



GI  ING TUESDAY
AUSTRALIA

Social media toolkit

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Mega Messages

- GivingTuesday brings together a global community around ideals of generosity and collective action.
- GivingTuesday was founded as a simple idea: to bring people together for a day of giving back. It has since spread like a wave across the world, with over 160 countries participating in 2018. Now, in its 8th year, Giving Tuesday is celebrated in nearly every country on earth.
- In an increasingly divided world, GivingTuesday represents a new global ritual based in joy and hope, proving that acts of kindness and goodwill can transcend country, race, religion and political ideals, and create connections between people.
- GivingTuesday isn't just about fundraising, it's about communities banding together and giving of their time, power, skills, expertise, and resources.
- In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

Social Media Tips

- Use the hashtags #GivingTuesdayAUS and #GivingTuesday – they help to amplify the buzz and extend your reach by expanding your normal audience and encouraging new donors and volunteers to get involved with your not-for-profit.
- Create a landing page on your website that introduces your plans for GivingTuesday and the various ways people can give back to your cause. Link to this in all social posts.
- Create content that shows your mission is something people want to get behind. Educate people about your cause and what your organisation is doing to make our world a better place.
- Build anticipation and keep your organisation at the top of people's minds by counting down to GivingTuesday.

- Leverage the power of peer-to-peer (P2P) fundraising for GivingTuesday. Data tells us that donors give to people, not to organisations. Asking your supporters to fundraise on your behalf with their own P2P campaigns for GivingTuesday can have a ripple effect: once these ambassadors start posting about their own campaigns on social media, their content inspires others to give back too.
- Invite members of your community (donors, volunteers, board members, staff) to take over your social media account for an hour.
- Study your analytics to determine what times of day bring the most engagement with your social media accounts and schedule your posts accordingly.

GivingTuesday Logos

Get creative! Feel free to adapt the GivingTuesday logos to suit your not-for-profit's branding. Create your own GivingTuesday hashtag – #GivingBlueDay, #GivingZooDay, #GivingShoesDay. We encourage you to make GivingTuesday your own!

Behavioral Science for Digital Fundraisers

Not-for-profits can use GivingTuesday to energise their audiences. Stay smart about your communications focus, reach out to people who are already passionate about your cause, and provide them with a specific and detailed reason to give. [Read more.](#)

Twitter Tips

- Your GivingTuesday campaign should say what you need to say in less time than it takes for a donor to scroll past your post in their Twitter feed. Prepare by practising saying a lot with less text.
- Leverage Twitter threads. You can use threads to tell a story and encourage conversation.
- Organise a Twitter chat or “Ask Me Anything” event with partners in your community.
- Ask your supporters to change their Twitter display names for the day to show their support (see example to the right).
- Add alt text to your images so they’re accessible to all.

Sample Tweets

- Mark your calendar! Dec 3 is #GivingTuesday. How will you give? #GivingTuesdayAUS @GivingTuesAUS
- Leave a ❤️ below if you’ll join the #GivingTuesday movement on Dec 3 and tag a kind-hearted person to help spread the word. 🙌 #GivingTuesdayAUS
- It’s #GivingTuesday! Join millions of people around the 🌍 to show up, give back, and change your community. #GivingTuesdayAUS
- Throughout today we’re sharing how [@YOUR ORG] is working to [DESCRIBE YOUR WORK] and ways you can help us achieve [STATE YOUR MISSION]. #GivingTuesday #GivingTuesdayAUS

Facebook Tips

- Change your cover image and add a custom profile image mid-November to show that you're participating in GivingTuesday.
- Use the GivingTuesday Facebook profile frame on both your not-for-profit page and personal profiles to help amplify the day.
- Create a Facebook event and invite others to press "going" – they will receive a Facebook notification on GivingTuesday.
- If you're planning to use Facebook's fundraising tools and "donate" button, you can learn more about those tools here. Alternatively, you can simply link your Facebook posts to the "donate" form on your website.
- Consider mobilising highly engaged supporters to fundraise for your organisation on Facebook.
- Remember to use images that respect people's dignity. Add alt text to your images for accessibility.

