

#GIVINGTUESDAY

December 2, 2014

SOCIAL MEDIA TOOLKIT

#GIVINGTUESDAY

WHAT IS #GIVINGTUESDAY?

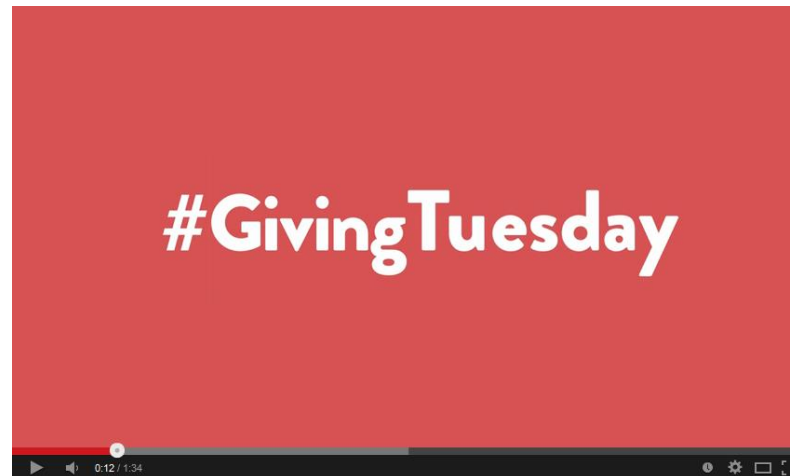
Black Friday. Cyber Monday. #GivingTuesday!

We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back.

On **Tuesday, December 2, 2014**, charities, families, businesses, community centers, and students around the world will come together for **one common purpose: to celebrate generosity and to give.**

It's a simple idea. Just find a way for your family, your community, your company or your organization to come together to give something more. Then tell everyone you can about how you are giving. Join us and be a part of a global celebration of a new tradition of generosity.

[Watch the #GivingTuesday 2014 Video to learn more:](#)



#GIVINGTUESDAY

WHERE IS #GIVINGTUESDAY?



Ireland

@givingtuesdayie

[facebook.com/givingtuesdayireland](https://www.facebook.com/givingtuesdayireland)

<http://givingtuesday.ie/>



Latin America

@undiaparadar, #undiaparadar

<http://undiaparadar.net>



Mexico

@DonaConfianza

www.filantropia.org/DonaConConfianza

[onConfianza](http://www.filantropia.org/DonaConConfianza)



Brazil

@diadedoar

[facebook.com/diadedoar](https://www.facebook.com/diadedoar)

<http://www.diadedoar.org.br/>



Israel

<http://givingtuesday.org.il/>



Canada

@GivingTuesdayCa

<http://givingtuesday.ca>

[facebook.com/givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

ALL AROUND THE WORLD!

(and more countries are signing up all time)



New Zealand

@GivingTuesdayNZ

[facebook.com/GivingTuesdaynz](https://www.facebook.com/GivingTuesdaynz)

<http://givingtuesday.co.nz/>



Australia

[facebook.com/GivingTuesdayAUS](https://www.facebook.com/GivingTuesdayAUS)

<http://givingtuesday.org.au>



Singapore

@GivingTuesSG

<http://www.givingtuesday.sg/>



United Kingdom

@givingtuesdayuk

[facebook.com/givingtuesdayuk](https://www.facebook.com/givingtuesdayuk)

www.givingtuesday.org.uk/

#GIVINGTUESDAY

HOW CAN YOU PARTICIPATE?

JUST POST!

On the following pages you'll find suggested social media language. Help us spread the word about #GivingTuesday all around the world!

BUT WHAT IF I WANT TO DO MORE?

[JOIN AS A PARTNER ORGANIZATION OR COMPANY](#)

If you are either a registered charity (a 501(c)3 in the U.S.), or a for-profit business, school, religious or community group committed to spearhead a project benefiting a charity, then we'd love to have you as a partner!

Within this community, you will be able to connect with other partners, share tips and best practices, and access our resources to help make your campaign a success.

[JOIN AS A SOCIAL MEDIA AMBASSADOR](#)








Help us build the movement and be an ambassador for #GivingTuesday. Join an amazing team of Social Media Ambassadors who are dedicated to spreading the word about #GivingTuesday and taking collaborative action to give back.

Here, you can learn from like-minded peers, gain access to exclusive content, submit your ideas, and share those exciting messages within your networks!








