



## ROCIing the Day in a social way

ROC the Day will be promoted on social media on Facebook and Twitter using the hashtag #ROCtheDay. We encourage all participating not-for-profit organizations, volunteers, community partners and donors to use and share messaging posted about ROC the Day—and to come up with your own to share among your friends and followers!

Here are some quick and easy ways to share information about ROC the Day via Facebook and Twitter:

### **Facebook**

- Invite all of your friends to “like” your organization’s page and United Way of Greater Rochester’s page to stay up to date on information about ROC the Day.
- Use United Way of Greater Rochester’s page to keep up with the latest news about ROC the Day that you can share on your own page.
- Continue to share the link to the giving page, ROCtheDay.org, to familiarize your friends with the location to give during ROC the Day.
- Share what your organization will be able to do with the money raised during ROC the Day. Give examples of how specific dollar amounts will help.
- Share photos and videos of your organization, people it helps, staff, volunteers and results to help donors understand the real difference their gift is making.
- Ask donors to share why they support your organization via your Facebook page or by tagging you in their posts.
- Reach out to key donors, local influencers or groups that are very active in the social media space (i.e. young professional volunteer groups) with direct messages requesting help spreading the word via social media.
- Update your status and profile/cover photos before and throughout the entire ROC the Day event to remind potential donors to give, drive traffic to ROCtheDay.org and thank those who already gave.

### **Twitter**

- Follow United Way of Greater Rochester and #ROCtheDay before and throughout the day during ROC the Day.
- Tweet about the event and your organization’s role in it. Remember to always mark your ROC the Day tweets with #ROCtheDay.
- Search Twitter and respond to any mentions of your organization related to ROC the Day.
- Share photos and videos of your organization, people it helps, staff, volunteers and results to help donors understand the real difference their gift is making.
- Ask donors to share why they support your organization via Twitter and tag you in their posts.
- Reach out to key donors, influencers or groups that are very active on Twitter (i.e. young professional volunteer groups) with direct messages requesting help spreading the word.
- Update your status before and throughout the entire ROC the Day event to remind potential donors to give, drive traffic to ROCtheDay.org and thank those who already gave.
- Post updates throughout the day to drive people to ROCtheDay.org, including status of dollars raised and information about giving incentives if available.



**Sample Social Media Posts for 2017 ROC the Day - November 28**  
**Participating not-for-profits: feel free to use and edit any of these posts to promote your organization!**

**Facebook**

**Twitter**

[Not-for-profit] helps [cause] with [fix]. You can help us! Log on during ROC the Day November 28 and you'll be a ROCstar. [insert your ROC the Day page link]

Want to be a ROCstar? Donate to #ROCtheDay on November 28...and forever one you'll be. [www.ROCtheDay.org](http://www.ROCtheDay.org)

We're entering "the most wonderful time of the year," right? Why not start it off right by giving to [not-for-profit] on ROC the Day and helping United Way serve our community! Visit [www.ROCtheDay.org](http://www.ROCtheDay.org) on #GivingTuesday to truly make a difference.

This year's #GivingTuesday will be EPIC! Send some love our way this #ROCtheDay. [insert your ROC page link]

Let's play a game. We'll give you the name of an awesome website. You visit that website and follow the directions. What's the prize? You become a "ROCstar" AND help out local not-for-profits. Wanna play? Visit [www.ROCtheDay.org](http://www.ROCtheDay.org) on November 28.

"You may say I'm a dreamer, but I'm not the only one." November 28. #ROCtheDay #GivingTuesday [www.ROCtheDay.org](http://www.ROCtheDay.org)

The gift you donate on ROC the Day (also on this year's #GivingTuesday) will be used by us to [describe not-for-profit]. ROC with us! [insert your ROC page link].

We've been ROCing with #ROCtheDay for all 7 years and you haven't disappointed us yet. [insert your ROC page link]

Did you know that we have been ROCing for SEVEN years? Pretty sweet, huh? [insert your ROC page link]

We'll be there for you...are you there for us too? #GivingTuesday, show how much you care. #ROCtheDay

The ROC the Day crew has raised almost \$FIVE MILLION for our community in its entire SIX years! Join us for this year's SEVENTH ROC the Day. [insert your ROC page link]

We're thankful for more than just turkey this time of year. #ROCtheDay #GivingTuesday [insert your ROC page link]