Sample Facebook Posts

- Save the Date: December 3 is #GivingTuesday! We're proud to be a part of this global celebration of giving. Visit givingtuesday.org.au to find out more. @GivingTuesdayAUS
- [INTRODUCTION TO YOUR ORGANISATION, YOUR MISSION AND YOUR PROGRAM]. Support us on #GivingTuesday to provide [INSERT YOUR IMPACT STATEMENT]. @GivingTuesdayAUS
- Everyone can have an impact on #GivingTuesday! Join [NAME OF YOUR ORG] on December 3 by pledging your time, skills, voice, dollars to support [STATE YOUR MISSION]. Learn more at [YOUR WEBSITE]. @GivingTuesdayAUS
- Giving isn't just about making a donation. It's about making a difference. Throughout #GivingTuesday today, we're sharing the many different ways you can support [NAME OF YOUR ORG] as we [YOUR MISSION].

Instagram Tips

- Swap your usual profile bio for GivingTuesday campaign info, including a strong call to action and a direct link to your campaign URL.
- Keep up campaign momentum by sharing images that illustrate your impact. Remember to use images that respect people's dignity. Add alt text to your images for accessibility.
- Run a contest on Instagram Stories. Or go live! Give supporters a tour of your space, or an "Ask Me Anything" with your CEO or chair, or ... Be creative!
- Use Instagram Stories to generate excitement for your #GivingTuesday campaign. Share quick, fun snapshots of what you've got cooking for #GivingTuesdayAUS.

Video and Live-streaming Tips

- Give supporters a behind-the-scenes look at your work, or talk about important issues in real time, or offer a window into your work – show supporters what you do.
- Wondering where to stream? Twitch, YouTube, Facebook, Instagram, and Twitter all have great livestream functionality.
- Film the impact of your work. All you need to get footage is your phone.
- [Working With Twitch Creators for GivingTuesday](#)

Suggested Timeline

September

- Send out a save-the-date email for December 3 (attach a calendar invitation)
- Make a general announcement that your organisation is participating in GivingTuesday
- On social media, post regularly about your plans

October

- Start ramping up your social media with two messages a week, including at least one message each Tuesday
- Prepare your community members to be ambassadors for your cause and ask them to share your messages

November

- Early November: Post three times a week
- Mid-November: start making GivingTuesday the focus of your social posts, posting daily if possible. Each day, aim for one or two posts on Facebook and Instagram, and three Tweets. Share stories of the impact of your organisation's work.
- Late November: Connect your messages to the holiday giving season – remind people to give back on GivingTuesday.

[Download the Six-Week Communications Timeline](#)

The Big Day

- Go big! Don't be shy about posting often throughout the day.
- Don't forget to use the hashtags #GivingTuesdayAUS and #GivingTuesday (and any others you may have created for your campaign)
- Set up a social listening tool, such as Hashtracking, so you can track the reach of your campaign
- Monitor your social media mentions throughout the day and interact with your supporters
- Send updates about your goal and thank donors along the way
- Use images, videos and GIFs to help your messages to stand out. GivingTuesday trends every year, so be creative to get extra visibility.
- Don't just ask for funds. Motivate your supporters with a reason to give beyond the fact that it's GivingTuesday. Also share other ways your community can support your work. Highlight the opportunity to make the world a better place.

Thank You Wednesday

Remember to thank your community and share your results. [Here are some great ideas](#) to follow GivingTuesday.

GivingTuesday is on a mission to increase generosity all year. December 3 just happens to be the event's anniversary. You can participate in #52Tuesdays, #DoGoodCalendar and #MyGivingStory throughout the year.

Thank you for joining Giving Tuesday and building a more just and generous world.

Contact Us

Find resources, logos, graphics, and more at [GivingTuesday.org.au](https://givingtuesday.org.au).

To contact a member of the Giving Tuesday Australia team, email info@givingtuesday.org.au.