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SUGGESTED TWEETS

BEFORE DECEMBER 2

-  Wondering what #GivingTuesday is all about? It's a global day of giving for everyone. Join @GivingTues: <http://bit.ly/GivTues2014>
-  #GivingTuesday is a day for everyone, everywhere, to GIVE in their own way! Learn more about @GivingTues: <http://bit.ly/GivTues2014>
-  VIDEO: What #GivingTuesday is all about in under 2min: <http://bit.ly/GTvideo> @GivingTues
-  We're redefining giving this holiday season! Join the #GivingTuesday movement & make a difference in your community. <http://bit.ly/GivTues2014>
-  It's almost #GivingTuesday! TELL US @GivingTues: What are you doing to give back? <http://bit.ly/GivTues2014>
-  #GivingTuesday > #BlackFriday > #CyberMonday Here's what you need to know: <http://bit.ly/GTvideo>
-  What is #GivingTuesday?
A day TUE give!
Get it? #humor
Learn more: <http://bit.ly/GTvideo>

ON DECEMBER 2

-  Happy #GivingTuesday!
It doesn't matter how much you give
Or what you give
Only that you give
WATCH: <http://bit.ly/GTvideo>
-  Happy #GivingTuesday! Celebrate by donating to any of our amazing @GivingTues partners: <http://bit.ly/GivTues2014>
-  Help spread the word!
Share the <3
It's #GivingTuesday: <http://bit.ly/GTvideo>
-  Join the worldwide celebration of #GivingTuesday! Follow @GivingTues and learn more: <http://bit.ly/GivTues2014>
-  Today is #GivingTuesday! TELL US @GivingTues: How are you making a difference in your community?
<http://bit.ly/GivTues2014>
-  Have you taken your #GivingTuesday #UNSelfie? Tell us why you're part of this global day of giving!
-  Take an #UNSelfie and share what you're doing this #GivingTuesday w/ @GivingTues!

#GIVINGTUESDAY

SUGGESTED FACEBOOK | GOOGLE+ POSTS

We're constantly adding new graphics for #GivingTuesday! You can find them all [here](#).



BEFORE DECEMBER 2

f VIDEO: Learn what #GivingTuesday is all about in under 2 minutes:
<http://bit.ly/GTvideo>

f What is #GivingTuesday?
A day TUE give!
Get it? #humor
Learn more: <http://bit.ly/GTvideo>

ON DECEMBER 2

f Happy #GivingTuesday!
Help spread the <3 and the message of giving around the world by sharing this video: <http://bit.ly/GTvideo>

f TELL US: How are YOU are participating in #GivingTuesday?

Take a photo, video or an #UNSelfie of your #GivingTuesday activities and share what you're doing on Facebook, Twitter or Instagram!



f Join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season!
Visit <http://bit.ly/GivTues2014> and donate to an organization you believe in.

f #GivingTuesday is an international day of giving.

Anyone, anywhere, can participate!
Like @GivingTuesday on Facebook and learn more: <http://bit.ly/GivTues2014>



#GIVINGTUESDAY

JOIN THE #UNSELFIE MOVEMENT

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



SUGGESTED POST

It's time to #UNselfie for #GivingTuesday! Upload YOUR #UNselfie and share why you are giving this year. #selfie

How do I #UNselfie?

- ❖ 1. Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are “giving” this year.
- ❖ 2. Always use the hashtags #UNselfie and #GivingTuesday
- ❖ 3. Post it to Instagram, Facebook and/or Twitter and share with friends!

#UNselfie examples



More examples [here](#)

30-DAY INSTAGRAM #UNselfie CHALLENGE



Starting Nov. 2nd, we're challenging you to give back for 30 days straight leading up to #GivingTuesday!

Tag a photo every day with #UNselfie and tell us how you've given time, a smile, or a donation.

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

#GIVINGTUESDAY

snapchat

#GivingTuesday is now on snapchat!

Follow “givingtuesday” and you’ll receive fun “Snaps” from us on a regular basis.

WHAT IS SNAPCHAT?

Snapchat is smartphone-only platform that users to take photos, record videos, add text and drawings, and send them to a controlled list of recipients. These sent photographs and videos are known as "Snaps". Users set a time limit for how long recipients can view their Snaps after which they will be hidden from the recipient's device and deleted from Snapchat's servers.

[Click [here](#) to learn more and download the app]



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RESOURCES

#GIVINGTUESDAY ON SOCIAL MEDIA

Hashtag: [#GivingTuesday](#) | [#UNselfie](#)

Facebook: [Facebook.com/GivingTuesday](https://www.facebook.com/GivingTuesday)

Twitter: [@GivingTues](https://twitter.com/GivingTues)

Instagram: [@GivingTuesday](https://www.instagram.com/GivingTuesday)

[Pinterest](#) | [Tumblr](#)

Snapchat: [givingtuesday](#)

WEBSITES

Website: www.givingtuesday.org

Partner sign up: givingtuesday.org/partners.html

TO SHARE

Video: <http://bit.ly/GTvideo>

Graphics: <http://www.givingtuesday.org/graphics/>

How to #Unselfie: [#UNselfie Toolkit](#)

2013 CONTENT

[2013 Infographic, blogs, etc.](#)

[Video: The #GivingTuesday Story and 2013 Results](#)

[#UNselfie Storify](#)

[2013 #GivingTuesday Storify](#)

Questions? Contact us at
givingtuesday@gmail.com