Give now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState

🕒 Time is ticking! Sonoma State's Giving Day concludes at midnight. Remind your friends and join the cause. Let's finish strong! Make your gift now [→ givingday.sonoma.edu](https://givingday.sonoma.edu) #AllForSonomaState #SonomaState



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Thank You After Giving Day (April 5-8)

Facebook

🌸 Thank you for showing the world what we can do in just ONE day! Hundreds of you came together on Sonoma State's Giving Day to create a brighter tomorrow! Thank you for supporting [Name of Your Department/Organization]!

Instagram Feed

Seawolves, it's time to celebrate! 🙌 Thank you for joining us for a day of excitement, awareness, and impact on Giving Day. You are making a difference at SSU, in our community, and beyond! ✨ We appreciate your support for [Name of Your Department/Organization]! #AllForSonomaState #SonomaState

LinkedIn

🌸 Thank you for showing the world what we can do in just ONE day! During Sonoma State's Giving Day, hundreds of you came together to create a brighter tomorrow! Thank you for supporting [Name of Your Department/Organization]! #AllForSonomaState #SonomaState

X (Twitter)

Thank you for showing the world what we can do in just ONE day! Hundreds of you came together to create a brighter tomorrow during Sonoma State's Giving Day. 🙌 Thank you for supporting [Name of Your Department/Organization]! #AllForSonomaState #SonomaState