<p>Let's make it even bigger and even better this year! Take the time to invest in ROC the Day's SEVENTH year on November 28. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>Hi-fives for whoever makes their #ROCtheDay donation to us on 11/28/17! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>Put three \$\$\$ on your calendar for November 28 because that's ROC the Day! We'll wait while you go and do that...</p>	<p>This year, #ROCtheDay in a totally awesome way. By giving to [not-for-profit]! We'll be happy forever. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>So there's this day, it's kind of a big day. It happens once a year and you get to give the people who need love and care a gift. That day is November 28. This year, show how much you care about your favorite local not-for-profits. Log on to <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a>.</p>	<p>November 28... help your favorite charities by going to #ROCtheDay and making a donation to a local cause that matters to you.</p>
<p>"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the guy who'll decide where to go." But... we'd like to give you a nudge on November 28 to choose to give to [Not-for-profit]. [insert your ROC page link]</p>	<p>This #ROCtheDay give to any cause you want...any one at all. Of course we'd loooooove for you to choose us. [insert your ROC page link]</p>
<p>Be a part of ROC the Day... a 24-hour dash to donate to those who need it most. Pick 1, 9 or 22 causes. Give \$5, \$50 or \$500. Our Community needs you. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>Take part in this year's 24-dash to donate to those who need it most! Give \$7, \$77 or \$707...#ROCtheDay.</p>
<p>Give to [local not-for-profit] on ROC the Day this year! We'll be using your donation to [what change will be made]. Every donor helps. [insert your ROC page link]</p>	<p>Thanksgiving isn't the only reason to be thankful right now. It's also a time when we can look forward to our community giving back. #ROCtheDay</p>
<p>ROC the Day on November 28! Start the holiday season off right by giving back to those who need it most. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>We're looking forward to this year's #ROCtheDay! It's amazing to be taking part in the SEVENTH year! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>Did you know on ROC the Day the cause with the most donors during each even hour will get an extra \$500 thanks to @Bank of America? Now you do. So here's the plan... donate to our organization from [hour] to [hour] on November 28. [insert your ROC page link]</p>	<p>This #GivingTuesday we're excited to see how much our community cares. SEVEN years along and still going strong! #ROCtheDay</p>

<p>If we could ask for one thing this holiday season it would be for you to give to ROC the Day on #GivingTuesday. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>On November 28, start the giving season off right! By donating to US on the #ROCtheDay site! [insert your ROC page link]</p>
<p>5 days after Thanksgiving we'd like to have something more to be thankful for. ROC the Day with us on Nov. 28! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>We will, we will ROC you! Make this year's #ROCtheDay the biggest yet to celebrate it's SEVENTH year.</p>
<p>ROC means giving. ROC means caring. ROC means all the good kinds of sharing. ROC this year to show your heart truly cares. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>Celebrate the end of November by getting on the the #ROCtheDay site and giving back to your favorite local nonprofit (ahem... we hope it's us!) <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>"Be the change you wish to see in the world." We are trying to be the change we all want to see in the world. November 28 is the perfect time to help us do just that. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>#ROCtheDay is just one more way we are able to connect to our local community. Thanks in advance for taking part in this year's event. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>Want to go big with ROC the Day for year SEVEN? This #GivingTuesday... we suggest you do. There are cool bonuses for ROCstars including random \$500 bonus winners every other hour! Don't miss out on November 28! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>There are so many awesome bonuses happening this year for #ROCtheDay. Find out more on <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>We love ROC the Day because it's a chance to partner with the hundreds of organizations doing good for our community! This year, see for yourself by becoming a ROCstar. <a href="http://www.roctheday.org">www.roctheday.org</a></p>	<p>Go big with #ROCtheDay for the SEVENTH year of ROCing! ROC with [not-for-profit] and we'll love you forever! [insert your ROC page link]</p>
<p>The hashtag is #GivingTuesday. The event is ROC the Day. It comes but once a year and is the most generous thing you can do to help our entire community. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>"Everything happens for a reason." #ROCtheDay is happening on #GivingTuesday to help our community thrive. Help us this year!</p>
<p>Go BIG or go home! That's what ROC the Day is doing this year... there are so many awesome bonuses and prizes for all those involved. We can't wait! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>Make our dreams come true. Donate to [not-for-profit] on #ROCtheDay. [insert your ROC page link]</p>
<p>Did you know that the ROC the Day crew has come up with more than 175 ROC puns since the development of ROC the Day in 2011? WOW! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>Who is awesome? You! Why? Because you're going to give on #ROCtheDay, right?! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>

