



Social Media Guide

Agenda

- **Phases of Campaign**
- **Social Media Content Calendar**
- **Toolkit Preview**

Why Support Sonoma State Giving Day?

- Sonoma State University Giving Day is a full 24-hour giving event that greatly impacts the causes you care about, including:
 - Student scholarships
 - Enhancing research opportunities
 - Student life initiatives
 - Academic programs
 - Athletics
 - And so much more
- Each gift, regardless of size, makes a difference. Our entire community will come together to transform the future of Sonoma State. It's a celebration of community, compassion, and the power of collective action.
- There are several ways for people to participate in Sonoma State's 24-hour Giving Day. They can make an online gift to any area of SSU on April 4, 2024. We also encourage everyone to join the discussion and spread the word on social media and tag AllForSonomaState.
- Your work is critical to the success of Sonoma State's Giving Day!

Phases of the Campaign

Phase 1: Awareness March 1 to April 3

Our goal: Emphasize April 4 as a day to give to SSU. Discuss the impact of funds for your cause.

Key message

Giving Day is on April 4, 2024 for a full 24 hours!

Example approaches:

- Clearly state that Sonoma State's Giving Day is on April 4, 2024 and you can participate by using the hashtag #AllForSonomaState
- Every contribution matters, and together, we can make a difference!
- Post a calendar graphic or video from the toolkit.

Phase 2: Participation April 4

Our goal: Get donations and unite for a day of giving.

Key message

Each gift, regardless of size, makes a difference.

Example approaches:

- Activate your team! Encourage them to:
 - Share a video of how philanthropy has changed their lives and tag your area for a reshare
 - Post our donation bingo board on Instagram Story
 - Post a call for donations with the hashtag #AllForSonomaState
- Post specific details about where money donated to your cause goes. Make donors confident their gift will help and will be spent wisely.
- Cultivate a sense of urgency: This is SSU's university-wide day of giving and it lasts only 24 hours! Today's the day!
- Update your audience on your progress with information about challenges, how much you have raised, amount of time left to give today, etc.

Phase 3: Gratitude April 5 to 8

Our goal: Expressing appreciation to donors.

Key message

Thank you for your generosity! You've made a difference.

Example approaches:

- Share thank-you selfie videos.
- Post the thank-you graphics from the toolkit.
- Continue to use the hashtag #AllForSonomaState

Content Calendar

March 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4	5	6	7	8	9	10
Announce participating on social media posts this week						
11	12	13	14	15	16	17
Announce video on social media posts this week						

Content Calendar

March 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18	19	20	21	22	23	24
			Two weeks prior to social media posts			
25	26	27	28	29	30	31
			One week prior to social media posts			

Content Calendar

April 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
		One Day prior to social media posts	Day of Giving Day social media posts			
8	9	10	11	12	13	15
Thank you posts on social media						

Toolkit Preview

Visit the toolkit at givingday.sonoma.edu/toolkit and Giving Day Toolkit Google Shared Drive.

Social Media Images

Below are different designs to help you spread the word about Sonoma State's annual Giving Day. Simply click on the appropriate link below each image to download the image you need for the social media platform of choice.



Facebook

Instagram Story

X (Twitter)

Instagram Feed

LinkedIn



Facebook

Instagram Story

X (Twitter)

Instagram Feed

LinkedIn



Facebook

Instagram Story

X (Twitter)

Instagram Feed

LinkedIn



Facebook

Instagram Story

X (Twitter)

Instagram Feed

LinkedIn

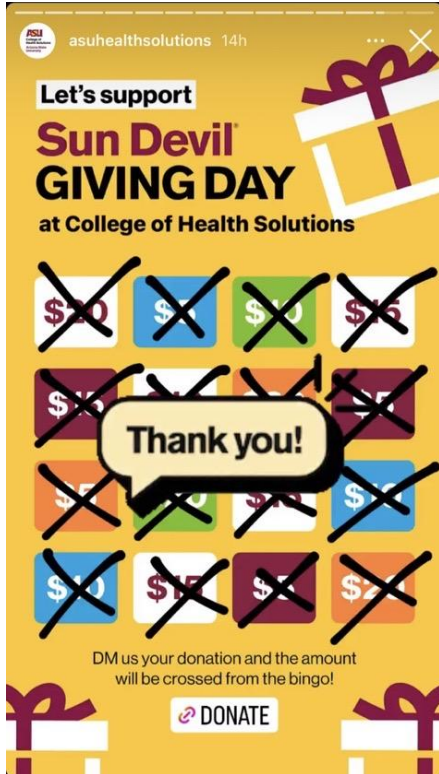
Template

Add a picture of your own to these templates for all social media platforms, email and web banners.



Donation Bingo Board

Example from ASU:



SONOMA STATE UNIVERSITY
GIVING DAY APR 4 2024

\$20	\$5	\$10	\$15
\$15	\$50	\$100	\$20
\$5	\$20	\$15	\$50
\$100	\$10	\$20	\$5

DM us your donation and the amount will be crossed from bingo!

