

SOCIAL MEDIA TOOLKIT

JEFFERSON 4/24/2025 Giving Day

YOU POWER JEFFERSON

follow us

JEFFERSON HEALTH:

- (O) INSTAGRAM: @JeffersonHealth
- X: @TJUHospital
- FACEBOOK: @JeffersonHealth
- in LINKEDIN: @jefferson-health

THOMAS JEFFERSON UNIVERSITY:

- O INSTAGRAM: @JeffersonUniv
- X: @JeffersonUniv
- FACEBOOK: @JeffersonUniv
- in LINKEDIN: @thomas-jefferson-university

#JeffersonGivingDay

#JeffersonGivingDay is an opportunity to celebrate your connection to, and support of, Thomas Jefferson University and Jefferson Health.

- Take a selfie or a photo that represents your love of Jefferson and add a caption that shares what you love about Jefferson Giving Day.
- Don't forget to use the hashtag #JeffersonGivingDay.
- Post it to Instagram, Facebook, LinkedIn, or X to spread the word and encourage others to participate in Jefferson Giving Day on April 24.

social media on jefferson giving day









- Spreading the word on Jefferson Giving Day (April 24) is important! We recommend posting 1-3 messages on Facebook, Instagram, or X throughout the day to keep your network informed. According to national data trends, lunch time and after work are peak times for people to give.
- LinkedIn is a powerful tool to connect your professional network with Jefferson's work, share what you love about Jefferson, explain why you are making a gift on Giving Day, and encourage others to join you on this day of generosity.
- Re-post or share graphics and updates from Thomas Jefferson University and Jefferson Health accounts! This will encourage others to learn more about Jefferson Giving Day.
- Make sure to ask people to give at Jefferson.edu/GivingDay before the 24-hour campaign ends at 11:59 p.m. on April 24. There are many creative ways to remind people – make it yours!
- Don't forget to use #JeffersonGivingDay with every post to be captured in our social media highlights.

post on X

#JeffersonGivingDay





Sample X Posts:

- Excited to share that April 24 is #JeffersonGivingDay, a 24-hour event celebrating the generosity of @TJUHospital and @JeffersonUniv communities in #Philadelphia. Please repost to spread the word and visit Jefferson.edu/GivingDay
- Mark your calendars for April 24 #JeffersonGivingDay. Join me and many other Jefferson employees, patients, alumni, and friends in making a difference during this special one-day event. Jefferson.edu/GivingDay
- Join me on April 24 for #JeffersonGivingDay. Let's come together and make an impact during this one-day-only event. Together, we power Jefferson! Learn more by visiting: Jefferson.edu/GivingDay

post on facebook



#JeffersonGivingDay



Sample Facebook Posts:

- Mark your calendars! April 24 is the annual #JeffersonGivingDay at @JeffersonHealth and @JeffersonUniv. Sign up for more information and save the date at Jefferson.edu/GivingDay today.
- #JeffersonGivingDay is a 24 hour campaign celebrating the generosity of @JeffersonHealth and @JeffersonUniv community members. Learn how you can join the celebration on April 24 at Jefferson.edu/GivingDay!
- Join me on April 24 for #JeffersonGivingDay by sharing why you support Jefferson and visiting Jefferson.edu/GivingDay to make an impact!
- Employees, patients, students, alumni, and friends of @JeffersonHealth and @JeffersonUniv are making an impact for #JeffersonGivingDay on April 24. Don't wait to join the celebration. Visit Jefferson.edu/GivingDay to make your gift and share on social media using #JeffersonGivingDay

post on instagram

#JeffersonGivingDay





Sample Instagram Posts:

• Save the Date: April 24! Jefferson Giving Day is all about making a difference together. Let's unite during this special one-day event to celebrate generosity, impact, and the power of giving. Will you join me?

Visit Jefferson.edu/GivingDay for more details. #JeffersonGivingDay

 Mark your calendars for April 24—a day to give, celebrate, and create lasting change! Will you join me in making this #JeffersonGivingDay an unforgettable one? Together, we power Jefferson!

Visit Jefferson.edu/GivingDay for more details.

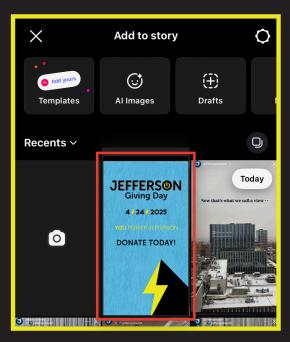
• Join me this **#JeffersonGivingDay** on April 24, and help spread the word! It'll be a powerful day of generosity, impact, and celebration. Together, we can make an incredible difference for Jefferson patients, students, employees, and our community.

Get more details at: Jefferson.edu/GivingDay

instagram story

#JeffersonGivingDay

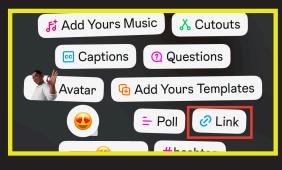


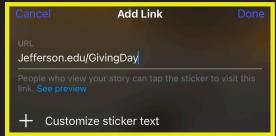




Post an Instagram Story

- Tap "Your Story+" on Instagram
- Add the Instagram story Giving Day image as your background.
- Tap the stickers icon, which appears with a smiley face (next to "Aa"). Scroll to find
 the "link" sticker and tap that. Then enter the URL as: Jefferson.edu/GivingDay. It's
 very important to click "See preview" to make sure the link is correct. Then click
 "Done". Adjust the position of the link on your story as needed.
- If you'd like, click the font icon to add a short message, such as "Will You Join Me?"
- Click the arrow at the bottom of the story to share.











post on LinkedIn

in

#JeffersonGivingDay

LinkedIn is the perfect platform to share your story as a Jefferson employee! When creating your post, start by thinking about the following questions: What does being part of Jefferson mean to you? What do you love most about Jefferson? Why is Jefferson a great place to work? Why do you donate on Giving Day? Why should someone join you in supporting Jefferson on Giving Day?



Sample LinkedIn Post:

- Save the date (and repost)! Jefferson Giving Day is on April 24, and it's your chance to make a meaningful impact in our community. Join me and many other Jefferson employees, patients, alumni, and friends in making a difference during this special one-day event. Learn more at: Jefferson.edu/GivingDay
- Exciting news! #JeffersonGivingDay is just around the corner on April 24. It's more than a day—it's a celebration of what we can accomplish together. Mark your calendar and let's make this year's event the best one yet! Please share with your network and get more details at: Jefferson.edu/GivingDay
- I'm thrilled to be an ambassador for #JeffersonGivingDay on April 24! This is our chance to come together and make a meaningful impact. I'd love for you to join me in supporting this incredible celebration of generosity with @jefferson-health and @thomas-jefferson-university. Find out more by visiting: Jefferson.edu/GivingDay



We will share Thank You graphics for you to post after Giving Day to thank your peers and the Jefferson community for stepping up on Jefferson Giving Day!



contact

Thank you for your support on Jefferson Giving Day. This day could not be successful without advocates like you. We're incredibly grateful.

Questions? Please contact Sarah Wright at sarah.wright@jefferson.edu.

