



## Social Media Tips and Sample Posts

ROC the Day will be promoted on social media on Facebook, Instagram 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 sample social media posts. Feel free to use and edit any of these posts to promote your organization!**

- 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]
- Are you ready to #ROCtheDay November 28? Show [not-for-profit] how much you love what we do! [insert your ROC page link]
- Make our dreams come true. Donate to [not-for-profit] on #ROCtheDay. [insert your ROC page link]
- It's the most wonderful time of year! ROC the Day is 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. [www.ROCtheDay.org](http://www.ROCtheDay.org)
- Let's make it even bigger and better this year! Take the time to invest in ROC the Day's 12th year on November 28. [www.ROCtheDay.org](http://www.ROCtheDay.org)
- Want to be a ROCstar? Donate to #ROCtheDay on November 28...and forever one you'll be. [www.ROCtheDay.org](http://www.ROCtheDay.org)
- This year's #GivingTuesday will be EPIC! Send some love our way this #ROCtheDay. [insert your ROC page link]
- We're thankful for more than just turkey this time of year. #ROCtheDay #GivingTuesday [insert your ROC page link]
- November 28...help your favorite charities by going to #ROCtheDay and making a donation to a local cause that matters to you.
- Go BIG or go home! There are so many awesome bonuses and prizes for all those involved. We can't wait! [www.ROCtheDay.org](http://www.ROCtheDay.org)
- 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. [www.ROCtheDay.org](http://www.ROCtheDay.org)
- ROC the Day is on November 28! Start the holiday season off right by giving back to those who need it most. [www.ROCtheDay.org](http://www.ROCtheDay.org)
- Did you know on ROC the Day the cause with the most donors during each even hour will get an extra \$500? Now you do. So here's the plan...donate to our organization from [hour] to [hour] on November 28. [insert your ROC page link]



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# ROC THE • DAY<sup>®</sup>

- There are so many awesome bonuses happening this year for #ROCtheDay. Find out more on [www.ROCtheDay.org](http://www.ROCtheDay.org)
- #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. [www.ROCtheDay.org](http://www.ROCtheDay.org)

## **Other ways to share information about ROC the Day on social media:**

- Invite all of your friends to “like” your organization’s page and United Way of Greater Rochester's pages to stay up to date on information about ROC the Day.
- Use United Way of Greater Rochester and the Finger Lake’s pages 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 on ROC the Day.
- Reach out to key donors, local influencers or groups that are very active in the social media space (e.g., 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.
- Remember to always mark your ROC the Day posts with #ROCtheDay.
- Post updates throughout the day to drive people to ROCtheDay.org, including status of dollars raised and information about giving incentives if available.