Cover Graphics

Facebook



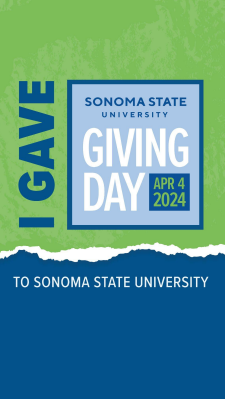
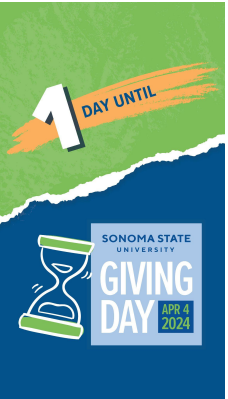
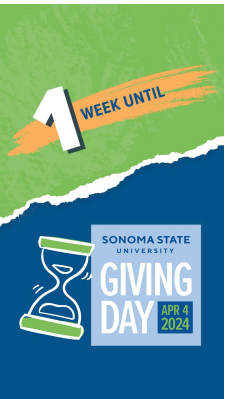
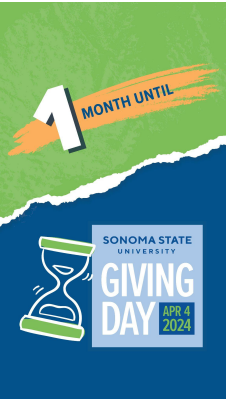
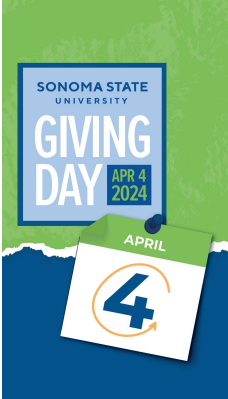
X (Twitter)