<p>Thanks to @Bank of America, every other hour during ROC the Day, the agency with the most donors will get an extra \$500. Don't miss your chance to be involved! <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>Donate to [not-for-profit] for #ROCTheDay's SEVENTh year and ROC strong! [insert your ROC page link]</p>
<p>Our favorite part of the end of the year is coming up! What is it, you ask? It's ROC the Day, of course! It's a day where we get to see our entire community come together and donate to those who need it most. Join in the fun this year on November 28. <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>#GivingTuesday and #ROCTheDay have been on the same day for three years and #ROCTheDay has been happening for SEVEN! <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>
<p>SEVEN years we've been ROCing strong! This #GivingTuesday, ROC with [not-for-profit] to show your support. We're so excited for this year's big event. [insert your ROC page link]</p>	<p>Are you ready to #ROCTheDay November 28? Show [not-for-profit] how much you love what we do! [insert your ROC page link]</p>
<p>Has [not-for-profit] helped you, a loved one or a friend? We're betting that someone you know has a connection to us. Please ROC with us on November 28. [insert your ROC page link]</p>	<p>Oh hello, ROCstars. It's been a while. Continue to show the love this November 28. #ROCTheDay</p>
<p>This #GivingTuesday is going to be even more epic...SEVEN years ROC the Day has been pumping up the Greater Rochester area and this year we're going BIG with all sorts of cool stuff. Curious? <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>Every other hour during ROC the Day, one donor will be randomly selected to designate \$500 to a ROC the Day organization! <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>
<p>Hey you! Yeah, you! Open your calendar and mark down ROC the Day on November 28. It's your chance to give back to local causes and be a totally awesome ROCstar. <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>The force is strong with Rochester. Do you know what's happening 17 days before the new Star Wars is released? #ROCTheDay #GivingTuesday</p>
<p>Remember the very first ROC the Day SEVEN years ago? We do! Help us celebrate our SEVENTh year with ROC the Day by donating this year on November 28. [insert your ROC page link]</p>	<p>You light up our lives when you donate on #ROCTheDay!</p>
<p>So you're done eating all that Thanksgiving goodness and you're thinking, what's next? ROC is next. We'll be ready to give thanks at midnight #givingtuesday, November 28. <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>Give to us on #ROCTheDay and we'll show you how much we care for our local community. [insert your ROC page link]</p>
<p>There's no place like ROC. There's no place like ROC. This November 28, you're home. <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>	<p>Walk this way...ROC this way!! Give to #ROCTheDay this #GivingTuesday. <a href="http://www.ROCTheDay.org">www.ROCTheDay.org</a></p>

<p>Kindness is never wasted. Your gifts on ROC the Day will be used to help [insert cause]. That's our promise. [insert your ROC page link]</p>	<p>It'll be a new year in a little over a month...don't miss your chance to ROC before the year ends. November 28...#ROCtheDay</p>
<p>Who is awesome? You. Why? Because we can tell you're going to give on ROC the Day. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>This #ROCtheDay show your favorite causes some love. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>"Unless someone like you cares a whole awful lot, nothing is going to get better, it's not." Dr. Suess couldn't have said it better. ROC the Day is your chance to show that you care, a whole awful lot. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>#ROCtheDay is on #GivingTuesday for the third year...how exciting! It's also the SEVENTH year of ROCtheDay! Go big or go home. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>[Not-for-profit] is asking you to show how much you care. No amount is too small and no amount is too big (wink wink). Whatever amount you choose will ROC our world! [insert your ROC page link]</p>	<p>Come one come all...November 28 is the day to show us how much you care! #ROCtheDay [insert your ROC page link]</p>
<p>This year ROC the Day is going BIG! Why? It's the SEVENTH year of giving back to the community through this epic one-day giving event. What are you waiting for? Go big with ROC the Day on November 28! <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>	<p>What the world needs now, is ROC, sweet ROC...November 28. <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a></p>
<p>Tonight, all of us at [not-for-profit] are wishing upon a star. We're going to wish that you log on to <a href="http://www.ROCtheDay.org">www.ROCtheDay.org</a> on #GivingTuesday and help us! [insert your ROC page link]</p>	<p>We love ROCing yes we do! We love ROCing how bout you! #ROCtheDay</p>
<p>It's the SEVENTH year of ROC the Day! Help us [cause] this year by giving to [not-for-profit]. Thank you! [insert your ROC page link]</p>	<p>Are you ready to #ROCtheDay? We're watching for donations! Thanks in advance for your gifts. [insert your ROC page link]</p>

**Sample Posts for the day of the event - Tuesday, November 28**

<p>When you're part of the United Way, you're part of an organization that invests, connects and serves our community each and every day. Join in and serve our community today by taking the time to ROC. <a href="http://www.ROctheDay.org/UnitedWay">www.ROctheDay.org/UnitedWay</a></p>	<p>It's #GivingTuesday! You know what that means...#ROctheDay is in full swing and this year we want you to ROC BIG for the SEVENTH year.</p>
<p>Coffee...check. Email...check. Donate to [not-for-profit] through ROC the Day...check?? [insert your ROC page link]</p>	<p>We're ready to ROC...how about you? Today's the day! #ROctheDay <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>
<p>We wanna ROC and roll all night...and give to [not-for-profit] today! <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>	<p>Rise and shine ROCstars... We're hoping to win the @RACF500 sponsored \$500 prize for the [hour] hour. Help us! #ROctheDay <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>
<p>Today marks the SEVENTH year of ROC the Day, conveniently happening on #GivingTuesday. Go big this year and head to the website for all sort of cool prizes and bonuses. <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>	<p>Today... you choose to give &amp; who to give to. Why not us? We'll love you forever. #ROctheDay #GivingTuesday [insert your ROC page link]</p>
<p>We're hoping to get one of those EPIC \$500 bonuses for the [hour to hour block you're hoping for] sponsored by @Bank of America. Help us! [insert your ROC page link]</p>	<p>Be a ROCstar today and donate to #ROctheDay. <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>
<p>"It's kind of fun to do the impossible." We're raising more than ever on this SEVENTH year of giving. You can help. <a href="http://www.ROctheDay.org">www.ROctheDay.org</a></p>	<p>Have you given yet today? We need your help! #ROctheDay</p>