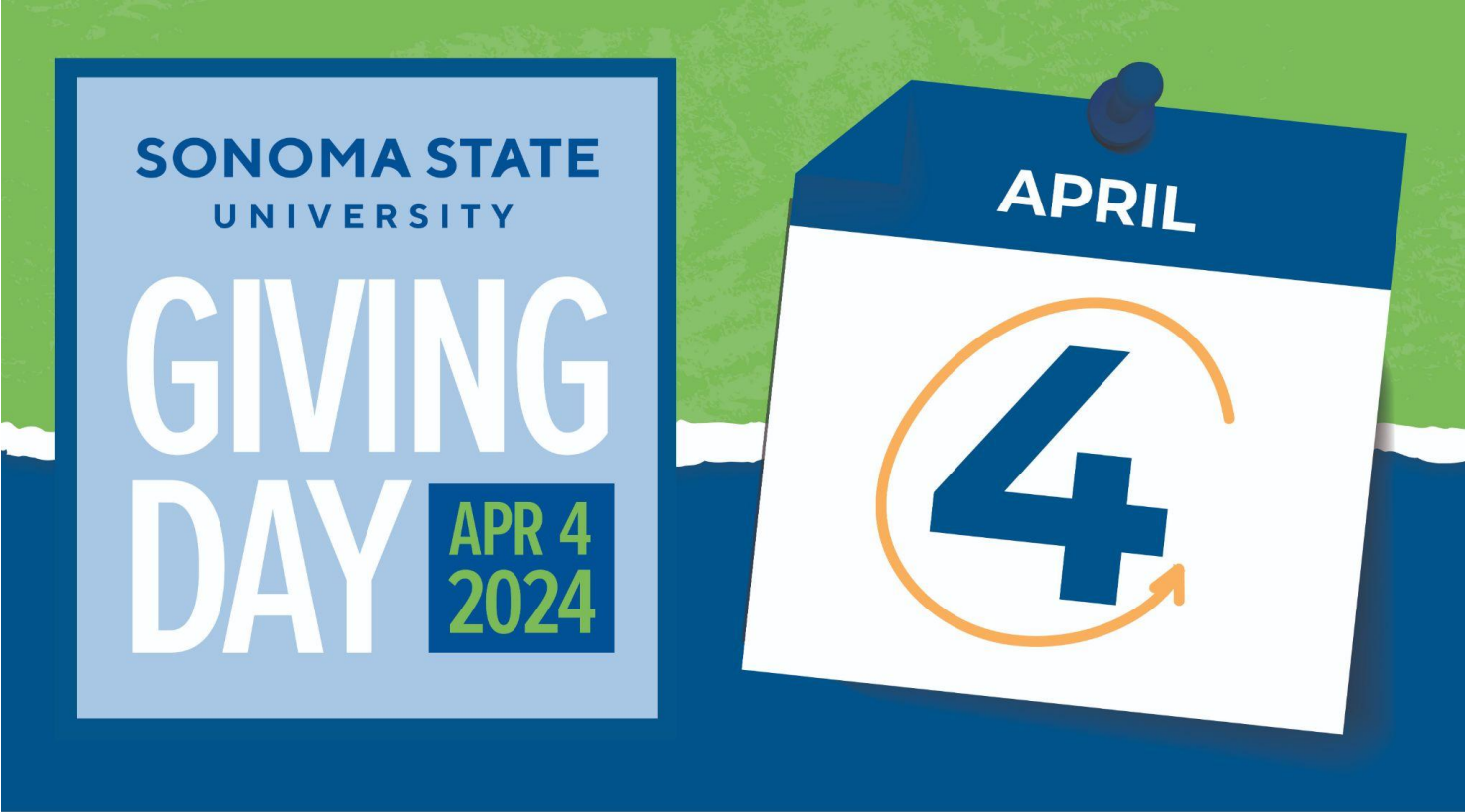


LinkedIn

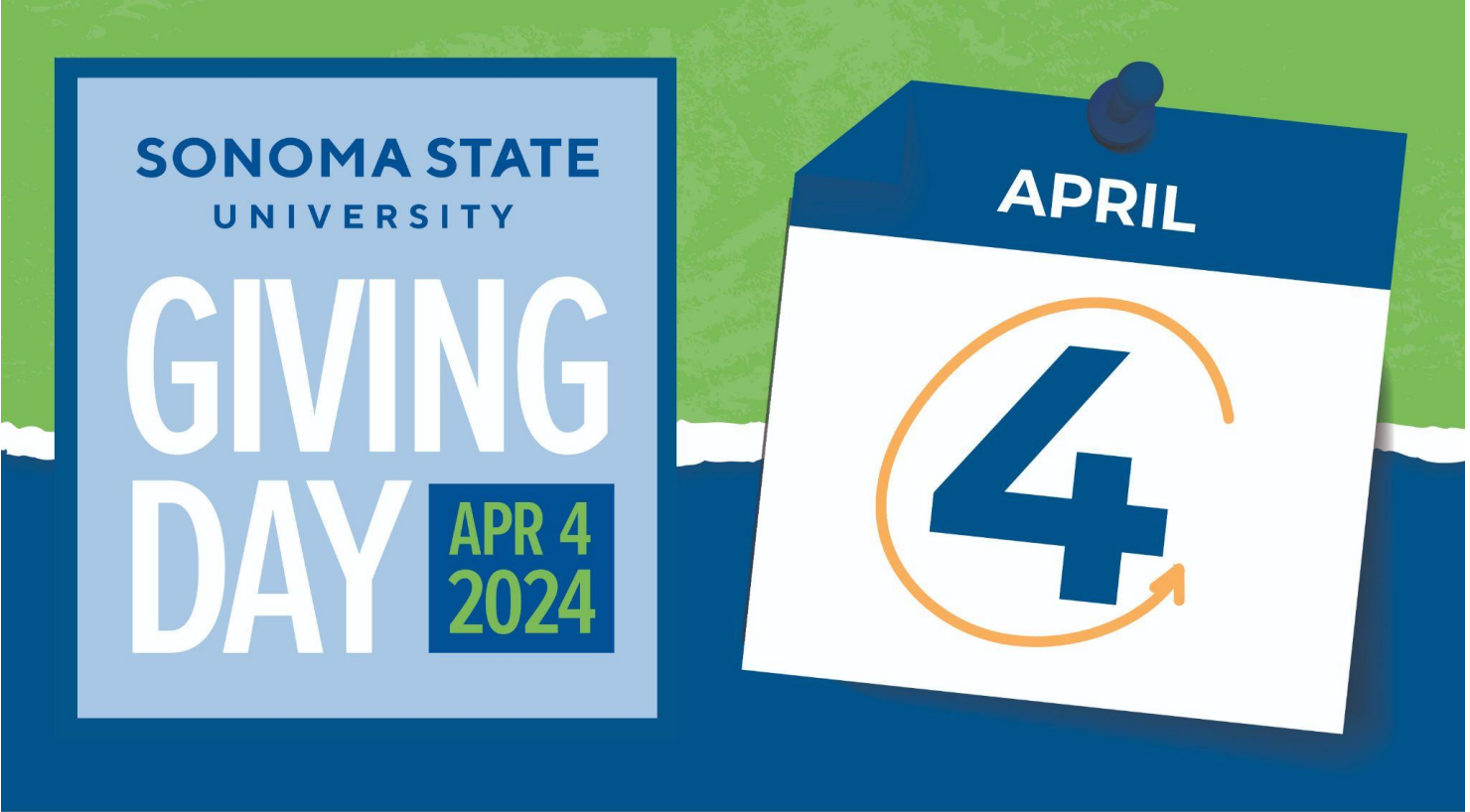


Instagram Story Graphics





Questions?



Thank You!